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M&GSQ is the peak professional body for the public museum and gallery sector in Queensland, representing a network of more than 400 organisations across the State.

## Locals Love Their Galleries!

A recent study by **Museum & Gallery Services Queensland (M&GSQ)** shows Queensland regional galleries are loved and enthusiastically enjoyed by their communities. **Over 60% of gallery audiences** who live within 50 kilometres are more likely to **have visited 'their' gallery more than 5 times in the last twelve months**. They are also more likely to attend public programs such as workshops, talks and events.

M&GSQ Executive Director, Rebekah Butler said, "The *Guess Who's Going to the Gallery? Queensland Report* shows locals highly value their regional galleries, with 98% of audiences expressing satisfaction with their overall gallery experience – **more than half rating their overall experience as 'terrific'.**"

These responses made special mention of the **helpfulness of gallery staff and volunteers**, visitors' appreciation and **engagement with the exhibitions** they were viewing and their **enjoyment of the gallery's environment** and atmosphere.

"Galleries are often a focal point in our communities and can bring local people together. They care for collections of local, regional, national and international significance and help to bring meaning and context to our community life. They also help in telling local stories, engendering civic pride and facilitating community discussion and debate."

Queensland's public galleries are accessible, inclusive spaces where people from different backgrounds can come together. According to the Report's findings, around a third of gallery audiences aged over 65 are attending on their own. Our State's regional galleries provide an inexpensive, safe and welcoming environment for this sector of our community.

Speaking a language other than English at home appears to be no barrier to the enjoyment of and engagement with local galleries. 14% of all visitors surveyed report speaking a language other than English. This compares with under 6% from the 2011 census. Galleries are also connecting with their Indigenous communities through programs and exhibitions, with many reporting visitation equal or greater to that of their local community (2011 census).

*Guess Who's Going to the Gallery? Queensland Report* is the result of a partnership between Museum & Gallery Services Queensland (M&GSQ) and Museums & Galleries NSW (M&G NSW). To read the key findings or to download the full Report of this major research study which collates over 3,000 responses across 18 regional galleries, visit M&GSQ's website [http://www.magsq.com.au/01\\_cms/details.asp?ID=957](http://www.magsq.com.au/01_cms/details.asp?ID=957). A webinar discussing the findings can be viewed from this web link. M&GSQ is also available to assist in interpreting the data.

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