

## Regional Galleries – A Great Place to Socialise

Queensland's regional galleries are a great social destination. A recent study by **Museum & Gallery Services Queensland (M&GSQ)** shows that almost **40% of gallery audiences are coming with families and friends** and **20% are bringing their children**.

M&GSQ Executive Director, Rebekah Butler said, "The *Guess Who's Going to the Gallery? Queensland Report* dispels myths about our art galleries being for the elite. The key findings confirm **Queensland's public galleries are for everyone**, enthusiastically enjoyed by families and people of all ages, income levels, backgrounds and education."

"Galleries make a wonderful place to socialise. Viewing art can be a great conversation starter for people visiting together or a contemplative, reflective experience for audiences visiting on their own."

25% of gallery audiences cite their personal **reason for visiting is to share art with others**. Of those coming on their own, 54% say they are coming **to stimulate their mind** and to recharge.

Two in three visitors see visiting a gallery as a chance to spend time with their partner, family, children and friends. Young families are particularly attracted to galleries, with one in four males and two in five females in the 25 to 44 age group coming with family and friends including children.

Queensland public galleries have a strong emphasis on family learning and engagement. Many offer a wide range of affordable, dedicated workshops and other **free activities for families** to share and to encourage creative thinking, expression and arts appreciation from a young age. Children's activities and resources offered by galleries are highly valued with 94% of respondents rating these programs as 'terrific' or 'good.'

The **under 25s** are also engaging with our public galleries and see them as a **great place to hangout** and spend time with friends. The Report shows 27% of males and 36% of females under 25 are visiting with friends. Significantly, 33% of males under 25 are attending because someone they know recommended the gallery.

*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.

This project has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body, and is supported by the Visual Arts and Craft Strategy, an initiative of the Australian, state and territory governments.

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