

COUNCIL OF AUSTRALASIAN MUSEUM DIRECTORS

ANNUAL CAMD SURVEY RESULTS

2005-2006

***NOT FOR PUBLIC RELEASE
OR CIRCULATION***

Updated 11 April 2007

SURVEY HIGHLIGHTS

PROMOTING ACCESS

- *In the period covered by the 2005-06 survey results, CAMD museums had almost 50 **million engagements** with the public with over **37 million** of these interactions relating to visits to museum websites.*
- *Total attendances at the twenty-one CAMD museum sites in Australia and New Zealand rose to **over 12 million** (a 5.5 % increase on visits in 2004-05).*
- *Attendances in Australia totalled **9.3 million** (an increase of 4.6% on 2004-05).*
- *New Zealand attendances totalled **2.7 million** (a rise of 24% on the previous year).*
- *Museum Victoria was the most visited museum in the Australia/New Zealand region with over **1.4 million visitors**; the next most visited was the Museum of New Zealand Te Papa Tongarewa with over **1.2 million attendances**.*
- *Visits to CAMD museums have risen steadily over the past five years with a 14.2% rise since 2001-02.*
- *198 new in-house exhibitions attracted over **9 million visitors** to CAMD museums;*
- *Seventeen CAMD museums answered over **372,713** enquiries relating to research or collections over the 2005-06 period.*
- *More than **58,000 collection items** were loaned to other institutions, with most loaned for research purposes.*

PROVIDING CULTURAL AMENITIES & DESTINATIONS

- *Museum Victoria attracted close to 834,000 **local residents** to its three major sites; the Western Australian Museum was visited by over 349,000 local residents at its 8 state-wide sites; the Museum of Applied Arts and Sciences (Powerhouse Museum) attracted close to 307,000 Sydney residents to its two main sites and Queensland over 399,000 for four of its main sites across the state. Te Papa attracted over 265,000 local residents in Wellington.*

- *The Australian War Memorial attracted over 555,000 visitors from **interstate** while the National Museum of Australia attracted the next largest contingent of interstate tourists (295,651).*
- *2 million interstate or interregional tourists and over 2.5 million overseas tourists made the major museums one of their key cultural destinations when they travelled in Australia and New Zealand.*
- *The museum attracting the most overseas tourists in the Australia and New Zealand region was the Museum of New Zealand, Te Papa Tongarewa which attracted over 655,000 overseas visitors in 2005-06 while Canterbury Museum attracted over 300,000.*
- *In Australia the Western Australian Museum attracted the most **overseas tourists** (274,755). It was followed by Sovereign Hill (186,004), the Australian National Maritime Museum which was visited by over 173,000 overseas tourists, the Museum of Applied Arts and Sciences (over 123,000), and the Australian War Memorial (over 119,000).*

FOSTERING LEARNING AND BUILDING KNOWLEDGE

- *More than **1.4 million students** visited CAMD museums on organised excursions; over 1.3 million were school students while over 71,000 were enrolled in tertiary or adult education classes.*
- *CAMD museum websites recorded **37.8 million user sessions** a rise of 43% on user sessions reported for 2004-05 (26.4 million).*
- *The Australian Museum had the greatest number of websites (17) and the highest website visitation, recording more than 17.4 million user sessions in total.*
- *2005-06 was a 'tipping point' for museums as more than half of CAMD's members now attract more 'virtual' than actual visitors.*
- *CAMD's talks and workshops reached an additional audience of over 367,000*
- *CAMD museums produced **427 scholarly publications**.*
- *CAMD museums participated in a total of 191 grant-funded research projects during 2005-06 and expended over **\$6 million** on research.*

- *Close to 500 in-house curatorial/science research projects were completed in 2005-06.*

BUILDING CULTURAL CAPACITY

- *Seven CAMD museums were involved in completing requests for the repatriation of indigenous materials during 2005-06. Negotiations were completed for 102 repatriation requests in this period.*
- *Seventeen of CAMD's twenty-one members provided professional support and advisory services to smaller and regional museums in their areas.*
- *Eleven CAMD museums provided internships for small and regional museums.*
- *Together, the museums acquired more than 471,904 items for collections during 2005-06.*

BUILDING SOCIAL CAPITAL

- *Close to 4,000 volunteers contributed 433,317 hours to CAMD museums;*
- *Over 130 exhibitions and programs were held during the year which explored Indigenous, South-East Asian and other cultures from around the world.*

BENCHMARK DATA

- *Fourteen CAMD museums reported a **rise in recurrent government income** and eighteen reported an increase in operating income overall;*
- *Between 2001-02 and 2005-06 FTE staff numbers employed by CAMD museums rose by 9.8%.*

INTRODUCTION

The following report provides a brief overview of trends in the results of the 2005-06 survey of members carried out by the Council of Australasian Museum Directors (CAMD). CAMD members represent the 21 major national, state and regional museums in Australia and New Zealand.

Response Rate

All 21 museums participated in the 2005-06 CAMD survey, 17 from Australia and four from New Zealand. Eight museums operated just one public site; the others operated up to 12 sites. In all, the surveyed museums operated 67 sites.

Survey Issues

The survey addresses a wide range of operational issues facing museums, including finances, visitor numbers, staff and volunteers, commercial activities, membership programs, acquisitions, and outreach programs. Tables summarising the full responses follow the report [*see appendix1*].

Amendments

A number of changes were made to the questions in the 2005-06 survey and these have been noted where relevant in the following report. The survey material was also reorganised to better support the different uses to which it is put by CAMD and its members. A copy of the 2005-06 questionnaire is included at *appendix 2*.

Revised survey structure

The report follows the new survey structure with sections covering the role of CAMD museums in 2005-06 in 'Promoting Access to Institutional Knowledge, Exhibitions and Collections'; 'Providing Cultural Amenities and Destinations'; 'Fostering Learning and Building Knowledge'; 'Building Cultural Capacity'; and 'Building Social Capital'. In addition, the report includes Benchmark Data for members on financial and other activities in 2005-06.

Five year trends

The report also includes five year trends for a number of key indicators and outcomes. These are: total attendances; school student visits; research grants; website visits; operating income; Government and non-Government revenue; capital income and FTE staff numbers.

PROMOTING ACCESS

VISITATION

All Sites [see Table 14 in appendix 1]

Total attendances at all CAMD museum sites rose from more than 11.4 million in 2004-05 to more than 12 million visits during 2005-06; a rise of 5.5%.

Museum Victoria, was the most visited museum (all sites), with over 1.4 million visits; the next most visited museum in the region was the Museum of New Zealand Te Papa Tongarewa with over 1.2 million visits and, in Australia, the Western Australian Museum with over 864,000.

The combined visitation for each museum (all sites) is shown in Table A:

Table A - Total visitation (all sites)

	2004-05 Total visitation	2005-06 Total visitation	% change
Museum Victoria	1,169,068	1,485,855	27.1%
Museum of New Zealand Te Papa Tongarewa	1,391,605	1,275,055	-8.4%
Western Australian Museum	840,901	864,561	2.8%
Australian War Memorial	833,815	800,000	-4.1%
South Australian Museum	670,782	730,032	8.8%
Queensland Museum	790,314	726,372	-8.8%
Sovereign Hill	842,350	816,911	-3%
Canterbury Museum	535,177	557,263	4.1%
Auckland War Memorial Museum	272,234	540,240	98.4%
Museum of Applied Arts & Sciences	615,606	535,199	-13.1%
National Museum of Australia	418,041	518,686	24.1%
Australian National Maritime Museum	370,283	468,445	26.5%
National Science & Technology Centre	392,540	407,581	3.8%
Historic Houses Trust of NSW	436,146	398,077	-8.7%
Otago Museum and Discovery World	320,000	353,594	10.5%
Museum & Art Gallery of the Northern Territory	328,419	327,335	-0.3%
Tasmanian Museum & Art Gallery	293,515	319,635	9.8%
History Trust of SA	303,453	305,804	0.8%
Australian Museum	326,788	297,001	-9.1%
Scitech Discovery Centre	187,159	208,123	11.2%
Queen Victoria Museum & Art Gallery	104,483	127,511	22%
TOTAL	11,442,679	12,063,280	5.5%

Attendances Over Last Five Years

The following tables provide an overview of the actual number and % trends in relation to total attendance at all sites since the period 2001-2002.

Table B – Total attendances – last five years

Year	Total All Sites Aust. & NZ	Total All Sites Aust.	Total All Sites NZ
2005-06	12,063,280	9,337,128	2,726,152
2004-05	11,442,679	9,243,343	2,199,336
2003-04	11,270,092	8,686,252	2,583,840
2002-03	11,186,334	8,552,405	2,633,929
2001-02 ¹	10,554,120	8,346,334	2,207,786

There has been a 14.2% rise in total attendances recorded overall by CAMD members between 2001-02 and 2005-06. Australian museums recorded an 11.8% rise between these years and New Zealand a 23% rise although these figures should be treated cautiously as not all museums responded to the 2001-02 survey.

EXHIBITIONS

New, in-house exhibitions [Table 15]

Twenty CAMD museums opened at least one new, in-house exhibition during 2005-06, with a total of 198 new exhibitions opened. In terms of activity, the Museum of Applied Arts and Sciences opened the most in-house exhibitions (23); followed closely by the History Trust of South Australia with 21. The total of known visitations to new, temporary (free or charged) in-house exhibitions was over 9 million visitors.

Exhibitions loaned to other museums [Table 17]

Eighteen of the CAMD museums loaned a total of 74 exhibitions to other museums during 2005-06. The Museum of Applied Arts and Sciences (14), Australian War Memorial (9) and National Museum of Australia (9) had the most exhibitions on loan to other museums.

Exhibitions received on loan [Table 16]

Sixteen of the CAMD museums received at least one exhibition on loan from another institution during the year. The museums receiving the largest number of exhibitions on loan during the year were Museum Victoria (18), Queensland Museum (14) and the Western Australian Museum (13).

Collection Items Loaned [Table 19]

¹ In 2001-02 only nineteen museums responded to the survey (the History Trust of South Australia and Auckland War Memorial Museum did not respond).

All of the CAMD museums with the exception of Scitech Discovery Centre and the National Science and Technology Centre (which are not collecting institutions) were involved in loaning collection items as an outreach activity. Together, more than 58,000 collection items were loaned to other institutions, with most loaned for research purposes.

Interpretation Kits [Table 20]

Thirteen museums loaned interpretation kits (such as museum boxes). While detailed figures were not available from all institutions, more than 9,000 loans were made in total.

External Enquiries [Table 13]

Seventeen CAMD museums answered over 372,713 enquiries relating to research or collections over the 2005-06 period.

PROVIDING CULTURAL AMENITIES & DESTINATIONS

LOCAL VISITORS AND TOURISTS [Table 35]

For the first time, the survey in 2005-06 included questions to determine the proportion of visitors to museum sites who are either local residents or visitors from within a state (in the case of Australian visitors) or region (for New Zealand visitors). A question was also included to determine the proportion of visitors who were tourists from other states/regions or from overseas².

These figures should be treated with caution as the information provided in response to this question was often incomplete; seven museums were not able to respond to this question because they do not collect figures on this basis; in the case of some museums reporting figures, the collection of information did not extend to all sites.

Local Visitors [Table 35]

Table C following looks at the percentage of overall visitors to all CAMD museum sites who were either residents in the town or city in which the museum is located or were resident in the state (in the case of Australian museums) or the New Zealand region in which the museum was located.

Museum Victoria attracted close to 834,000 **local residents** to its three major sites; the Western Australian Museum attracted close to 350,000 to its 8 state sites; Queensland Museum attracted close to 399,000 for four of its main sites across the state and the Museum of Applied Arts and Sciences attracted close to 307,000 to its two main sites. Te Papa attracted over 265,000 local residents in Wellington.

² The figures for overseas tourists include tourists from Australia visiting New Zealand museums and New Zealand tourists visiting Australian museums.

Table C – Visits by local and State/Region residents

Local and regional visits	% visitors resident in town/city in which Museum located	% visitors resident in State (Aus) or region (NZ) in which Museum located
Australian National Maritime Museum	35%	12.9%
Australian War Memorial	14.8%	n/a
Canterbury Museum	33.9%	5%
Historic Houses Trust of New South Wales ³	8.4%	1.7%
History Trust of South Australia	39%	7.6%
Museum & Art Gallery of the NT ⁴	14.2%	1.9%
Museum of Applied Arts & Sciences	57.3%	7.7%
Museum of New Zealand Te Papa Tongarewa	20.7%	7.6%
Museum Victoria ⁵	56.1%	9.6%
National Museum of Australia	31%	n/a
Queensland Museum	54.9%	15.6
Sovereign Hill Museums Association	8.3%	51%
Tasmanian Museum & Art Gallery	27.7%	7.8%
Western Australian Museum	40.4%	5.7%

In the case of three Australian museums, the Museum of Applied Arts and Sciences (57.3%), Museum Victoria (56.1%) and Queensland Museum (54.9%), more than 50% of their visitors were local residents in the town or city in which the museum was located.

Six museums reported local resident visitation to be between 30% and 41%. The remaining museums did not include data for all sites and thus the finding for these institutions is incomplete.

Tourist Visits [Table 36]

The next table looks at the percentage of overall visitors to all CAMD museum sites who were from interstate Australia or from another region in the case of New Zealand. The table also includes the % of tourists from overseas.⁶

³ Figures provided do not cover all sites or admissions.

⁴ Visitor figures available for main site only.

⁵ Figures provided do not cover all sites or admissions.

⁶ The figures for overseas tourists include tourists from Australia visiting New Zealand museums and vice versa.

Table D. Visits by Tourists

Visits by tourists	% Aust: Tourists from interstate %NZ: Tourists from other regions	Tourists from overseas (incl. Aust & NZ)
Auckland War Memorial Museum	8.3%	33.3%
Australian National Maritime Museum	15%	37%
Australian War Memorial	69%	14.8%
Canterbury Museum	6.9%	53.9%
Historic Houses Trust of New South Wales	2.3%	8.9%
History Trust of South Australia	21.3%	31.9%
Museum & Art Gallery of the Northern Territory ⁷	31.9%	13.3%
Museum of Applied Arts & Sciences	11.7%	23.1%
Museum of New Zealand Te Papa Tongarewa	19.7%	51.4%
Museum Victoria	7.2%	8%
National Museum of Australia	56.9%	11.9%
Queensland Museum	13.3%	16.2%
Sovereign Hill Museums Association	17.6%	23%
Tasmanian Museum & Art Gallery	44%	20%
Western Australian Museum	20.4%	31.7%

Six museums did not collect information relating to tourists. The remaining fifteen museums observed that over 2 million interstate or other region tourists and over 2.5 million overseas tourists made the major museums one of their key cultural destinations when they travelled in Australia and New Zealand.

The Australian War Memorial attracted over 555,000 visitors from interstate while the National Museum of Australia attracted the next largest contingent of interstate tourists (295,651).

The museum attracting the most overseas tourists in the Australia and New Zealand region was the Museum of New Zealand, Te Papa Tongarewa which attracted over 655,000 overseas visitors in 2005-06 while Canterbury Museum attracted over 300,000. In Australia the Western Australian Museum attracted the most overseas tourists (274,755). It was followed by Sovereign Hill which was visited by 186,004, the Australian National Maritime Museum over 173,000 tourists, the Australian War Memorial (119,000) and the Queensland Museum (117,712).

⁷ Visitor figures available for main site only.

The Australian War Memorial and the National Museum of Australia both reported that over 50% of their visitors were from interstate. Interstate visitor proportions remained under 20% for eight museums responding.

Two museums, Canterbury and the Museum of New Zealand Te Papa Tongarewa, reported that more than 50% of their visitors were overseas tourists while five other museums recorded overseas visitation rates between 20% and 40%.

FOSTERING LEARNING AND BUILDING KNOWLEDGE

STUDENTS

Student visitation – all sites [Table 3]

In 2005-06 the question relating to student visitation was amended in order to collect information about a wider range of students. The survey for 2004-05 asked for the 'total number of school students who attended in booked school groups'. The 2005-06 broke down the categories of school children (ie preschool, primary and secondary) students but also, for the first time, collected additional figures for tertiary students and students in adult and continuing education courses.

School students made more than 751,000 visits to the CAMD museums during 2005-06. This represents a 7.1% increase on the previous year. Caution should be taken with these figures however as four museums could not differentiate between school student and other student categories. The figures for Museum Victoria, the National Science and Technology Centre, the Western Australian Museum and the Tasmanian Museum and Gallery may include numbers for tertiary and students in adult education courses.

Just over half of the museums reporting noted a rise in school student attendance. The largest increases were recorded at the South Australian Museum (84%), the Museum of New Zealand Te Papa Tongarewa (65%), the Queen Victoria Museum and Gallery (54%%) and Museum Victoria (34%). Marked declines in school student attendance were experienced by Canterbury Museum (-33%), Otago Museum (-20%) and Sovereign Hill (-17%).

Museum Victoria was the museum with the highest student attendance (359,678) although, as pointed out above, this figure may contain numbers for tertiary and adult students. Museum Victoria's student attendance was more than double that of the next most visited museum, the Australian War Memorial (over 110,000 students). The only other museum visited by more than 100,000 school students during 2005-06 was the National Science and Technology Centre (106,000, which may also include tertiary and adult students).

School student figures for 2004-05 and 2005-06 are shown on the following table:

Table E – School Student attendance (all sites) [Table 3]

School Student attendance	2004-05	2005-06 ⁸	% change	% school students to visitors
Museum Victoria	269,708	359,678	34%	24.2%
Australian War Memorial	110,535	110,780	0.2%	13.8%
National Science & Technology Centre	106,715	106,000	-0.007%	26%
Sovereign Hill	109,481	90,464	-17%	11.7%
Queensland Museum	81,733	88,535	8.3%	12.2%
Museum of Applied Arts and Sciences	88,532	84,130	-5%	15.7%
National Museum of Australia	82,765	83,566	1%	16.1%
Australian Museum	50,943	56,876	0.1%	19.2%
Western Australian Museum	53,277	56,613	6.2%	6.5%
Auckland War Memorial Museum	47,979	46,744	-3%	8.7%
Historic Houses Trust of NSW	54,716	45,778	-16%	11.5%
Scitech Discovery Centre	42,915	41,331	-4%	19.9%
Australian National Maritime Museum	31,083	32,117	3%	6.9%
History Trust of SA	35,829	31,952	-11%	10.4%
South Australian Museum	17,000	31,231	84%	4.3%
Museum of New Zealand Te Papa Tongarewa	16,737	27,560	65%	2.2%
Otago Museum	27,340	21,862	-20%	6.1%
Canterbury Museum	30,433	20,375	-33%	3.7%
Queen Victoria Museum & Art Gallery	8,849	13,649	54%	10.7%
Tasmanian Museum & Art Gallery	11,802	12,164	3%	3.8%
Museum and Art Gallery of the NT	n/a	8,227	-	2.5%
TOTAL	1,278,372	1,369,632	7.1%	11.4%

SCHOOL STUDENT VISITATION OVER LAST FIVE YEARS

Apart from a spike in 2003-04, student visits to CAMD museums as a percentage of all visits have remained around the 11% mark. Trends over the last five years in school student visitation can be seen in the following table.

⁸ A number of museums were unable to break down their student numbers by the requested categories. The figures for Museum Victoria, the National Science and Technology Centre, the Western Australian Museum and the Tasmanian Museum and Gallery may include numbers for tertiary and students in adult education courses.

Table F - School Student Visitation (all sites) – last five years

Year	Total School Student Visits Aust. & NZ	% of all visitors that are school students	Total School Student Visits Aust.	Total School Student Visits NZ
2005-06	1,369,632	11.4%	1,253,091	116,541
2004-05	1,278,372	11.1%	1,155,883	122,489
2003-04	1,350,690	11.9%	1,186,484	164,206
2002-03	1,275,814	11%	1,162,984	112,830
2001-02 ⁹	1,176,949	11%	1,104,869	72,080

Tertiary and Adult Students

This year's survey was the first time that museums were asked to provide data on the number of students from tertiary education which covers universities, colleges of advanced education, institutes of technology and polytechnics and the Australian Migrant Education Centre or services which provide ESL courses to migrants. In addition, museums were asked to provide the number of adult and continuing education students interacting with their institution.

Fourteen museums were able to provide this information, which is incorporated in the following table:

Table G – Tertiary and Adult students (all sites) [Table 3]

Tertiary & Adult Students	Tertiary (Univ; TAFE/AMEC)	Adult & Continuing Ed.	TOTAL
Auckland War Memorial Museum	6,266	Not known	6,266
Australian Museum	3,327	1,993	5,320
Australian National Maritime Museum	196	1,680	1,876
Canterbury Museum	2,503	1,085	3,588
Historic Houses Trust of New South Wales	5,877	581	6,458
History Trust of South Australia	2,111	876	2,987
Museum & Art Gallery of The Northern Territory	178	6,050	6,228
Museum of New Zealand Te Papa Tongarewa	868	18,573	19,441
National Museum of Australia	1,492	119	1,611
Queen Victoria Museum & Art Gallery	633	0	633
Queensland Museum	426	10,529	10,955

⁹ In 2001-02 only nineteen museums responded to the survey (the History Trust of South Australia and Auckland War Memorial Museum did not respond).

Tertiary & Adult Students	Tertiary (Univ; TAFE/AMEC)	Adult & Continuing Ed.	TOTAL
Scitech Discovery Centre	0	1,083	1,083
South Australian Museum	unknown	1,771	1,771
Sovereign Hill Museums Association	1,523	1,278	2,801
TOTALS	25,400	45,618	71,018

In all, CAMD museums were visited by over 1.4 million students.

Education Partnerships [Table 4]

This was also the first year when members were asked about the number of partnerships they had with other education providers. CAMD museums reported 50 partnerships with education departments and over 50 with tertiary institutions.

CURATORIAL OR SCIENTIFIC RESEARCH [Tables 6-8]

Seventeen CAMD museums conducted curatorial or scientific research during 2005-06. A sizeable proportion of CAMD museum research is in the form of grant-funded research projects. CAMD museums participated in a total of 191 grant-funded research projects during 2005-06.

The total value of research grants expended during 2005-06 was just over \$6 million which was a decline of \$4m since the previous survey. The CAMD museums with the greatest research grants expended were the Museum of New Zealand Te Papa Tongarewa (\$1.6 million), the Australian Museum (\$1.5 million) and the South Australian Museum (\$1.1 million).

Table H - Total Value of Research Grants Expended

Year	Research Grants Aust. & NZ (Aud & NZ)	Research Grants Aust. (AUD)
2005-06	\$6,634,599	\$6,610,763
2004-05	\$10,932,366	\$9,621,402
2003-04	\$8,602,828	\$7,550,828
2002-03	\$5,558,000	\$4,948,000
2001-02	Not surveyed	Not surveyed

Fifteen CAMD museums recorded the completion of 492 in-house curatorial/science research projects in 2005-06 while 463 such projects were still in progress in that period.

The main fields in which research was undertaken were history/archaeology (20 museums), biological sciences (15 museums), curatorial studies (14 museums),

studies in human society (14 museums) and earth sciences (14 museums). See *Table 8*.

Publications

CAMD museums made a significant contribution to published, scholarly output, with a total of 427 scholarly publications produced by museums. This figure included 30 books (not including reprints), 28 catalogues, 110 serial publications, 174 educational/schools publications and 85 multimedia or electronic publications [*Table 9*]. In addition, over 14,000 publications, reports and articles about CAMD member museums were produced by other organisations [*Table 10*].

Talks & Presentations [*Table 11*]

Over 8,000 presentations were made in total by the museums reporting these figures. The total estimated audience for off-site talks, lectures, and workshops was recorded as over 367,000 however, there may be a level of under-reporting with these figures and they should be used with caution.¹⁰

WEBSITES

All CAMD museums had a website presence and were responsible for maintaining information on the World Wide Web. The majority of museums (15) maintained only one url, although the range was from 1 – 17. The Australian Museum maintained the most urls with 17 websites.

The following table shows the number of users accessing each museum's website over the past two years where known:

Table I - Website statistics [*Table 12*]

Website Visitors	2004-05	2005-06	% change
Australian Museum	12,200,200	17,468,516	43.2%
Museum Victoria	2,897,352	3,602,892	24.3%
Australian War Memorial	2,400,000	3,000,000	25%
Museum of Applied Arts & Sciences	1,606,550	2,462,231	53.3%
National Science & Technology Centre	1,419,000	1,986,093	40%
Queensland Museum	1,156,929	1,670,576	44.4%
National Museum of Australia	959,159	1,300,000	35.5%
Queen Victoria Museum & Art Gallery	135,137	1,166,737	763%
Museum of NZ Te Papa Tongarewa	712,041	1,090,033	54%
South Australian Museum	394,446	875,155	121.9%
Australian National Maritime Museum	556,118	695,806	25.1%

¹⁰ It was clear from some responses to this year's survey that there was confusion over where to record public engagement in outreach activities such as Museum Vans and other travelling museums programs. It was intended that this information be picked up under the question relating to Talks and Presentations. An adjustment will be made to the questionnaire next year to ensure that this is clear to those completing the survey.

Website Visitors	2004-05	2005-06	% change
Auckland War Memorial Museum	98,784	681,760	590.2%
Historic Houses Trust of NSW	481,006	655,513	36.3%
Scitech Discovery Centre	192,383	277,224	44.1%
Western Australian Museum	559,694	262,259	-53.1%
Sovereign Hill	159,034	242,082	52.2%
Tasmanian Museum & Art Gallery	192,660	188,733	-2.0%
History Trust of SA	unknown	153,062	unknown
Otago Museum & Discovery Centre	70,000	33,461	-52.2%
Museum and Art Gallery of the NT	241,980	19,728	-91.8%
Canterbury Museum	578,000	unknown	-
TOTALS	26,432,473	37,831,861	43%

Together, the 20 CAMD websites providing data in 2005-06 recorded 37.8 million user sessions, a rise of 43% on user sessions reported for 2004-05 (26.4 million).

This year also seemed to represent a 'tipping point' for museums in that, for the first time, more than half of CAMD's members (14) attract more 'virtual' than 'real' visitors (as compared to 10 museums in 2004-05).

The Australian Museum has the highest website visitation, recording more than 17.4 million user sessions on its 17 websites.

Table J - Total Visits to Websites

Year	Total Visits to Websites Aust. & NZ	Total Visits to Websites Aust.	Total Visits to Websites NZ
2005-06	37,831,861	36,060,068	1,771,793 ¹¹
2004-05	26,432,473	24,973,648	1,458,825
2003-04	26,486,636	25,809,055	677,581 ¹²
2002-03	13,881,243	13,158,761	722,482 ¹³
2001-02	9,583,927	9,251,945	331,982 ¹⁴

Reflecting the rapid rise in internet use in the Australasian region, there has been a 295% leap in recorded total visits to websites since 2001-02.

¹¹ Canterbury Museum did not provide web usage figures for 2005-06.

¹² Auckland War Memorial Museum and Canterbury Museum did not record website usage in this year.

¹³ Canterbury Museum and Otago Museum & Discovery World did not record website usage in this year.

¹⁴ Auckland War Memorial Museum, Canterbury Museum and Otago Museum & Discovery World did not record website usage in this year.

Total Engagement

The combination of figures for attendances at all museum sites plus the number of web site users accessing museum websites provides a picture of museum engagement with the public as shown in the following table:

Table K– Total Public Engagement [Table 12 & 14]

Total public engagement	Total attendance all sites	Total number website users	Total engagement
Auckland War Memorial Museum	540,240	681,760	1,222,000
Australian Museum	297,001	17,468,516	17,765,517
Australian National Maritime Museum	468,445	695,806	1,164,251
Australian War Memorial	800,000	3,000,000	3,800,000
Canterbury Museum	557,263	unknown	557,263
Historic Houses Trust of New South Wales	398,077	655,513	1,053,590
History Trust of South Australia	305,804	153,062	458,866
Museum & Art Gallery of the NT	327,335	19,728	347,063
Museum of Applied Arts & Sciences	535,199	2,462,231	2,997,430
Museum of New Zealand Te Papa Tongarewa	1,275,055	1,090,033	2,365,088
Museum Victoria	1,485,855	3,602,892	5,088,747
National Museum of Australia	518,686	1,300,000	1,818,686
National Science and Technology Centre	407,581	1,986,093	2,393,674
Otago Museum and Discovery World	353,594	33,461	387,055
Queensland Museum	726,372	1,670,576	2,396,948
Queen Victoria Museum & Art Gallery	127,511	1,166,737	1,294,248
Scitech Discovery Centre, Perth	208,123	277,224	485,347
South Australian Museum	730,032	875,155	1,605,187
Sovereign Hill Museums Association	816,911	242,082	1,058,993
Tasmanian Museum & Art Gallery	319,635	188,733	508,368
Western Australian Museum	864,561	262,259	1,126,820
TOTAL	12,063,280	37,831,861	49,895,141

On the basis of the survey results CAMD museums had over 49.8 million engagements with the public with over 37 million interactions with the public online.

BUILDING CULTURAL CAPACITY

Supporting indigenous communities *[Table 22]*

Seven CAMD museums were involved in negotiations for the repatriation of indigenous materials during 2005-06. A total of 253 new requests were received or initiated during the year, while 347 requests (some of which may have been initiated in previous years) were ongoing at 30 June 2006. Negotiations were completed for 102 requests during 2005-06. Altogether, 702 requests resulted in repatriation of indigenous materials.

Outreach Services - Advisory Services, Grants, Internships & Other *[Table 21]*

CAMD museums once again maintained a high level of support for other collections in their regions. Outreach activities undertaken by museums included professional support services (17 museums) grants programs (9 museums), and internships for regional museum and heritage workers (11 museums).

ACQUISITIONS *[Table 23]*

Together, the museums acquired more than 471,904 items for collections during 2005-06, significantly more than the 49,580 items collected the previous year. The Australian Museum acquired the largest number of items with 220,000 collected in fieldwork.

Many museums were unable to put a value on their collections – particularly those that had been donated or collected during fieldwork. At the very least, the items had a collective value of over \$12.43 million (compared with AUD\$17.6 million the previous year) *[Table 24 - 25]*.

The 17 Australian museums involved in the Cultural Gifts Program (CGP), acquired 16,627 items under the program. The South Australian Museum acquired almost half the objects recorded under the CGP. The total value of items acquired under the CGP was over \$2.5 million – less than half of the value of \$5.8 million recorded in 2004-05 *[Table 26]*.

Table L - Cultural Gifts – Number and Value – Australia only

	Nos	Value
2005-06	16,627	\$2,597,898
2004-05	3,305	\$5,834,885
2003-04	8,355	\$1,722,403
2002-03	3,537	\$3,637,000
2001-02	No question	No question

BUILDING SOCIAL CAPITAL

Volunteers [Tables 27]

All CAMD museums received assistance from volunteers during 2005-06. A total of 3,985 volunteers contributed more than 433,317 hours worth of assistance.

Membership [Table 28]

All CAMD museums surveyed had a membership or friends program. Not all museums were able to report the requested statistics relating to their membership programs.

Cultural Diversity and Affiliated Organisations

For the first time this year CAMD members were also asked to nominate those public programs and exhibitions run by the museum which fostered cultural diversity. Over 130 exhibitions and programs were held during the year which explored Indigenous, South-East Asian and other cultures from around the world. The titles of these initiatives are listed in *Table 33*.

Many of these events grew from the formal affiliation of museums with local, cultural societies; ten museums reported a formal relationship with 87 outside organisations [see *Table 34*].

BENCHMARK DATA

FINANCES

Operating income [Table 53-54]

The total operating income (\$'000) for each of the museums is shown below for 2004-05 and 2005-06¹⁵:

Table M - Operating incomes AUD \$'000

Operating income	2004-05	2005-06	% change
Museum Victoria	\$58,082	\$60,837	4.7%
National Museum of Australia	\$44,233	\$45,277	2.4%
Australian War Memorial	\$40,884	\$42,313	3.5%
Museum of Applied Arts & Sciences	\$37,527	\$37,548	0.06%
Museum of New Zealand Te Papa Tongarewa	\$38,902	\$36,308	-6.6%
Australian Museum	\$36,056	\$33,347	-7.5%
Historic Houses Trust of NSW	\$24,710	\$26,079	5.5%
Queensland Museum	\$24,326	\$25,667	5.5%

¹⁵ All figures in Australian dollars calculated at NZ dollar exchange rate at 31 October 2006.

Operating income	2004-05	2005-06	% change
Auckland War Memorial Museum	\$17,446	\$19,248	10.3%
Australian National Maritime Museum	\$20,133	\$21,442	6.5%
Sovereign Hill	\$18,176	\$18,548	2.0%
Western Australian Museum	\$19,817	\$18,441	-6.9%
National Science & Technology Centre	\$13,830	\$14,656	6.0%
South Australian Museum	\$11,802	\$12,359	4.7%
Museum & Art Gallery of the Northern Territory	\$8,940	\$10,861	21.5%
Scitech Discovery Centre	\$6,486	\$7,119	9.8%
Canterbury Museum	\$5,416	\$5,368	-0.8%
Tasmanian Museum & Art Gallery	\$5,720	\$6,142	7.4%
History Trust of SA	\$6,010	\$5,878	-2.2%
Queen Victoria Museum & Art Gallery	\$5,172	\$5,640	0.09%
Otago Museum and Discovery World	\$4,463	\$4,198	-6%
TOTAL	\$448,132	\$457,276	2%

Fifteen museums reported an increase in operating income in 2005-06 although many increases were only slight. In New Zealand, Auckland War Memorial Museum (10.3%) reported the largest percentage increase in operating income. In Australia, the largest percentage increases were recorded by the Museum and Art Gallery of the Northern Territory (21.5%), followed by Scitech Discovery Centre (9.8%).

The largest proportional decline in operating income was experienced by the Australian Museum (-7.5%).

Total Operating Incomes for last five years

Table N - Total Operating Income

Year	Total Operating Income for Aust. & NZ (AUD)	Total Operating Income Aust. (AUD)	Total Operating Income NZ (NZD)
2005-06	\$457,276,000	\$392,154,000	\$74,890,000
2004-05	\$488,132,000	\$381,905,000	\$70,455,000
2003-04	\$433,580,000	\$373,474,000	\$64,846,000
2002-03	\$441,926,000	\$401,207,714	\$62,886,000
2001-02 ¹⁶	\$355,469,000	\$318,984,000	\$36,485,000

¹⁶ Auckland War Memorial Museum and the History Trust of SA did not provide this information.

Government Revenue over last five years

The majority of museums continue to rely heavily on Government funding. Seven museums recorded that the proportion of operating income obtained from Government funding was smaller than it had been the previous year. The Australian Museum reported a decline in Government funding of -8.9% and the Western Australian Museum a drop in Government revenue of -3%.

Of the fourteen museums reporting a rise in government revenue, the largest percentage rise recorded was by the Museum and Art Gallery of the Northern Territory which reported an increase in government funding of 32.3%, followed by the Auckland War Memorial Museum which recorded a rise of 23.5%.

In 2005-06, twelve out of twenty-one museums received \$10 million or more in Government funding. The number of CAMD museums receiving more than \$20 million remained steady at six [Table 53].

Changes in the receipt of Government revenue over the past five years can be seen in Table O following:

Table O - Government revenue (operating incomes)

Government revenue	2001-2002	2002-03	2003-04	2004-05	2005-06
<i>Up to \$5 m</i>	21%	33%	33%	29%	28%
<i>\$5 m - \$10 m</i>	16%	10%	14%	19%	14%
<i>\$10 m - \$20 m</i>	26%	29%	29%	29%	28%
<i>More than \$20 m</i>	37%	28%	24%	23%	28%

Non-Government Revenue

Table 53 in Appendix 1 provides information on the total income from non-government sources. Ten museums experienced a fall in non-government revenue during this period. The average revenue from non-government sources was stable at \$6.6 million per organisation. Twelve museums, however, generated less than this amount.

Trends in the level of non-government revenue received by CAMD museums over the last five years can be seen in the following table:

Table P - Non-government revenue (operating incomes)

Non-government revenue	2001-02	2002-03	2003-04	2004-05	2005-06
<i>Up to \$2 m</i>	32%	29%	26%	29%	24%
<i>\$2 m - \$5 m</i>	32%	24%	24%	14%	24%
<i>\$5 m - \$10 m</i>	21%	33%	34%	43%	38%
<i>More than \$10 m</i>	15%	14%	15%	14%	14%

The following table shows the average gross income generated via each method of non-government revenue raising during 2005-06, for museums generating that type of income.

Table Q - Average income from non-government sources AUD \$'000

	Funding source	Average 2004-05 in \$'000	Average 2005-06 in \$'000
Commercial activities	Admission fees	\$2054	\$5685
	Fees to attend programs/events	\$495	\$696
	Merchandising	\$1015	\$1393
	E-commerce	\$847	\$745
	Food services	\$798	\$688
	Functions	\$419	\$703
	Venue hire	\$264	\$693
	Membership income	\$186	\$197
	Visitor accommodation	\$1,368	\$1,326
	Sale of other goods or services	\$508	\$2,130
	Consultancies	\$365	\$11,079
	Commercial professional fees	\$304	\$3,788
	Other commercial activities	\$659	\$313
Non-commercial activities	Interest	\$512	\$595
	Sponsorship / donations	\$599	\$952
	Bequests	\$11	\$15
	Grants	\$306	\$270

For commercial activities the average income rose in most categories. There was a marked rise in income from consultancies and sale of other goods or services, [Tables 40, 42, 52].

Operating expenditure [Table 58]

Employee related expenses (for wages, salaries, superannuation and so forth) accounted for an average of 47% of total operating expenditure per museum (up 2% from last year).

The average proportion of expenditure spent on depreciation was 16.5% (down from 18% last year). Rent of buildings accounted for an average of 0.6% of operating expenditure per museum (down from 1% last year).

Capital income [Table 56]

Total capital income for all CAMD museums declined by 33% in 2005-06. The total value of capital income was over \$67.5 million (\$100.8 million last year). The

average amount of capital income per museum was \$3.2 million (down from \$4.8 million in the previous year). The major recipients of capital income were the Museum of New Zealand Te Papa Tongarewa (\$10.8 million), the Australian National Maritime Museum (\$9.5 million), Auckland War Memorial Museum (\$8.3 million), and Museum Victoria (\$8 million).

Table R - Capital Income

Year	Capital Income Aust. & NZ (AUD) \$000s	Capital Income Aust. \$000s	Capital Income NZ \$000s (NZD)
2005-06	\$67,547	\$75,570	\$35,122
2004-05	\$100,769	\$85,953	\$25,732
2003-04	\$107,360	\$90,162	\$18,901
2002-03	\$64,100	\$51,354	\$14,579
2001-02 ¹⁷	\$62,700	\$52,886	\$9,814

Capital expenditure [Table 60]

Capital expenditure includes capital works on buildings, plant and equipment purchases, and exhibition and collection development; a few museums may have included capital use charges. The CAMD survey results show that total capital expenditure declined 17% in 2005-06 to \$110m (\$134.6 million last year).

The following table shows those museums with large capital expenditure during 2005-06:

Table S - Capital expenditure AUD \$'000

Capital expenditure item	Museum	\$'000
Capital works - buildings	Auckland War Memorial Museum	\$24,100
	Australian War Memorial	\$11,161
	Australian Museum	\$3,515
Exhibitions	Museum of NZ Te Papa Tongarewa	\$1,705
	Scitech Discovery Centre	\$2,676
	Queensland Museum	\$1,230
Collection acquisition	Australian War Memorial	\$3,536
	Museum of NZ Te Papa Tongarewa	\$2,454
	Museum of Applied Arts & Sciences	\$2,107
IT / Software	National Museum of Australia	\$726
	Museum of NZ Te Papa Tongarewa	\$488

¹⁷ Auckland War Memorial Museum and the History Trust of SA did not provide this information.

Capital expenditure item	Museum	\$'000
Other plant / equipment	National Museum of Australia	\$3,553
	Australian Museum	\$3,036
Other	Australian War Memorial	\$9,326

EMPLOYEES [Table 62]

The twenty-one CAMD museums employed a total of 4,658 staff; 37% of whom were employed in part-time or casual positions. The following table outlines the steady increase in full time equivalent staff positions over the past five years.

Table T - Staff Numbers (Full Time Equivalent)

Year	2005-06	2004-05	2003-04	2002-03	2001-02
FTE Staff Nos	3,715	3,601	3,531	3,500	3,400

FTE staff numbers rose by 9.8% between 2001-02 and 2005-06.

SERVICING VOLUNTEER PROGRAMS [Table 64]

Almost AUD \$1.3 million was spent servicing volunteers' programs at the CAMD museums, with an average of \$49,095 spent on salaries to service volunteers, and \$15,619 spent on other program costs.

FOUNDATIONS [Table 65]

Thirteen CAMD museums had a Foundation; 10 of which contributed a total of almost \$1.5 million.

ONLINE SERVICES

Only eight of the CAMD museums had online bookings and retail shopping capabilities [Table 67].

EVALUATION AND VISITOR RESEARCH [Tables 68, 69, 70, 72]

Seventeen CAMD museums reported an ongoing program of audience research, while four museums used audience research on an ad hoc basis. Almost AUD\$1.9 million was spent supporting evaluation and visitor research activities at the CAMD museums.

BOARDS AND COUNCILS [Table 73]

Thirteen museums had more male than female representatives on their boards. Only ten Boards had indigenous representatives.

Meredith Foley

Executive Officer

Council of Australasian Museum Directors

30 January 2007 – Updated 11 April 2007