

CAMD SURVEY HIGHLIGHTS

2008-09

VISITS

- Total attendances at CAMD museums rose almost **7.8%** to over **13.15 million** in 2008-09.
- Despite the increasing online traffic, visits 'through the door' have continued to rise over the past five years. Current attendance figures have risen by **18.5%** since 2004-05.
- New Zealand member museums have had a dramatic rise of over **73%** in attendances over the last five years.
- Australian museums have recorded a rise of **5.6%** in attendances over the same period.
- Attendances in Australia in 2008-09 totalled **9.7 million** (an increase of 0.45% on 2007-08).
- New Zealand attendances totalled **3.8 million** (a rise of 32.6 % on the previous year).
- The individual museum with the most visits in the Australia/New Zealand region was the Museum of New Zealand **Te Papa** Tongarewa with over 1.5 million visits during the year.
- The **most visited** museums (all sites) were the Museum Victoria sites with over 1.6 million visits and the South Australian Museum (826,022) followed closely by the **Western Australian Museum** sites (819,729) and the Australian War Memorial (807,000).

STUDENTS

- 1.36 million **students** visited CAMD museums on organised excursions (a decline of 2.2% on the previous period); over 767,624 were pre-school or school students while over 50,847 were enrolled in tertiary or adult education classes.

WEBSITE USAGE

- CAMD museum websites recorded **47.7 million user sessions** in 2008-09. This number represents a decline of 28% on last year's figures but there are indications that at least some of this decline can be attributed to an adjustment by institutions after more accurate counting systems were introduced.

RESEARCH

- CAMD museums participated in a total of 241 grant-funded **research projects** during 2008-09 and expended over **\$9.97 million** on this research.
- Over 510 research projects were underway in CAMD museums in 2008-09.

TOURISTS

- Over 3 million **interstate** or interregional tourists and over 3 million **overseas tourists** made 18 CAMD museums one of their key cultural destinations when they travelled in Australia and New Zealand.
- Of the (18) museums able to provide tourist numbers, 8 noted increases in interstate or interregional tourist visits and 7 noted increases in overseas tourists visiting museums.

CULTURAL CAPACITY

- Eleven CAMD museums were involved in completing requests for the repatriation of indigenous materials during 2008-09. Negotiations were completed for 19 repatriation requests in this period with 169 negotiations ongoing.
- Sixteen of CAMD's twenty-one members reported that they provided professional support and advisory services to smaller and regional museums in their areas.
- Together, the museums acquired more than 368,000 items for collections during 2008-09.

SOCIAL CAPITAL

- 3,623 volunteers contributed close to 457,000 hours to CAMD museums.
- Over 100 exhibitions and program series were held which explored Indigenous, South-East Asian and other cultures from around the world.

BENCHMARK DATA

- Sixteen CAMD museums reported a rise in recurrent government income and 13 reported an increase in operating income overall.
- The steady increase in FTE staff positions over the last five years halted in 2008-09 with the loss of 60 FTE positions reported.