

CAMD SURVEY HIGHLIGHTS

2009-10

VISITS

- *Total attendances at CAMD museums rose almost 7% to close to 14.5 million in 2009-10.*
- *Despite the increasing online traffic, visits 'through the door' have continued to rise over the past five years. Current attendance figures have risen by 20% since 2005-06.*
- *Total visits to New Zealand member museums has risen over 23% in the last five years.*
- *Australian museums have recorded a rise of 19% in attendances over the same period.*
- *Attendances in Australia in 2009-10 totalled 11.1 million (an increase of 14.1% on 2008-09).*
- *New Zealand attendances totalled 3.3 million (a decline of 11.7% on the previous year).*

STUDENTS

- *1.4 million students visited CAMD museums on organised excursions (a rise of 4% on the previous period); over 1 million were pre-school or school students while over 61,000 were enrolled in tertiary or adult education classes.*

WEBSITE USAGE

- *CAMD museum websites recorded close to 36 million user sessions in 2009-10. This number represents a decline of 5.15% 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 317 grant-funded research projects during 2009-10 and expended over AUD\$10 million on this research.*
- *Over 512 research projects were underway in CAMD museums in 2009-10.*

TOURISTS

- *Close to 3 million interstate or interregional tourists and over 2.8 million overseas tourists made 18 CAMD museums one of their key cultural destinations when they travelled in Australia and New Zealand.*

CULTURAL CAPACITY

- *Six CAMD museums were involved in completing requests for the repatriation of indigenous materials during 2009-10. Negotiations were completed for 39 repatriation requests in this period with 422 negotiations ongoing.*
- *Seventeen of CAMD's twenty-two members reported that they provided professional support and advisory services to smaller and regional museums in their areas.*
- *Four CAMD museums provided internships for small and regional museums.*
- *Together, the museums acquired more than 260,000 items for collections during 2009-10.*

SOCIAL CAPITAL

- *4,739 volunteers contributed close to 448,332 hours to CAMD museums.*

INCOME AND STAFF

- *Fourteen CAMD museums reported a rise in recurrent government income and 12 reported an increase in operating income overall.*
 - *The number of total FTE staff employed in CAMD has risen since last year to 3,838.*
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