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.