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Museums Aotearoa

New Zealand Museum Sector Web Survey

Prepared for Museums Aotearoa

By
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EXECUTIVE SUMMARY

- Museums Aotearoa is regularly approached by both museums and other interested parties seeking reliable cross-sector information, and is currently unable to provide it. Unfortunately information collected by other agencies such as Statistics NZ is not specific enough to be utilised by individual institutions or the museum sector as a whole.

- To fill this important gap in knowledge, Museums Aotearoa (MA) wishes to gain a more thorough understanding of the NZ Museum Sector.

- This report discusses findings from an initial attempt to gather background information on the Museum sector. The research is drawn from a web survey run from 1-20 February 2007 - 122 museums completed the survey (a response rate of 28.6%). The survey achieved good coverage by region, age, size, collections focus, and ownership.

- The survey also provides additional information on the degree to which there is interest in the development of a web-survey based museums 'barometer'. Such a tool would provide MA and others with timely information about the museum sector and enable time-series analysis of trends and issues.

- Most of the museums that responded to the survey are located in Wellington, Auckland (16% each), Canterbury (11%) and the Waikato (10%).

- Nearly a third of the museums surveyed were established between 1958 and 1977. More than 1 in 10 was established more than 50 years ago (Table 2). A further 14% have only been established in the past four years.

- Over half (52%) of the museums surveyed attract fewer than 5,000 visitors per year. Only 7% of museums surveyed attract more than 100,000 visitors.

- Micro museums receive about 3,000 visitors per year and small museums receive just over 20,000 visitors, while medium and large–sized museums attract about 70,000 and 200,000 visitors respectively.

- Eighty-five percent of micro museums and around 30% of small museums attract less than 5,000 visitors per year. More than 75% of large museums attracted over 100,000 visitors per year.

- Only one museum in 5 does not count its visitor arrivals (19%) in a systematic fashion. Three quarters cannot, however, breakdown visitor information into robust domestic/international visitor estimates.

- Three-quarters of the museums that responded to the survey have 5 or fewer paid employees. Of this group 54% (49 museums) stated they have no paid employees. Only 5% of the museums surveyed employed more than 40 staff.

- There are significant variations in the number of human resources employed depending on the size of museums; large-scaled museums employ more paid employees than the small museums, and small-sized museums mainly employ volunteer staff.

- The numbers of paid FTE increase as museums increase in size; micro and small museums have 0–5 paid FTE, medium museums employ 6–20 paid FTE, and large museums employ 21+ FTE.

- Volunteers are an important component of the labour force in this sector. Virtually all of the museums surveyed make some use of voluntary staff. Nine percent have more than 50 volunteers associated with their organisations.

- Volunteer staff is especially important micro and small museums.

- A quarter of museums surveyed work with a budget of less than $5,000. Over 50% of museums surveyed operate on budgets of less than $50,000 per year. For many museums finances appear to be a relatively sensitive issue – largely because several struggle to simply make 'ends meet'.

- Micro and small museums reported an average operating budget of around NZ$40,000 and NZ$195,000 respectively, while medium and large museums reported average operating budgets of NZ$2.7m and NZ$5.3m respectively.

- Generally, the operating budgets of micro museums are less than NZ$20,000, and the small-scale museums work with budgets of less than NZ$100,000. Medium-sized museums' operating budgets range from NZ$500,000 to NZ$2m, and large museums work with budgets of about NZ$1m to more than NZ$2m.

- The diverse nature of the sector is clearly seen when museums are asked to identify their most significant items and collection areas. The most significant collection theme to emerge is local history.

- Respondents found the survey to be easy to use – with 92% ranking it as very easy or easy to complete and submit.

- When asked about the value of an on-going web-based barometer to the museum sector - 53% of respondents stated that they felt it was of considerable or very considerable value. A further 35% of respondents felt that such a barometer would be of some value. Only 11% of museums felt that such a barometer would have limited or no value.

- Virtually all (93%) of the museums responding to the survey stated that they would be interested in participating in future surveys designed to support an ongoing barometer.

- There was a strong feeling among those surveyed that any information gathered must be disseminated effectively and in a timely fashion.

- The research represents a starting point for an ongoing barometer of the sector's performance and 'issues'. The good response to the survey and the generally positive way in which it has been received and completed bodes well for MA, should it decide to pursue the barometer approach in the future.

- This initial study has shown that data on the sector can be collected in a timely and cost-effective manner through the use of a web-based survey. The next step towards a barometer is a relatively simple one. An underlying survey is already in place as is its related database. New themes and foci can be added with ease.

- Future surveys can be tailored so they can better reflect the character of different sub-groups – the web-survey approach is ideally suited to this.

- NZTRI will continue to support this program of research through the incorporation of graduate students and cost-effective research techniques – we look forward to working with Museums Aotearoa in the future to bring the concept of a museums barometer to fruition.

BACKGROUND & METHODOLOGY

Museums Aotearoa is regularly approached by both museums and other interested parties seeking reliable cross-sector information, and is currently unable to provide it. Investigations have shown that information collected by other agencies such as Statistics NZ, while providing a useful overview, is not specific enough to be utilised by individual institutions or the museum sector as a whole.

The museum sector strategy finalised in 2005 identified the need for performance benchmarking, research into remuneration levels, and other sector-wide strategic projects. Museums Aotearoa and other agencies have collected and collated a range of museum sector statistics in the past. However, in the last 5-10 years there has been little coordinated work done in this area. Many museums and galleries already collect a range of information for their own reporting, and there is scope for this to be augmented, collated and standardized so that sector-wide benchmarking can be undertaken.

Museums Aotearoa is currently researching the information already collected within the sector and by other agencies, where the gaps lie, and how the current and desired information might be collected/collated and reported.

Museums Aotearoa (MA) is also conducting cost-effective primary research in order to gain a better understanding of the NZ Museum Sector - with a focus on areas such as organisational structure, staffing, financial performance and collections.

This report discusses findings from a recent MA commissioned study of the NZ the Museum sector. The research presented here is drawn entirely from a web survey run for three weeks from 1-20 February 2007. Museums Aotearoa sent invitations to participate in the on-line survey to 426 museums (with information drawn from existing databases). 122 museums responded to the invitation and completed the survey (a response rate of 28.6%) (See Appendix 1 for a copy of the survey).

In addition to providing basic information on the museum sector in New Zealand the report also focuses on the degree to which there is interest in the development of an ongoing web-survey based 'museums barometer'. The barometer would be designed to provide MA and others with timely information about the museum sector that can be used for lobbying purposes, and which can also enable time-series analyses of key trends and issues.

Acknowledgements

We acknowledge the following participants in this project:

- Museums Aotearoa (initiator, admin and management)
- New Zealand Tourism Research Institute (web-survey coordination, analysis and report writing)
- Jane Legget (advice and preparatory work on pilot project)
- Karen Astwood (background research)
- National Services Te Paerangi (funding)
- Local Government NZ (funding)

- All museums who took the time to participate in the survey

RESPONDENT CHARACTERISTICS

Most of the museums that responded to the survey are located in Wellington, Auckland (16% each), Canterbury (11%) and the Waikato (10%) (Table 1).

Table 1: Location of Museums (n=122)

Location of Museums	Number of Museums	% of Museums
Wellington	20	16
Auckland	19	16
Canterbury	13	11
Waikato	12	10
Northland	10	8
Manawatu-Wanganui	8	7
Nelson-Marlborough	8	7
Otago	8	7
Bay of Plenty	7	6
Southland	6	5
Taranaki	5	4
West Coast	3	2
Hawke's Bay	2	2
Gisborne	1	1
Total	**122**	**100**

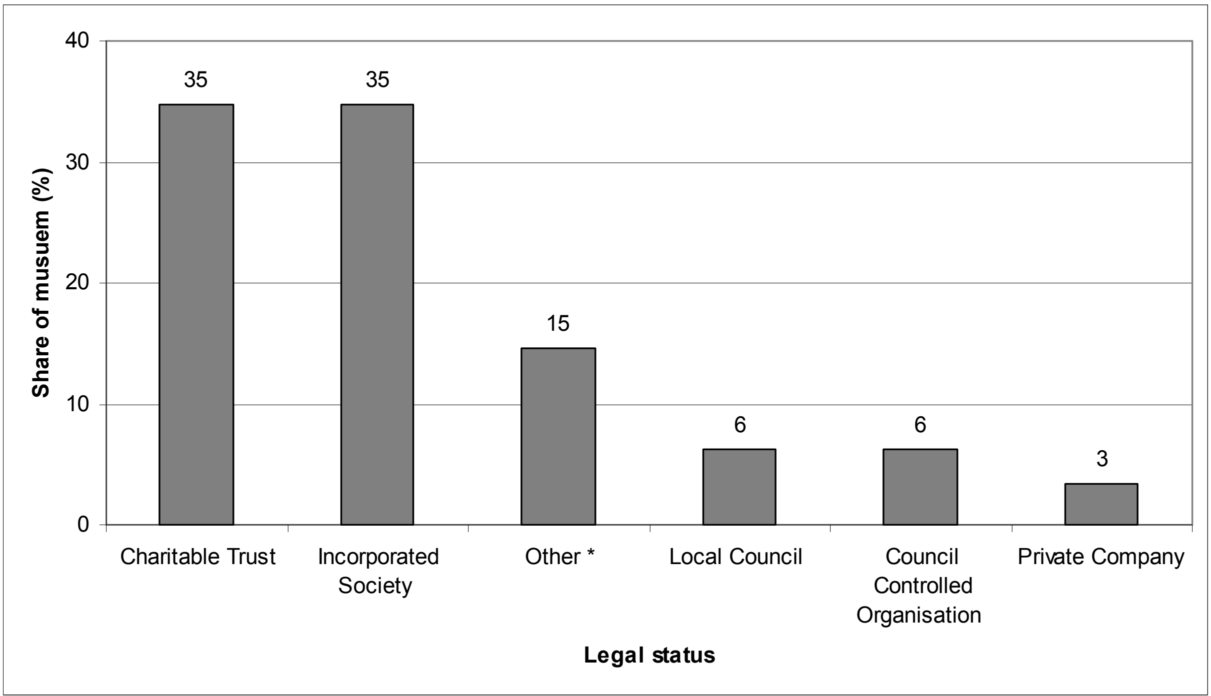
Nearly a third of the museums surveyed were established between 1958 and 1977. Approximately 1 in 10 was established before 1957 (Table 2). A further third of respondents (32%) were established in the past 14 years – with 14% beginning operations in 2003 or later.

Table 2: Year of establishment of respondents (n= 121)

Year	Number of Museums	% of Museums
Before 1957	16	13
1958-1977	36	30
1978-1992	30	25
1993-2002	22	18
2003-2007	17	14

Over two-thirds (70%) of museums operate under the legal status of charitable trusts or incorporated societies, 12% are either part of local councils or are council controlled organizations, only 3% are private companies (Figure 1).

Figure 1: Legal status of responding museums



**Other includes: government, private collection, Trust, Business Unit of CCO, Institution, Non-Profit Organization, Company and Statutory Authority.*

Over half (52%) of the museums surveyed attract fewer than 5,000 visitors per year (Table 3). On the other hand only 7% attract more than 100,000 visitors.

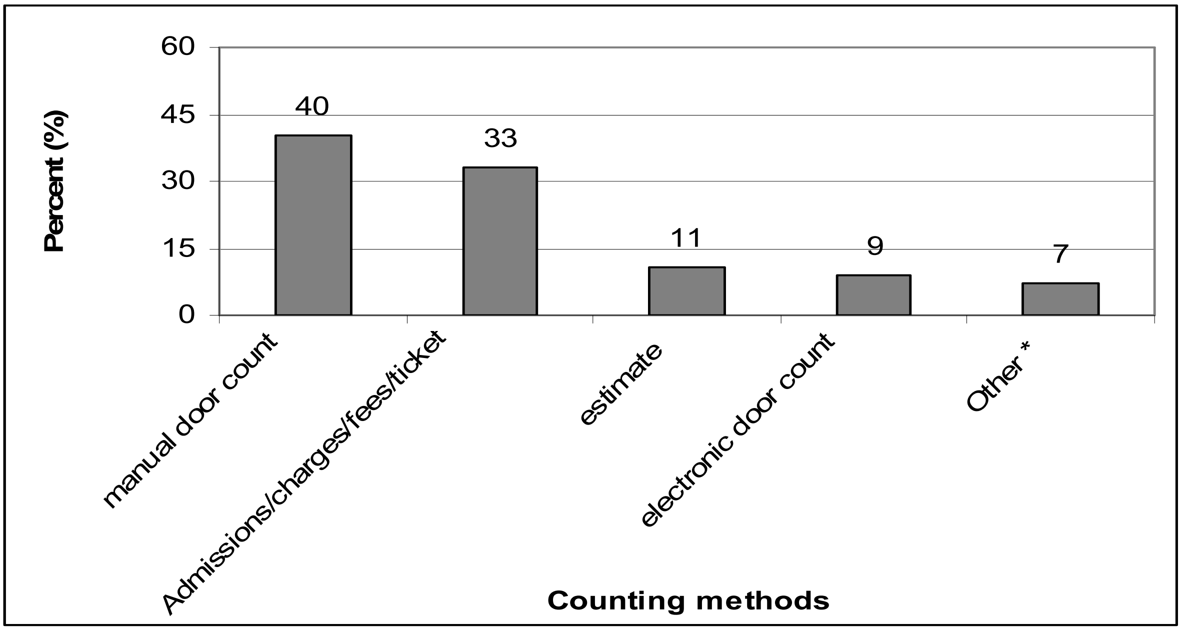
Table 3: The Number and Percent of Visitors for 2006

Group	No. of Museums	% of Museums
less than 1,000	35	29
1,001-5,000	28	23
5,001-15,000	14	11
15,001-30,000	21	17
30,001-50,000	4	3
50,001-100,000	11	9
more than 100,000	9	7
Grand Total	122	100

Visitor arrival figures appear to come from relatively robust estimates on the part of the museums. Only one museum in 5 (19%) does not count its visitors in a systematic fashion.

The counting methods used by the museums do, however, vary considerably (Figure 2). The bulk of museums use either a manual door count (40%), or count visitors via admissions, charges, fees or ticketing (33%). A range of other approaches is also used including electronic door count (9%) visitor or log books and video surveillance.

Figure 2: Counting Methods for Visitors



**Other includes: visitor/log books, count class/hirer/event numbers/tour visitors, video surveillance, combination of methods and recording on a form*

Information on visitor types becomes less reliable when attempts are made to understand where visitors come from. When asked what percentage of visitors came from outside the local area and what portion were international in origin, three quarters of museum respondents said they could only provide an estimate; only one in four were collecting this data in a reliable, systematic fashion.

With these caveats in mind it is interesting to note that, on average, respondents found 44% of their visitors coming from the local area, a further 31% from other parts of New Zealand and 25% from overseas (Table 4). There is, of course, considerable variation in these figures depending on the size, type and location of museums.

Table 4: Types of Visitors

Visitor Types	% of museums
From Local area	44
Domestic tourist from outside local area	31
Overseas visitors	25

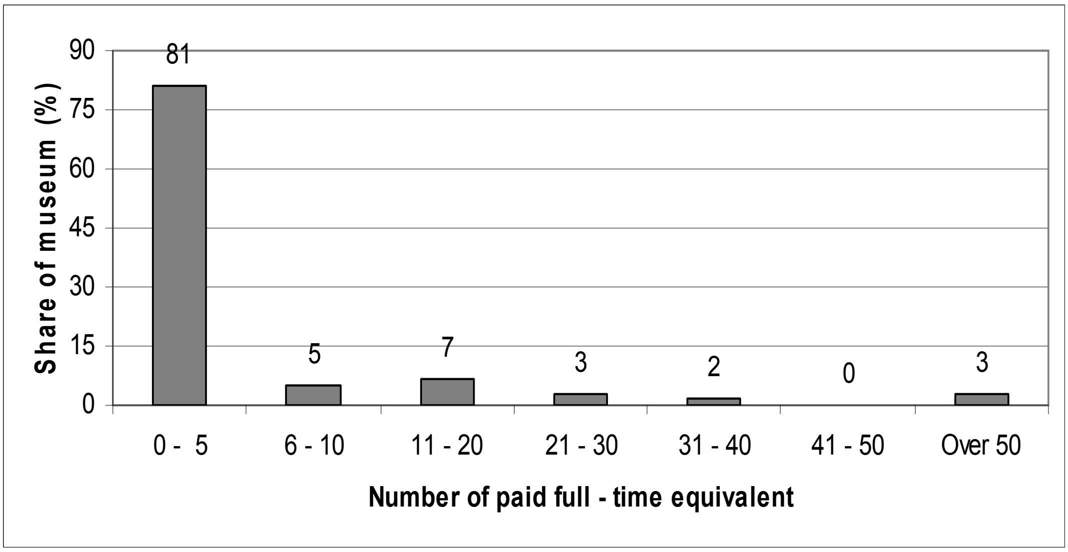
HUMAN RESOURCES

Three-quarters of the museums that responded to the survey have 5 or fewer paid employees (Figure 3). Of this group 54% (49 museums) stated they have no paid employees. Only 5% of the museums surveyed employed more than 40 staff.

Figure 3: Number of paid employees

When asked to identify the number of paid full-time-equivalent staff the small size of the sector is even more evident, with 81% of museums stating they have fewer than 5 FTE paid employees (Figure 4). Of this group 59% (55 museums) stated they have no paid FTE employees. Just over 5% of museums employ more than 30 FTE staff. (See Appendix 2 for a full breakdown of museums by size of FTE).

Figure 4: Number of paid full – time equivalent



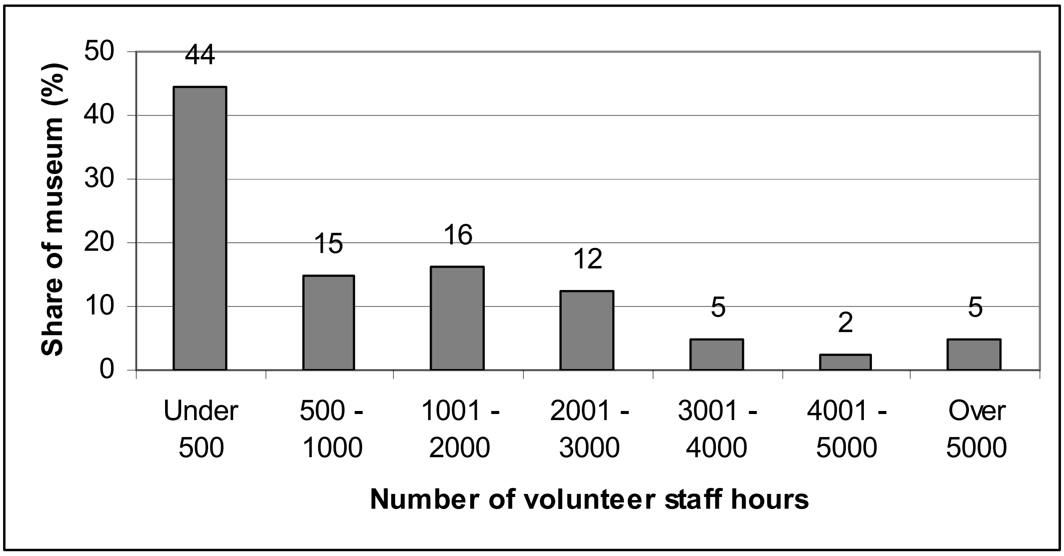
NB: FTEs include paid part-time staff.

Volunteers are an important component of the labour force in this sector. Virtually all of the museums surveyed make some use of voluntary staff – with just over a third (35%) having fewer than 5 volunteers 'on their books'. Of this group 37% (15 museums) stated they have no volunteer staff. Nine percent of museums stated that they have the ability to engage more than 50 volunteers (Figure 5).

Figure 5: Number of volunteer staff

The number of volunteer hours accumulated during the previous 12 months was an estimate in many instances (Figure 6). Nearly half (44%) of museums said that annual volunteer hours were less than 500, of this group 27% (11 museums) stated they have no volunteer hours at all. By way of contrast 5% of the museums surveyed have annual volunteer hours greater than 5000.

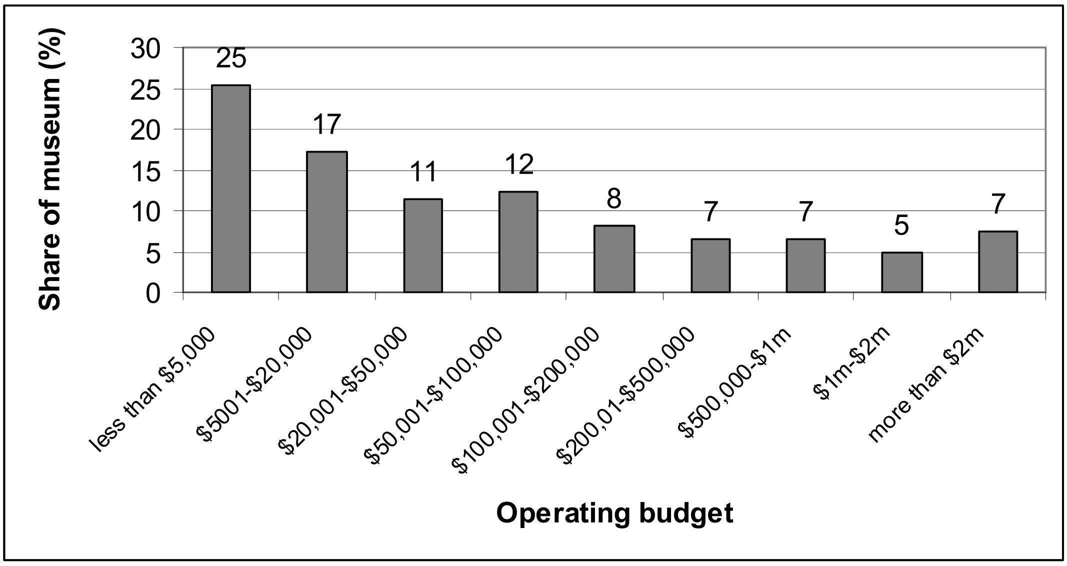
Figure 6: Number of volunteer staff hours



BUDGETS AND SOURCES OF REVENUE

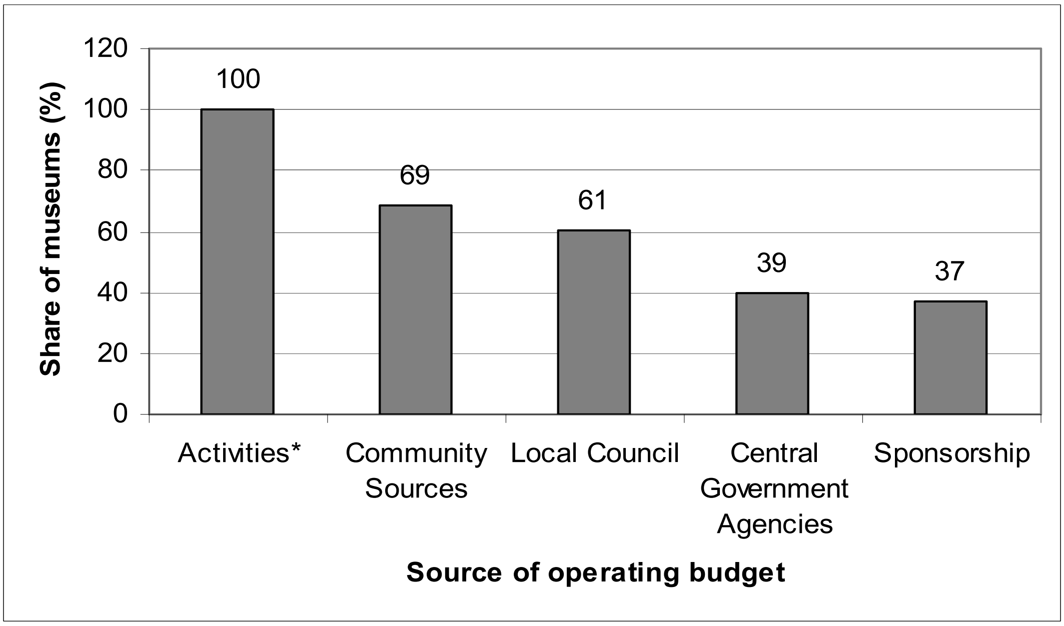
A small group of museums (7%) reported operating budgets of more than $2m in the last financial year (Figure 7). A quarter of museums surveyed work with a budget of less than $5,000. Over 50% of museums surveyed operate on budgets of less than $50,000 per year.

Figure 7: Operating Budget for Museums



Each respondent was asked to identify the portion of their total funding that comes from different sources. The response to this question reveals the important role of 'activities' in providing a funding platform. The least common sources of funding were sponsorship and central government.

Figure 8: Museum source of funding (n=109)

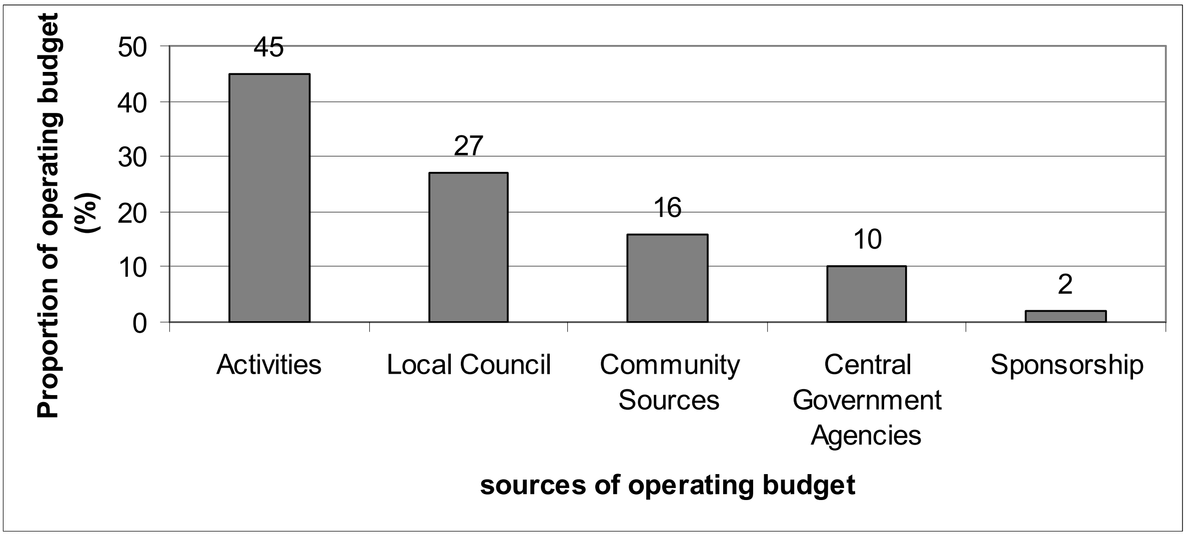


NB: Activities includes retail shop, admission, venue hire, research fees and other)

The funding mix varies considerably from museum to museum – depending on size, focus and past funding linkages. If we look across the respondents we can state that the 'typical' museum has the kind of funding mix outlined in Figure 9. Activities account for just under half (45%) of sources of revenue, local councils contribute a further 27%. Sponsorship plays a relatively insignificant role (2%). As one respondent noted:

> "One thing that is desperately needed in NZ is serious government and community recognition of the enormous work done by the charitable sector and vast improvement in the incentives offered to businesses, individuals, foundations etc to undertake philanthropy".

Figure 9: Proportion of Museums' operating budget by source



NB: Activities includes retail shop, admission, venue hire, research fees and other)

It is important to note that several participants commented in latter parts of the survey that their answers to the finance questions were "guesstimates" at best. Respondents said it was often difficult to estimate operational budgets because some museums were 'too small to be of value' and were mainly for the use of members without any paid staff or income.

Some of the financial information was also said to be 'obscured' because different institutions had a variety of relationships with their local government - with some functions being performed by local councils rather than the institutions:

For many museums finances appear to be a relatively sensitive issue – largely because several struggle to simply make 'ends meet'. For these museums, simply maintaining their collections is all they can hope to do: "At present, we do little more than maintain and display the items that have been donated".

COLLECTIONS

Forty percent of the museums participating in the survey were described as having a 'single focus' to their function, 60% were noted to have several foci. The areas of key focus identified by the respondents are diverse (Table 5) with community and social heritage dominating. The 'other' category reveals a range of responses that only serve to reinforce the extremely diverse nature of this sector.

Table 5: Primary Function of Museums

Primary heritage/cultural function	N of Museums	% of Museums
History museum/society/historic site/buildings	60	49
Social history	52	43
Community museum	48	39
Archive	41	34
Special theme museum	33	27
Art museum/gallery	26	21
Library	20	16
Science museum/science and tech. centre	12	10
Natural history	11	9
Other *	11	9
Iwi cultural centre/Marae-based operation	3	2

** Other includes Educational, Museum/Art gallery, Aviation/Military, Maritime, Family history, Railway, Pioneer NZ and Private learning centre.*

The broad nature of the sector is again clearly seen when museums are asked to identify their most significant items and collection areas (Table 6). The most significant collection theme to emerge is local history. Some museums are home to "permanent collections" and/or material held under long-term agreements, while others are non-collecting institutions where a programme of constantly changing exhibitions means that collection items belonging to other institutions or individuals are held for relatively short periods.

Table 6: The Most Significant Items/Collection Areas for Museums

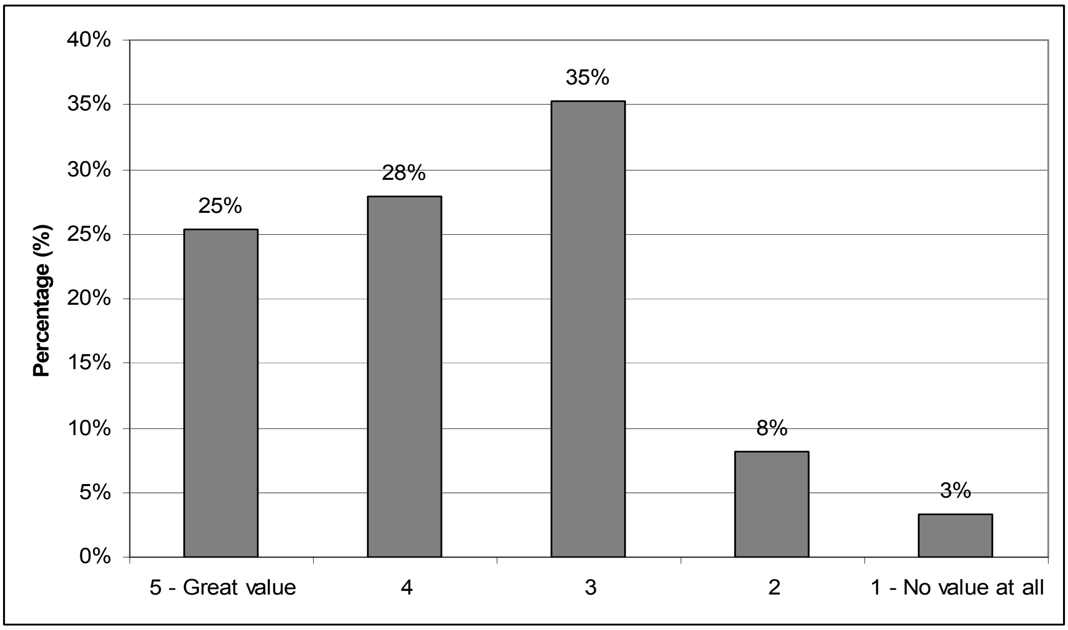
Most Significant Museum Collections	N
Local history	27
Artefacts	25
Maori history	22
Photographs/photography	22
Archival records	16
Art	14
Miscellaneous	14
Early settler history	13
Transportation	13
Family history	12
Historic	11
Household items	8
Textiles	8
Natural history	8
Military/Aviation	7
Agriculture	7
Mining	6
Medical	5
Other *	24
Total	262

** Other includes: audio-visual, no collection, library, pottery/ceramics, maritime, sport histories, migration, palaeontology, archaeology, logging, machinery and Pacific.*

FEEDBACK ON THE 'MUSEUMS BAROMETER' CONCEPT

When asked about the value of an on-going web-based barometer of the museum sector (53% of respondents stated that they felt it was of great (5) or very high (4) value on a scale from 1-5 (Figure 10). A further 35% of respondents felt that such a barometer would be of some value (3). Only 11% of museums felt that such a barometer would have limited or no value to the sector (1 or 2). The average overall response was 3.6 out of 5 – a clear indication of solid support for a barometer being established.

Figure 10: Value seen in the Development of a Museum Barometer



NB. Mean figure = 3.6

Respondents also had an opportunity to provide extended comments on the value associated with the development of a barometer. In particular, respondents were most interested in seeing the barometer used for the following purposes:

- To secure and justify funding requests made to sponsors, the government, or rate payers;
- To better understand cultural tourism trends and visitor demographics/needs;
- To help establish each museum's specific niche and marketability;
- To help develop and support a single, representative voice in public relations and marketing for the museums;
- To share museum information on collections and artefacts.

When asked about themes and questions that could be covered in future surveys, respondents came up with a wide variety of ideas but focussed primarily on information gathering around marketing, funding, staffing, governance, and collections and exhibits. The following key areas were highlighted:

Marketing:

- Visitor statistics – demographics, interests, desires, satisfaction
- Visitor patterns and trends – re: exhibits
- Marketing budgets and plans
- More sophisticated measures – i.e. visits per head of population
- Website development
- Community expectations
- Examples of most successful exhibitions from each museum
- How to market on a very low budget
- Measuring the value of museums to their communities
- Improving community involvement

Funding Sources:

- Comparison of local populations with local government funding levels
- Money per rateable property
- Funding sources and sponsors
- What other local authorities contribute to their city's institutions
- General fundraising ideas
- Regulations regarding funding
- Emerging trends in funding and community expectations
- A lobby for central or regional government funding

Staffing:

- Salary levels and comparisons
- Job types/descriptions
- Staff training
- Volunteer training and recruitment
- Staffing structures

Collections and Exhibits:

- Collection management activity
- Collection care
- Exhibition activity and budgets
- Collection policies
- Public programmes
- Exhibition directions and attendances
- Education outreach and directions, including publications
- Public programmes
- Guide to what other collections hold
- Specific object collection themes
- What are most successful (in visitor numbers) events or exhibits for
    - Local market
    - Visitors to region
- Sizes of collections and facilities
- Primary activity areas

General:

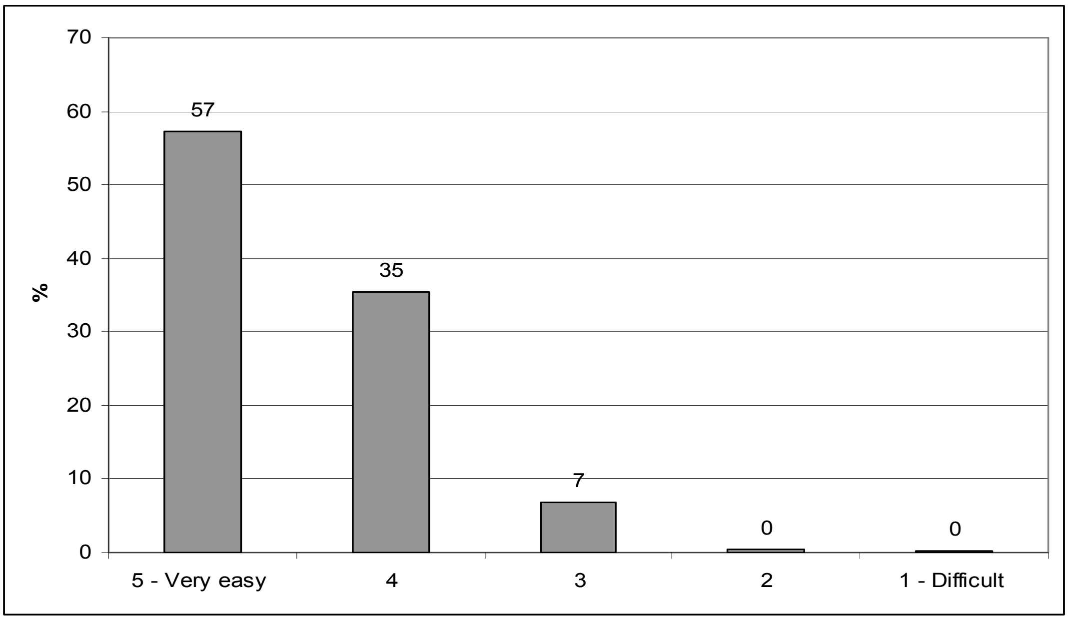
- Sharing of information
- Others' visitor numbers
- Others' displays/exhibitions
- Where others are finding money
- Insurance and accountability issues
- Attracting younger members
- Road transport history
- Security issues
- Square foot cost per visitor, funding per visitor, admission charges, etc
- Relationship with other cultural and heritage organisations – e.g. museums, NZHPT, NZAA, MCH, local authorities
- Sale items
- Activities of specialist museums with restricted entry requirements
- What resources are used to make your museum better? – expert advice, networking, etc
- Governance structures; nature of relationship(s) with TLA
- Policies and procedures

Obviously there are a wide range of areas that could be analysed in future surveys. It will be important for MA and its members to prioritise these areas and to update priorities as external and internal factors evolve.

Virtually all (93%) of the museums responding to the survey stated that they would be interested in participating in future surveys that might form an ongoing barometer.

Respondents found the survey to be easy to use – with 92% ranking it as very easy (5) or easy (4) to complete and submit (Figure 11). Fewer that 1% of respondents found the survey difficult to complete (2 or 1).

Figure 11: The Ease of Use of the Current Survey



Most participants responded positively to the web-based survey approach, stating that it was an excellent concept and easy to use - especially when boxes only needed to be ticked. Others commented that it is the “obvious way to go”, “makes sense” and is the “best format to use”. Some respondents mentioned that they are far more likely to complete internet surveys than their postal equivalents. Many of this group of respondents stated that less paperwork is positive, citing cost (postage and paper costs), environmental (less paper) and time-saving benefits. One respondent commented that such a survey would not ‘get lost on the desk in a pile of paper’. On the other hand a few respondents mentioned that not all museums have access to the internet and that paper-based surveys for smaller, more inaccessible museums may be needed.

In terms of constructive criticism a small number of participants commented that it was misleading to say that the survey would take ‘only a few minutes to complete’ and that it required more time to complete – especially the financial sections.

Most telling in terms of comments was the feedback on what would be done with the information gathered. There is clearly a concern that information may not be disseminated effectively and to the right parties. Some of the comments in this area indicate that people have felt ‘let down’ by past studies and surveys:

> “How will this survey support us and give us recognition?”
>
> “How are you hoping to help us with this survey other than a number crunching exercise?”
>
> “Will these results be fed to local government authorities and will they have to respond in any way?”
>
> “It’s the most over-surveyed sector that I have been involved with and only on two occasions have I ever had results of the surveys sent to me”.

It is vital that the results of this study, and any future any barometer, be fed back to key stakeholders in a timely and ‘user friendly’ fashion. (See also Appendix 3 for a full list of comments about the value of a future barometer and the web-based survey format).

CONCLUSIONS

This report has presented a successful attempt to gain a timely and cost-effective snap-shot of some key characteristics of the NZ museums sector. The survey results reinforce the fact that this is a diverse sector which creates considerable employment and is closely linked to local areas (both in terms of collections, economic impacts and local visitation).

More importantly the research represents a potential starting point for an ongoing ‘barometer’ of the sector’s performance and ‘mood’. The positive way in which the survey and general barometer concept have been received, bodes well for MA and other organisations, should they decide to pursue the ongoing analysis of museum sector trends in the future.

The step towards a barometer is a relatively simple one. An underlying survey is already in place as is its related database. NZTRI will continue to support this program of research – we look forward to working with Museums Aotearoa in the future to bring the concept of a museum barometer to fruition.

Where possible it will be good to retain questions from this original survey to facilitate future comparative analysis. Certain areas may require further development (for example the collections section) or could be deleted depending on museum sector information needs. A critical factor is that new themes and areas of interest can be added with ease - the current survey has revealed many potential areas for future development. It will now be up to Museums Aotearoa and its members/stakeholders to decide which areas of analysis should be further explored in the future.

APPENDIX ONE – The Web Survey

Museum Aotearoa Web-Survey

Information for participants

As a New Zealand museum organisation you are invited to participate in this Museums Aotearoa survey.

We'd like you to tell us a bit about your museum. We'd also like to get your feedback on the development of a future 'museum sector barometer'.

This research will result in a better understanding of the New Zealand museum sector, providing valuable information to grow support for, and recognition of, the sector. The research will also better enable Museums Aotearoa to make a stronger case for the societal benefits - both economic and cultural - that are created by **our** sector.

The survey will take approximately 10 minutes to complete.

Participation is entirely voluntary - to participate in this research, simply click on the <Take the Survey> button below. The survey asks a number of questions where you simply use your mouse to click on your answer from a selection given. Some questions ask you to type your comments in your own words into the box provided. All questions are optional. The survey will run until 14th February 2007, and you may complete the survey at any point during this time.

All answers are confidential and your answers can in no way be linked to your organisation's details.

Museums Aotearoa is conducting this research with the support of National Services Te Paerangi and Local Government New Zealand.

The results of this initial research will be presented at the Museums Aotearoa Conference at Auckland Museum, 14-17 March 2007, and in other Museums Aotearoa publications. It may be used in journal and conference publications.
For inquiries, comments and further information please contact:

Museums Aotearoa Executive Director, Phillipa Tocker: phillipa.tocker@museums-aotearoa.org.nz, (04) 499 1313

About the Museum

Please ensure that only ONE response is completed from your museum.

Question 1:
What is the full name of your museum?

Question 2:
What is the full name of your museum's governing authority (e.g. District Council, Historical Society, Trust)

Question 3:
Where is your museum located?

Question 4:
What year was your museum established?

Question 5:
Legal status of museum?*(Tick as many as apply)*

- Charitable Trust
- Private Company
- Local Council
- Council Controlled Organisation
- Incorporated Society
- Other, Please specify:

Question 6:
Does your museum count visitors?

Yes No

If Yes, how is this done?

- Estimate
- Manual Door Count
- Electronic Door Count
- Admissions/charges/fees/ticketing
- Other, Please specify:

Question 7:
How many visitors did your museum have in the 2006 calendar year (please provide an approximate number if exact figures are not available)

Question 8:
What percentage of your visitors are:

From local area %

Domestic tourists %

Overseas visitors %

Total 100%

Are these figures

An estimate results from recording data

Staffing
Question 9:
Number of paid employees?

Question 10:
Number of paid full-time equivalents?

Question 11:
Number of volunteer staff?

Question 12:
Number of volunteer staff hours for last financial year?

Financial information
Question 13:
Please indicate your total OPERATING BUDGET for the last financial year (please EXCLUDE capital building projects, building maintenance and rent)

Question 14:
Funding sources – please indicate in percentage terms what proportion of your museum's OPERATING BUDGET (as indicated in Q. 13) for the last financial year came from (add to total 100%):

Local Council	%
Community sources (Friends, Charitable Trusts, Gifts)	%
Central Government Agencies (Ministry for Culture and Heritage, Creative New Zealand, Lotteries, Ministry of Education, Others)	%
Sponsorship	%
Activities (Retail shop, Admission, Venue Hire, Research Fees, Other)	%
Total	**100%**

Collections
Question 15:
Please indicate your museum's primary heritage/cultural function

(please specify from the categories below – tick ***one*** *box only if your museum has just one primary function. If your museum has a multidisciplinary function, please tick all the categories that apply)*

- ☐ Art museum/gallery
- ☐ Social history
- ☐ Community museum
- ☐ History Museum/Society/Historic site/buildings
- ☐ Iwi Cultural Centre/Marae-based Operation
- ☐ Natural history
- ☐ Science Museum/Science and Technology Centre
- ☐ Special theme Museum
- ☐ Library
- ☐ Archive
- ☐ Other, Please specify:

Question 16:
What are the most significant items/collection areas for your museum?

Feedback on a future 'barometer'

Museums Aotearoa (MA) is looking into developing an ongoing web-based 'barometer' that can provide MA with timely information about the New Zealand museum sector and enable it to grow support for and recognition of the sector. Information from the barometer will also be made available to all museums and relevant stakeholders.

Question 17:
What value do you see in the development of such a 'barometer'? (1 = no value at all; 5 = great value)

1 2 3 4 5

☐ ---- ----☐ ---- ----☐ ---- ----☐ ---- ----☐

No value at all Great value

Please Comment:

Question 18:
What types of questions or themes would your museum like to see covered in future surveys?

Question 19:
Would your museum be interested in participating in future 'barometer' surveys?

☐ Yes ☐ No

Survey Format

A web-based survey is by far the cheapest and fastest way for us to gather information and feedback on a regular basis. Nevertheless we are aware that this format and approach may not suit everybody. We would now like to get your feedback on the survey itself and on the future content and focus of the 'museums barometer'.

Question 20:
On the following scale (1 = difficult, 5 = very easy) please rank the current survey in terms of its ease of use

1 2 3 4 5

☐ ---- ----☐ ---- ----☐ ---- ----☐ ---- ----☐

Difficult Very easy

Question 21:
What are your thoughts on the use of a *web-based* survey format to gather information of value to the museum sector?

Question 22:
We welcome any further comments you may want to add

Submit

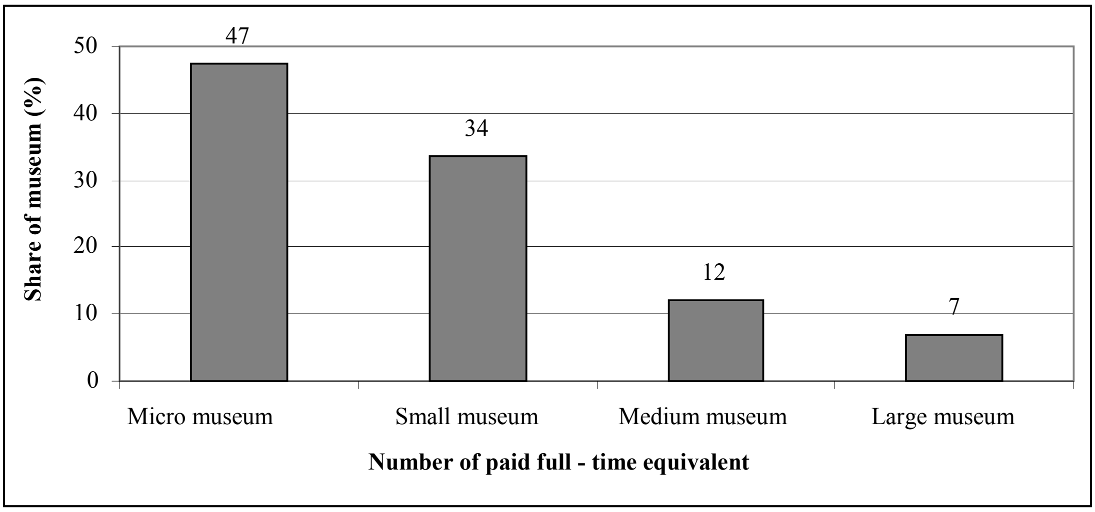
APPENDIX TWO – Full breakdown of museums by size of FTE

Museums Aotearoa is interested in further analysing the data from the New Zealand Museum Sector Web Survey by breaking down the results by 'size' of museum organisations. The 'full-time equivalent' variable was used as a measure of 'size' and broke the sample into four sub-groups of 'micro', 'small', 'medium' and 'large' museums (See Fig. 1 below). Using this measure for the breakdown of data, will give the results better statistical significance than a measure of five categories (i.e. operating budget) would have given. In other words, the more categories you split the data into, the smaller sub-samples you will get, which will limit the statistical significance of the results.

The full time equivalent (FTE) variable was used to breakdown the museums into four categories as follows:

- 0 = micro museums (47% of total sample)
- 1 – 5 = small museums (34%)
- 6 – 20 = medium museums (12%)
- Over 20 = large museums (7%)

Fig. 1: Number of paid FTE



Results of museum data breakdown

All cross-tabulations conducted within this report show that the number of respondents in each category are too few to generalise findings to the general population of museums.

For example, the statistical tests for the analysis in Table 3 showed that 82.1% (20%) of total cells have an expected count of less than 5 respondents, thus we cannot generalise this finding to the population. In other words, we cannot conclude that all micro and small-scale museums in New Zealand employ from 0 to 5 paid FTE.

Therefore, findings within this report should be taken with some caution, as results only apply to museums in this sample.

Table 1 shows the *average* number of paid employees, paid FTE, volunteer staff, and volunteer staff hours for the different sized museums. There appears to be significant variations in the number of human resources employed depending on the size of museums; large-scaled museums employ more paid employees than the small museums, and small-sized museums mainly employ volunteer staff. This variation, however, can be further explored by individual cross-tabulations between museums (micro, small, medium, and large) and human resources.

Table 1: Average number of human resources (staff & volunteers) in museums

%	Unit	Micro museum	Small museum	Medium museum	Large museum	Average
- Number of paid employee	Staff	0.4	4.4	16.8	129.8	12.7
- Number of paid full - time equivalents	Staff	0.0	2.2	11.7	97.4	8.9
- Number of volunteer staff	Staff	12.8	12.1	39.4	94.4	21.3
- Number of volunteer staff hours for last financial year	Number of volunteer hours	1577.1	711.9	9783.0	793.3	1636.5

When cross-tabulating museum sizes by number of paid employees, the results confirm that the number of paid employees increases along with museum size (See Table 2).

Table 2: Cross tabulation between paid employee and museum size (Unit: %)

Paid employee group	Micro museum	Small museum	Medium museum	Large museum	Average
0 - 5	98.2	78.9			73.7
6 - 10	1.8	15.8	7.7		7.0
11 - 20		5.3	69.2		9.6
21 - 30			23.1	12.5	3.5
31 - 40				25.0	1.8
41 - 50				25.0	1.8
Over 50				37.5	2.6
Total	100.0	100.0	100.0	100.0	100.0

A similar pattern is seen from Table 3, where the numbers of paid FTE increase as museums increase in size. Micro and small museums have 0–5 paid FTE, medium museums employ 6–20 paid FTE, and large museums employ 21+ FTE.

Table 3: Cross tabulation between paid full-time equivalent and museum size (Unit: %)

Paid full – time equivalent group	Micro museum	Small museum	Medium museum	Large museum	Average
0 - 5	100	100			81.0
6 - 10			42.9		5.2
11 - 20			57.1		6.9
21 - 30				37.5	2.6
31 - 40				25	1.7
Over 50				37.5	2.6
Total	100	100	100	100	100

Volunteers are an important component of the labour force in this sector - especially for micro and small–sized museums. Thirty percent of micro museums had more than 2000 volunteer hours accumulated over last 12 months; ten percent of small-scale museums used more than 2000 volunteer hours in the past year. Larger museums used proportionately less volunteer staff than the smaller museums (See Table 4 & 5).

Table 4: Cross tabulation between Volunteer staff and museum size (Unit %)

Number of volunteer staff	Micro museum	Small museum	Medium museum	Large museum	Average
0 - 5	33.3	45.9	33.3	25.0	36.9
6 - 10	22.2	16.2	16.7		18.0
11 - 20	25.9	18.9		12.5	19.8
21 - 30	13.0	5.4	16.7	12.5	10.8
31 - 40	3.7	10.8			5.4
Over 50	1.9	2.7	33.3	50.0	9.0
Total	100	100	100	100	100

Table 5: Cross tabulation between volunteer staff hours and museum size (Unit %)

Volunteer staff hours	Micro museum	Small museum	Medium museum	Large museum	Average
Under 500	38.5	60.0	25.0	33.3	46.1
500 - 1000	12.8	13.3	25.0	33.3	14.5
1001 - 2000	17.9	16.7		33.3	17.1
2001 - 3000	15.4	6.7			10.5
3001 - 4000	5.1	3.3			3.9
4001 - 5000	5.1				2.6
Over 5000	5.1		50.0		5.3
Total	100	100	100	100	100

Micro museums receive about 3,000 visitors per year and small museums receive just over 20,000 visitors, while medium and large-sized museums attract about 70,000 and 200,000 visitors respectively (Table 6).

Table 6: Average number of visitor

	Number of visitors
Micro museum	2,909
Small museum	20,564
Medium museum	69,714
Large museum	202,500
Total	**30,672**

When cross-tabulating museum size by number of annual visitors it appears that 85% of micro museums and around 30% of small museums attract less than 5,000 visitors per year. Of the micro museums, only 1.8% state that they received 30,000 to 50,000 visitors per year. More than 75% of large museums attracted over 100,000 visitors per year (Table 7).

Table 7: Cross tabulation museum's visitors and size (Unit %)

Number of Visitors	Micro museum	Small museum	Medium museum	Large museum	Average
Under 1.000	45.5	15.4	7.1		27.6
1.001 - 5.000	40.0	12.8			23.3
5.001 - 15.000	12.7	46.2	14.3		23.3
15.001 - 30.000		12.8	7.1		5.2
30.001 - 50.000	1.8	5.1	14.3	12.5	5.2
50.001 -100.000		5.1	42.9	12.5	7.8
Over 100.000		2.6	14.3	75.0	7.8
Total	100	100	100	100	100

Micro and small-sized museums reported an average operating budget of around NZ$40,000 and NZ$195,000 respectively, while medium and large museums reported average operating budgets of NZ$2.7m and NZ$5.3m respectively (Table 8).

Table 8: Average operating budget by museum size

	Operating Budget (NZ$)
Micro museum	40,409
Small museum	195,256
Medium museum	2,721,429
Large museum	5,343,750
Average	781,789

There is a considerable variation in operating budget according to museum size. Table 9 indicates that over 90% of micro museums have operating budgets of less than NZ$50,000. Over 64% of medium-sized museums have an operating budget of less than NZ$2m. Over 62.5% of large-scaled museums reported an operating budget of more than NZ$2m. Generally, the operating budgets of micro museums is less than NZ$20,000, and the small-scale museums work with budgets of less than NZ$100,000. Medium-sized museums' operating budgets range from NZ$500,000 to NZ$2m, and large museums work with budgets of about NZ$1m to more than NZ$2m (Table 9 & 10).

Table 9: Cross tabulation between operating budget group and museum size (Unit %)

Operating Budget Group	Micro museum	Small museum	Medium museum	Large museum	Average
Under $5.000	47.3	7.7			25.0
$5.001 - $20.000	32.7	5.1			17.2
$20.001 - $50.000	12.7	15.4			11.2
$50.001 - $100.000	3.6	28.2			11.2
$100.001 - $200.000	1.8	20.5	7.1		8.6
$200.001 - $500.000		17.9	7.1		6.9
500.001 - $1m		2.6	28.6	12.5	5.2
$1 - $2 m	1.8		21.4	25.0	5.2
Over $2m		2.6	35.7	62.5	9.5
Total	100	100	100	100	100

Table 10: Average proportion of museum's operating budget (Unit: %)

Sources	Micro museum	Small museum	Medium museum	Large museum	Average
Local council	16.2	57.5	58.0	68.2	40.5
Community	31.5	21.2	8.5	0.0	24.4
Central Government	10.1	35.2	25.4	18.4	21.1
Sponsorship	4.8	6.3	9.8	4.2	5.7
Activities	62.3	38.4	39.2	32.0	48.9

APPENDIX THREE – Long Answer Responses – barometer and survey

Question 17: What value do you see in the development of such a barometer?

A means of measuring our function with other similar sites
Anything that assists us to fulfil our purpose adds value.
Anything that draws public attention to local collections will be important
Assists in monitoring the extent of distributed national collections
Assist in the promotion of our museum and other small museums
At this point I don't know what it would do for small museums, and I would like to know more about what was proposed before I could answer this properly.
Can't see how the term 'barometer' applies in this context, hence difficult to answer Q17
Difficult to ascertain until see the barometer, how it is updated and the information it contains.
Doing the percentage of operating budget was a good exercise. Will be interesting to see how us small museums are fairing in the museum sector.
Easy access to knowledge of other Museums
EVANZ runs a similar barometer for theatres in NZ. It is difficult to get accurate information because the structures of each of the organisations are so different. I've found it most useful to establish relationships with similar structured venues and to and to utilise those relationships as an informal barometer.
Firstly, at the top , under 'areas' you have every area EXCEPT the Wairarapa! The idea or concept of a barometer is good but it will really only be worth while if some positive results are produced from it. That may be difficult to measure
Good attempt but not very valuable to us.
great idea
Greater awareness is always helpful
how can you help us survive and grow?
I agree that a barometer would be useful for discussion with government agencies.
I would like to see some more in depth questioning related to performance issues .
If the questions asked are an indication of the Barometer then it will be of little value
Important for funding
Interesting if information is accessible and socially accurate; including visitor info so one can gauge the state of museum as attraction, or how they are seen by the visitors.
It will be of more value if a good range of museums (including small volunteer groups) join in
It would be a great follow on from the Best Practice Seminar, keeping informed on how institutions work.
It would be most helpful to us if there was good cultural tourism trends and information included in such a website.
let's suck it and see
Liaison locally works well. to have a feel for other museums would be helpful.
long overdue - should be of great value to small community-based museums
Meetings with other Museum educators and shared artefact base, and a list of museum swaps
Modest but achievable
Not 100% sure what form your barometer would take
Not sure what information will cover
not sure what is meant by this
only indirect effect on us may help in applications to govt for funding.
Our museum is housed in the old … (location omitted) which we use for the running of our Society and because we are all volunteers the museum is probably secondary to the running of our trips and excursions which is the main focus of our membership.
Please DO NOT create any additional work supplying information
preserves history time slot in time
Pressing need for some benchmarking information for reporting to funders and ensuring best value from rate payers contributions
rationalising collections across smaller museums to identify key point of difference and specific

marketability
Relatively new to the Museum sector. If would be useful to know of this information.
Support and Recognition
This sector very much needs an articulate and committed voice to represent its needs, and its huge contribution to New Zealand life and culture. (And the economy!) I would expect it to liaise with the Charities Register in this regard - but am concerned that Register will be used as a monitoring & controlling tool by the govt and IRD; rather than a means increasing support for Museums, and highlighting the work they do.
This would definitely help towards museum relevance, up to date information of trends and participates
Unsure
We all need good benchmarking information
we are just a small museum, with volunteer staff
We could see it be of value but we are still in the beginnings
We would find it interesting but it would not have the value it would have for others.
yes please esp. funding levels sector standards of sponsorship

Question 18: Types of questions or themes would your museums like to see covered in future survey

$ per rateable property in each City/District Council.
a review of staff salaries across the arts
Benchmarking
collection management activity, marketing budgets and activity, education, exhibition activity and budgets, more sophisticated measures eg visits per head of population
Collection policies, training of volunteers, websites - both the museums and useful sites for museums....
Community outreach
Current questions are fine
details about collection management systems; $$ spent on developing new exhibitions/attractions
Do we have a website? Is it promotion or information? How many people visit our site?
don't know
Emerging trends in funding and community expectation, visitor numbers and satisfaction, staff training and development, exhibition directions and attendances, publishing, education reach and directions
Exhibition related
Exhibitions, collection care, public programmes
Funding sources
Funding, regulations.
Governance structures; nature of relationship with TLA
Guide to what other collections hold.
Haven't thought about it - YET Would like to see more focus on regional museums
holdings and access
I don't know enough to comment
identify your 2 most successful (highest visitor number)events or exhibition this year, - to your local market, / then for your visitors to the region.
Information That I am interested in seeing is knowing what areas other museums collect/display, their visitor numbers, and where they are finding money
It's always interesting to know what other local authorities contribute to their city's institutions, and helps me to gauge my Council's contribution. Also Education, how do other institutions, large and small, attract school visits, are they free, or, how much do they charge? Is transport a problem, do most institutions have their own to offer to schools?
job types, salary levels,
Keep it basic and consistent
Marketing to the general & tourist public methods on very low budgets
Not at this time
Okay as is
Policy & procedure development Governance Staff and Training Funding
Population base of museum district
probably too small to comment these two questions
Rateable population numbers compared to local government funding levels
Relationships with other culture & heritage organisations i.e. Museums, NZHPT, NZAA, MCH, Local authorities for the protection of culture & heritage who does what?
Remuneration surveying however this may be better conducted by a different method. It would be useful to benchmark spend per visitor on some key areas such as marketing, personnel, exhibitions.
Road Transport History,
Salary comparisons
Security issues.
Sources of funding, a lobby for central or regional government funding, attracting younger active members, maintenance of exhibits and buildings, security
specific needs of small museums
specific one for small; museums
square footage Cost per visitor funding per visitor admission charges how many exhibitions per year

Staff salaries
Staffing structures, sizes of collections & facilities, primary activity areas, relationships with other organisations.
Suitable sale items, numbers of visitors and attracting visitors, questions about collections.
systems, more specific object collection themes; insurance/accountability - supposing this kind of collected info can aid others in application
the value of museum's to the community
to see what other museums do as in display / exhibitions
Training for staff in small museums in local areas
Types of exhibitions and budgeting for same
Unsure
Until we are functioning as a museum, our participation is probably not relevant at present
Very interested in the activities of specialist museums with restricted entry requirements.
Visitor information Demographics Experience
visitor monitoring data - numbers, desires and satisfaction
Visitor numbers/patterns Special exhibitions, collections & events
visitor statistics staff salary and wages survey
ways museums find financial support and how they encourage volunteers, and how they present their shows to the public
We do not know.
We're a Museum in storage trying to raise the $5 million needed to build a permanent home so we'll just be pleased to be able to take part in future surveys!
what ever
Which resources do you utilise to make your museum better -- expert advice, networking with other museums, community involvement.

Question 21: Your thoughts on the use of a web-based survey format to gather information of value to the museum sector

A good format
A very good, modern, idea
appropriate, efficient but no room for comments
As you say it is a very easy and quick way to gather information.
Basically we think it a very good idea but at the moment beyond our capacity.
best form of survey
best way to survey
Can only have a positive effect
Convenient
Easy for those who have average IT skills.
Easy to use, accessible, but prone to self-selection and therefore potentially 'skewed' results. Will be useful for assessing general trends and for some minor benchmarking
Easy way to get info
easy, cost effective, way of gathering information of enormous value to the sector.
efficient and non time consuming re paper work
email format makes it more likely to be completed
excellence we must be able to gather info via any means
excellent
Excellent concept
Excellent idea
Fine
Fine as it is.
fine, but some of the questions need a little more interpretation (eg operating budget excluding rent etc then try to work out percentages)
Good
Good easy when just boxes to tick.
Good idea
good idea - if you make the boxes bigger I can see what I am typing
good idea, doesn't get lost on the desk in a pile of paper!
Good idea.
Good providing the web site is easy to access - this one not accessible by "click on the website"
Good, but need better opportunity to qualify answers. In some cases none of your choices apply to us.
great
Great - quick, can be completed when there is time.
Great for accessibility
Great, although as we have not yet opened, certain fields such as visitation stats were of no relevance to us. There was no added field for us to mention this and so the survey would not let us complete it without entering something into the field (for e. g, was not able to enter 0 for visitation above and so had to enter less than 1000.
Happy enough with it, but feel the ability to comment on every question would be helpful; some of my estimates are VERY vague indeed.
I am happy to answer questions but find we do not fit some of the criteria because we have totally funded the collection
I found I had to start it twice once I realised I would have to do some calculations. If a list of the questions was put into the introduction we could make sure we had all the information to hand before we started to fill it in. I guess the real usefulness will come when we see how the information is presented
I prefer the web and email for nearly all communications.
I think it's fine, but our museum is not currently on the internet, but your email comes to the secretary who has access at home.

It is easy once it's been downloaded. Please, don't forget the Far North is not up-to-date with technology available for the rest of the country.
It is fine if you have the data required readily available
its fine
its o.k.
it's the best format
It's the obvious way to go.
makes it easy and quick
makes sense
More timely, saves postage/paper and relatively easy
Much quicker way to gather information and to have said information to hand basically at the touch of a button
Not all museums have web access
Not sure why financial information is sought or shared/used? In order to complete the survey We had to reply to question 13 with a value, after talking to Phillipa I have selected one that is incorrect. That question should be optional.
OK
Ok. Simplest.
Quick and easy
Quick and easy.
quick and effective
quite suitable
seems appropriate
Seems like a great idea
some questions do not relate to our museum
Such surveys of the sector I believe will be of high value to the sector as our owners/funders continue to place pressure on funding etc. The ability to evaluate performance against other institutions will be of high value.
The dilemma is that there are so many surveys. To be of much use they need to be highly focussed and penetrating. If they are that they require more time to complete. To be useful we must establish clearly what 'use' the survey will be - what we want from it and why.
The entering of the information is quick quick ONCE YOU HAVE FOUND ALL THE ANSWERS - that is what takes the time. I printed it out first and checked on what information I had to find and from who and where before entering the data
The link from the email did not work - it had to be re-typed in the browser
The more that is known of museums the better
'tis good
Useful, but only if all have computer access.
useful for comparing with other museums
very applicable
very easy to use
very functional and efficient
Very good but if it continues we will need to keep more records to provide answers easily
very good, its more one to one
Very useful way of getting information
Very useful.
Very worthwhile
we wonder how it can help us
Willing to try it out and hopefully it will provide benefits
would depend on staff having time to complete survey
yes
yes, excellent
yes, good idea
Yes, good. although for some smaller and 'elderly/isolated' societies, may not be as accessible.

You might need to go web and paper-based in order to encourage smaller museums to consider taking part
you need to ensure that you have identified key organisations... (include a wide scope of museums) and ensure that they do respond...

Question 22: Further comments you may want to add

answers to finance questions guesstimates!
apologies for taking so long - too much to do and too little time
As the museum sector is the most over surveyed sector that I have been involved with and only on two occasions have I ever had results of the surveys sent to me. I wonder if this will fall into the non communication category
At the moment we are really too small to be of value and remain so until we get the new building.
Because our museum is mainly for the use of members and we have no paid staff or income, at present, we do little more than maintain and display the items that have been donated to the Society, so this survey is perhaps not necessary or of interest to you in the wider scope of things. I have done my best to answer the queries and hope they will be of some use.
Difficult to do from currant financial year. and Difficult to do from home.
During 2006 our museum was not operating as a museum but only a research centre - our old museum was pulled down in 2005 and the new complex will open later this year - as a part of a Tourist and Heritage Centre.
Go for it
Have a nice day :-)
How will this survey support us and give us recognition?
I had to put an amount in to question 13- even though I didn't know the answer- you need a I don't know option
I have put in Wellington but we are in the Wairarapa you did not have an area for us
I want to give you reliable data on the visitor mix. I will send that data through separately in a couple of days time
I would like to be kept up to date about things like Gifting Programs /Tax Incentives and other initiatives that I have made suggestions regarding but have no feedback on. Esp. regarding matters that may materially affect the fortunes of MA and its members. In relation to that the prestige of MA or its predecessor got a major body blow due to past mismanagement and lack of accountability. If I am not mistaken this resulted in the withdrawal of Central Govt backing. This was a heavy blow and one which is regretted. What if ay moves or progress has been made to revive the fortunes of such a central plank in the delivery of cultural services? I know there are staff changes but I would appreciate some continuity, as museums operate not just yearly but perhaps decade's timelines. I have also attended a workshop or MA conference where the same questions were asked and the same old answers given. This was convened or led by an outsourced expert who at bottom was asking us to endorse that organization's activities for which they were no doubt paid a significant sum. I found that offensive and a major waste of time, that firstly I cannot afford the time to bolster the egos and paid employment opportunities/agendas of people ill-equipped to understand the complexities of the museum culture whilst myself receiving so little in return. It is fashionable to say that money does not solve anything but with some organisations a little can go a long way and I we are required to adhere to museum standards this is undoubtedly a major facto in the ability to deliver to those standards.
I'm aware that each institution has different relationships with their territorial or central governments and differing degrees of separation. Some of the financial information may be obscured if some functions are being performed by Councils rather than by the museum/gallery. Chunks of activity may not be appearing in our budgets which makes comparisons difficult. Still it IS important to start. Well done.
It is misleading to say that it will only take a few minutes to complete the survey. Q14 doesn't cover all the sources - currently we are having to live on funds built up for special projects to pay for our daily living needs - there needs to be more support for local museums from central and local government sources - this varies from region to region i.e. some museums in the Waikato get good support from their local bodies.
One thing that is desperately needed in NZ is serious government and community recognition of the enormous work done by the charitable sector and vast improvement in the incentives offered to businesses, individuals, foundations etc to undertake philanthropic activity. This extends beyond the museum sector into areas such as hospice care. It is ludicrous for the government to watch charitable trusts spend so much time raising money to do something it does not want to do (but which is urgently needed) without providing real incentives for other entities to fund them. It would also be great to see industries such as ours (the racing industry) recognise their responsibility to preserve and celebrate their own histories, and setting aside money from their considerable surpluses to do so -instead of

depending on passionate private individuals to do that work for them! But maybe that's another argument!
Our situation is unusual in that the Council owns and maintains buildings and grounds, employs a custodian etc and collects all admission fees. The Historical Society owns and maintains collections and exhibits, is self-funding (no Council grant) through membership, Book Fair, Op Shop, Raffles, membership subs, and uses volunteer labour, Hence difficulties in answering Q14 and Q13 (that figure refers to the Hist. Soc. budget only). These comments also apply to Q5. This is why I ticked 1 in Q20.
Our two art galleries are included as part of a theatre, hall and cafe complex. I have tried to extrapolate the figures for the gallery spaces only to avoid skewing the survey.
Parliament Buildings and the Parliamentary collection are not a museum as such but it is helpful to be part of the organisation and included.
please consider the little museums that are community based
Please forward any further communications to “details omitted”
Some of our members are very keen on support from the sector, others just like to get on with things without the added burden of workshops and courses and yet more to do. However we are in the process of building a new museum and realise this needs much formal knowledge.
Thanks for the opportunity
Thanks for the opportunity.
The info gathered needs to feed back to the museums for evaluation. There is no mention of the Wairarapa region of which we are a part. We are not in Wellington.. Thank you
This is the first time we have received your email re the survey. Define a public versus private museum, newsletters via the email system, training of volunteers, advantages of membership, types of insurance required for museums
Time frame spent on this was at a good level. Don't extend so that we require more time to reply.
what are you hoping to gain from this other than number crunching. We need more than that. how are you hoping to help us with this survey other than a number crunching exercise. We need one to none help with funding and promotion etc. Feed back would be welcome from you.
Will these results been fed to local government authorities? and will they have to respond in any way?
Would like to see profession based contact listed able, e.g. art registrars administrators educators public programme administrators etc