

# Australian Museum

## Gallery Audiences

Chris Lang  
August 2012

nature culture **discover**



## SUMMARY

Face to face surveys were conducted across every permanent gallery, plus Kidspace and Search & Discover with the purpose of determining their satisfaction with the different areas and the reasons behind their visit.

Culture segment questions were asked at the end of the survey, however these results are not available at the time of writing this report as they are being analysed externally.

Results were collected using the Opinionmeter app running on an iPad. 574 respondents were surveyed from July 5 to August 17 2012 between 10:12am and 4:37pm, averaging 5 minutes and 31 seconds per survey. 127 respondents indicated they would like to be involved in further research via focus groups and provided their email addresses for this purpose. Of the 574 surveyed, 142 were during the July 2012 school holidays.

### Satisfaction and expectations

Dinosaurs ranked highest on satisfaction; no respondents were dissatisfied with this gallery. 74% of respondents said that Search & Discover was more interesting than they thought it would be. Indigenous Australians ranked lowest on satisfaction; 17% thought it was less interesting than they thought it would be.

Respondents often mentioned interactivity, loving it when it was present and working, and wanting it where it was absent or malfunctioning. Variety in physical artefacts and specimens ranked high in the most liked aspects (as you would hope for in a natural history museum), along with a desire for rich contextual information.

### School holidays vs non-holiday period

64% of those surveyed during the holidays had visited previously (compared to 52% outside of the holidays).

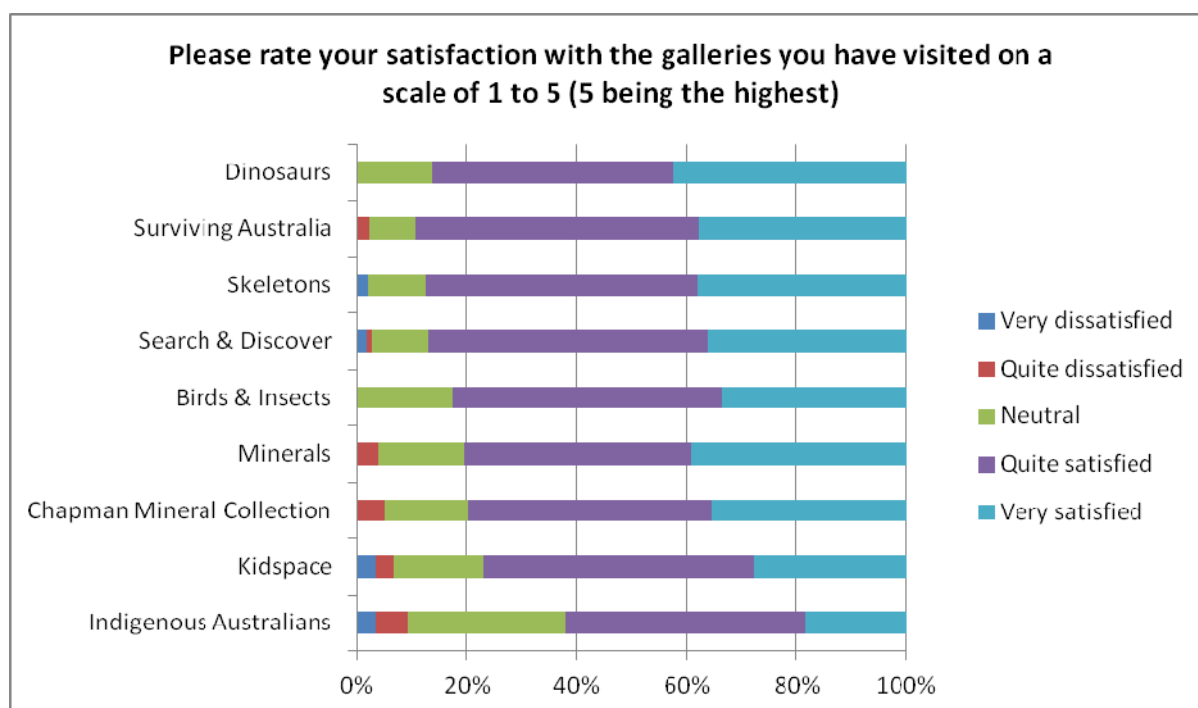
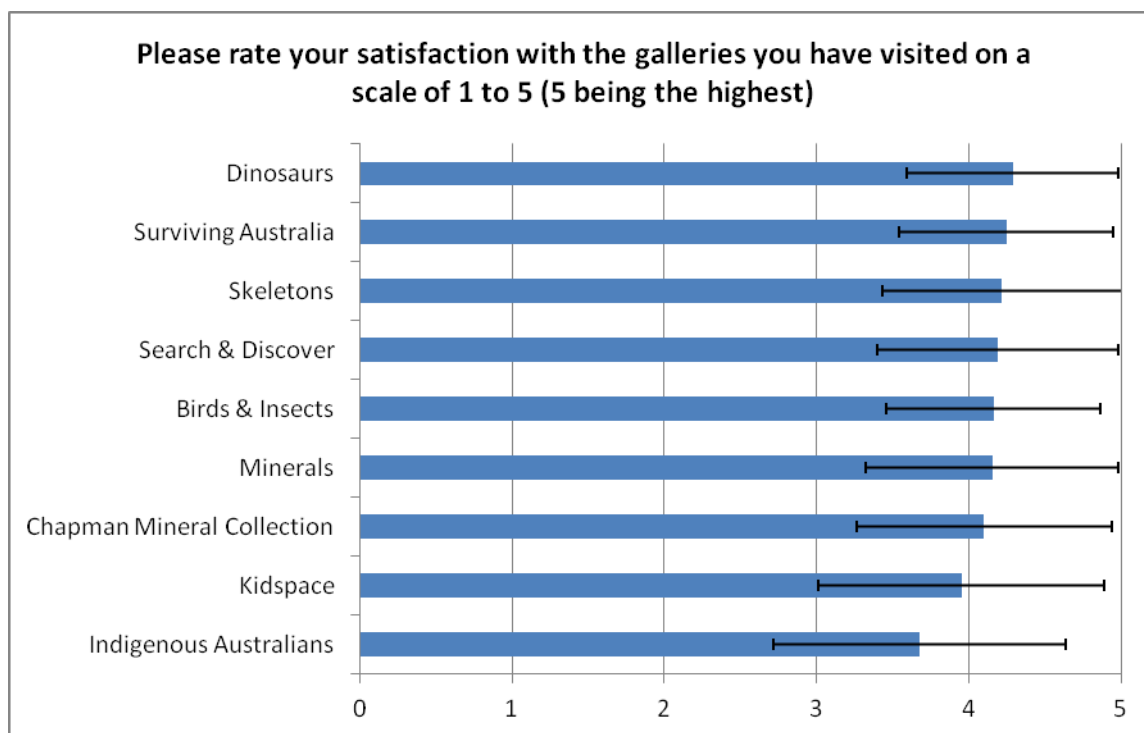
Visitors during school holidays were more likely to be dissatisfied with the Indigenous Australians gallery, Chapman Mineral Collection and Kidspace. However this may be due to expectations and the smaller sample size per gallery/area during the holidays. Graphs are shown at the end of this document comparing these two periods.

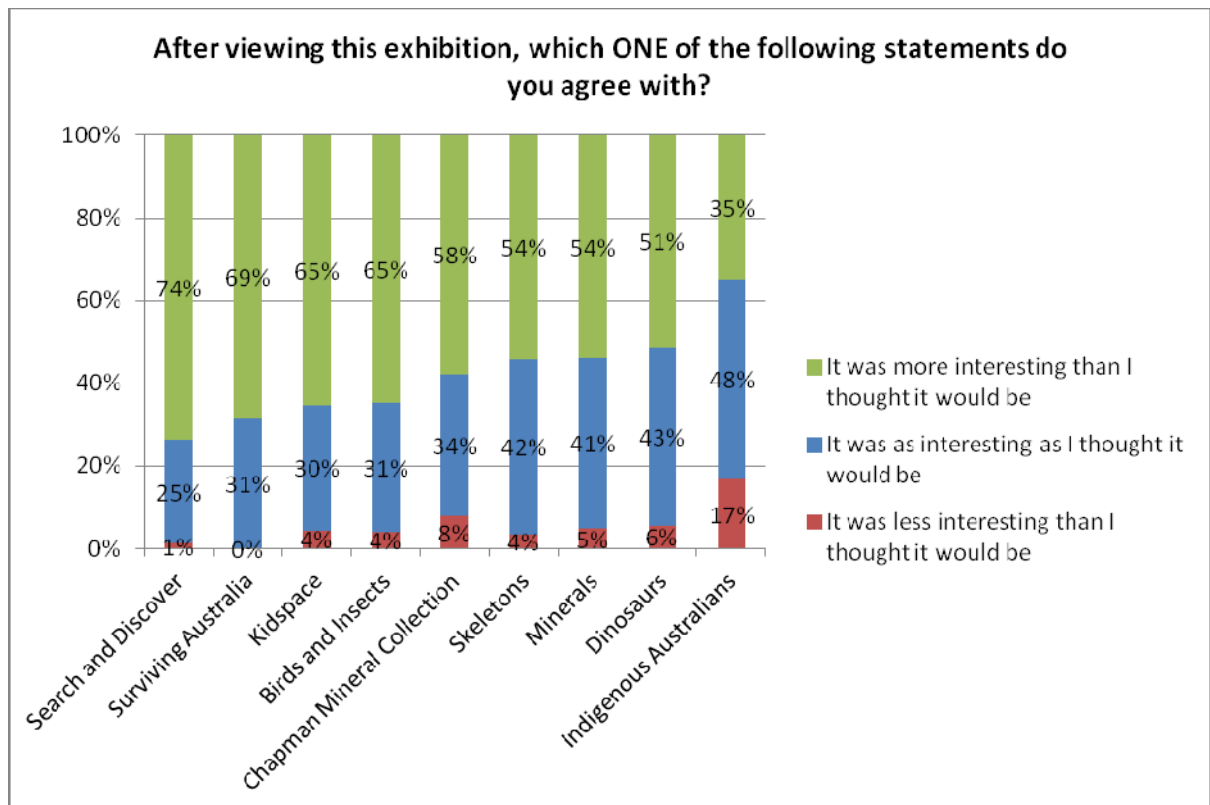
Demographically, the number of 35-49 year old females increased from 24% to 40% during school holidays. Sydney postcodes increased from 85% to 92% of Australian visitors during school holidays.

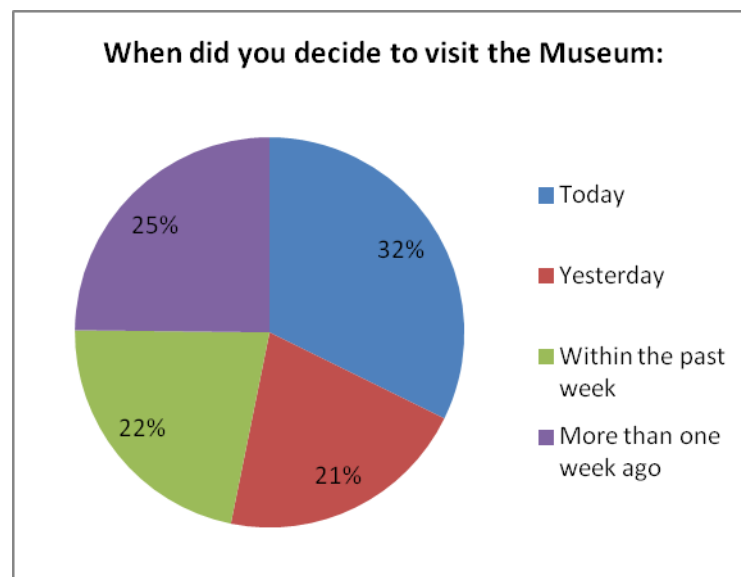
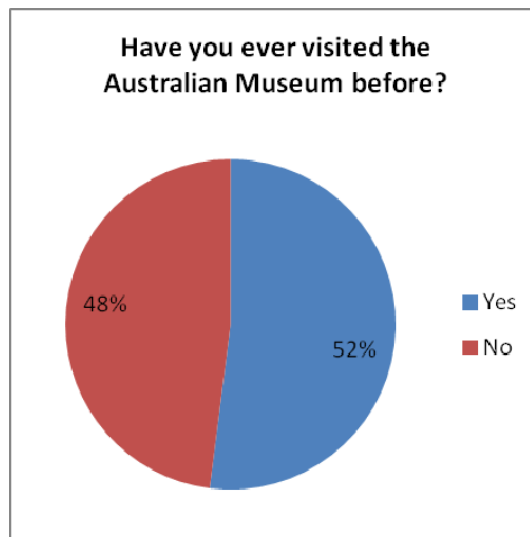
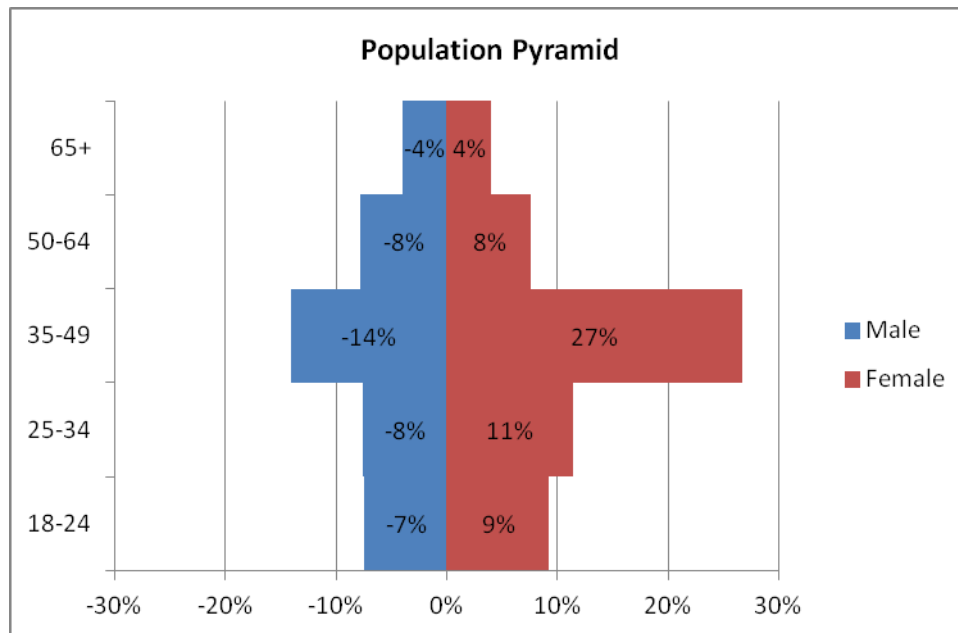
People during holidays were more likely to come for Social reasons, driven primarily by an increase in the response “It is a nice place to spend time with my friends and family”.

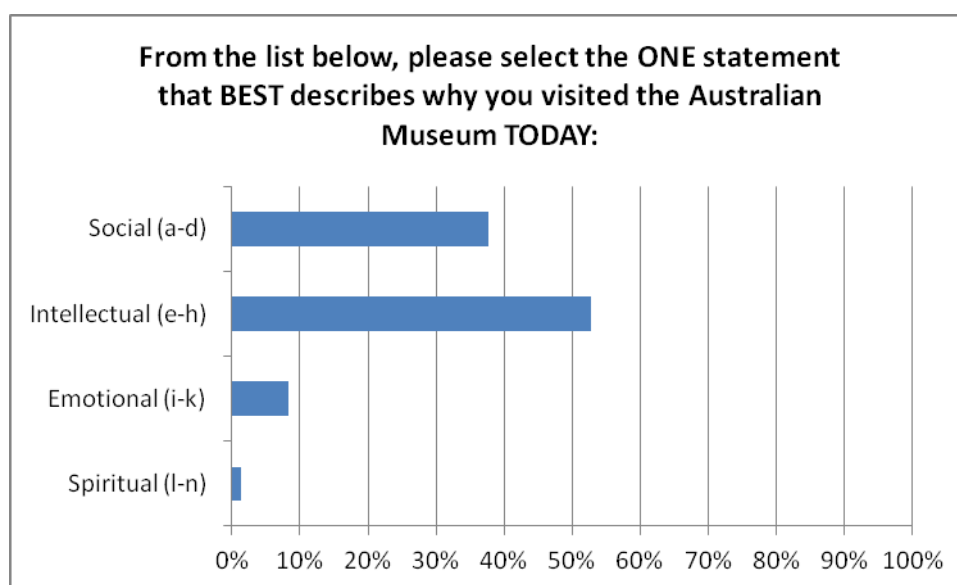
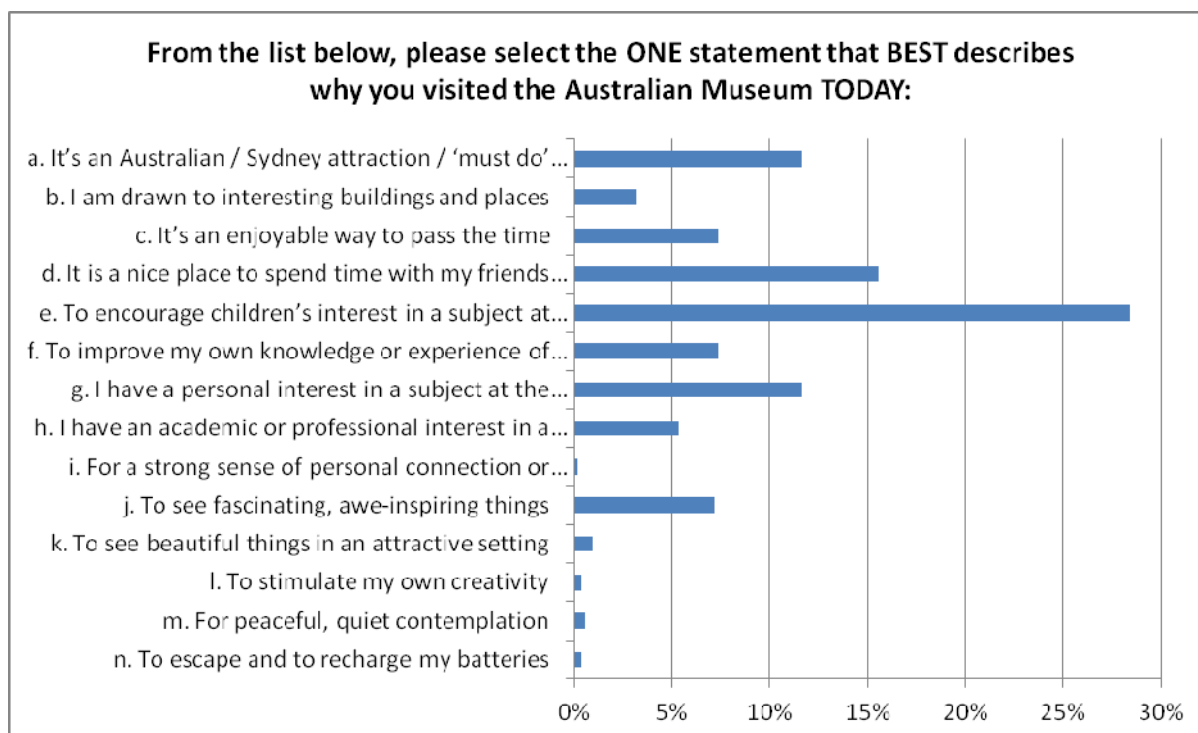
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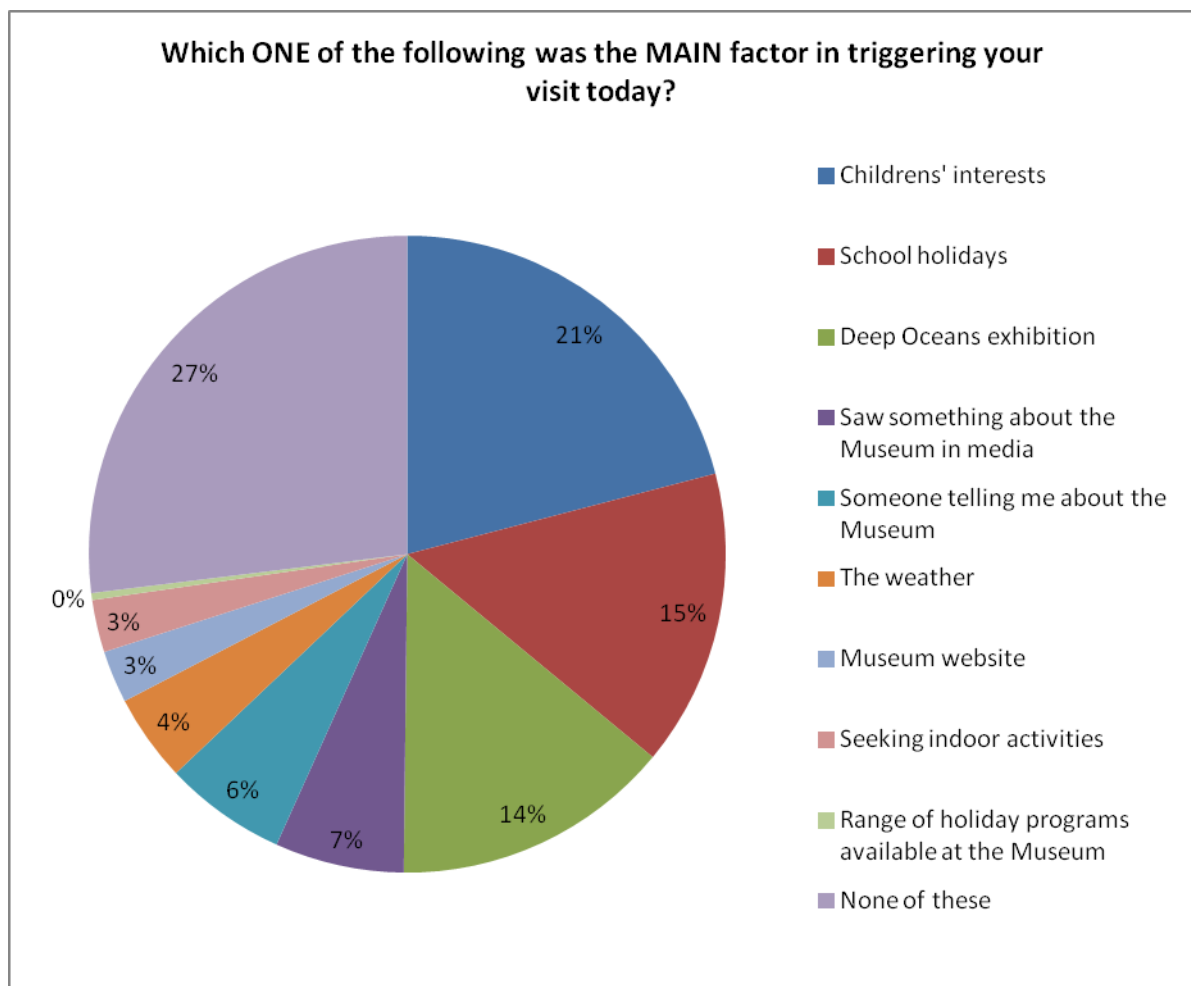
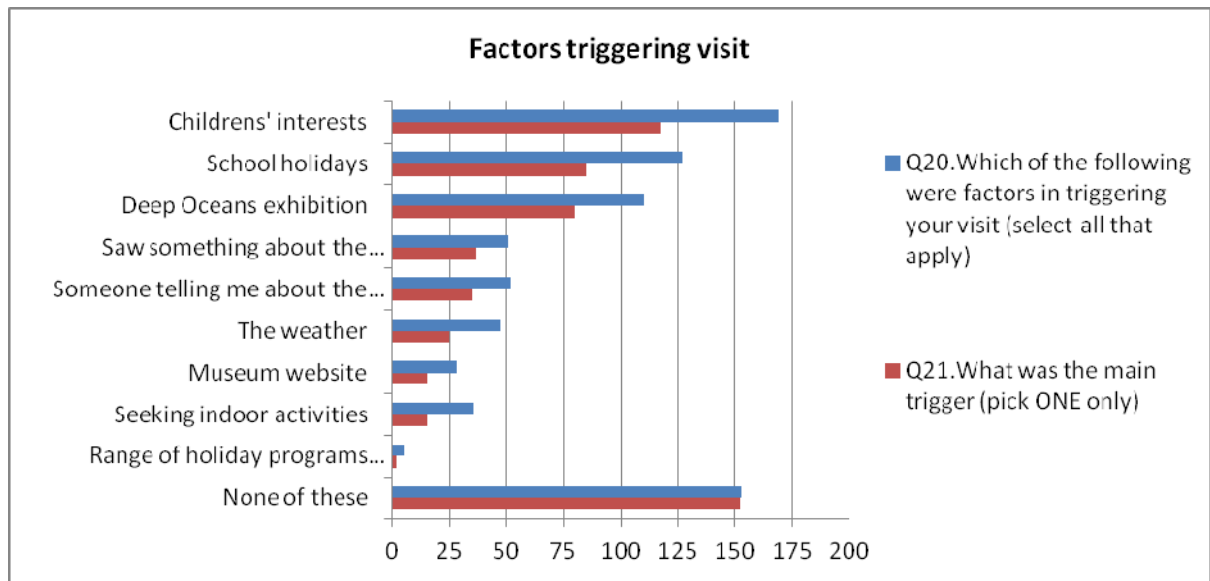
Australian Museum permanent spaces evaluation – Gallery Audiences 2012



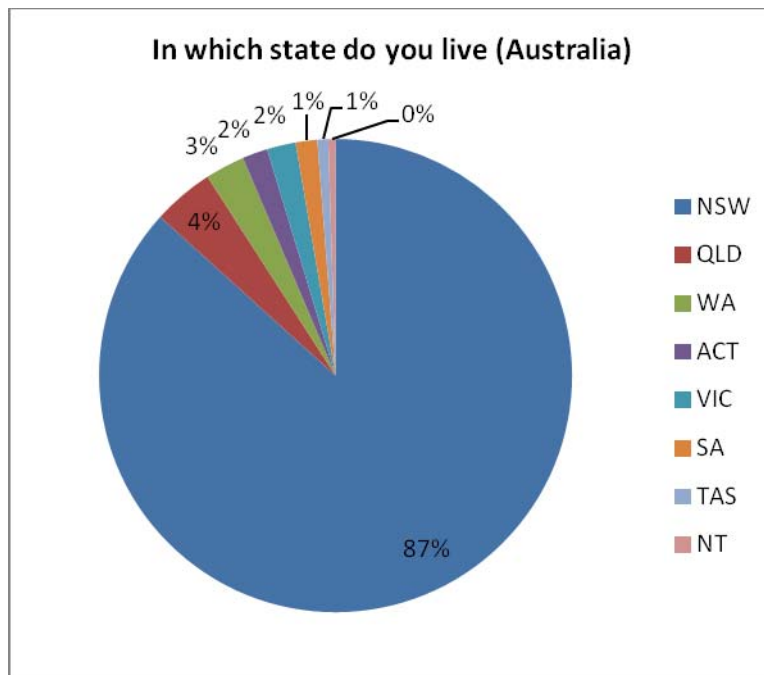












**An interactive map of Australian postcode results can be seen at:**  
<http://batchgeo.com/map/a6436c1a1313d993c4c8323493b46dbb>

## Birds & Insects

What ONE aspect of THIS exhibition/gallery did you MOST like?



What ONE aspect of THIS exhibition/gallery did you LEAST like?



Do you have any other comments about this exhibition in general?



## VERBATIM RESPONSES

### Birds & Insects

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- artefacts on show
- artefacts were engaging; very tactile
- artistic inspiration - colours and textures; plumage; form; subtle differences
- artistic inspiration; variety and names (info available with artefacts)
- bird displays
- birds - crocodiles - enough info - brief and concise; clear and informative; understandable
- birds - see the species up close
- birds - taxidermy - variety
- birds - variety
- birds and eggs - different colours; textures; shapes (gives scope to the animal)
- birds -hawks - presentation and display
- birds mostly
- butterflies
- butterflies; interesting specimens
- cassowaries; albatross - penguins; wasps
- centipedes; wasp nests/owls and birds/hunting spiders. Much easier to access information than Search and Discover. the sizes of eggs is interesting
- detail of information; blue tongue lizard; ability choose what info
- display cabinets; migrating birds; seeing artefacts (size of animal in relation to migration)
- display set up; easily interpretable info
- displays; spaced and lighting is engaging; variety of specimens; well lay out
- indigenous parrots - variety
- information about insects and birds(i.e the origins)
- insect display - the format and info presented is unique and engaging
- insects - size and proportion (up close)
- insects specimens; interactive games on displays; re-creations of natural habitat; variety
- insects-butterflies; cockroaches; spiders
- insects-spiders
- its good but the inner rail exhibit is too low! the buttons are hard to press.
- lights interactive; friendly and easy to get around
- liked it. without kids id spend more time
- nostalgia - impressed by taxidermy - photographic competition add to space
- parrots - the variety of colours
- pigeons
- range of species; variety - familiarity to local birds; info with birds is concise
- real life forms - artefacts gives idea of scale
- spiders - recognise different species for daily life (safety)
- spiders - the variety; more poisonous spiders (Australian orientated section)
- taxidermy; life like
- the buttons; skeleton structures; the grouping - makes it easy to understand the bird familys; diaramas; open space
- the butterfly collection
- the details about flight. the aeronautical side.
- the different birds and the explanations of them
- the different insects; the dragon flies and the buttons

- the information was surprising and engaging; good layout; good height; beautifully presented; the real life representations of their habitats; well designed for children
- the interactive element of the space - enjoyable element for children; photography element makes space more modern; layout is enjoyable
- the layout is really good
- the specimens
- the taxidermy - relic from another age; history it represents
- the variety of species - the size; familiarity; logical flow
- the variety;
- touch table - child's interest
- variety and old style of design - inspiring for creativity - dynamic space
- variety specimens available; really impressed

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- colour theme could be changed (updated); more lighting; having the display cases more lit
- could be updated; needs to be physically lower for children
- cramped for space; more info on each animal; utilise the cut out in centre of room; take advantage of space - more sculpture (wasted space); make easier for people to draw - too narrow corridor
- display cases need to be lower for young people
- double lap for both subjects - should focus on just birds or insects
- dusty and sad - looking a bit old
- having more examples of the habitats; space seems limited; spaces need to be more thoughtful/ dynamic
- inner rail exhibit is too low! the buttons are hard to press.
- insect display would be more interesting in simulated natural settings
- interactive media - having something alive in the space (slugs); incorporating electronic media (animations)
- lighting in the insects needs to be permanent
- molluscs boring!
- more eggs - info on the eggs; more nesting examples; more on habitat
- more lighting - more vibrant birds; narrow corridor
- more lighting (colours are too dull) beauty of birds are the colours
- more tactile activities/ elements - more engaging for children
- need the lights to come on automatically;
- nothing low down for a 3 year old; he couldn't see in
- snakes
- spiders / don't like them
- taxidermy has cold element
- the height of the displays needed to be better for children
- the insect displays are too high for children; lighting is a little dim (old fashioned); feeling a bit out dated; the birds are less engaging than the insects
- the light should be more efficient -needs to be on all the time
- utilise the ceiling space - birds in flight

Chapman Mineral Collection

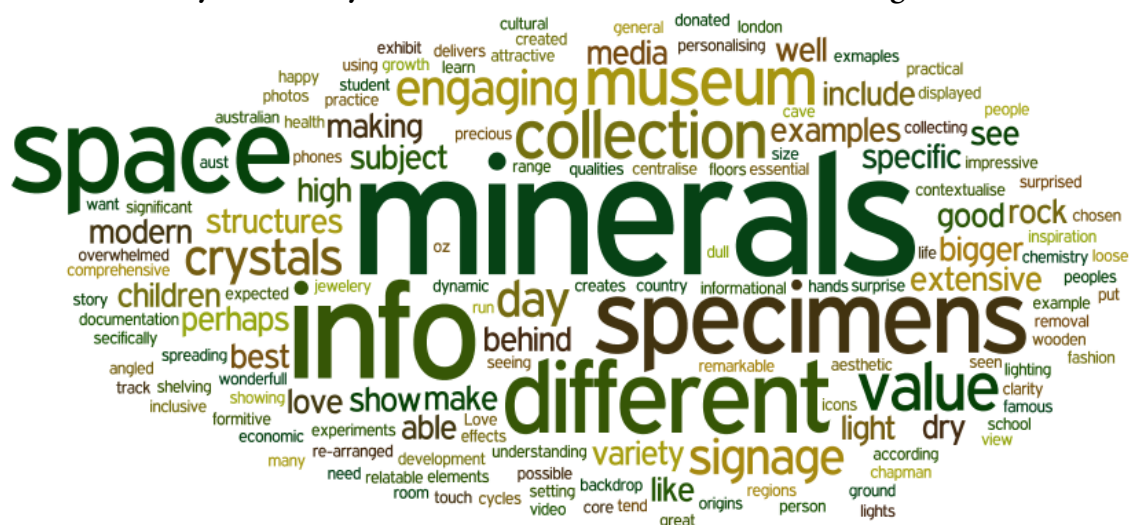
What ONE aspect of THIS exhibition/gallery did you MOST like?



What ONE aspect of THIS exhibition/gallery did you LEAST like?



Do you have any other comments about this exhibition in general?



## VERBATIM RESPONSES

### Chapman Mineral Collection

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- artefacts - colours and structures - info of origins
- as a tourist I liked the Aussie minerals and how they were displayed by location
- clearly written easily interpreted explanations and well presented displays of different categories of minerals
- collection breath taking array of hidden treasures; the exhibits were well designed with lots of space around each
- collection is exquisite
- colouring
- detail
- different variety and the display cases; the contrast of colours from the artefacts
- display of the minerals
- diversity and origins
- diversity of the minerals
- diversity and variety - reminds one about the beauty that exists beneath the surface of the earth- daily life we ignore it because its not directly in front of us - the mystery and the inaccessibility of the space makes the space fascinating - the scope of the colours
- found the centre cases engaging - well arranged and good info
- Gemstones. Loved the variety!
- general layout and display
- history and info about minerals - the writing and descriptions
- impressive variety and the quality of specimens
- its pretty; colourful and just raa!
- its superb. better than Washington. its great
- layout and clearly marked and labelled
- layout and display
- layout; rich in the middle; presentation is engaging; story gives scope
- lighting and variety of specimens
- liked the display (variation of crystals and colours)
- quality and size of specimens; diversity. Clearly presented and well lit
- range - extensive
- regional to Australia - being able to see the specific context and the variety of minerals from that area
- specimens are beautiful; lighting is very good
- that there are samples from all over the world
- the artefact - variety; the more traditional display is engaging (treasures the object better)
- the break down of regions
- the collection and display
- the collection itself
- the collection specifically
- the colour of the minerals; the aesthetic clean and modern; clear info
- the colour of the stones - presentation - gauged at a level that school kids can engage with - variety is incredible
- the crystals; some of them glow and where they're found
- the different areas and minerals of Australia; quality of the specimens
- the display and layout - lighting is effective - wooden floors
- the display cases in the centre of the room - beautiful examples on display
- the individually display minerals - overall
- the large variety

- the middle display - the variety and the beauty. the info was good too
- the more photogenic minerals - the ones with vivid colour and unusual shapes
- the rocks origins - the info presented well
- the space is very effective - really gives the audience the ability to see the specimens in their best light
- the variety and explanation; well designed space (easy to move around); history
- the variety of minerals on display
- the variety of stones
- the video - history
- the way they have presented the minerals (the displays and categories emphasise the significance of each specimens)
- the Work of Light section
- things we have never seen before- liked how all the minerals were lit up. fantastic!
- unique stones - shapes and their rarity
- variety
- variety of specimens; having all artefacts in the same space
- variety on display
- very important space; large variety; very unique
- very well organised; well lit; clearly marked; beautiful
- well lit and well laid out

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- better explanatory signage; display cabinets could be brighter
- better signage in display cases - more obvious
- chaotic; too much in a small space; labelling is too small; stark lighting (white fluorescent lights were on)
- didn't like how they were arranged
- difficult to learn much about one - info is very broad
- each example needs more info presented - would like to be able to look more into the processes of mineral excavation and where these artefacts are sourced
- empty - more tactile; needs a focal display that pulls an audience member in
- England hasn't got many samples
- English is difficult
- having an audio element in the majority of the space
- information could be clearer
- introductory panel
- lighting needs to be better; not conducive for photos; difficult to read some info (font is too small)
- more audio visual elements
- more info for minerals in centre of room
- more information about the formation of minerals
- more interactive media for children (visual representations and interactive game)
- more light; a bit dark
- more lighting into the cases highlighting the specimens
- more specimens and information on the precious stones
- needs interactive media and activities
- needs more info about the context in which these minerals are from; more info about the process of mining and the collecting process
- needs more interactive activities - perhaps have replicas to handle or stones out of the cases
- needs to be more hands on - needs to actively engage audience
- noise from lower levels disturbs space

- overwhelming amount of stones (need to break up the space more); needs more light on each stone but lights that don't generate as much heat
- seems a bit empty
- stronger lighting
- the historical wall. about the collectors
- the lighting is a bit dim in cases - should be better - illuminate the objects
- the lighting; make it brighter
- the space needs more interactive activities (i.e. a touching area; more things to touch)
- the teaching element - is a little weak (needs more detailed signage); needs more general diagrams about the chemistry of different minerals; cases are too busy (only allows an aesthetic appreciation)
- the video screen is too dark and the cursor is visible (makes the video on display seem amateurish)
- too many minerals in the middle section
- too much on display - too busy - specialise on different subjects
- wheel chair user - displays are too high - lower down - more accessible for user (have exhibits up high on a tilt so that user can see)





## VERBATIM RESPONSES

### Dinosaurs

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- artefacts; interactive media; variety keeps people interested
- big skeletons (dinosaur) variety was engaging
- cast of the bones - the size and the rarity of those artefacts
- close proximity - audio visuals -
- different levels; extensive collection of artefacts; fossil transformation
- digging for fossils - interactive space - tactile element
- film and interactive activity - children's interest; looking for fossils
- fossilised remains - the fact that fossils are still found and haven't been destroyed
- got a feel for the size of the dinosaurs- the replicas were engaging
- incorporated different media to appeal to different sense - sound; visual and touch
- interactive activities - tactile element and the playful element of it
- interactive for the children. likes the real specimen
- interactive media
- interactive media - the displays are just as engaging as interactive
- interactive; the life sized models; artefacts
- layout; artefacts on display
- life size artefacts and representations; different interactive media (features)
- life sized replicas - the info is concise and simple
- life sized replicas- children's interest; large scale
- massive diplodocus
- presentation of the skeletons and the info on the origins of the artefacts was thorough
- pretty good movie - dinosaur got eaten. liked the skeletons
- really big dinosaurs (get a feel for the real thing). kids loved it!
- replica skeleton at the entrance - big and imposing; audio visual element
- replicas on display - realistic idea of size
- size skeletons movie
- skeletons - size (life like)
- skeletons - the close proximity; the realistic aspect
- skeletons and the footprints - the size and the unique look of the artefacts - scale of time was interesting
- skeletons of dinosaurs on display (academic interest)
- skeletons on display
- stunning ! the variety of dinos. being able to touch
- tactile activities
- terridactor
- that they're dinosaurs
- the artefacts
- the big dinosaur
- the big models.
- the big replicas - the replica at the entrance to the dino space; interactive media was engaging for children
- the bones - real life replicas give a sense of size and history
- the bones - the large scale model
- the completeness of the exhibits - get an idea of their real size
- the dino models
- the display and information
- the egg section

- the entrance t rex
- the extinction; wheel of misfortune; the interactive element; the placement/ layout of exhibit; designer dinosaur
- the film; skeletons
- the giant skeletons
- the giant skeletons;
- the layout of the space - open and airy; accessible for someone who had a pram
- the life sized replica - being able to see an extinct animal
- the life sized skeleton display
- the life sized skeletons and video
- the light displays
- the light on the exhibits different colours made the exhibits look cool. the interactive stuff.
- the models - lots to see - variety -
- the real life replicas; layout; close proximity
- the skeletons
- the skeletons - size; realistic; helps to visualise the reality; archaeology
- the skeletons - the realism of the examples; life like replica; info is concise
- the skeletons on display - children's interest; info that is with skeletons is well written; the size of the display skeletons is impressive
- the t rex
- the t rex
- the visuals - video - display; the mounted displays were impressive for young person; the protruding head engaged young child
- the wollompi pines in the background.
- time lines and scales of life (placed in context in relation to the modern world); issues related to what they ate and quantity of food; the bi products of animals
- touch and feel (hands on quality) and scale of the skeletal reconstruction at the beginning of the exhibit
- variety of dinosaurs
- video
- video and visual displays - well presented and the lighting is atmospheric
- well laid out - big skeletons were very engaging and the noise

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- a real dinosaurs
- animated graphic disappointed; poorly explained; weak
- audio/ visual for younger (under twos) is a bit frightening
- bins!
- birds
- clearer info - with end of prehistoric era; map is not clear
- closer to the entrance
- confusing media in exhibit; video of re-enactment (dated and needs to be narrated or direction)
- descriptions are geared towards older children
- dino lab section needs more activities - more hands on tactile activities
- end of an era
- if the space was more dramatic (i.e. dinosaur models which moved); alter the lighting so that it is brighter (lighting is a bit dark)
- information (children are too young to read it all)
- large projection broken
- lighting could be brighter
- little info - mostly imagery

- little information geared for children who are under reading age
- looks a bit bare - fill up walls
- more activities for under 5's - too much reading material
- more examples of species who have evolved from dinosaurs (showing the development of animals and comparable characteristics)
- more hands on activities
- more info interactive media geared for children 4-6
- more info on environment and the order of species
- more interactive activities
- more interactive media
- more interactive media (film; ipads; ipods ) more tactile. examples
- more interactive media for children
- more interactivity with media (audio visual/ hands on media)
- more models of the dinosaurs
- more multi media - audio visuals - create more atmosphere
- more seating
- no interactive games
- not enough interactive media
- some of the interactive activities aren't working - dinosaur running; discovering dinosaurs
- some of the touch screens didn't work
- that it could be bigger and have more dinosaurs.
- the amount of stillness. things that didn't move
- the audio visuals were quite frightening for daughter (5); more information about Australian dinosaurs; an example of an entire replication of a dinosaur
- the eggs - boring and gross
- the film . I thought something more would happen. not worth the wait
- the info was gauge to an older age group (above 5's)
- the movie . not that interesting
- the movie when the t rex came in
- the movie. killing the dinosaurs a long wait
- the screen could be changed to set scene - having the skeletons set in front or in a realistic habitat; have the dinosaur interact with setting; having predators facing off gives story
- the video wasn't interesting enough to wait for ten minutes
- the wait for the video was too long
- things that you can touch look worn
- too many people; holidays make it difficult
- variety in the artefacts
- wait time is extended - too long; exhibition seems to be stale and out of date



## VERBATIM RESPONSES

### Indigenous Australians

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- anthropologists notes - overall display; artefacts
- art work, weapons interactive media
- artefacts - instruments
- Artefacts ( i.e. paintings; traditional dress; weapons) engaging because they are representations of an ancient culture
- artefacts -paintings - stories insightful
- artefacts; audio; spirituality
- artefacts; stolen gen info
- artefacts-primitive artefacts; portion of history
- artwork; stolen generation info
- audio visual was good contribution; the spiritual element of the exhibition; dreaming was good contribution; recreation of the cave - teaching room; present day portion was very informative
- boomerang history - iconic instrument
- cave - stories - interactive and atmosphere- boomerangs real objects from the culture -engaging because they
- cave dreaming stories - interactive
- church exhibit - interactive dreaming cave; artefacts
- comprehensive; clearly presented; interactive; overall layout is effective; weapons and artefacts are excellent additions
- controversial element of the videos - evocative and thought provoking
- DEEP OCEANS - Maps and charts of the ocean floor. continental charts. Deep sea plumes.
- descriptions of use - knowing how the pieces fit into every day lives (contextualise)
- dream time cave
- dreaming stories; artwork
- history
- hop scotch (hands on)
- info
- info on the land - spirituality and connection of ppl to land
- information from indigenous representatives (quotes) and the confrontational feeling from the videos about the student action in the 1960s
- information on colonisation - insightful for the influence of that event
- interactive media (buttons on videos) and paintings on display
- interactive media; very informative
- interactive video - history of aboriginals (easier to listen than read)
- interesting - crafts artistic expression of the paintings (bark paintings) unique spirituality insightful
- layout and the artefacts - comprehensive but not overwhelming
- mission hut (church); the paintings and photographs (visually contextualise a period in history)
- missionary info; historical elements
- objects and paintings
- paintings; dreaming cave; audio and info botany bay
- personally curious of indigenous ppl - well laid out ; clear info; different displays are attractive and easily interpreted (for someone who speaks English as 2nd); dynamic
- presented effectively - descriptions are well written
- quiet space; open; empty - suitable atmosphere for the work and artefacts ( the respect it gives indigenous )
- quotes and info directly from the indigenous representatives
- respectful
- shed; transport to the time; rocks with stories

- spirituality and artefacts; the dreaming
- spirituality info - felt reverence the passing of cultural heritage and importance; the dreaming (evocative thoughts and ideas); felt individualism was cherished; historical photographs
- spirituality panels - insightful
- stories - the stolen generation
- taking you back in time
- that it's in the museum
- that its telling the stories of ind
- the authenticity - setting and atmosphere
- the cave; layout
- the church - shows a realistic view
- the cultural items - attach to important group of ppl - cultural importance; videos are engaging; SA museum
- the dreaming stories - the setting mostly
- the history and evolution of indigenous hunting and ritual tools
- the information about indigenous Australian history
- the integration of wooden clubs and nails -artefacts
- the interactive cave - atmospheric
- the many different stories and artefacts
- the portraits; indicates change in attitude; the hut
- the set up - display - audio visual works well
- the tools and artefacts (the space was interesting because of the similarities/ parallels between indigenous aust and Americans)
- the tools on show and the paintings
- variety artefacts
- video - indigenous ppl speaking
- videos - stories told about the history
- videos of indigenous ppl - speaking about the experiences
- weaponry; bark paintings
- weaponry; cave
- wooden artefacts - the traditional style of wood carving

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- artefacts - baskets
- audio needs to be louder; the artefacts didn't have adequate info with them - needs to be contextualised; interactive portions need to be explained clearer
- cave was needs more directive information - something visual to give a better idea of what's going on
- cave was not loud enough - more direction (book to read along with)
- couldn't hear the audio on the film
- DEEP OCEANS - Monterey Research film (volume was too low)
- difficult to hear the dreaming stories; lighting is not bright enough (needs to reflect the environment the artefacts were created); very traditional layout; needs to be more exciting for children
- display is encased and closed - needs to be more interactive and hands on
- expose the artefacts - the glass display make the artefacts less
- French perspective - more about the spirituality (beginning)
- having Aboriginal or Torres Strait individuals in space to talk to - not much info from indigenous pov after invasion
- I was hoping for more information about the differences in living conditions for indigenous Australians and non-indigenous; I was hoping that the section would be more insightful and realistic when looking at aboriginal history and present day experiences - although the museum has to look at a subject in the most scientific way possible; if they choose to have a section on a group of ppl it needs to be more personal

- lacking historical info (origins; when; why they established themselves in Aust)
- more about how the Indigenous hunted and their weaponry - a comparison between life now and then; televisions aren't very effective
- more depth - more detail on the less obvious info
- more historical information (origins); early colonisation; treatment of Indigenous
- more historical information about Indigenous Aust (ancient ancestors/ origins) - make the space bigger (with more artefacts and photographs) - photos are more personal (text and written information is abstract and 'cold')
- more Indigenous music
- more info about general Aboriginal history
- more info about how original Indigenous ppl lived and info on the dreaming; information about colonisation - why Aboriginals were more passive to invasion
- more info on eastern Arnhem land - Macassans and north coast relations
- more interactive media - different information about different tribal groups (contextualising some Indigenous groups)
- more interactive media - more info (more detail) more direction
- more language options for ppl who don't speak English - too higher level for tourists
- more pictures of rock art; artwork in natural environments; rock carvings and info about those cultural works; more insight
- more things for children to touch
- more up to date photos; short
- needs more info on the use of some items (dance boards) - more personalised info
- needs more tactile activities - space needs to be more alive for children interest (traditional format makes info seem stale)
- no early colonial info
- not as much info on the dreaming
- not interactive; looks old; not many things to touch;
- panels are very flashy - not suited to the context; atmosphere almost works but not quite; needs continuity with the subject matter
- portraits took up too much space
- quite dark; straining to read the; feeling is mechanical and traditional; more focus on each artefact; shouldn't be looking at the back artefacts; placement; European perspective of Aboriginal culture; hard to read; possum cape is up side down (opened up more)
- raise display cases
- seems quite dated video footage especially
- text should be bigger on panels about spirituality; display cases need to be higher
- the audio (volume) was far too low in the stories cave and the video of the dreaming
- the audio for the videos were not loud enough
- the cave stories are a bit too quiet (not as engaging without visual stimulus)
- the info didn't extend to the specific history of Indigenous Australians (daily life and their contemporary context)
- too cluttered (try to make info more concise and direct)
- too politically correct
- too small
- too static ( needs interactive media )
- very traditional - very disappointing - very cold (dead) presentation of info and artefacts



## Kidspage

What ONE aspect of THIS exhibition/gallery did you MOST like?



What ONE aspect of THIS exhibition/gallery did you LEAST like?



Do you have any other comments about this exhibition in general?



## VERBATIM RESPONSES

### Kidspace

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- ability relax and know child is safe/ entertaining environment; different sections break up space well and make socialising easier for children
- a lot for children to engage with; lack of technologically heavy space; old fashioned and tactile toys; different kinds of educational stimulation; layout is well designed; children like cubby house structures
- a lot of seating for parents; the pods are engaging; live animals in space
- animal toys and having the space to move around
- animals and magnifying glass; the craft available; wooden toys
- big open space for kids
- children can rest and encounter live creatures and toys; enjoy and learn at the same time; tactile space; variety of information in space
- contained; variety of activities; safe area; dressups and toys
- downtime; tactile and interactive; children's ability to play while parents relax
- educational
- enclosed (contained and safe); within age group; comfortable safe place for younger person; interactive media-fascinating for children
- enclosed and soft for children (safety)
- freedom for children; child friendly; tactile; educational; animals up close
- freedom to roam around
- friendly; warm and safe; user friendly for children; everything is geared for children; calming colouring; conducive to discovery; colouring derived from nature; level of noise is controlled
- frogs (live animals); hands on activities; interactive
- good way to re-engage children; relaxing time; good transitional spot; sociable spot
- hands on activities (variety of activities and ability explore)
- hands on interactive media dress ups dinosaurs tree house
- interactive and hands on
- interactive activities
- interactive and hands on
- interactive; activities; sociable - children and parents; safe; amenities
- interactive; feel is inviting
- interesting colourful variety of info enclosed safe space
- investigation space (magnifying glass); fishing area; pods
- peaceful; quiet and relaxing; toys are educational
- pods - different textures and colours
- puppets; good variety of toys and geared to be educational; safe and secure space is valuable
- safe and contained; change table (amenities)
- safe; variety of activities; freedom of child in space; enough toys; like that they change it around; space is contributing factor in coming to museum
- safety and a variety of activities; cushions
- secure (safe); variety of activities; quiet place
- something real to engage with; sociable space; relaxing space; safe area (can leave carer without feeling worried); gives parents relief
- stuffed animals -
- tactile activities; variety of toys and well designed for demographic
- tactile element; so user friendly area (safety gates and diaper area); give balance for siblings who are of different ages
- the dinosaurs - the scary element

- the freedom of the space - the feeling of safety
- the interactive element; pods work really well; toys; calm and educational
- the kids cant escape ; there's supervision and mum can have a rest
- the lighting! it helps the kids eyes adjust after the darkness of the deep oceans.
- the pods - lots to engage attention
- the puzzles; dress ups; puppets; books - picture books; big books; the relaxed nature of the space (not too precious); enough space to run around
- the variety of toys and the educational aspect; continuity and thr interactive tables
- toys (variety)
- variety of activites and layout engaging; taxidermy compliments space
- very educational; variety of toys and activities; benefit; perfectly designed for age group (0-4); perfect window for children into the world; security is good; very relaxing; noise levels are fantastic

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- a bit more natural light; more connected to the outdoors
- another portion for younger children (babies)
- cause and effect activities
- crowded can be quite imposing; measured admittance
- gets quite busy sometimes
- incorporate more pop culture into area; emphasise different subjectsand interests
- keep area clean - transferral of sickness; dispensers of sanitizer
- keeping the area cleaner
- kids eating space is needed
- looks a bit run down; could be tweaked; freshened up
- microscope feels like an afterthought; the pods are abit tired need to be updated and fixed
- more ability to see children or parents from inside the gated area
- more audio/ visual media; more emphasis on info on the sea; more craft (colouring in and paint); more sanitizer (cleaner for children)
- more comfortable seating
- more craft (similiar to that of family day craft); pods make visability difficult ( making them shorter; if the walls were mesh/ canopy based); change vacilities need to be checked more often
- more cushions more comfortable to children; relaxing sit down around
- more engaging material for 3-4yr olds
- more interactive media (more tactile activities)
- more interactive media; make relation between other exhibits in museum and the space; reiterating info they've seen
- more interactive technology; some activities for older children aswell
- more real animals to interact with
- more tables and chairs for lunch in eating area
- need more staff to fix and clean space; space needs to be kept in more order
- no alive animals- fish for examples
- no coffee machine : )
- overall tidy up (basic works well)
- pod entries are too low; resin set toys are not appropriate for younger children
- pods awkward; needs more - is directed for childen under 7; more technology in this are; more dressups for older children; deep sea info; more mythological info; indigenous stories; appeal to childs interest in mythology
- reading area needs to be more engaging; change of activites evry week; more variety activities
- really good babies changing room (contained room) family room

- scheduled activities would be beneficial (staycation - people from the local area to discover whats available locally)
- see through partition into the kids space
- space (troublesome to accomodate); pram parking more
- take shoes off - space needs to be cleaner
- the space is not big enough for the large groups that use it in the morning



## VERBATIM RESPONSES

### Minerals

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- agate section - the amethyst section
- artefacts; the way the information was set up; some info was a bit obscure needs to be more basic
- balance between the interactive element the display
- colourful! shapes and varieties! presentation is great!
- colours of the crystals
- Corundum (ruby); Stilbite; Azurite; Tourmaline; Copper; The Silica Family; Malachite
- crystals
- crystals (colours); studied at uni; new england minerals (liked that they are labelled with an origin)
- display and variety
- display
- display; the real thing is engaging
- diversity and the colours
- diversity; gold (the artefact is the engaging part); easy to understand the info
- easily recognisable with signage; artefacts; interactive media
- everything
- everything !
- everything is presented close together (easy to engage with each category of info) and the info on display was informative
- general descriptions (formation of minerals) variety
- gold nugget; pretty stones; the artefacts; the processes of nature; not too much info; well measured
- gold; all of the artefacts
- hands on
- having the real artefact on display brings space to life
- info is clear and the presentation is easily interpreted; nicely labelled
- interactive wheel; lighter displays; variety of artefacts on display
- layout; the balance of educational info and fun
- layout; the displays
- learnt a lot ; well presented info
- looks good; the presentation; gold display cabinet
- loved the variety of the rocks
- maps
- maps; minerals unusual; relation between school and museum; parent studies geology
- meteorite info and the make up of minerals
- mineral wheel
- open plan space - being able to see the different levels (skeletons and the birds)
- presentation (i.e. azurite - colours and shapes are emphasised)
- quiet space; personal passion; sentimental; the specimens engaged children
- the artefacts on show; easily digestible info
- the artefacts; the stones themselves; the styling of the exhibit ( old fashioned)
- the colourful crystals
- the colouring and variety of the specimens
- the colours
- the crystals
- the displays and range of minerals
- the examples of gold and salt - the info was very insightful

- the interactive tables in front of the space
- the shiny rocks and the exotic precious specimens
- the Silica family.
- the size and colour range; decent sized samples
- the variety
- the variety and quality of the examples
- the variety of examples and the info; the display
- the variety of minerals
- the wonder works of the water. fools gold
- variety
- variety ; information
- variety and arrangement (some specific specimens were particularly engaging)
- variety and display
- variety and large amount of artefacts
- variety; portions of info; well presented
- variety of colours; shapes; forms presented and the way in which the exhibit has been set up
- very colourful; the information from minerals from around oz; the wheel
- well explained info - large variety
- well layed out; good feeling/ atmosphere; information digestable; grouped correctly
- wide variety and display was engaging; showed the areas in which the artefacts were found; depth of information

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- cooling column
- hands on and interactive space would be better
- heights (scary!); it hasn't changed ever -needs updating.
- interactive media; more touch for young children (4yrs old)
- lighting is a bit dark; some photographic examples appear to be faded
- lighting is poor
- little direction in the space leaves information on display hard to absorb - needs a leaflet or additional directional info to make space easier to move around
- looks a bit tired
- met expectations
- more continuity (narrative) throughout exhibit - the minerals are in relation in australia
- more explanatory info on each specimen (how the specimens are excavated)
- more for children to touch
- more info (about the hardness of minerals)
- more interactive media; more artefacts; more interactive props - incorporating the info they have on display; satisfy the desire for more info; limited in what was on display
- more seating
- more tactile
- more tactile media; more info on who they're practical use; processes of excavation; distribution of rocks (why occur in certain places)
- more tactile portions
- more variety of info; the technologies used today with geology; avoiding the mining aspect
- need to be able to interact with the minerals
- needs more interactivity - more visual examples of info
- needs to have more examples out in the open
- not a personal interest

- not personally interested
- nothing interactive for children; needs to be more engaging for children
- reoccurring countries (could be more examples from different countries)
- salt crystals
- should be some more interactive things. dig up a crystal
- stairs narrow; more modern
- the black ones
- The rocks (less interesting; less pretty);
- the space becomes stale for regular visitors - changing the info on display in the space more frequently
- the space needs more light
- topographical neglected on wall - layout needs to be explained better; more direction
- update the pictures and ways they were presented in posters; more tactile media and overall more interactive



## Search & Discover

What ONE aspect of THIS exhibition/gallery did you MOST like?



What ONE aspect of THIS exhibition/gallery did you LEAST like?



Do you have any other comments about this exhibition in general?



## VERBATIM RESPONSES

### Search and Discover

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- ability to identify specimens they've supplied (and learn more about those specimens)
- aboriginal space - the artefacts (dishes and lifestyle implements)
- all the stuffed animals. all the skulls.
- animals and computers
- animals and fossils more relevant - interactive for children
- being able to touch. the array of technology.
- close to taxidermy ; live animals; interactive; touch element; another way of learning; very interesting
- colouring
- computer dino info - easy to navigate (3yrs); drawing (creative); live animals
- computers and animals
- computers and hands on activities
- computers and the microscope
- continuity - story of information - evolution -
- dangerous animals info
- drawers with insects was very interesting - dresser with shells was also engaging - young daughter enjoyed the colouring (helped to cement the info she learnt in the deep oceans exhibit)
- drawing and computers programs
- drawing table; ability to engage with different activities and specimens (taxidermy); interactive element of space
- educational space for children - face to face with exhibits; tactile quality of space
- engage on computer
- hands on activities; layout; unique activities; shared space
- hands on; interactivity
- hands on; tactile; interactive element of space; safe environment for children
- independence of the child (discovery) and the hands on activities
- interactive element - live exhibits - staff are very friendly - close up and being able to see details of examples
- interactive for young children - being able to touch makes experience in the museum more relaxed and enjoyable
- interactive stuff/stick insects
- interactivity - children's interests; live exhibits
- kids can touch - lots of fun - brings info to life - children can absorb more info
- live animals - close proximity; interactivity
- live animals - they are alive
- live animals - unique (desert frog)
- live animals and tactile element of space
- live displays
- live displays - skeletons and taxidermy - young kids can engage with animals - resources for research are also very useful
- live displays - unique space (unusual for museum to have space like this)
- live displays and specimens
- live exhibits - brings information to life
- live exhibits - brought the info to life and help daughter to engage with other info in the space (encouraged her to want to know more about the animal she had seen)
- live exhibits - getting close to unique animals
- live exhibits - unusual and unique animals are engaging for a tourist
- lots of books and info available; computer programs are engaging

- puzzles; stuffed animals; well spaced
- quiet and freedom for children to wonder
- quiet and peaceful; taxidermy is engaging
- range of activities and exhibits
- relaxed area (peaceful for learning) and engaging activities
- representations of animals in space; beneficial to research
- skeletons and the ability to touch
- skeletons; fossils (interactive)
- space can come and interact with things and learn more - children's interest
- stick insects/frogs- liked the draws with the specimens
- stick insect - live exhibits
- tactile - engaging; interesting; educative
- tactile quality of space
- taxidermy
- taxidermy
- taxidermy - tactile element; real sense of the animal
- taxidermy - tactile working out different
- taxidermy; live displays
- the animals and books available - insightful for children; TV (very engaging)
- the animals on display (taxidermy)
- the books
- the butterfly drawers. looking for the eggs of the stick insects
- the colouring space (creative element of space); the live animals (engaging with the real thing)
- the egg search - interactive and inclusive
- the enormous turtle shell and the phasmids
- the fossils - touching and feeling them. the realistic animals - esp the spotted quoll.
- the hands on
- the hands on quality - tactile; far easier for children's learning (sensory experience); brings out more discussion about subjects; comfortable (warm welcoming space)
- the independence of the child ( freedom in the space )
- the indigenous exhibit; the interactive stuff ; the living creatures;
- the insects
- the interactive activities in the space (the hands on games and taxidermy). The live exhibits are particularly engaging
- the interactive stuff. the computers. the touch aspect to it all
- the kids can get up close and touch
- the live displays (lizards)
- the positioning of animals i.e. the layout of the space and the element of surprise (discovery)
- the research area - bugs; having all the different varieties in the same space; taxidermy (tactile)
- the tactile element of space; physically interact with space; (2yrs) accessible for young person
- the taxidermy animals - familiar to home; good variety of specimens
- the things they can touch. the physical artefacts. take the computers out. the computers are magnets for the kids. it takes people away from a felt and personal experience of the museum objects
- the variety of animals;
- very informative; excellently set up for children; updated space; interactive media is enjoyable
- wide variety of fossils; being able to see the real life animal

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- a bit more open- being able to see all the attractions; sign posts

- a clearer description/signpost of the rooms purpose and who its for - more info (directional info) of what you can do in the space
- air is stale - feeling of tiredness - is stagnant in room - messy and stinky - wasted areas in the room
- computer games are sometimes faulty and have found to be boring (could be updated)
- computers audio too loud - needs headphones; internet access
- couldnt see funnel web
- designed for older children
- have something that can move around. like a croc or dino. or a stuffed possum that moves on a wire when you push the button.
- incorporating indigenous aboriginal names
- lack of info on cel exhibit
- little to no labels in the research lab and not enough descriptive info for the live displays
- make the space more obviously hands on - sign posting indicating that everything was touchable
- more descriptive info about the space at the entry to the space - the title is ambiguous
- more directional signage
- more displays and activities
- more info in other languages and written info available
- more interactive media
- more live animals
- more staff available to talk to people about different subjects in the space
- more structured - themed sections should be clearer
- needs more computer programs and technologically interactive games
- needs to be larger (if larger groups are using the space aswell); displays are to high for child (5yrs)
- no emphasis on the books (no signs or directions) - look decorative
- perhaps more info about the artic and info about australia's participation in antarctica
- programs could be updated
- space would be enhanced by demonstrations and topical talks on weekly basis
- take the computers out. the computers are magnets for the kids. it takes people away from a felt and personal experience of the museum objects
- taking away the tv that played documentaries
- taxidermy - out dated; too dark
- taxidermy - some artefacts have stale and worn
- the books are a little stale
- the books perhaps could be presented in a more engaging way
- the computers can sometimes be distracting from other more important elements of space
- the indigenous room
- the insects on display
- the lighting would improve the space (emphasise spaces in the area) signage; making space with the tiger more engaging
- The space doesnt accomodate much for grand daughter (4yrolld)
- the space is not well designed for schools groups - school groups should have more carers; toys need to be kept in order
- the space needs to be refreshed with different activities more often
- the taxidermy collection in the back could be reorganised (make the space more accessible and easier to interact with)
- the taxidermy seems a bit tired
- the technology is out dated
- there are no living animals eg. butterfly
- updating the under 5s area - more modern

## Skeletons

What ONE aspect of THIS exhibition/gallery did you MOST like?



What ONE aspect of THIS exhibition/gallery did you LEAST like?



Do you have any other comments about this exhibition in general?



## VERBATIM RESPONSES

### Skeletons

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

- bicycle skeleton - elephant
- bike - interactive element
- bird skeletons - different from how humans are made
- bone ranger; snakes variety of different skeletons; classified well
- building on previous knowledge
- death ranger; home sweet home - sense of humor; fish - fused vertebrae
- different animals - variety was engaging; interactive element
- dugong skeleton
- easy to follow; good volume of info; could absorb info easily; well laid out; sense of humor
- elephant - strange; the structure of the animal
- elephant; horse - size (impressive)
- evolution - commonality was obvious between displays
- giraffe; still life; horse man - humor; childrens intert ( interactive )
- good space good info
- home sweet home - sense of humor; animals bone structure ( th purpose of those characteristics)
- human reading - artistic element
- human skeletons; kangaroos; presentation
- i learned the most
- info and display of internals - (needs more light) - eeiry feeling
- information presented well
- interactive media; sense of humor was valuable; video
- interesting look of skeletons insightful intricate
- internal organs
- its interesting i learnt a lot
- its well laid. puts it in perspective. the family
- larger displays - sense of humor; human element
- realistic; interactive element
- skeleton in the chair with the dog
- skeletons of oz animals
- snakes - smooth the bones; life size display is engaging
- spooky element
- stress on the bones - information on the ability of bones to endure pressure
- th layout; open
- the cycle with the skeletons; the pythons; whales; unusual and unique
- the elephant
- the explanations; and tge bike skeleton; and the bone strength
- the fish and reptiles - so different to humans
- the interactive elements of the space
- the interactive human skeleton
- the lion
- the mammals
- the mammoth - different to an elephant thats interesting
- the position theyre suspended in and the form
- the presentation of skeletons - elephant specimen
- the pretty stones

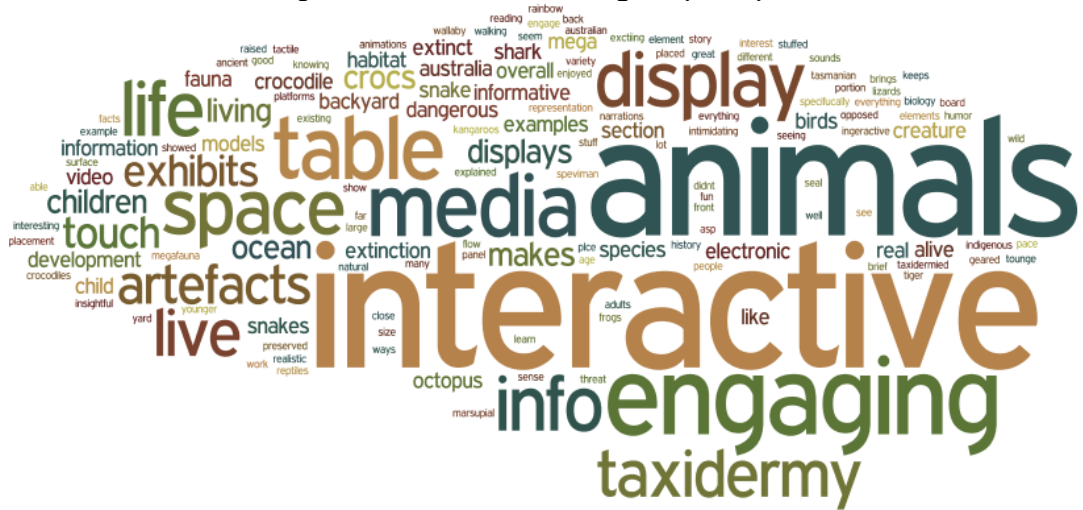
- the reptiles the whales the turtle and the man on the bike
- the skeloton bike
- the variety
- the way the big skeletons are easy to access
- variety explained well room to move well deisgned for children
- variety of animals - python
- variety of skeletons and the lighting
- visability; interactive space; sense of humor
- vulenteer on staff; touch table; interactive element
- well represented information; good amount of info
- whale skeleton

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- crowd; space needed to be bigger close to hands on acticities
- cycle interactive was only for older children and adults; more interactive media for children under age of 7
- exhibits could be easier to see; takes things out of the display
- having the assistant closer to the door; engaging with people directly
- info should be displayed closer to artefact
- it hasnt changed over the years
- make sure all displays are repaired
- making clear the animal in its habitat - why the skeleton is meant for the animal
- more chairs
- more interactive and tactile media
- more interactive media in that space
- more scope of info; more lighting; more examples of different creatures
- more tactile and interactive media in space
- more to see-more variety
- needed more tactile activities
- needs more interactive - would like to see muscle and sinue examples
- nothing
- nothing
- seperate exhibit with aust specific animals
- space was alittle dim
- the layout and have it more interactive
- the spiders - bit scary
- tortoise

## Surviving Australia

What ONE aspect of THIS exhibition/gallery did you MOST like?



What ONE aspect of THIS exhibition/gallery did you LEAST like?



Do you have any other comments about this exhibition in general?





## VERBATIM RESPONSES

### Surviving Australia

#### “What ONE aspect of THIS exhibition/gallery did you MOST like?”

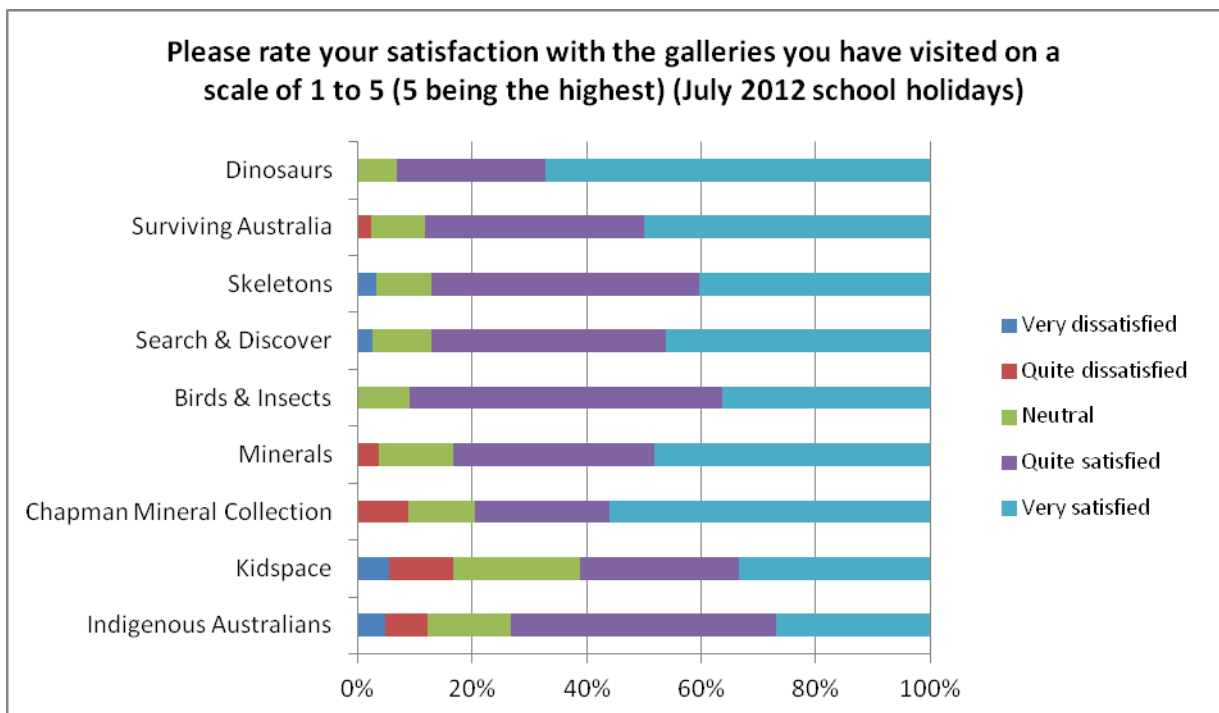
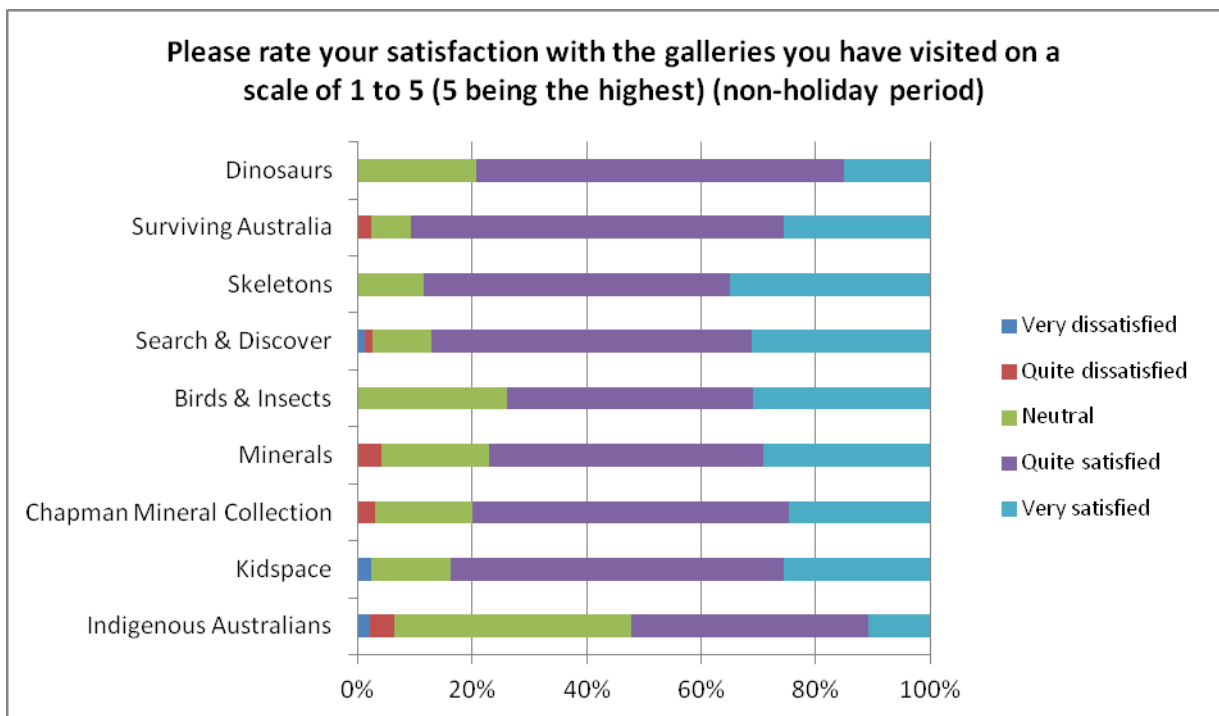
- alive examples; interactive elements
- artefacts and interactive media
- australian marsupial wild life - backyard display - insightful for daily life
- both the live and taxidermied animals - to see them up close (realistic representation)
- crocodile
- crocodile
- crocodiles
- crocs - the ocean section - video display - living display - informative - variety of info
- dangerous animals - maps and reading are engaging and interesting
- domestic animals space and the ocean space - very informative
- enjoyed the info on existing animals in australia - brief history of each species good - taxidermy makes space seem more alive
- interactive media
- interactive media - for children sounds are exciting and engaging
- interactive media; engaging for children; the artefacts place in their habitat
- interactive media; taxidermy is accessible and engaging
- interactive media; touch panel; artefacts
- interactive space
- interactive table - brings info to life and makes info of threat felt - showed the development of mega fauna development
- interactive table - some things didn't work. all the extinct animals
- it's great
- kangaroos and megafauna displays - not intimidating (opposed to live exhibits)
- knowing more about australia - animals on display
- live animals
- living animals on show; interactive media (shark)
- models (tactile) more life like; animations; narrations; info is more engaging when people are engaging you in many different ways
- ocean portion
- overall everything; octopus preserved (artefacts); dangerous animals
- real life animals; example with information is engaging; walking at own pace
- reptiles on display
- seal - sense of humor; size
- speviman engaging; interactive media
- table with octopus and shark (interactive table)
- taxidermy - snakes and crocs
- taxidermy species (specifically the indigenous animals)
- the biology information. we learn a lot.
- the birds - the exhibits are placed in natural habitat - the back yard display - flow of the space
- the extinction space - the info and placement (overall layout)
- the extinction space - the taxidermy on display (seeing extinct animals) - tasmanian tiger video
- the fossil models; in the ancient section.
- the frogs - live exhibits
- the fun facts on the displays
- the interactive surface.

- the interactive board
- the interactive table; evrything is explained well
- the large taxidermy - mega fauna
- the life like animals and the backyard creature asp
- the live displays - lizards - having the creature in front of you makes the info far more engaging
- the local stuff; the living snake; blue tounge.
- the rainbow snake story
- the snakes and the crocs and animals
- the stuffed wallaby
- the touch table electronic
- touch table - interactive element was most engaging
- touch table electronic
- younger child (age 4) -birds and live animals and examples; real life artefacts; keeps interest in child; raised platforms for children to be able to engage with exhibits that are geared for adults

**“What ONE aspect of THIS exhibition/gallery did you LEAST like?”**

- inconsistant - needs volenteers in each space
- lack of guides; needs more information and direction; not as much learnt in depth; the videos need to be simplified
- Lord Howe Island Woodhen
- more hands on
- more interesting descriptions; lighting needs improvement; finding ways to bring thetaxidermy tp life (engaging younger audience)
- more legitimising information
- more maps and in depth information on some if the subjects in the ocean space - lord howe island isnt indicated on any maps (visitor has no reference of where it is in the world)
- more models; lighting could be brighter; a bit dim
- more real sea animals - water tank
- more tactile - more emphasis on children (info) layered varients for different demographics
- needs more interactive elements to engage children; stimulate childrens imagination
- no logical flow. needs some guidance
- overly stimulating for young children; toned down
- reptiles needed on display more - interactive staff; one or two of same species on display
- sea sponges didnt give much info - need more detail
- some exhibits were old fashioned
- some video and film dont have sub titles; makes it difficult for ppl who speak english as second language
- stromatolites
- the interactive table didnt work
- the layout (flow) of space - more structure and fluidity with set up
- very pleasant - spend a long time indepth info; good job in not ovet merchandising products
- volume; loud and disconcerting for young person

## COMPARISON OF HOLIDAY & NON-HOLIDAY PERIODS (SATISFACTION)



## COMPARISON OF HOLIDAY & NON-HOLIDAY PERIODS (EXPECTATIONS)

