



**JOINT STANDING COMMITTEE ON THE NATIONAL CAPITAL  
AND EXTERNAL TERRITORIES**

**Inquiry into fostering and promoting the significance of Australia's National Capital**

Appearance by:

Dr Nick Mitzevich  
Director, National Gallery of Australia  
Wednesday, 16 August 2023

**Page 12 of Hansard, Question from Mrs Marino:**

"I am really keen on the 2 ½ million people and interactions that you actually engaged in online. Do you have any idea of the breakdown of those numbers to show who are from rural and remote parts of Australia?"

**Answer:**

Social media is a large component of the National Gallery's digital engagement, however we are unable to provide a breakdown for regional or remote areas. In terms of website engagement, 24% of visitors to the website are from regional areas of Australia.

Cleared by Dr Nick Mitzevich  
29 August 2023