

**Senate Standing Committee on Environment, Communications and The Arts  
Legislation Committee**

Answers to questions on notice

**Environment, Water, Heritage and the Arts portfolio**

Budget Estimates, May 2009

<b>Outcome:</b>	5	<b>Question No:</b>	212
<b>Program:</b>	5.1		
<b>Division/Agency:</b>	National Gallery of Australia		
<b>Topic:</b>	NGA – Degas exhibition		
<b>Hansard Page ECA:</b>	14 (27/5/09)		

**Senator BIRMINGHAM asked:**

**Senator BIRMINGHAM**— Excellent; thank you. How did the Degas exhibition proceed, Dr Radford?

...

**Senator BIRMINGHAM**— What revenue for the Gallery did that generate?

**Dr Radford**—I would have to take that on notice. The exhibition—as these exhibitions do—cost approximately \$6 million to stage, and we almost covered our costs.

**Answers:**

Revenue from the Degas exhibition was approximately \$4 million which was a little less than the full cost of the exhibition.

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<b>Program:</b>	5.1		
<b>Division/Agency:</b>	National Gallery of Australia		
<b>Topic:</b>	NGA and NPG – visitors		
<b>Hansard Page ECA:</b>	15 (27/5/09)		

**Senator BIRMINGHAM asked:**

**Senator BIRMINGHAM**— Have you undertaken any research since its opening to see how many visitors are visiting both and what impact it might be having?

**Dr Radford**— Yes, but I cannot quite remember the conclusions at this stage.

**Senator BIRMINGHAM**— Perhaps you could take that on notice and provide any information back to us.

**Answers:**

Visitor research was commissioned during the Degas exhibition from 12 December 2008 to 24 March 2009 using the independent research company Environmetrix. The surveys were in the form of face to face exit interviews.

74% of visitors responding identified the Degas exhibition as the primary reason for their visit to Canberra. This equates to 114,700 visitors.

37% of respondents (equating to 57,350 visitors) indicated they had also visited the National Portrait Gallery (NPG). This is a significant increase from the same question asked during the Turner to Monet exhibition (March to June 2008) where only 19% of respondents had visited the NPG.

The National Gallery of Australia will continue to research the impact of the new National Portrait Gallery on our visitation and will share results with the NPG in an effort to determine how the two agencies might best work collaboratively in fostering and enhancing visitor experience.

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<b>Program:</b>	5.1		
<b>Division/Agency:</b>	National Gallery of Australia		
<b>Topic:</b>	NGA and NPG – joint exercises		
<b>Hansard Page ECA:</b>	15 (27/5/09)		

**Senator BIRMINGHAM asked:**

**Senator BIRMINGHAM**— How are you operating your promotional budgets and what proportion of those are related to joint exercises?

**Dr Radford**— I will have to take those details on notice, but we certainly did joint marketing and that will continue.

**Answers:**

A significant joint promotion was undertaken in the form of a collaborative marketing campaign “Culture Shock” that was implemented between December 2008 and February 2009. The National Gallery of Australia’s investment of \$25,000 into the joint paid advertising for this campaign alone represents 8% of the general NGA advertising budget (excluding major exhibitions) for 2008-09.

The marketing teams of both organisations are working collaboratively to cross promote exhibitions through distribution of appropriate material. Additional directional signage is also in production.