

**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 2010

Outcome: 5 **Question No:** 111
Program: 5.1
Division/Agency: Australian National Maritime Museum
Topic: Key Performance Indicators
Hansard Page ECA: Written Question on Notice

Senator FISHER asked:

By how much you are meeting each of your Key Performance Indicators?

Answer:

The Australian National Maritime Museum (ANMM) is meeting all of its five key performance indicators (KPI) for 2009-10. Specifically:

KPI	Target 2009-10	Actual 2009-10
Interactions by people with the exhibition, programs, publications and activities produced by the Museum	2.5 million	2.5 million interactions reached
Increase in virtual interactions	5 per cent	5 per cent achieved
Increased rate of visitor satisfaction	95 per cent	95 per cent achieved
Increased access to the collection	measurement through the number of items recorded digitally and the number of items on display	eMuseum initiative has made a further 753 collection items accessible online, while the number of collection items on physical display has increased by 84
Strengthen the ANMM's reputation as a cultural institution	measured through collaboration on heritage projects and the number of articles published	Our national and international reputation as a pre-eminent cultural institution has continued to grow through our leadership and/or participation in high-profile heritage projects such as the Australian Register of Historic Vessels and the publication of scholarly articles in our internationally acclaimed quarterly magazine <i>Signals</i> .