

Evaluation projects, 1996–97 to 2003–04

Attachment to question 31

The following evaluation projects address attitudes towards Memorial programs.

Type of evaluation	1996–97	1997–98	1998–99	1999–2000	2000–01	2001–02	2002–03	2003–04
General visitor survey		Pilot study	Longitudinal study	Longitudinal study	General visitor survey	General visitor survey	General visitor survey	General visitor survey
Front-end / formative evaluation for new exhibitions	Second World War Orientation gallery Aircraft Hall Research Centre	Second World War Orientation gallery Air Power in the Pacific Research Centre	Second World War Orientation gallery Research Centre 1918 travelling exhibition Out in the Cold travelling exhibition	ANZAC Hall Forging the Nation travelling exhibition	Keeping the Peace travelling exhibition	Stella Bowen travelling exhibition Stolen Years travelling exhibition	Striking by Night Post-1945 galleries Stolen Years travelling exhibition	1918 exhibition enhancements
Remedial/summative evaluations of exhibitions	Still Action travelling exhibition Up Front travelling exhibition Vietnam travelling exhibition		Post 1945 gallery	Second World War Orientation gallery Out in the Cold travelling exhibition	Research Centre Air Power in the Pacific Forging the Nation travelling exhibition	ANZAC Hall Keeping the Peace travelling exhibition Stella Bowen travelling exhibition Forging the Nation travelling exhibition	Stolen Years travelling exhibition Travelling exhibition off-site visitor survey	Striking by Night Captured in Colour travelling exhibition
Education programs and services	Program evaluation					Program evaluation		

Type of evaluation	1996-97	1997-98	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04
Public programs							Evaluation of public programs	Striking by Night public programs
Audience research	National telephone survey			Post-Occupancy Evaluation		Post-Occupancy Evaluation	Segmentation study	Segmentation study
Website		Formative evaluation						Survey
Wartime			Survey / focus groups					Readers' survey
Advertising					Focus groups for Air Power in the Pacific campaign	Surveys in Canberra and Sydney	Branding focus groups	Surveys in Canberra and Sydney
Café patrons						Survey	Survey	Survey