

Senate Finance and Public Administration Legislation Committee —Supplementary Budget Estimates Hearing—October 2012

Answers to Questions on Notice

Parliamentary departments, Department of Parliamentary Services

Topic: **Visitor Survey**
 Question: **153**
 Hansard reference **F&PA p.53, 15 October 2012**

Date set by the committee for the return of answer: 30 November 2012

Senator HUMPHRIES: That is commendable. Please take on notice the production of an analysis or summary of what the department is actually doing to respond to the issues raised by the visitor survey.

Ms Mills: I would be very happy to provide that.

Answer

Environmetrics conducted a survey of visitors to Parliament House during 2010–11, reporting in March 2011. A copy of the report was provided the Committee on 6 July 2012. A follow up survey was conducted in 2011–12, which reported in June 2012. [A copy of the report is at **Attachment C**.].

Ratings for Parliament House were in line with the best Australian cultural attractions on both occasions, with the overall positive rating increasing from 79% in 2011 to 87% in 2012. However, a number of improvements were suggested, mostly carried forward from the 2011 report. Some issues have been addressed; others were delayed, but will be progressed further as part of the structural realignment of DPS—to create a better strategic focus on the House experience—which will involve a comprehensive review of our approach to visitor services. See table below for details.

Issues raised	Action taken
Develop a new range of visitor interpretive materials and experiences, to meet the needs of the diverse range visitors to Parliament House	<p>A revised self-guided tour brochure was released in June 2012, which has been popular with visitors. Improvements have been identified, and a new brochure is in design.</p> <p>Funding has been identified for an “app” for in person and virtual visitors to Parliament House.</p> <p>A new range of interpretive experiences, print and online materials will be developed following the review of the visitor experience.</p> <p>The Department is examining programs offered by local cultural institutions - including those delivering civics education programs such as the Museum of Australian Democracy at Old Parliament House—to harmonise visitor experiences, and explore opportunities for further collaboration.</p> <p>There were 40 Floriade garden tours offered in 2012–13, over twice as many as the 9 tours offered in 2011–12. Planning is under way for Parliament House tours part of the 2013 Enlighten festival.</p>
Develop pre-visit resources for school groups, and reduce duplication between tours and role play activities	Activities for schools are a key component of the visitor experience. The review will include ways to better link programs and resources to the civics curriculum, and harmonise the programs offered to schools visiting Parliament House.

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Issues raised	Action taken
Review signage throughout Parliament House	A review of signage is underway.
Provide clearer direction for visitors planning a visit to Parliament House	Information on parking, disability access and other services is available on the Parliament website, but will be improved for the new "app" and other pre-visit materials in 2013.
Locate Visitor Services staff outside the security entrance, to meet and greet visitors	Visitor Services staff now greet school groups outside the security entrance before the building opens to the public. Planning is underway to greet all schools and visitors in this way.
Streamline the arrival process for school groups.	As noted above, the arrival process for school groups has been improved, but there is room for improvement. DPS has commenced an analysis of the feasibility of a dedicated entry for school groups.