

# Newcastle Museum Satisfaction Survey Results

**Prepared for:**

Newcastle Museum, The City of Newcastle

**Prepared by:**

Newcastle Voice, The City of Newcastle



<b>Executive Summary</b> .....	<b>4</b>
<b>1. Introduction</b> .....	<b>6</b>
1.1 Background to the project.....	6
1.2 Research objectives .....	6
<b>2. Methodology</b> .....	<b>7</b>
2.1 Questionnaire design.....	7
2.2 Data collection .....	7
2.3 Sampling .....	7
2.4 Data handling and analysis .....	8
<b>3. Survey Findings</b> .....	<b>8</b>
3.1 Visitor Profile .....	8
3.1.1 Visitor age, gender and residence.....	8
3.1.2 Where Museum participants come from.....	10
3.1.3 Group age and size .....	12
3.1.4 Getting to Newcastle Museum.....	13
3.2 Visitation Patterns .....	14
3.2.1 Onsite visitors- First visit .....	14
3.2.2 Duration of visit .....	16
3.2.3 Visitor Frequency.....	16
3.2.4 Repeat visits.....	17
3.3 Planning the visit.....	18
3.3.1 How information about the Newcastle Museum is obtained.....	18
3.3.2 Ease of finding the Newcastle Museum .....	18
3.3.3 Reasons for visiting Newcastle Museum.....	19
3.4 Visitor experience .....	21
3.4.1 Achieving the vision.....	21
3.4.3 Satisfaction with Newcastle Museum visit.....	22
3.4.4 Newcastle Museum- diagnostic evaluation .....	22
3.4.6 Newcastle Museum Cafe- diagnostic evaluation .....	24
3.4.7 Newcastle Museum- Likes (do not change) .....	24
3.4.8 Newcastle Museum- Suggested improvements .....	25
<b>4. Appendix</b> .....	<b>27</b>
Appendix I- Surveys: Onsite: Newcastle Museum Visitor Survey .....	27
Appendix II- Surveys: Offsite: Newcastle Museum Survey .....	32
Appendix III - Topline Data: Onsite respondents only: .....	47
Appendix IV - Topline Data: Offsite respondents only:.....	58
Appendix V - Verbatims- Reasons for not visiting.....	68
Appendix VI -Verbatims- Vision of Museum .....	71
Appendix VII - Verbatims- Travel.....	72
Appendix VIII - Verbatims- Information Sources.....	72
Appendix IX- Verbatims- Reasons for most recent visit.....	73
Appendix X - Verbatims- Reasons for other Visits .....	75
Appendix XI - Verbatims- Improvements to increase satisfaction.....	75
Appendix XII - Verbatims- Gift shop purpose.....	79
Appendix XIII - Verbatims- Likes.....	80
Appendix XIII - Verbatims- Suggested improvements.....	91

Appendix XIV - Verbatims - Postcodes .....	101
Appendix XV - Verbatim- Additional comments or suggestions .....	102

## Executive Summary

A visitor survey for the Newcastle Museum (Museum) was commissioned by The City of Newcastle. The survey was designed to explore visitor profile, visitation patterns, visit planning and the visitor experience. Intercept surveys were conducted onsite at the Museum. These were supplemented by a survey open to the general public and to Newcastle Voice members. The survey was conducted from 24 September to 25 October 2013. In total, there were 533 respondents.

### Visitor Profile

- Those who visit Museum are more likely to be aged 25-39 years (35% of visitors) or aged over 55 years (34% of visitors).
- Museum visitors are also slightly more likely to be female (63%).
- 50% of all respondents who have visited the Museum indicated they usually visit with 1-2 other people and 39% said they typically visit with 3-5 other people. The vast majority (80%) of these other visitors were aged 0-15 years (85%).
- Majority of Museum onsite visitors are from the Hunter Area (39%), and approximately one third of visitors are from the Newcastle LGA (35%). Interstate and overseas visitors make up 7% of those surveyed onsite.

**Key points:** The majority of visitors to Newcastle Museum are parents or grandparents with their children or grandchildren from the Newcastle and Hunter areas.

There were no significantly different results from 2012 to 2013.

### Visitation Patterns

- The majority (41%) of visitors to Newcastle Museum surveyed onsite indicated it was their first visit to the Museum. This result has decreased since 2012 of 14% (55%). Of those who had visited the Museum before, 52% had visited the Museum in the preceding 6 months.
- The average time visitors spend at the Museum is 1-2 hours (54%).
- Among the broader community, 33% of participants surveyed had been to the Museum in the last 6 months.
- The key reasons respondents gave for not visiting the Museum related to Lack of interest (38%), parking difficulties (17%) and lack of time (33%) emerged as the main barriers to Museum visitation:
- Among survey respondents who had been to the Museum in the last 12 months, 59% indicated they would come again this year.

**Key points:** High levels of repeat visitation.

### Planning the visit

- Over one third of respondents (37%) reported word of mouth as the means by which they got most of their information when planning their visit to the Museum. The next most used source was the Newcastle Museum website (22%).
- 79% of respondents indicated the Museum was easy to find.
- Majority of respondents said their main reason for visiting the Museum was to do something with family or friends (44%). Other key reasons given for the most recent visit included being for fun / entertainment (16%) and to learn more about Newcastle and its history (11%).

**Key points:** Word of mouth is the most dominant source of information used in Newcastle Museum trip planning.

## Visitor Experience

- The majority (59%) of visitors said they think Newcastle Museum is achieving its vision very or extremely well.
- A total of 88% said they were somewhat satisfied or completely satisfied with their visit to the Museum overall.
- Analysis revealed that overall upkeep and cleanliness of sites, as well as being welcomed, exhibitions and information provided at Newcastle Museum are key drivers of overall satisfaction.
- The aspects visitors liked most about the Museum was the location, design and layout of the building (27%), the kids areas and it being a child friendly destination (24%), the BHP / coal mine display and presentation (21%).
- In way of improvements for the Museum, the areas suggested by respondents included the Exhibits (new, more, update, change, more interactive, show community memorabilia) (25%), Newcastle based information (including Aboriginal heritage, Mining History) (11%) and Parking (more, affordable, disability parking, pick up & drop off areas) (9%).

**Key points: High levels of satisfaction with and advocacy for Newcastle Museum. Visitors like design and layout of the Museum and that the Museum is child friendly and interactive.**

# 1. Introduction

## 1.1 Background to the project

---

It is critical that Newcastle Museum tracks and measures visitors and their experiences so it can monitor and improve its offering, developing programs and exhibitions and targeting promotions and advertising effectively.

It is also beneficial for the Museum to have a broader understanding of the community's knowledge of, and experiences with, Newcastle Museum.

This project is to develop a qualitative and quantitative research and evaluation program to be used on an ongoing basis to develop a sound body of knowledge about Newcastle Museum visitors.

## 1.2 Research objectives

---

The consultation will serve as a benchmark study from which The City of Newcastle can monitor the performance of an increased focus on customer satisfaction at the Newcastle Museum. This report depicts the changes from 2012 to 2013. This report will be produced yearly to monitor results.

The intent of the consultation is to:

- determine the profile of the current visitors of the Newcastle Museum
- measure the quality of visitors' experience and understand their requirements and level of customer satisfaction feedback regarding the Newcastle Museum
- determine the current reasons for visiting the Newcastle Museum
- determine if the Newcastle Museum meets community needs and expectations
- ensure Newcastle Museum information disseminated is relevant and useful
- determine future services and activities

The community feedback will inform an ongoing overview of Newcastle Museum's marketing and business plans, assist when seeking grants and sponsorships and help shape key performance indicators.

## 2. Methodology

### 2.1 Questionnaire design

---

A structured questionnaire with a total of 21 questions was created using a mix of open questions and closed questions with multiple-choice options. Two versions of the questionnaire were created:

1. Onsite: Survey of visitors to the Museum conducted at the Museum
2. Offsite: Online and hard copy survey of Newcastle Voice members

The Newcastle Voice survey was also made available to the wider community to complete through the Newcastle Museum and The City of Newcastle website. The questions included in the two versions varied. A copy of each version of the questionnaire is included in Appendix I and II.

### 2.2 Data collection

---

Onsite surveys with visitors to the Newcastle Museum were conducted from 24 September to 25 October 2013. Museum staff and volunteers conducted the surveys; both had previously been briefed on how to administer them.

The online component of the survey was open from 30 September to 14 October 2014. Invitations to the survey were emailed to all active online Newcastle Voice members on 30 September 2013. The online survey was duplicated, printed and distributed in hard copy to those Newcastle Voice members who requested printed surveys. The survey was mailed out on 15 October 2013. A pre-paid envelope was included to encourage their return.

### 2.3 Sampling

---

In total, there were 533 survey participants. Visitors to Newcastle Museum were intercepted at random from 24 September to 25 October 2013. In total, 95 visitors were surveyed onsite at the Museum.

Residents and ratepayers of the Newcastle local government area (LGA) were also invited to take part in the survey. All active Newcastle Voice members (online Newcastle Voice n= 2,271 and hardcopy n=313) and general public were invited to complete the survey. In total, 533 participants took part, with 351 completes and 87 disqualified participants.

Disqualified participants include those who had not visited the Museum. This information was captured as it assists in Museum planning and understanding why some community members have not visited the Museum in the past. Those that were disqualified were asked the following; do you intend on visiting, why have you not visited the Museum and if you are going to attend what are you most looking forward to.

This survey has lower than average response rate, which may be due to:

- Newcastle Voice change in administrators has created some disinterest within the panel as it had resulted in some downtime.
- The onsite survey participant rates were less than last years results. The Museum contributes this to less entrants to the Museum within the survey period. Museum's onsite survey target was less for 2013.

## 2.4 Data handling and analysis

Data handling and analysis was carried out using Sparq software by the Consultation staff at Council. Topline results are shown in Appendix III and IV.

Responses to open-ended questions were categorised using thematic analysis based on the issues people mentioned. All responses are treated in confidence to ensure the anonymity of respondents, and edited only for grammar and spelling if inserted as verbatim comments into the body of the report.

## 3. Survey Findings

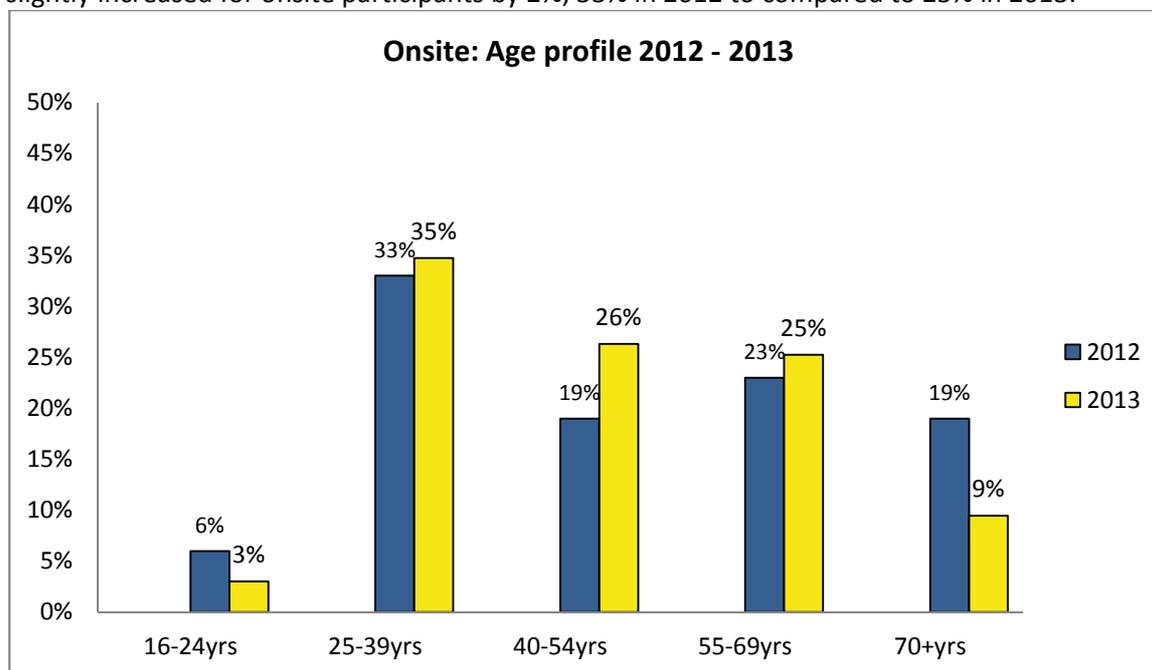
### 3.1 Visitor Profile

#### 3.1.1 Visitor age, gender and residence

Onsite participants were asked to indicate their age and gender, this has been recorded over the past two years. Some participants chose not to complete this section of the survey.

The results show that there has been an increase in the age group of 40-54 years (19% in 2012 to compared to 26% in 2013). The majority of survey participants are between 40 and 69 years old.

The 2013 results show a decrease from 2012 to 2013 in the younger age groups (16 – 24yrs) declining 3%, and more senior age groups (70+) declining 10%. The amount of 25-39 year olds has slightly increased for onsite participants by 2%, 33% in 2012 to compared to 25% in 2013.



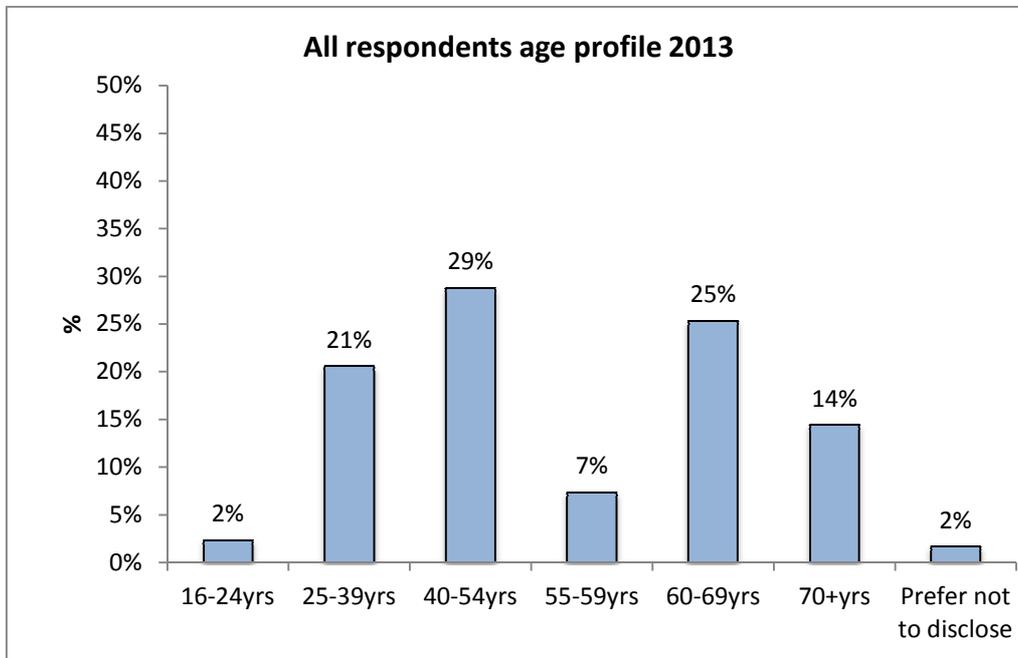
**Figure 1: Onsite: Age Profile 2012-2013**

(Base- all respondents who completed survey onsite, 2012 n=201, 2013 n= 95)

The offsite results have been included in the figure below to demonstrate the different age groups between onsite survey participants and offsite. The participants that completed the survey offsite, where not asked this question in 2012. As a result there is not any comparative

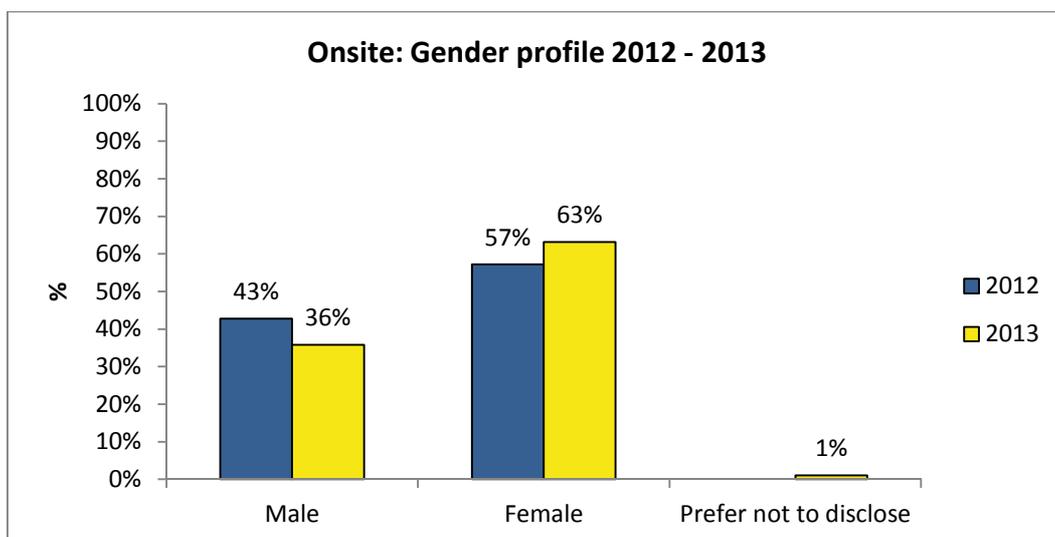
data available between 2012 and 2013. The offsite participants age groups is important as it grasps the age groups for all that attend the Museum and not just those that visited during the time the survey was being undertaken onsite.

The results that stand out between onsite and offsite participant results are for the older age categories (40- 70+ years), with higher amounts attending the Museum and completing the survey onsite being in the younger age categories.



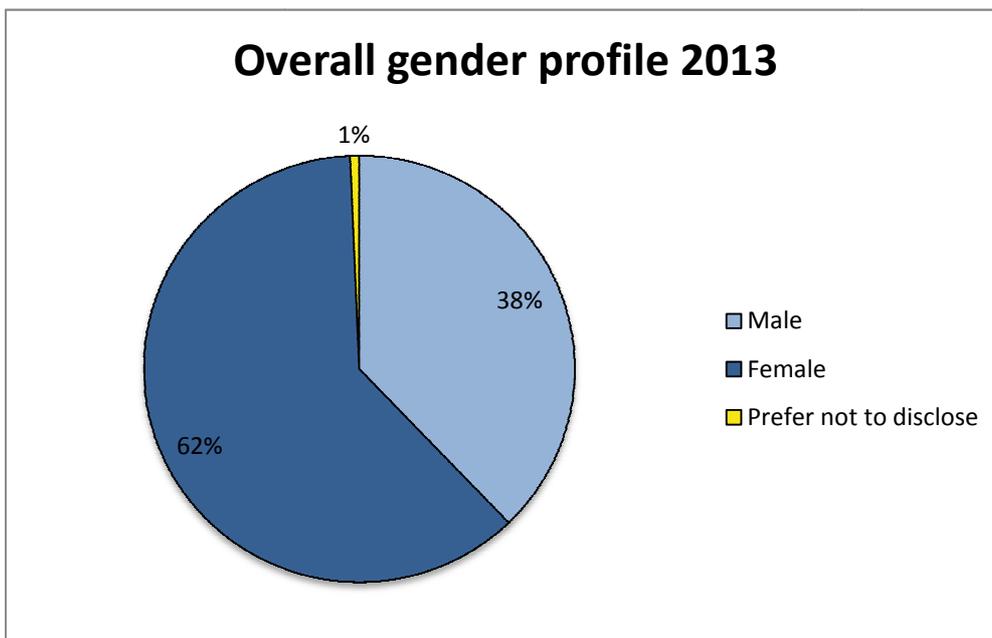
**Figure 2: All respondents age profile 2013**  
 (Base- all respondents who have completed the question, n= 439)

The majority of participants were female in both 2012 and 2013, there has been an increase in female participation rates (57% to 63%) and a decrease in male participation rates (43% to 36%). The age and gender questions are asked as a way to define demographic information for Museum attendees.



**Figure 3 Gender Profile**  
 (Base- all respondents who completed survey onsite, 2012 n=201, 2013 n= 95)

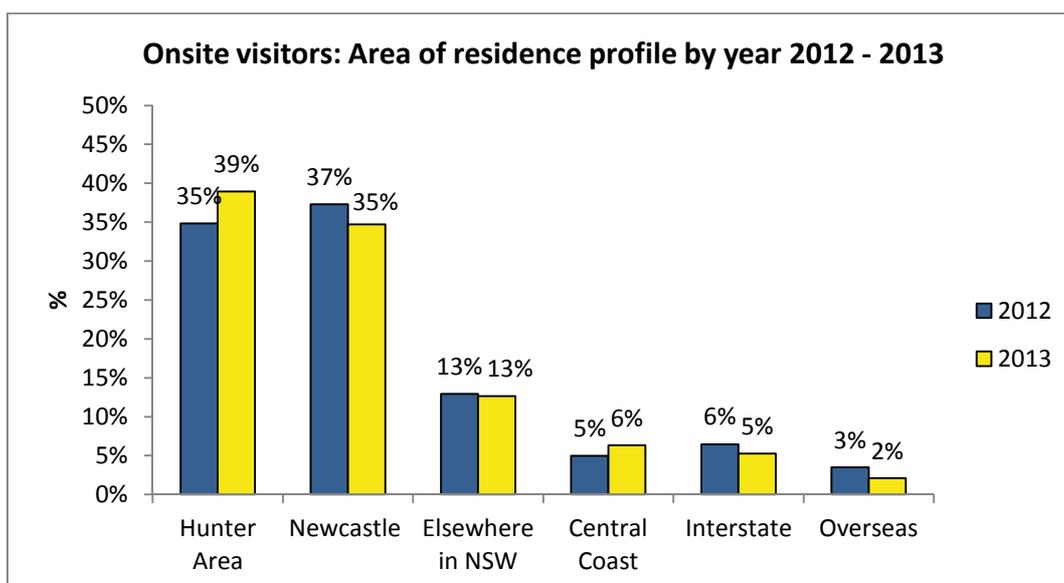
The figure below captures the 2013 gender results for both onsite and offsite survey participants. This information is important as it depicts the gender of those that attend the Museum overall and not just those that entered the museum during onsite surveying taking place. Gender questions are not asked to survey participants who have not been to the Museum.



**Figure 4: Gender profile 2013**  
 (Base- all respondents who have completed the question, n= 439)

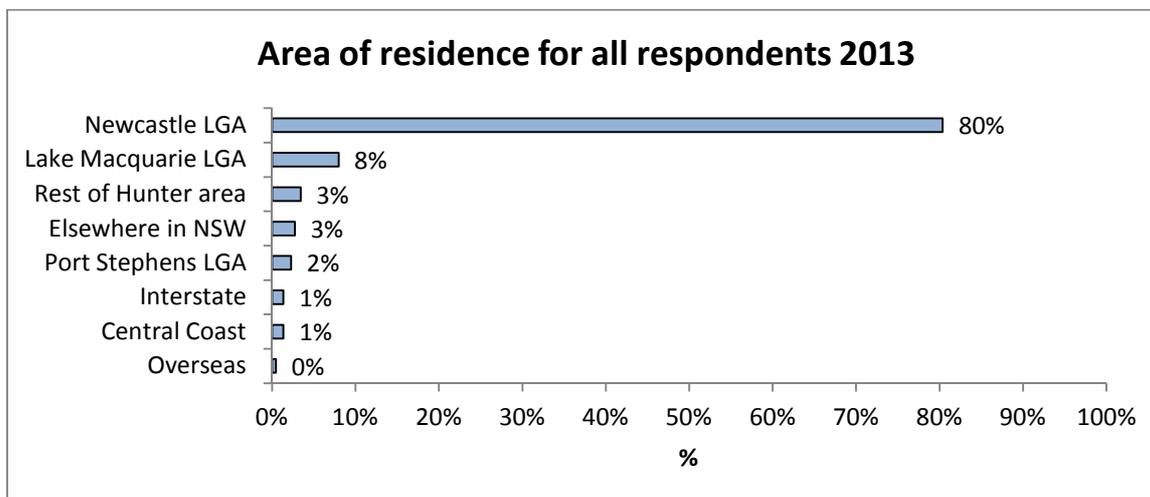
### 3.1.2 Where Museum participants come from

As shown in Figure 5, the majority of visitors live in the Hunter Area this area includes Lake Macquarie, Port Stephens and rest of the Hunter. Newcastle LGA is the next most popular area of residence with 35%. The results from 2012 and 2013 are much the same with no significant areas of change.



**Figure 5: Onsite visitors: area of residence**  
 (Base- all respondents who completed the survey onsite, 2012 n= 201, 2013 n= 95)

Figure 5 above shows the results for only onsite participants of the Museums survey. The figure below shows the areas of residence for both onsite and offsite respondents for 2013. There is no comparative data available from 2012 as only onsite survey participants were asked about their area of residence.



**Figure 6: Area of residence for all respondents 2013**

(Base- all respondents who have completed the question, n= 438)

The table below shows the percentages for the most popular residence postcodes for participants that live in the Newcastle Local Government Area (LGA).

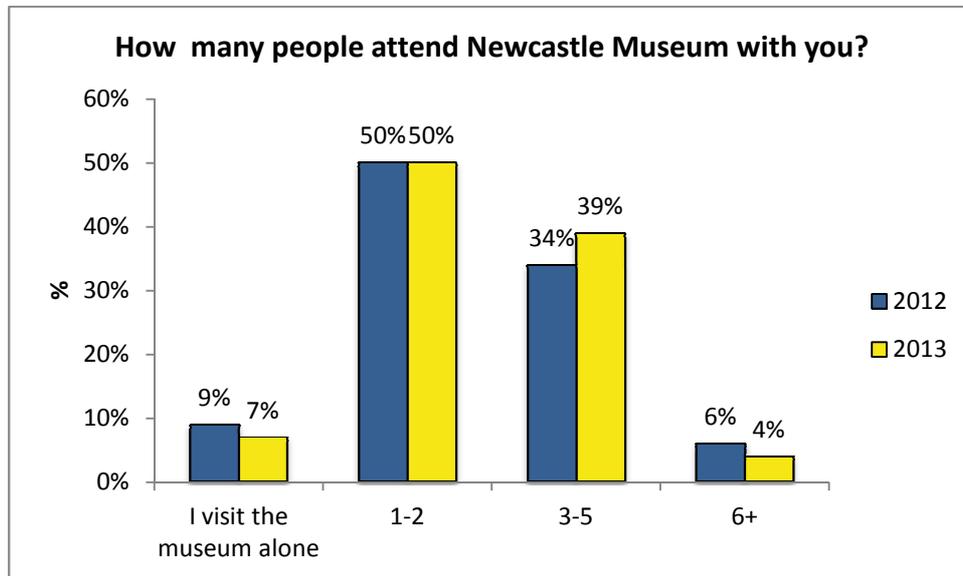
Location	Postcode	%
Bar Beach, Cooks Hill, Newcastle (CBD), Newcastle East & The Hill	2300	13%
Birmingham Gardens, Elmore Vale, Fletcher, Maryland, Minmi, Rankin Park & Wallsend	2287	11%
Adamstown & Adamstown Heights	2289	11%
Merewether, Merewether Heights & The Junction	2291	9%
Hamilton	2303	8%
New Lambton & New Lambton Heights	2305	8%
Kooragang, Mayfield, Mayfield East, Mayfield West, Sandgate & Warabrook	2304	8%
Jesmond, Lambton & North Lambton	2299	6%
Stockton	2295	4%
Georgetown, Waratah & Waratah West	2298	4%
Islington	2296	3%
Carrington	2294	3%
Maryville & Wickham	2293	3%
Shortland	2307	3%
Broadmeadow & Hamilton North	2292	2%
Beresfield, Blackhill/ Lenaghan, Hexham & Tarro	2322	2%
Tighes Hill	2297	1%

**Table 1: Area of residence for Newcastle LGA**

(Base- all respondents who live in Newcastle LGA, n= 349)

### 3.1.3 Group age and size

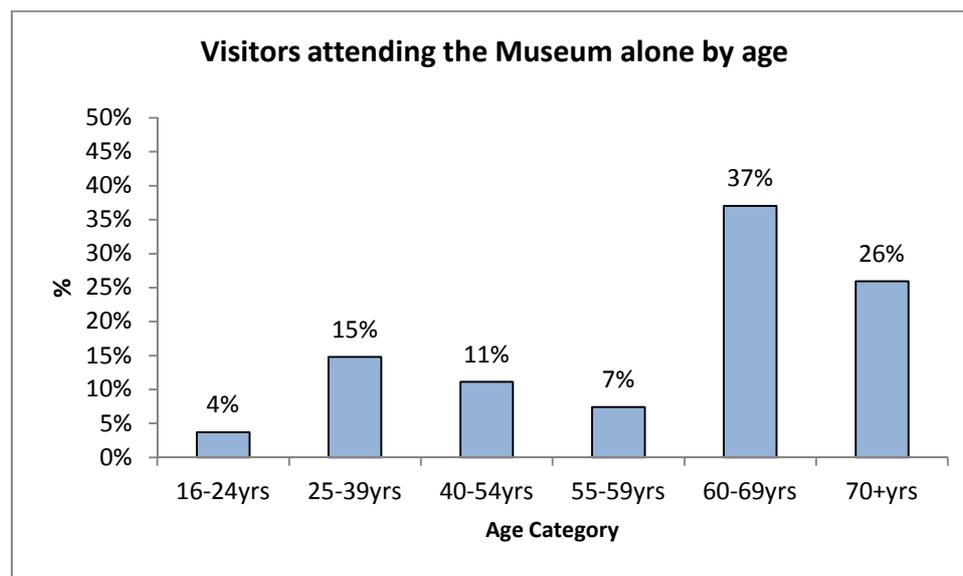
Half (50%) of all respondents stated that they usually visit the Museum with 1-2 people (see Figure 7). This result has remained the same for 2012 and 2013. One third (34%) stated that they visit Newcastle Museum with 3-5 people in 2012, this number has increased by 5% in 2013. The results depict slight decreases in the amount of participants who visit the museum alone and who attend with 6+ or more.



**Figure 7: Number attending with respondent**

(Base- all respondents who have completed the question, 2012 n= 710 2013 n= 445)

There was a need to gain a more in-depth understanding of those that attend the Museum alone and to determine which age groups they belong to. Below is a graph that depicts these results. The outcome shows that the majority of lone attendees are above 60 years old, with 37% being 60-69 years and 26% being 70+.

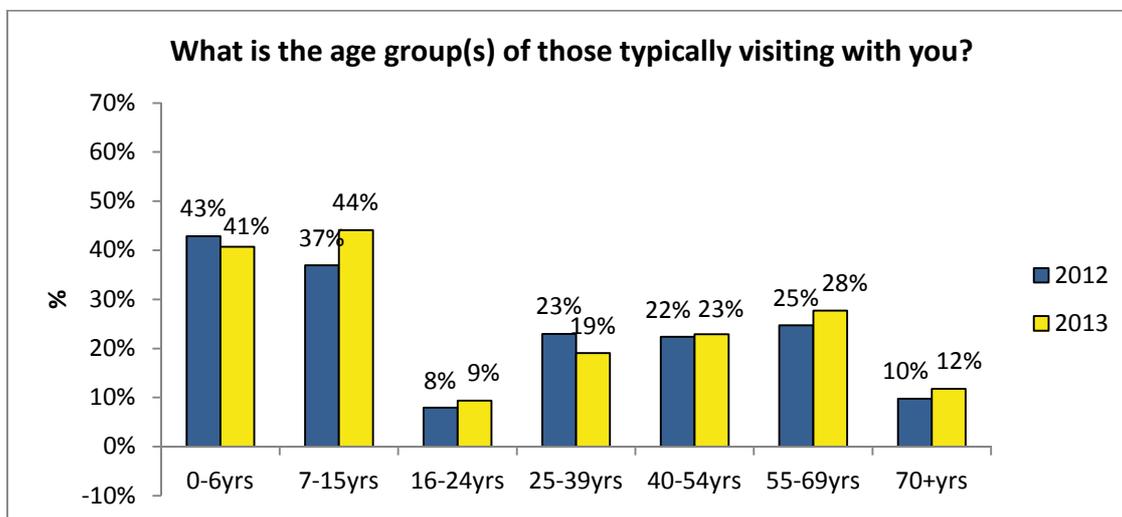


**Figure 8: Age category of participants visiting alone**

(Base- all respondents who have visited the Museum alone, 2013 n= 27)

As illustrated in Figure 9, the majority of those in the visiting group (85%) are aged between newborn and 15 years old. This is consistent with the 2012 results.

Taken collectively with age and gender profiles presented in 3.1.1, it would appear the majority of visitors to the Museum are parents or grandparents with their children or grandchildren. There is also a slight tendency for the mother/grandmother to be attending rather than the father/grandfather, as evidenced by the slightly female skew in the gender profile results.



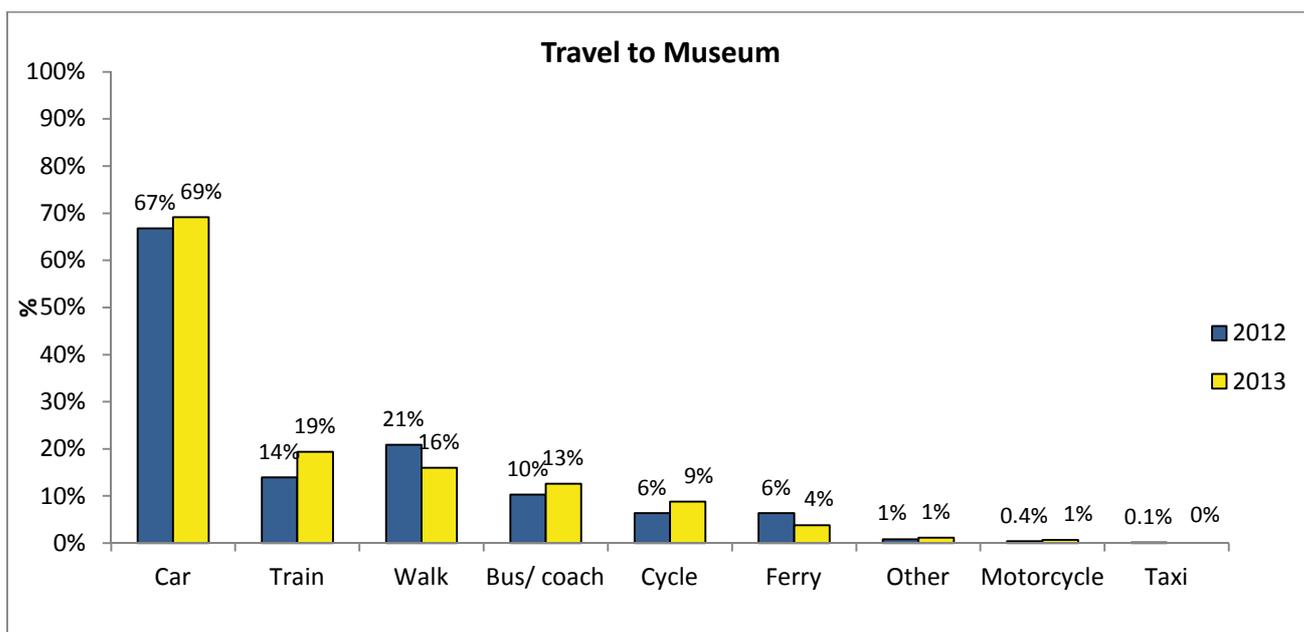
**Figure 9 Age profile of accompanying visitors**

(Base- all respondents who have completed the question, 2012 n= 644,2013 n= 415)

Note: Multiple responses allowed.

### 3.1.4 Getting to Newcastle Museum

The majority of respondents (69%) travel to the Museum by car. A proportion of respondents indicated that they catch the train to the Museum (19%), which has increased since 2012 (14%). Walking was the next most popular mode of transport for getting to the Museum with 16% of respondents selecting this option, this result has decreased from the previous year by 5%. It should be noted that participants that elected walking as their form of transport may be in conjunction with another mode s(e.g. drive and then walk etc).



**Figure 10 Mode of transport to Newcastle Museum**

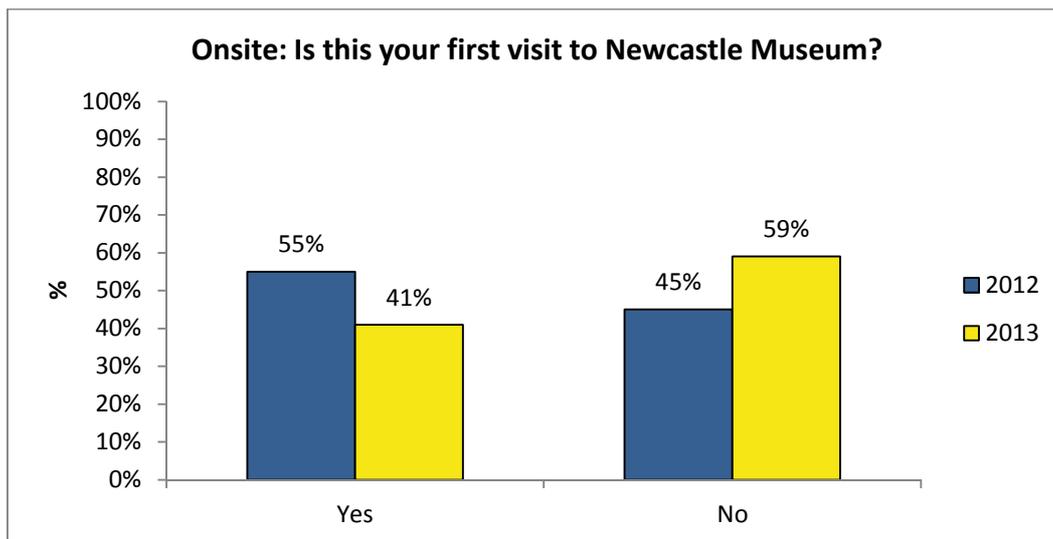
(Base- all respondents who have completed the survey, n= 446)

Note: Multiple responses allowed.

## 3.2 Visitation Patterns

### 3.2.1 Onsite visitors- First visit

Respondents who were surveyed onsite at the Museum were asked to indicate whether they had been to the Museum before, results are shown below in Figure 11. The majority of survey participants had been to Newcastle Museum before (59%), this is a significant increase of 14% when comparing to last years results (45%).

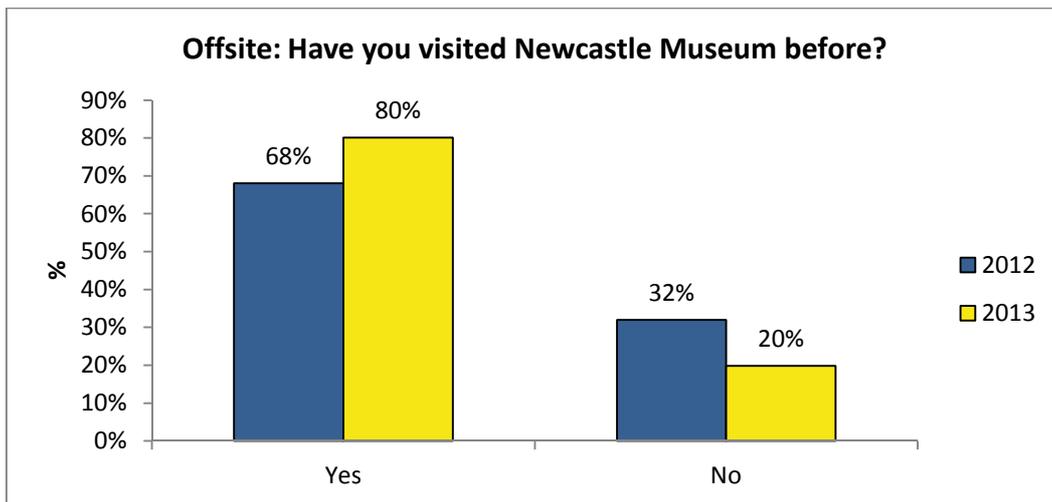


**Figure 11 Onsite: first visit to Newcastle Museum**

(Base- all participants who completed the survey onsite, 2012 n=201, 2013 n=95)

The survey was completed by onsite visitors to Newcastle Museum, Newcastle Voice Members and also anonymous participants. There were a total of 438 participants in the offsite survey. If participants responded stating that they had never visited Newcastle Museum they were then asked if they intended to visit the Museum and why they hadn't. This data assists in finding out what the Museum could do to attract the participants who had not visited previously.

The results depict a growth in visitation from participants completing the survey offsite (growth of 12%) and a decrease in respondents that have not visited the Museum (12%). Reasons for this result could be associated with the 2012 survey creating more awareness of what the Museum has to offer and the Museum addressing outcomes from the 2012 survey.



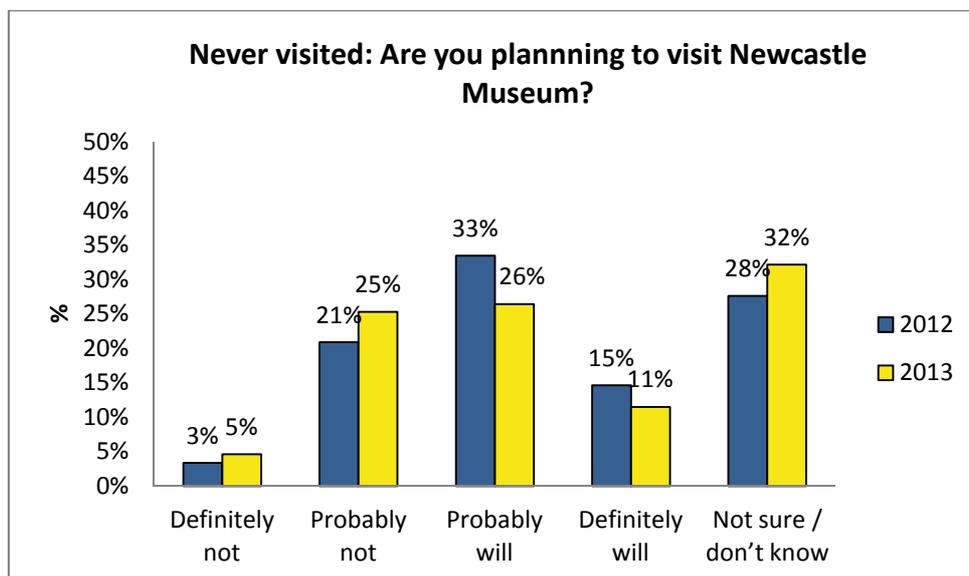
**Figure 12 Overall: Offsite visitation to Newcastle Museum**

(Base- all respondents that completed the offsite survey, 2012 n= 748, 2013 n=438)

Participants that responded stating that they had never visited the Museum in the offsite survey were asked if they planned to visit Newcastle Museum this year.

The response 'Not sure/don't know' received the highest response rates in 2013 at 32%, an increase of 5% since 2012. The results from 2012 to 2013 show an increase in the amount of participants that overall will not be attending (24% in 2012 compared to 30% in 2013).

The 2012 results show a third of participants stating that they 'probably will' attend the Museum, this result has decreased in 2013 (decreased by 7%). There has also been a decrease of 10% in those participants that elected that they will visit, 48% in 2012 and 37% in 2013.



**Figure 13: Never visited: Are you planning to visit Newcastle Museum 2013**

(Base- all respondents that completed the question, 2012 n= 239, 2013 n=87)

In comparison, 30% said they probably or definitely would not attend. These respondents were asked in an open ended question why they did not plan on visiting the Museum.

Lack of interest (38%), parking difficulties (17%) and lack of time (33%) emerged as the main barriers to Museum visitation:

Comments:



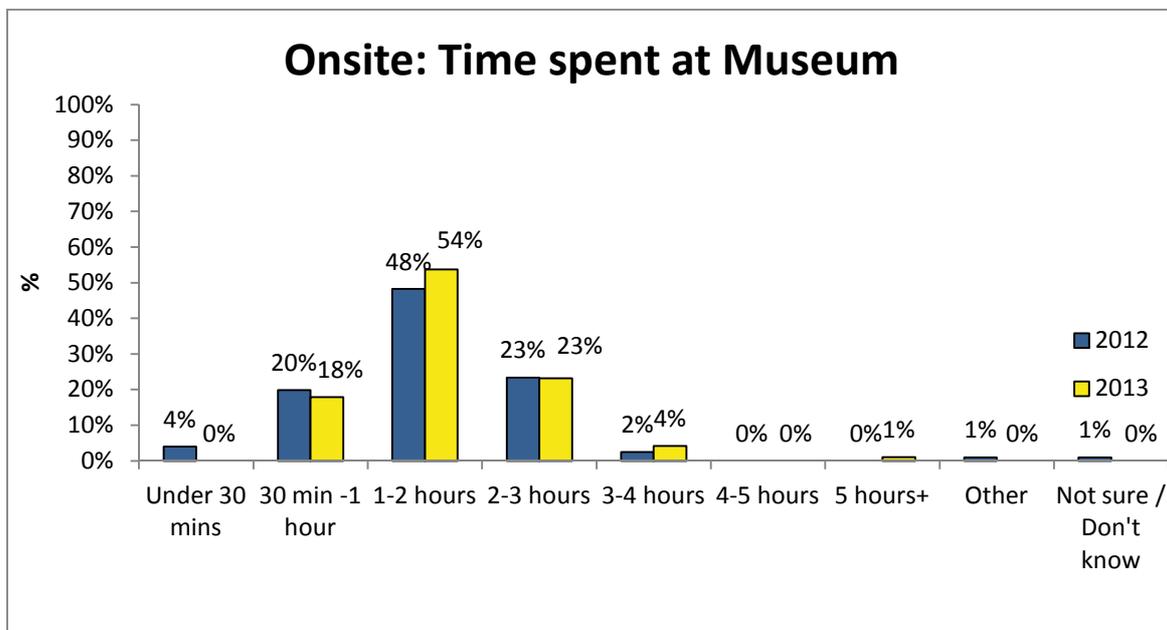
*“Not really interested in Museums.”*  
*“Very difficult for parking for disabled people.”*  
*“Not sure what is displayed there and if would be interesting for my children 6 and 4 years old.”*  
*“I would like to, but have not had the chance.”*

Survey participants that responded with probably will or definitely will attend (37%) were asked what they were looking forward to most about visiting the Museum, results are as follows:

History (46%), seeing the new venue (13%), science exhibitions (13%), everything (13%) and don't know (13%). The results were calculated by number of respondents, multiple responses were allowed.

### 3.2.2 Duration of visit

Onsite visitors were also asked to indicate how long they had spent or planned to spend at the Museum on the day of the survey. As shown in the figure below, the majority (54%) of respondents indicated they had spent or planned on spending 1-2 hours at the Museum, this result has increased by 6% since 2012. Results display that there are slim numbers of people spending over 3 hours at the Museum.

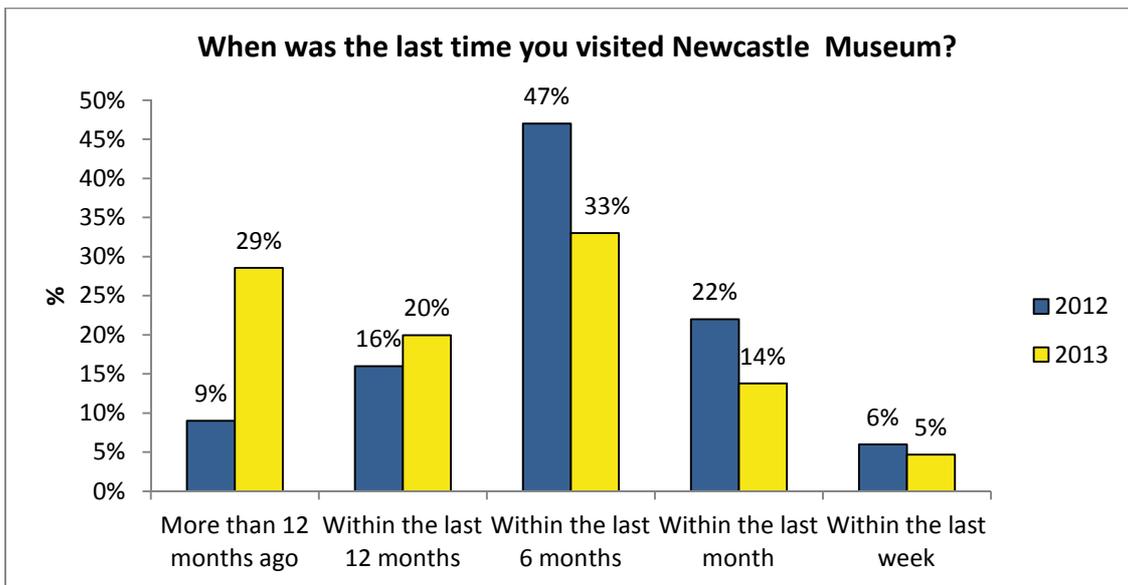


**Figure 14: Visit duration**  
 (Base- all respondents who completed the survey at the Museum, 2012 n= 201, 2013 n= 95)

### 3.2.3 Visitor Frequency

To gauge Museum visitation among the broad community, analysis was conducted on data collected from onsite visitor to the Museum, Newcastle Voice and anonymous respondents. Results of this analysis are presented in Figure 15.

A third (33%) indicated they had visited the Museum in the preceding six months, this result decreased by 14% from 2012. A large amount of participants also indicated that they had not visited the Museum in the last 12 months (29%). This result has had the most drastic change from 2012 with an increase of 20%.

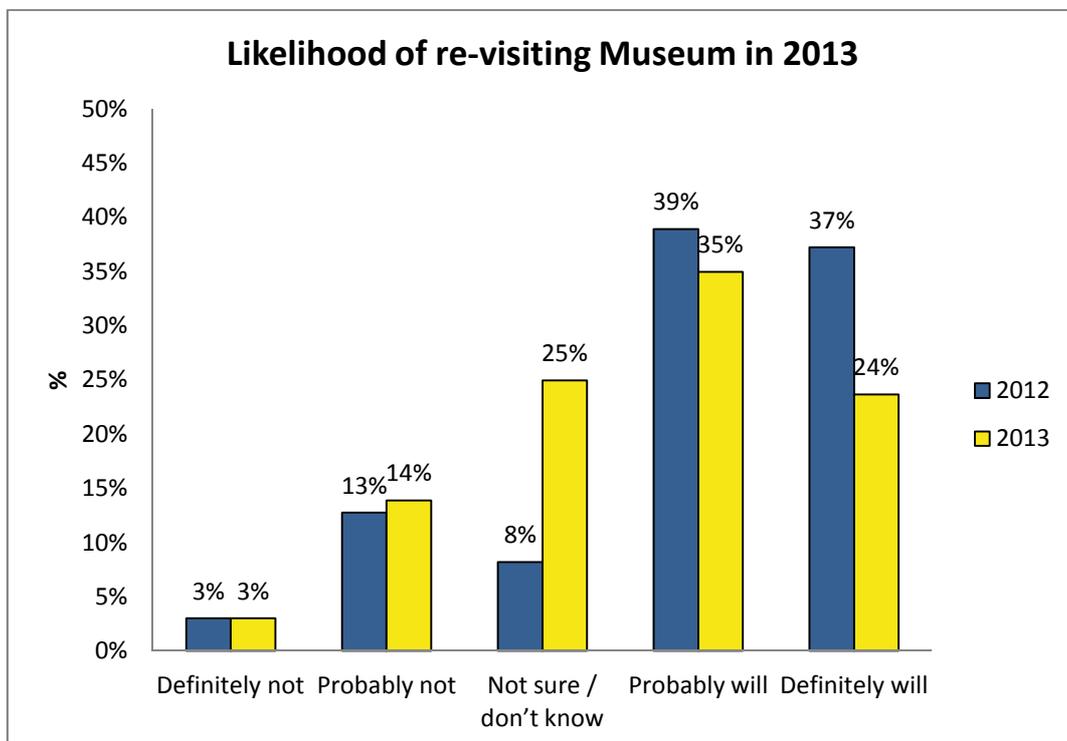


**Figure 15 Last visit to Museum**

(Base- all respondents who have completed the question 2012 n= 599, 2013 n= 406)

### 3.2.4 Repeat visits

All respondents who visited the Museum in the last 12 months were asked whether they intended on visiting the Museum again this year. As illustrated in Figure 16, the majority of respondents (59%) who visited in the last 12 months indicated that they intend on visiting the Museum again this year. This number has decreased by 17% from 2012 to compared to 2013, however 2013 participants that would re-visit still represent over half of the results.



**Figure 16: likelihood of re-visiting Museum this year 2012- 2013**

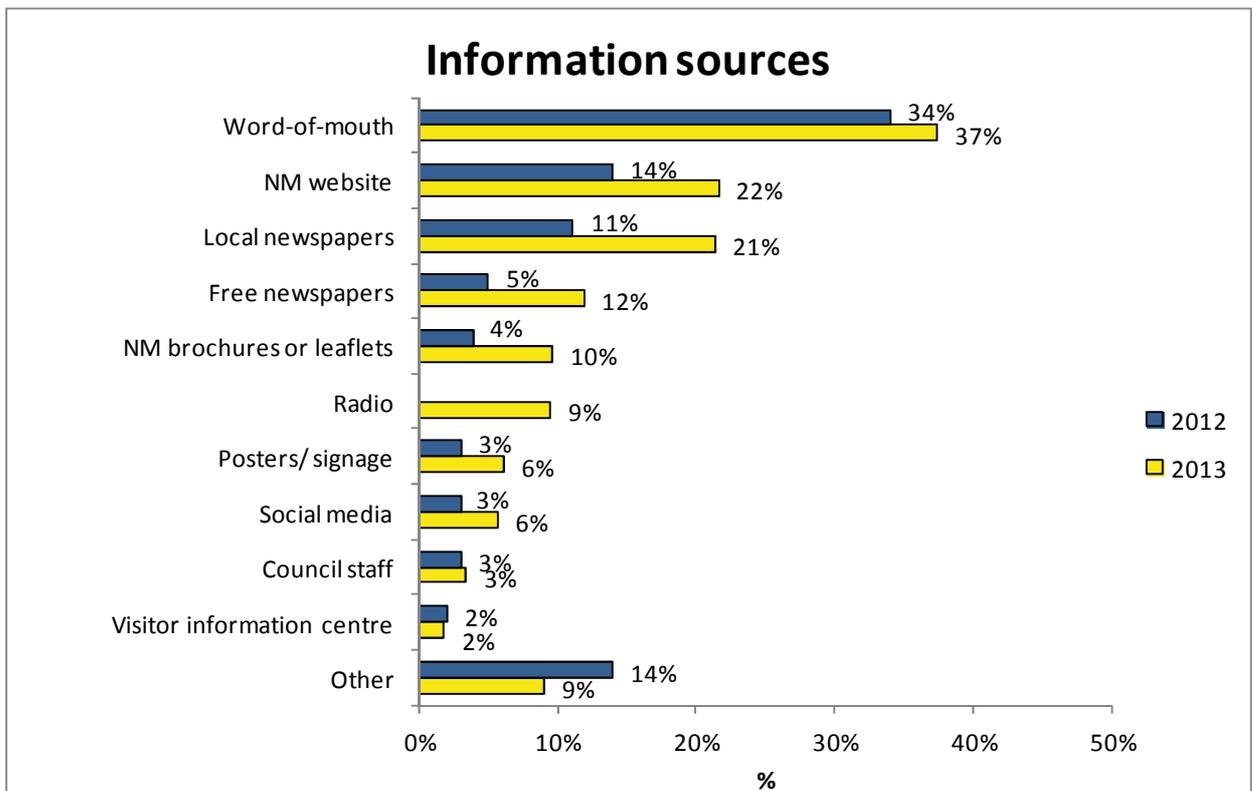
(Base- all respondents who have completed the question 2012 n=658, 2013 n=389)

### 3.3 Planning the visit

#### 3.3.1 How information about the Newcastle Museum is obtained

Respondents were asked how they get most of their information about the Museum when planning their visit. As evident in the graph below, visitors are most likely to use word of mouth to find out about the Museum as indicated by 37% of respondents, a slight increase from last year. The Museum's website was the next most used information source, with 22% of respondents indicating they visited the website when planning their visit. Whilst 33% consulted newspapers with 21% viewing local newspapers including the Newcastle Herald and 12% viewing free newspapers such as The Star and The Post as a key source of information in planning their trip.

The comments from respondents that selected 'other' (9%) consisted of the following; The majority of participants stated that they do not receive or seek any information (33%), online (31%) including Mummy project website, Alphabet St website, email, in store whilst visiting the Museum (19%), and Council (11%) including Newcastle Voice, e News and Council Newsletters.

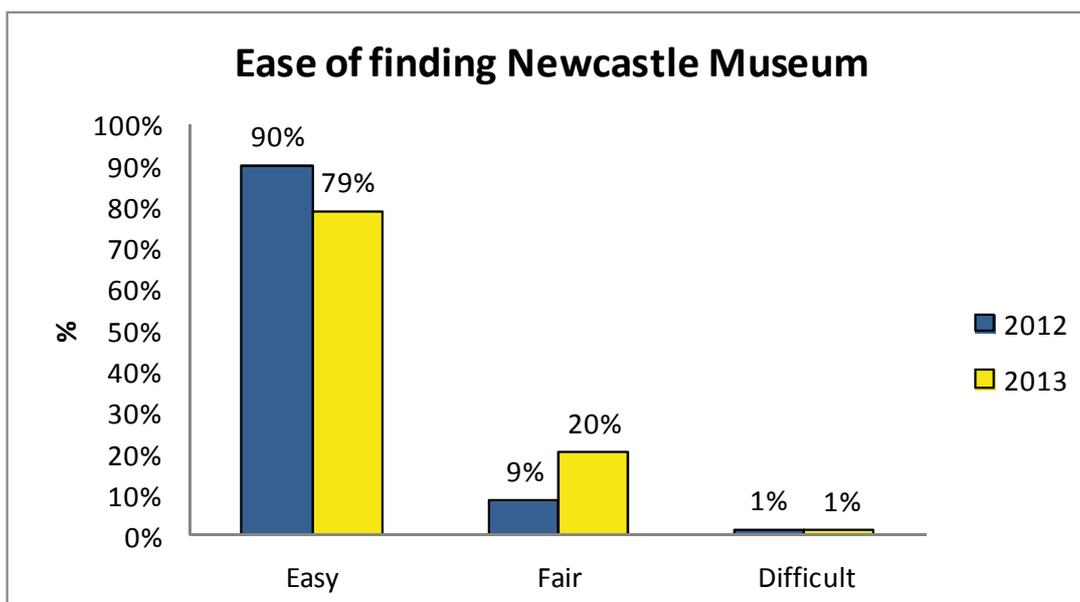


**Figure 17: Information sources used in planning visit**

(Base- all respondents who have completed the question 2012 n= 710, 2013 n= 444)

#### 3.3.2 Ease of finding the Newcastle Museum

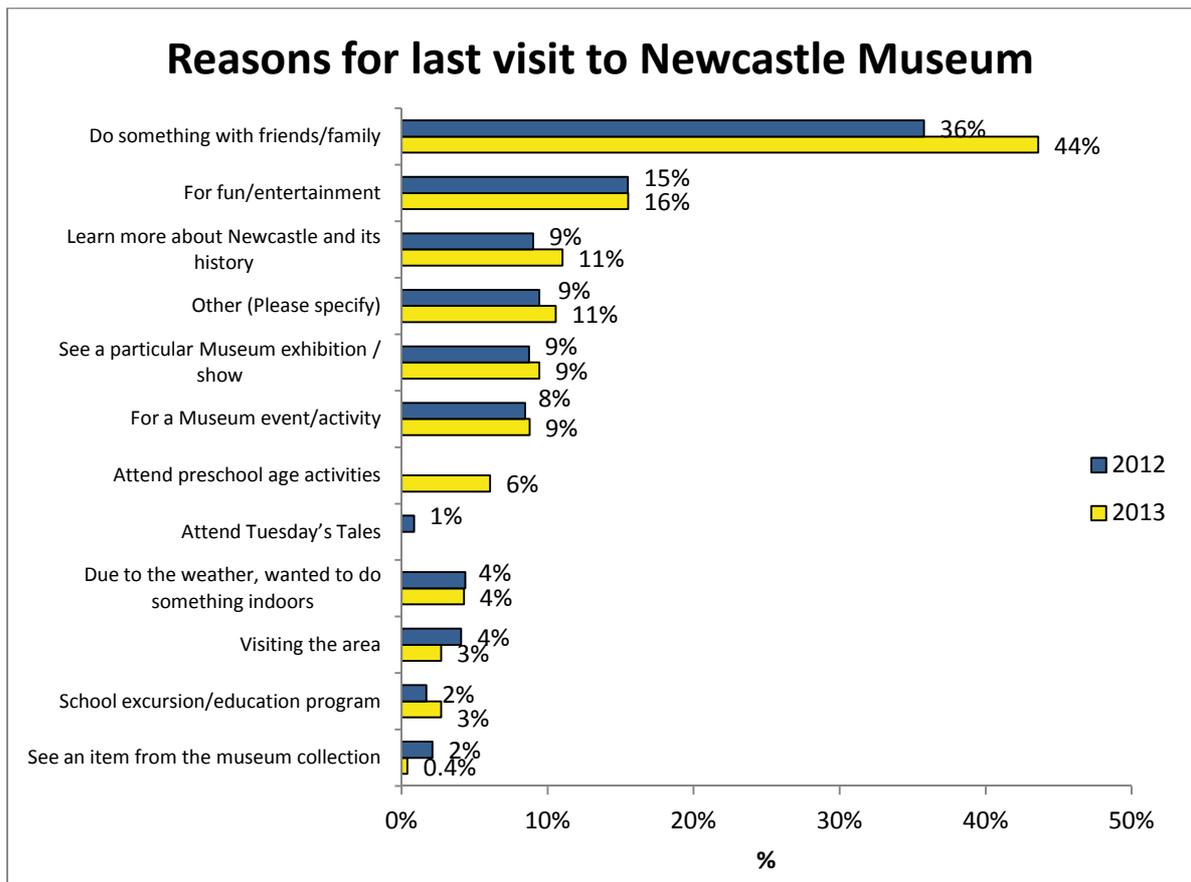
Respondents were asked how easily they found the Museum. The vast majority (79%) of respondents indicated it was easy to find a decrease of 11% from 2012. A further 20% indicated it was fairly easy to find, this number has increased by 11% when compared to the 2012 results. In both 2012 and 2013 the results did not differ by whether it was a first time visitor nor by mode of transport used.



**Figure 18: Ease of finding the Museum**  
*(Base- all respondents who have completed the question 2012 n= 710, 2013 n= 445)*

### 3.3.3 Reasons for visiting Newcastle Museum

To determine motivations for visiting the Museum, respondents were asked to select answers from a multiple choice listing and also given the opportunity to select an other option, this allowed for participants to elaborate. Whilst the Museum attracts visitors for a number of reasons, doing something with family and / or friends was the key reason cited by respondents with 44%. The second most common reason for participants last visit to Newcastle Museum was for fun/entertainment, this number is significantly less than the most common with 16% of participants selecting this result.



**Figure 19: Reasons for last visit to Newcastle Museum**

(Base- all respondents who have visited Museum, n= 446)

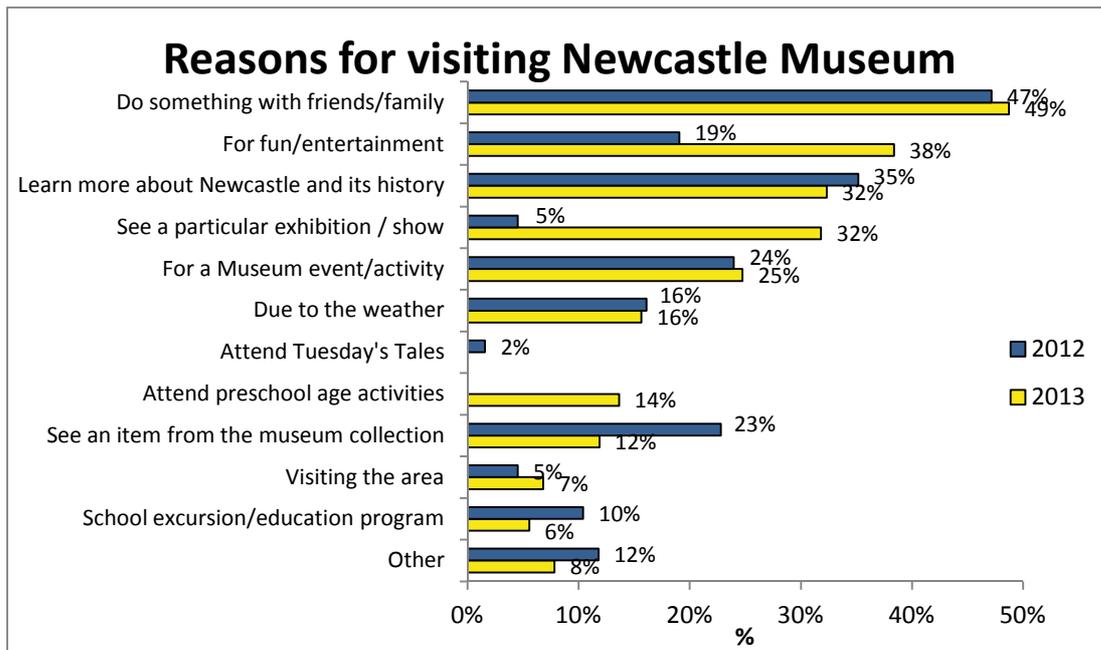
Figure 19 above shows the results for participants reasons for their last visit to the Museum. Figure 20 contains the result for other reasons participants have visited the Museum. The results show the differing results over the past two years and were answered in a multiple-choice format where participants were able to select multiple answers.

The most common reason for visiting the Museum was to do something with friends and/ or family at 49%. The next most common is for fun/entertainment, the 2013 results are almost double that of last year (19% in 2012 and 38% in 2013).

The results for 'see a particular exhibition/show' has increased dramatically in 2013 from 5% in 2012 to 32% in 2013, this is an increase of 27%.

See an item from the museum collection has decreased as a reason for visiting the Museum (23% in 2012 to compared with 12% in 2013).

As you can see in the figure below the results for 'attend Tuesday's Tales' and 'Attend preschool age activities' only have one set of results. In 2012 the option 'attend preschool age activities' did not exist as an option and in 2013 'attend Tuesday's Tales' was not an option. When constructing the 2013 survey it was decided that there were limitations in having a specific preschool aged activity like Tuesday's Tales rather than having a more broad category. As a result there is no comparative data for these two options.

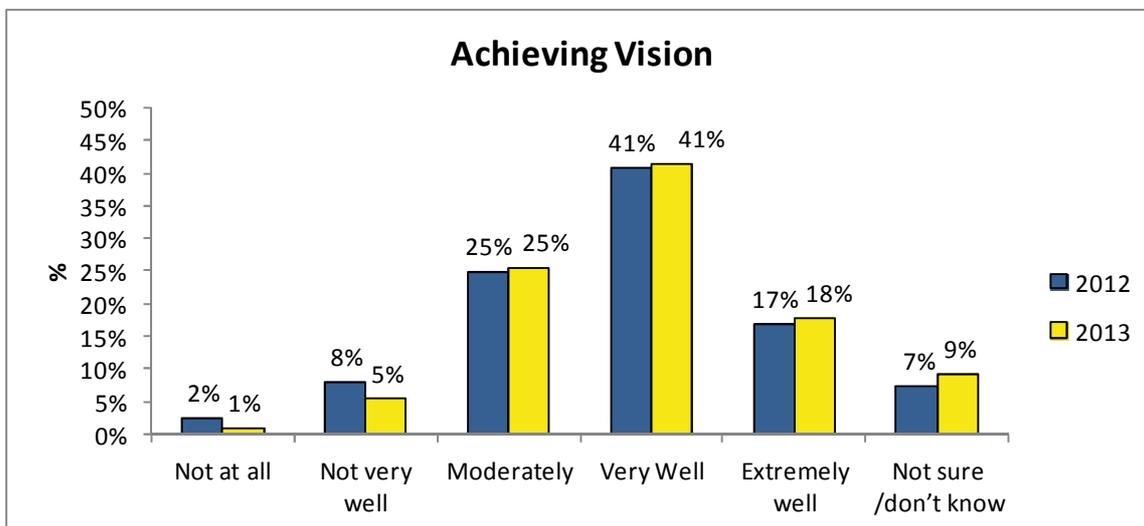


**Figure 20: Overall reasons for visiting Newcastle Museum**  
 (Base- all respondents who have completed the question, 2012 n= 509, 2013 n= 396)

### 3.4 Visitor experience

#### 3.4.1 Achieving the vision

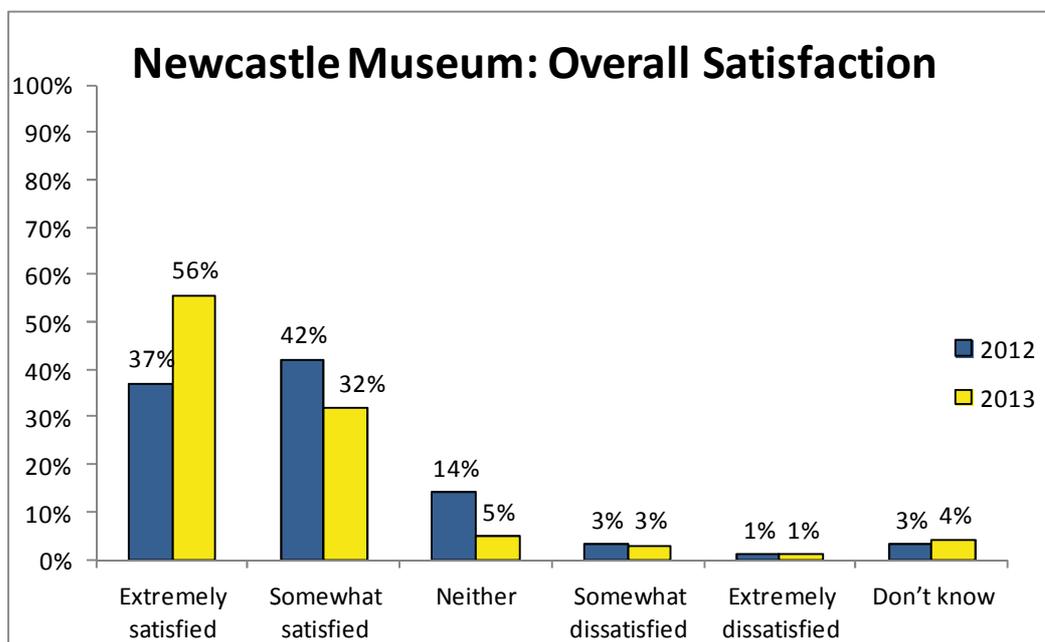
Newcastle Museum’s vision is to be a vibrant and welcoming centre for and about Newcastle. Respondents were asked to rate how well they believe this vision is being achieved using a five-point scale. Results are shown below in Figure 21. The majority of respondents (59%) said that the Museum is achieving this very or extremely well, with a further 25% saying the vision was being achieved moderately well.



**Figure 21: Achieving the vision of Newcastle Museum**  
 (Base- all respondents who have completed the question 2012 n= 710, 2013 n= 445)

### 3.4.3 Satisfaction with Newcastle Museum visit

Respondents were asked to rate their level of satisfaction with their Museum visit. The vast majority (88%) of respondents were completely or very satisfied with the Newcastle Museum overall. Only 5% of respondents reported being slightly satisfied or not at all satisfied.



**Figure 22: Overall satisfaction with Museum**  
*(Base- all respondents who have completed the question 2012 n= 710, 2013 n= 444)*

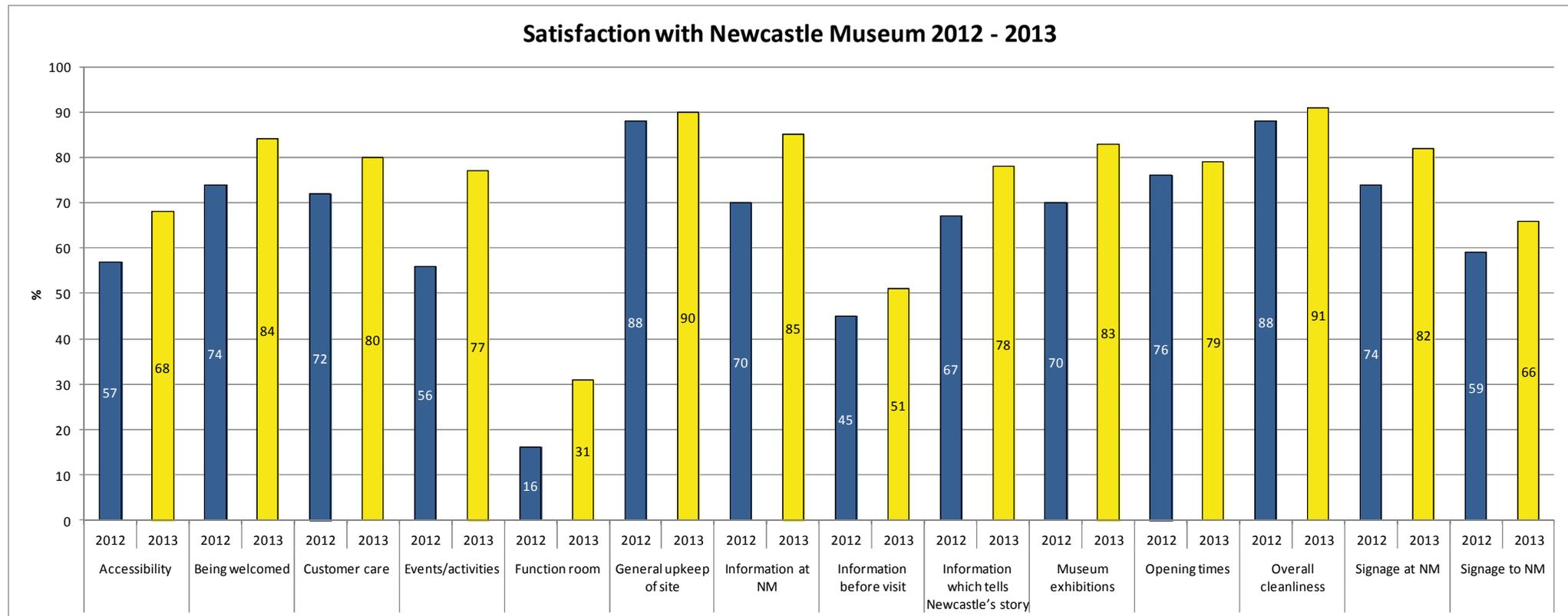
### 3.4.4 Newcastle Museum- diagnostic evaluation

To investigate satisfaction with factors contributing to the overall Museum experience, respondents were asked to rate their level of satisfaction on 14 factors. A five point satisfaction scale was used for overall satisfaction (with a don't know option). The figure below shows the results from the participants who identified that they were extremely or somewhat satisfied with the aspects of the Museum.

Overall the 2013 results display that survey participants satisfaction levels have improved in all areas. The most significant areas of improvement are Satisfaction with function room (16% to 31%), Events/ activities (56% to 77%), Information at the Museum (70% to 85%).

General upkeep had the least improvement between the two years but has an already high level of satisfaction of 91%, which has increased by 3%.

Even though all areas have seen an improvement in satisfaction levels, the areas still to focus on are; function room (31%), information before visit (51%) and signage to Newcastle Museum (66%).

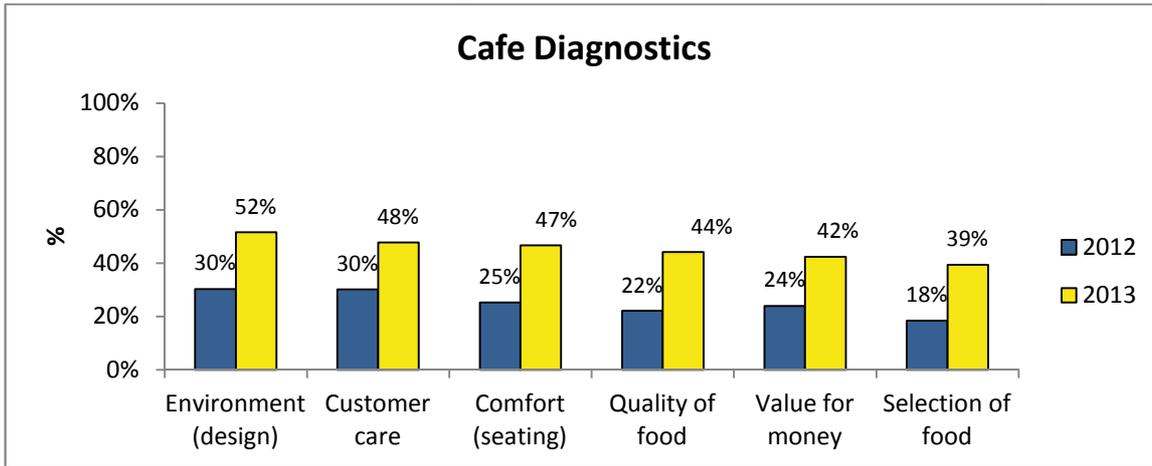


**Figure 23: Newcastle Museum- diagnostic evaluation**  
*(Base- all respondents who have completed the question, totals differ)*

### 3.4.6 Newcastle Museum Cafe- diagnostic evaluation

Respondents were also asked to rate the café at the Museum on a number of attributes. All attributes were rating utilising a five point likert scale ranging from extremely dissatisfied through to extremely satisfied, including a 'Don't know/Not applicable option. The results show those that responded as very satisfied or extremely satisfied. The results suggest that survey participants are satisfied with the café. However, there were high levels recorded in the 'Don't know /Not applicable' option suggesting that participants had not utilised this service or did not wish to comment. The areas to receive the highest ratings were environment (52%), customer care (48%), and comfort of seating (47%).

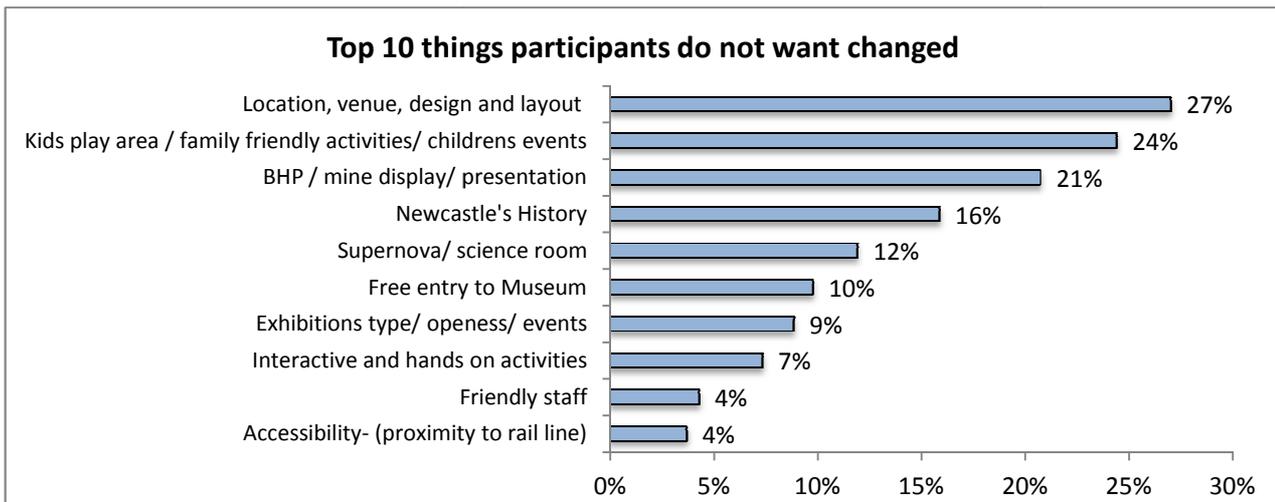
The area to receive the lowest satisfaction rating was selection of food (39%) and value for money (42%).



**Figure 24: Cafe- diagnostic evaluation**  
 (Base- all respondents who have completed the question, totals differ)

### 3.4.7 Newcastle Museum- Likes (do not change)

In an open-ended question, respondents were asked what they particularly liked about Newcastle Museum that they would not want to see changed. In total, 328 respondents left a comment. Responses were categorised using a detailed framework based on the issues respondents mentioned. This categorisation of responses is shown below in Figure 25.



**Figure 25: Categorisation of open-ended responses- Top 10 things that participants do not want changed**  
 (Base- all respondents who have completed the question 2013 n= 328)  
 Note: Multiple responses were allowed.

The key themes to emerge was in regard to the location, venue, design and layout of Newcastle Museum 27% of respondents did not wish to see these changed, here are some of the comments from respondents:

*“Location is perfect”  
“the organisation of rooms, natural light and conservation of the building”  
“The way the Museum is set up. Very family friendly.”*

The next most common theme to emerge was Newcastle Museum being a child friendly destination, with plenty of activities for the kids. This was mentioned by 24% of respondents answering this question, for example:

*“Welcoming environment for kids”  
“Great for kids also, from toddlers up”  
“Broad range of interest something for young children and adults”*

The third most commented on topic was the BHP / mine display / presentation with 21%. Examples of what was stated by participants are below:

*“I think it is all highly satisfactory - particularly enjoyed the BHP gallery.”  
“Enjoyed the sound and light show that gave you the experience of what it was like to work there.”  
“I particularly like the coal exhibit and would like it kept. However that is not to say it can't be improved upon at some time!”*

### **3.4.8 Newcastle Museum- Suggested improvements**

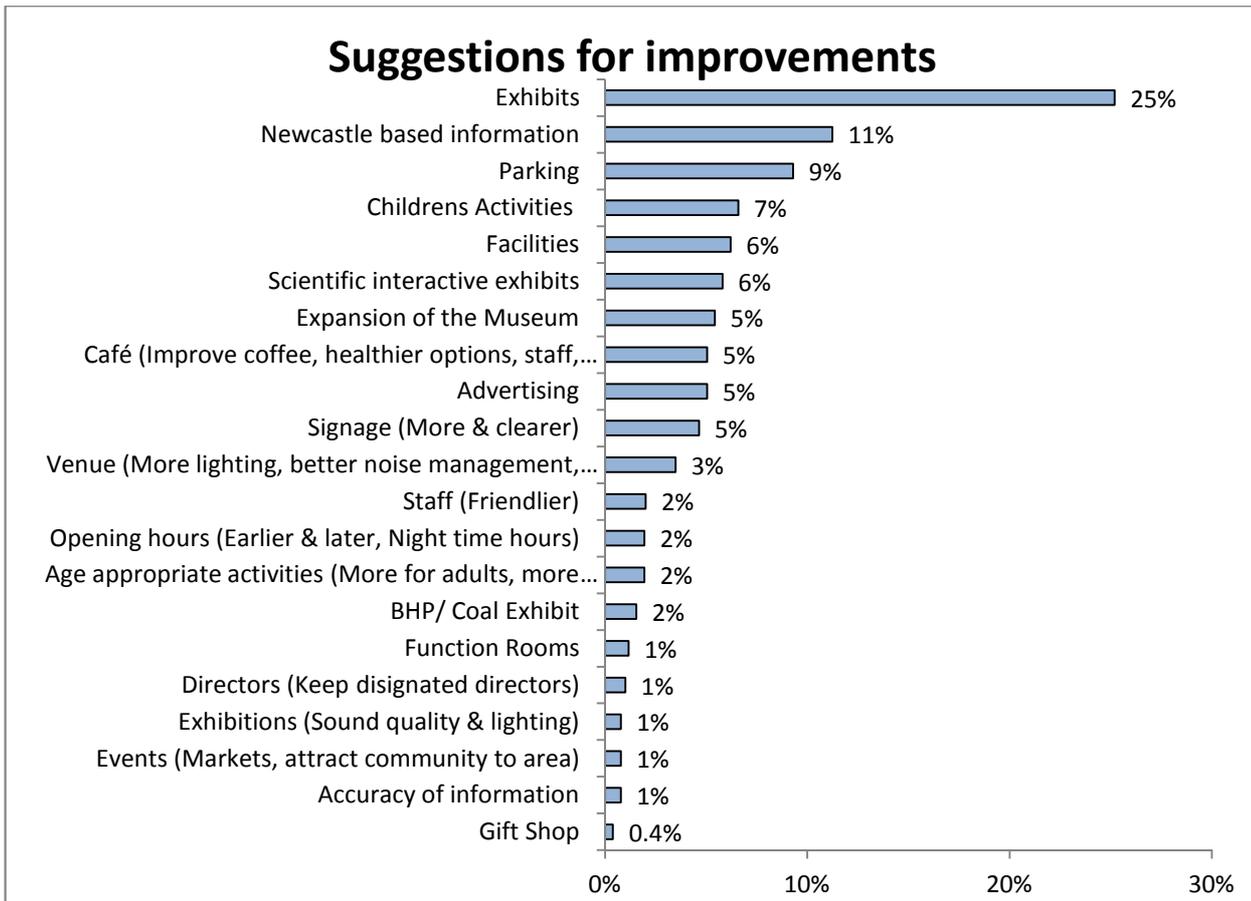
Respondents were given the opportunity in an open ended question to suggest improvements that could be made to Newcastle Museum. In total, 258 respondents left a comment- please refer to Appendix XIII for full verbatim comments. Responses were categorised using thematic analysis based on the issues respondents mentioned. This categorisation of responses is shown below in Figure 26.

Exhibits had the most suggestions for improvements from participants (25%). Museum goers want to see more exhibitions and want the exhibits to be updated more regularly.

Participants indicated that there needs to be more Newcastle based information (11%) this included comments regarding local Aboriginal Heritage, mining and Newcastle Port history.

Parking was also addressed as an area of improvements with 9% of participants commenting on the Museum requiring parking to be more affordable, more quantity, disabled parking, pick up and drop off areas.

Museum facilities received 6% of participants commenting on ideas for improvements. The following were some of the improvements addressed; utilise grassed areas by having chairs and umbrellas, bubblers, pram area, coat rack, more seating, audio tours of Museum.



**Figure 26: Suggestions for improvements**  
 (Base- all respondents who have completed the question 2013 n= 258)  
 Note: Multiple responses were allowed.

Other ideas for improvements consisted of some of the following; dinosaur exhibit, ask for community input for memorabilia, flora and fauna/ horticulture project displays, more natural lighting, hold children’s birthday parties, Lego tables, develop a fund to acquire artefacts of cultural significance as does the Art Gallery, employ the services of scientists and integrate with school science related excursions, form partnerships and link with Newcastle University.

At the end of the survey, respondents were given the opportunity to leave additional comments for Council. These are included in Appendix XV.

## 4. Appendix

### Appendix I- Surveys: Onsite: Newcastle Museum Visitor Survey

This survey is an annual survey that assists the Museum in planning for the future and to provide you with a better service.

There are a few questions regarding demographics including age and gender, this information is sought to identify the visitors the museum is currently attracting.

We encourage you to take about 10 minutes to fill out this questionnaire. You can be assured that all your answers will remain completely confidential. Thank you for taking the time to complete this survey.

We look forward to receiving your completed questionnaire.

Q1. Date of this visit (dd)  September 2013

Q2. How long have you spent or do you plan to spend at Newcastle Museum today? **Please select one response only.**

<input type="checkbox"/>	Under 30 mins
<input type="checkbox"/>	30 min -1 hour
<input type="checkbox"/>	1-2 hours
<input type="checkbox"/>	2-3 hours
<input type="checkbox"/>	3-4 hours
<input type="checkbox"/>	4-5 hours
<input type="checkbox"/>	5 hours+
<input type="checkbox"/>	Other _____
<input type="checkbox"/>	Not sure / Don't know

Q3. Is this your first visit to Newcastle Museum?  
**Please select one response only.**

<input type="checkbox"/>	Yes ( <b>Go to Q4</b> )
<input type="checkbox"/>	No ( <b>Go to Q3a</b> )

Q3a. Before today, when was the last time you visited Newcastle Museum?  
**Please select one response only.**

<input type="checkbox"/>	More than 12 months ago
<input type="checkbox"/>	Within the last 12 months
<input type="checkbox"/>	Within the last 6 months
<input type="checkbox"/>	Within the last month
<input type="checkbox"/>	Within the last week

Q4. Do you plan to visit Newcastle Museum again this year?  
**Please select one response only.**

<input type="checkbox"/>	Definitely not ( <b>Go to Q4a</b> )
<input type="checkbox"/>	Probably not ( <b>Go to Q4a</b> )

- Not sure/ don't know (**Go to Q5**)
- Probably will (**Go to Q5**)
- Definitely will (**Go to Q5**)

Q4a. Please tell us the reason(s) for not wanting to visit the Newcastle Museum again this year.

**Please be as specific as possible.**

---



---



---

Q5. Newcastle Museum's vision is to be a centre for and about Newcastle. How well do you think we are achieving this?

**Please select one response only.**

- Not at all (Go to Q5a)
- Not very well (Go to Q5a)
- Moderately (Go to Q5a)
- Very well
- Extremely well
- Not sure/ don't know

Q5a. How do you think Newcastle Museum could better reach its vision to be a centre for and about Newcastle? **Please be as specific as possible.**

---



---



---

Q6. Have you or would you recommend Newcastle Museum to anyone else?

**Please select one response only.**

- Yes
- No

Q7. How many people typically visit Newcastle Museum with you?

**Please select one response only.**

- I visit the museum alone (Go to Q8)
- 1-2 (Go to Q7a)
- 3-5 (Go to Q7a)
- 6+ (Go to Q7a)

Q7a. What is the age group of those typically visiting with you?

**Please select all that apply.**

- 0- 6 yrs
- 7-15 yrs
- 16-24 yrs
- 25-39 yrs
- 40-54 yrs
- 55-69 yrs
- 70+ yrs

Q8. How do you typically travel to Newcastle Museum?

---

**Please select all that apply.**

<input type="checkbox"/>	Car
<input type="checkbox"/>	Bus/Coach
<input type="checkbox"/>	Ferry
<input type="checkbox"/>	Cycle
<input type="checkbox"/>	Motorcycle
<input type="checkbox"/>	Taxi
<input type="checkbox"/>	Train
<input type="checkbox"/>	Walk
<input type="checkbox"/>	Other _____

Q9. How easily did you find Newcastle Museum?

**Please select one response only.**

<input type="checkbox"/>	Difficult
<input type="checkbox"/>	Fair
<input type="checkbox"/>	Easy

Q10. When planning your visit, how do you get most of your information about Newcastle Museum? **Please select one response only.**

<input type="checkbox"/>	Council staff
<input type="checkbox"/>	Free newspapers (Star and Post)
<input type="checkbox"/>	Local newspapers (Newcastle Herald)
<input type="checkbox"/>	Newcastle Museum brochures or leaflets in public places
<input type="checkbox"/>	Newcastle Museum website
<input type="checkbox"/>	Posters/ signage
<input type="checkbox"/>	Radio
<input type="checkbox"/>	Social media (i.e. Facebook)
<input type="checkbox"/>	Visitor information centre (i.e. Maritime Museum)
<input type="checkbox"/>	Word-of-mouth: friends and family, colleague
<input type="checkbox"/>	Other (Please specify) _____

Q11. What is the reason for today's visit? **Please select all that apply.**

<input type="checkbox"/>	Attend preschool age activities
<input type="checkbox"/>	Do something with friends/family
<input type="checkbox"/>	Due to the weather, wanted to do something indoors
<input type="checkbox"/>	For a Museum event/activity
<input type="checkbox"/>	For fun/entertainment
<input type="checkbox"/>	Learn more about Newcastle and its history
<input type="checkbox"/>	School excursion/education program
<input type="checkbox"/>	See a particular Museum exhibition / show
<input type="checkbox"/>	See an item from the museum collection
<input type="checkbox"/>	Visiting the area
<input type="checkbox"/>	Other (Please specify) _____

Q12. What are the reasons for your other visits to the Museum?

**Please select all that apply.**

<input type="checkbox"/>	Attend preschool age activities
<input type="checkbox"/>	Do something with friends/family
<input type="checkbox"/>	Due to the weather, wanted to do something indoors
<input type="checkbox"/>	For a Museum event/activity

- For fun/entertainment
- Learn more about Newcastle and its history
- School excursion/education program
- See a particular Museum exhibition / show
- See an item from the museum collection
- Visiting the area
- Other (Please specify) \_\_\_\_\_

**Q13. Please rate your satisfaction level for the various aspects, services and activities related to Newcastle Museum. Please select one response for each.**

	Extremely dissatisfied	Somewhat dissatisfied	Neither	Somewhat satisfied	Extremely satisfied	Don't know/ NA
Accessibility (disability friendly)						
Being welcomed						
Customer care						
Events/activities						
Function rooms						
General upkeep of site						
Information at Newcastle Museum						
Information which tells Newcastle's story						
Information before visit						
Museum exhibitions						
Opening times						
Signage with in Newcastle Museum						
Overall cleanliness						
Signage to Newcastle Museum						
Overall satisfaction of visit						

**Q13a. If you answered in Q13 extremely dissatisfied and dissatisfied, please tell us how we could improve your level of satisfaction. Please be as specific as possible.**

---



---



---



---



Q14. Please rate your satisfaction level for the various aspects of the Museum Café.

**Please select one response for each.**

	Extremely dissatisfied	Somewhat dissatisfied	Neither	Somewhat satisfied	Extremely satisfied	Don't know
Comfort (seating)						
Customer care						
Environment (design)						
Quality of food						
Selection of food						
Value for money						

Q15. The Newcastle Museum has opened a gift shop in 2012. Have you made a purchase from the gift shop? **Please select one response only.**

Yes (go to Q15a )

No (go to Q16 )

Q15a. What did you purchase from the Museums gift shop? **Please be as specific as possible.**

---



---



---

Q16. What do you particularly like about Newcastle Museum that you do not want changed? **Please be as specific as possible.**

---



---



---

Q17. Please suggest any improvements that could be made to Newcastle Museum. **Please be as specific as possible.**

---



---



---

Q18. What is your gender?

**Please select one response only**

Male

Female

Prefer not to disclose

Q19. Which age category do you belong to?

**Please select one response only**

- |                          |                        |
|--------------------------|------------------------|
| <input type="checkbox"/> | 16-24yrs               |
| <input type="checkbox"/> | 25-39yrs               |
| <input type="checkbox"/> | 40-54yrs               |
| <input type="checkbox"/> | 55-59yrs               |
| <input type="checkbox"/> | 60-69yrs               |
| <input type="checkbox"/> | 70+yrs                 |
| <input type="checkbox"/> | Prefer not to disclose |

Q20. Please select your area of residence:

**Please select one response only**

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Newcastle (Local Government Area) (Go to Q20a.) |
| <input type="checkbox"/> | Lake Macquarie (Local Government Area)          |
| <input type="checkbox"/> | Port Stephens (Local Government Area)           |
| <input type="checkbox"/> | Rest of Hunter area                             |
| <input type="checkbox"/> | Central Coast                                   |
| <input type="checkbox"/> | Elsewhere in NSW                                |
| <input type="checkbox"/> | Interstate                                      |
| <input type="checkbox"/> | Overseas  |

Q20a. What is your Newcastle postcode?

**Please see suburb listing if unsure:**

---

Q21. Please provide any additional comments or suggestions.

**Please be as specific as possible.**

---

---

---

Thank you for taking the time to complete this survey.  
Your participation is greatly appreciated.

	<p><b>Newcastle Museum Survey</b></p> <p>This survey is an annual survey that assists Newcastle Museum in planning for the future. Your input will help us to provide you with a better service.</p> <p>The intent of the consultation is to:</p> <ul style="list-style-type: none"> <li>• find out the profile of visitors to Newcastle Museum</li> <li>• measure the quality of visitors' experience and understand their requirements and level of customer satisfaction feedback regarding Newcastle Museum</li> <li>• determine the current reasons for visiting Newcastle Museum, including receptiveness to changes</li> <li>• determine if Newcastle Museum meets community needs and expectations</li> <li>• ensure Newcastle Museum information disseminated is relevant and useful</li> <li>• determine future services and activities</li> </ul> <p>The community feedback will inform an ongoing overview of Newcastle Museum's marketing and business plans, assist when seeking grants and sponsorships</p> <p>We encourage you to take about 5- 10 minutes to fill out this questionnaire. You can be assured that all your answers will remain completely confidential. Thank you for taking the time to complete this survey.</p>																	
Q3_Visitation	<p><b>Have you visited Newcastle Museum before?</b></p> <p>Please select one response only.</p> <table border="1" data-bbox="359 1310 1377 1426"> <tr> <td data-bbox="359 1310 427 1368"><input type="checkbox"/></td> <td data-bbox="427 1310 1377 1368">Yes</td> </tr> <tr> <td data-bbox="359 1368 427 1426"><input type="checkbox"/></td> <td data-bbox="427 1368 1377 1426">No</td> </tr> </table>		<input type="checkbox"/>	Yes	<input type="checkbox"/>	No												
<input type="checkbox"/>	Yes																	
<input type="checkbox"/>	No																	
<p>Visit_again Include: QV3_first_visit IS No</p>	<p>Q2_visit_again</p>	<p><b>Do you plan to visit Newcastle Museum this year?</b></p> <p><b>Please select one response only.</b></p> <table border="1" data-bbox="502 1563 1377 1861"> <tr> <td data-bbox="502 1563 571 1621"><input type="checkbox"/></td> <td data-bbox="571 1563 1377 1621">Definitely not</td> </tr> <tr> <td data-bbox="502 1621 571 1680"><input type="checkbox"/></td> <td data-bbox="571 1621 1377 1680">Probably not</td> </tr> <tr> <td data-bbox="502 1680 571 1738"><input type="checkbox"/></td> <td data-bbox="571 1680 1377 1738">Probably will</td> </tr> <tr> <td data-bbox="502 1738 571 1796"><input type="checkbox"/></td> <td data-bbox="571 1738 1377 1796">Definitely will</td> </tr> <tr> <td data-bbox="502 1796 571 1854"><input type="checkbox"/></td> <td data-bbox="571 1796 1377 1854">Not sure / don't know</td> </tr> </table> <table border="1" data-bbox="359 1870 1377 2011"> <tr> <td data-bbox="359 1870 496 1928">Dont_Know</td> <td data-bbox="496 1870 730 1928">Dont_know_if_they_will_visit</td> <td data-bbox="730 1870 1377 1928"><b>TERMINATE:</b></td> </tr> <tr> <td data-bbox="359 1928 496 1986">Include: Q2_visit</td> <td data-bbox="496 1928 730 1986"></td> <td data-bbox="730 1928 1377 1986"><b>Thank you for completing this survey.</b></td> </tr> </table>	<input type="checkbox"/>	Definitely not	<input type="checkbox"/>	Probably not	<input type="checkbox"/>	Probably will	<input type="checkbox"/>	Definitely will	<input type="checkbox"/>	Not sure / don't know	Dont_Know	Dont_know_if_they_will_visit	<b>TERMINATE:</b>	Include: Q2_visit		<b>Thank you for completing this survey.</b>
<input type="checkbox"/>	Definitely not																	
<input type="checkbox"/>	Probably not																	
<input type="checkbox"/>	Probably will																	
<input type="checkbox"/>	Definitely will																	
<input type="checkbox"/>	Not sure / don't know																	
Dont_Know	Dont_know_if_they_will_visit	<b>TERMINATE:</b>																
Include: Q2_visit		<b>Thank you for completing this survey.</b>																



	<p>_again <b>IS</b> Not sure / don't know</p>		<p><b>Your participation in Newcastle Voice is greatly appreciated.</b></p> <p>Do you have questions, comments or feedback for Newcastle Voice?</p> <p>Contact us: Email: <a href="mailto:acook@ncc.nsw.gov.au">acook@ncc.nsw.gov.au</a> Phone: 02 4974 2000.</p> <p> <a href="#">Find us on Facebook</a></p> <p><b>Redirect to :</b> <a href="http://www.newcastle.nsw.gov.au/council/community_consultation/current_consultations/">http://www.newcastle.nsw.gov.au/council/community_consultation/current_consultations/</a></p> <p><b>END INTERVIEW with status : Disqualified</b></p>
	<p>Wont_visit_again Include: Q2_visit_again <b>IN ONE OF</b> {[Definitely not],[Probably not]}</p>	<p>Q2_OE_wont_visit_again</p>	<p><b>Please tell us the reason(s) for not wanting to visit the Newcastle Museum again this year.</b> Please be as specific as possible.</p> <div data-bbox="718 1137 1230 1579" style="border: 1px solid black; height: 197px; width: 321px;"></div>
		<p>Never_Visited_Wont_Visit</p>	<p><b>TERMINATE:</b></p> <p><b>Thank you for completing this survey. Your participation in Newcastle Voice is greatly appreciated.</b></p> <p>Do you have questions, comments or feedback for Newcastle Voice?</p> <p>Contact us: Email: <a href="mailto:acook@ncc.nsw.gov.au">acook@ncc.nsw.gov.au</a></p>

		<p>Phone: 02 4974 2000.</p>  <p><a href="#">Find us on Facebook</a></p> <p><b>Redirect to :</b>  <a href="http://www.newcastle.nsw.gov.au/council/community_consultation/current_consultations/">http://www.newcastle.nsw.gov.au/council/community_consultation/current_consultations/</a></p> <p><b>END INTERVIEW with status : Disqualified</b></p>
	<p>Will_Visit          Include:          Q2_visit_again  <b>IN ONE OF</b>          {{Probably will],[Definitely will}}</p>	<p>Will_visitCopy1</p> <p>What are you looking forward to most about your visit to Newcastle Museum?          Please be as specific as possible.</p> <div data-bbox="676 792 1190 1234" style="border: 1px solid black; height: 150px; width: 100%;"></div>
	<p>Havent_visit_but_will</p>	<p><b>TERMINATE:</b></p> <p><b>Thank you for completing this survey.          Your participation in Newcastle Voice is greatly appreciated.</b></p> <p>Do you have questions, comments or feedback for Newcastle Voice?</p> <p>Contact us:          Email: <a href="mailto:acook@ncc.nsw.gov.au">acook@ncc.nsw.gov.au</a>          Phone: 02 4974 2000.</p>  <p><a href="#">Find us on Facebook</a></p> <p><b>Redirect to :</b></p>

[http://www.newcastle.nsw.gov.au/council/community\\_consultation/current\\_consultations/\\_nocache](http://www.newcastle.nsw.gov.au/council/community_consultation/current_consultations/_nocache)

**END INTERVIEW with status : Disqualified**

Have\_Visited  
Include:  
Q3\_Visitation IS  
Yes

Q1a\_last\_visit

When was the last time you visited Newcastle Museum?

**Please select one response only.**

- More than 12 months ago
- Within the last 12 months
- Within the last 6 months
- Within the last month
- Within the last week

Visitedbefore\_Visitagain  
Include:  
Q1a\_last\_visit  
**IN ONE OF**  
{[More than 12 months ago],[Within the last 12 months],[Within the last 6 months],[Within the last month],[Within the last week]}

Visited\_before\_Visit\_Again

Do you plan to visit Newcastle Museum again this year?

Please select one response only.

- Definitely not
- Probably not
- Not sure/ don't know
- Probably will
- Definitely will

Have\_visited\_wont\_again  
Include:  
Visited\_before\_Visit\_Again **IN ONE OF**  
{[Definitely not],[Probably not]}

OE\_have\_visited\_wont\_again

Please tell us the reason(s) for not wanting to visit the Newcastle Museum again this year.  
Please be as specific as possible.

<p>Vision</p>	<p>Newcastle Museum's vision is to be a centre for and about Newcastle. How well do you think we are achieving this? Please select one response only.</p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Not at all</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Not very well</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Moderately</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Very Well</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Extremely well</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Not sure /don't know</td> </tr> </table>		<input type="checkbox"/>	Not at all	<input type="checkbox"/>	Not very well	<input type="checkbox"/>	Moderately	<input type="checkbox"/>	Very Well	<input type="checkbox"/>	Extremely well	<input type="checkbox"/>	Not sure /don't know
<input type="checkbox"/>	Not at all													
<input type="checkbox"/>	Not very well													
<input type="checkbox"/>	Moderately													
<input type="checkbox"/>	Very Well													
<input type="checkbox"/>	Extremely well													
<input type="checkbox"/>	Not sure /don't know													
<p>Q3_Vision Include: Vision <b>IN ONE OF</b> {[Not at all],[Not very well]}</p>	<p>Q3_OE_Vision</p>	<p>How do you think Newcastle Museum could better reach its vision to be a centre for and about Newcastle? Please be as specific as possible.</p> <div style="border: 1px solid black; height: 150px; width: 100%;"></div>												
<p>Q4_recommend</p>	<p>Have you or would you recommend Newcastle Museum to anyone else? <b>Please select one response only.</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Yes</td> </tr> <tr> <td><input type="checkbox"/></td> <td>No</td> </tr> </table>		<input type="checkbox"/>	Yes	<input type="checkbox"/>	No								
<input type="checkbox"/>	Yes													
<input type="checkbox"/>	No													
<p>Q5_number_attending</p>	<p>How many people typically visit Newcastle Museum with you? <b>Please select one response only.</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>I visit the museum alone</td> </tr> <tr> <td><input type="checkbox"/></td> <td>1-2</td> </tr> <tr> <td><input type="checkbox"/></td> <td>3-5</td> </tr> <tr> <td><input type="checkbox"/></td> <td>6+</td> </tr> </table>		<input type="checkbox"/>	I visit the museum alone	<input type="checkbox"/>	1-2	<input type="checkbox"/>	3-5	<input type="checkbox"/>	6+				
<input type="checkbox"/>	I visit the museum alone													
<input type="checkbox"/>	1-2													
<input type="checkbox"/>	3-5													
<input type="checkbox"/>	6+													
<p>Attend_with_others Include: Q5_numberattending <b>IN ONE OF</b> {[1-2],[3-5],[6+]}</p>	<p>Q6_othersage</p>	<p>What is the age group(s) of those typically visiting with you? <b>Please select all that apply.</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>0-6yrs</td> </tr> </table>	<input type="checkbox"/>	0-6yrs										
<input type="checkbox"/>	0-6yrs													



	<table border="1"> <tr><td><input type="checkbox"/></td><td>7-15yrs</td></tr> <tr><td><input type="checkbox"/></td><td>16-24yrs</td></tr> <tr><td><input type="checkbox"/></td><td>25-39yrs</td></tr> <tr><td><input type="checkbox"/></td><td>40-54yrs</td></tr> <tr><td><input type="checkbox"/></td><td>55-69yrs</td></tr> <tr><td><input type="checkbox"/></td><td>70+yrs</td></tr> </table>	<input type="checkbox"/>	7-15yrs	<input type="checkbox"/>	16-24yrs	<input type="checkbox"/>	25-39yrs	<input type="checkbox"/>	40-54yrs	<input type="checkbox"/>	55-69yrs	<input type="checkbox"/>	70+yrs						
<input type="checkbox"/>	7-15yrs																		
<input type="checkbox"/>	16-24yrs																		
<input type="checkbox"/>	25-39yrs																		
<input type="checkbox"/>	40-54yrs																		
<input type="checkbox"/>	55-69yrs																		
<input type="checkbox"/>	70+yrs																		
Q7_travel	<p>How do you typically travel to Newcastle Museum?</p> <p><b>Please select all that apply.</b></p> <table border="1"> <tr><td><input type="checkbox"/></td><td>Car</td></tr> <tr><td><input type="checkbox"/></td><td>Bus/ coach</td></tr> <tr><td><input type="checkbox"/></td><td>Ferry</td></tr> <tr><td><input type="checkbox"/></td><td>Cycle</td></tr> <tr><td><input type="checkbox"/></td><td>Motorcycle</td></tr> <tr><td><input type="checkbox"/></td><td>Taxi</td></tr> <tr><td><input type="checkbox"/></td><td>Train</td></tr> <tr><td><input type="checkbox"/></td><td>Walk</td></tr> <tr><td><input type="checkbox"/></td><td>Other <input type="text"/></td></tr> </table>	<input type="checkbox"/>	Car	<input type="checkbox"/>	Bus/ coach	<input type="checkbox"/>	Ferry	<input type="checkbox"/>	Cycle	<input type="checkbox"/>	Motorcycle	<input type="checkbox"/>	Taxi	<input type="checkbox"/>	Train	<input type="checkbox"/>	Walk	<input type="checkbox"/>	Other <input type="text"/>
<input type="checkbox"/>	Car																		
<input type="checkbox"/>	Bus/ coach																		
<input type="checkbox"/>	Ferry																		
<input type="checkbox"/>	Cycle																		
<input type="checkbox"/>	Motorcycle																		
<input type="checkbox"/>	Taxi																		
<input type="checkbox"/>	Train																		
<input type="checkbox"/>	Walk																		
<input type="checkbox"/>	Other <input type="text"/>																		
Q8_easefindingNM	<p>Do you think the Newcastle Museum is easy to find?</p> <p><b>Please select one response only.</b></p> <table border="1"> <tr><td><input checked="" type="checkbox"/></td><td>Difficult</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>Fair</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>Easy</td></tr> </table>	<input checked="" type="checkbox"/>	Difficult	<input checked="" type="checkbox"/>	Fair	<input checked="" type="checkbox"/>	Easy												
<input checked="" type="checkbox"/>	Difficult																		
<input checked="" type="checkbox"/>	Fair																		
<input checked="" type="checkbox"/>	Easy																		
Q9_infosources	<p>How do you get most of your information about Newcastle Museum?</p> <p><b>Please select one response only.</b></p> <table border="1"> <tr><td><input type="checkbox"/></td><td>Council staff</td></tr> <tr><td><input type="checkbox"/></td><td>Free newspapers (Star and Post)</td></tr> <tr><td><input type="checkbox"/></td><td>Local newspapers (Newcastle Herald)</td></tr> <tr><td><input type="checkbox"/></td><td>Newcastle Museum brochures or leaflets in public places</td></tr> <tr><td><input type="checkbox"/></td><td>Newcastle Museum website</td></tr> <tr><td><input type="checkbox"/></td><td>Posters/ signage</td></tr> </table>	<input type="checkbox"/>	Council staff	<input type="checkbox"/>	Free newspapers (Star and Post)	<input type="checkbox"/>	Local newspapers (Newcastle Herald)	<input type="checkbox"/>	Newcastle Museum brochures or leaflets in public places	<input type="checkbox"/>	Newcastle Museum website	<input type="checkbox"/>	Posters/ signage						
<input type="checkbox"/>	Council staff																		
<input type="checkbox"/>	Free newspapers (Star and Post)																		
<input type="checkbox"/>	Local newspapers (Newcastle Herald)																		
<input type="checkbox"/>	Newcastle Museum brochures or leaflets in public places																		
<input type="checkbox"/>	Newcastle Museum website																		
<input type="checkbox"/>	Posters/ signage																		

	<input type="checkbox"/> Radio <input type="checkbox"/> Social media (i.e. Facebook) <input type="checkbox"/> Visitor information centre (i.e. Maritime Centre) <input type="checkbox"/> Word-of-mouth: friends and family, colleague <input type="checkbox"/> Other (Please specify) <input type="text"/>
Q10_Reason_for_visit	<p><b>What is the reason for your MOST RECENT visit?</b></p> <p>Please select one response only.</p> <input checked="" type="checkbox"/> Attend preschool age activities <input checked="" type="checkbox"/> Do something with friends/family <input checked="" type="checkbox"/> Due to the weather, wanted to do something indoors <input checked="" type="checkbox"/> For a Museum event/activity <input checked="" type="checkbox"/> For fun/entertainment <input checked="" type="checkbox"/> Learn more about Newcastle and its history <input checked="" type="checkbox"/> School excursion/education program <input checked="" type="checkbox"/> See a particular Museum exhibition / show <input checked="" type="checkbox"/> See an item from the museum collection <input checked="" type="checkbox"/> Visiting the area <input checked="" type="checkbox"/> Other (Please specify) <input type="text"/>
Q11_otherreasons	<p><b>What are the reasons for your other visits to the Museum?</b></p> <p>Please select all that apply.</p> <input type="checkbox"/> Attend preschool age activities <input type="checkbox"/> Do something with friends/family <input type="checkbox"/> Due to the weather, wanted to do something indoors <input type="checkbox"/> For a Museum event/activity <input type="checkbox"/> For fun/entertainment <input type="checkbox"/> Learn more about Newcastle and its history <input type="checkbox"/> School excursion/education program <input type="checkbox"/> See a particular Museum exhibition / show <input type="checkbox"/> See an item from the museum collection <input type="checkbox"/> Visiting the area <input type="checkbox"/> Other (Please specify) <input type="text"/>

Q12_satisfaction_levels	Please rate your satisfaction level for the various aspects, services and activities related to the Newcastle Museum.						
		Extremely dissatisfied	Somewhat dissatisfied	Neither	Somewhat satisfied	Extremely satisfied	Don't know
	Accessibility (disability friendly)	<input type="checkbox"/>					
	Being welcomed	<input type="checkbox"/>					
	Customer care	<input type="checkbox"/>					
	Events/activities	<input type="checkbox"/>					
	Function rooms	<input type="checkbox"/>					
	General upkeep of site	<input type="checkbox"/>					
	Information at Newcastle Museum	<input type="checkbox"/>					
	Information which tells Newcastle's story	<input type="checkbox"/>					
	Information before visit	<input type="checkbox"/>					
	Museum exhibitions	<input type="checkbox"/>					
	Opening times	<input type="checkbox"/>					
	Signage at Newcastle Museum	<input type="checkbox"/>					
	Overall cleanliness	<input type="checkbox"/>					
Signage to Newcastle Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall satisfaction of visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

CS_disatisfaction Include: Q12_satisfaction_levelsCopy1_0 <b>IN ONE OF</b> {[Extremely dissatisfied],[Somewhat dissatisfied]}	OE_disatisfaction	Please tell us how we could improve your level of satisfaction. Please be as specific as possible.

**OR**  
 Q12\_satisfaction\_levelsCopy1\_1  
**IN ONE OF**  
 {[Extremely dissatisfied],[Somewhat dissatisfied]}  
**OR**  
 Q12\_satisfaction\_levelsCopy1\_2  
**IN ONE OF**  
 {[Extremely dissatisfied],[Somewhat dissatisfied]}  
**OR**  
 Q12\_satisfaction\_levelsCopy1\_4  
**IN ONE OF**  
 {[Somewhat dissatisfied],[Extremely dissatisfied]}  
**OR**  
 Q12\_satisfaction\_levelsCopy1\_5  
**IN ONE OF**  
 {[Extremely dissatisfied],[Somewhat dissatisfied]}  
**OR**  
 Q12\_satisfaction\_levelsCopy1\_6  
**IN ONE OF**  
 {[Extremely dissatisfied],[Somewhat dissatisfied]}  
**OR**  
 Q12\_satisfaction\_levelsCopy1\_7  
**IN ONE OF**  
 {[Extremely dissatisfied],[Somewhat dissatisfied]}  
**OR**  
 Q12\_satisfaction\_levelsCopy1\_8



**IN ONE OF**  
{[Extremely  
dissatisfied],[Som  
ewhat  
dissatisfied]}

**OR**  
Q12\_satisfaction\_  
levelsCopy1\_9

**IN ONE OF**  
{[Extremely  
dissatisfied],[Som  
ewhat  
dissatisfied]}

**OR**  
Q12\_satisfaction\_  
levelsCopy1\_10

**IN ONE OF**  
{[Extremely  
dissatisfied],[Som  
ewhat  
dissatisfied]}

**OR**  
Q12\_satisfaction\_  
levelsCopy1\_11

**IN ONE OF**  
{[Extremely  
dissatisfied],[Som  
ewhat  
dissatisfied]}

**OR**  
Q12\_satisfaction\_  
levelsCopy1\_12

**IN ONE OF**  
{[Extremely  
dissatisfied],[Som  
ewhat  
dissatisfied]}

**OR**  
Q12\_satisfaction\_  
levelsCopy1\_13

**IN ONE OF**  
{[Extremely  
dissatisfied],[Som  
ewhat  
dissatisfied]}

**OR**  
Q12\_satisfaction\_  
levelsCopy1\_14

**IN ONE OF**  
{[Extremely  
dissatisfied],[Som

ewhat dissatisfied}}						
Q13_CAFEdiagn ostics	Please rate your satisfaction level for the various aspects of the Museum Café. Please select one response for each item.					
	Extremely dissatisfie d	Somewhat dissatisfie d	Neithe r	Somewha t satisfied	Extremel y satisfied	Don't know/ Not applicabl e
Comfort (seating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmen t (design)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gift_Shop	The Newcastle Museum has opened a gift shop in 2012. Have you made a purchase from the gift shop?					
Please select one response only.						
<input type="checkbox"/>	Yes					
<input type="checkbox"/>	No					
Giftshop_Purchas e Include: Gift_Shop IS Yes	OE_Giftshop_purchase	What did you purchase from the Museums gift shop? Please be as specific as possible.				

--	--	--

Q15\_OElikes

What do you particularly like about Newcastle Museum that you do not want changed?

**Please be as specific as possible.**

--

Q16\_OEimprovements

Please suggest any improvements that could be made to Newcastle Museum.

**Please be as specific as possible.**



															
<p>QV1_gender</p>	<p>Please select your gender:</p> <p>Please select one response only.</p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Male</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Female</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Prefer not to disclose</td> </tr> </table>	<input type="checkbox"/>	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>	Prefer not to disclose								
<input type="checkbox"/>	Male														
<input type="checkbox"/>	Female														
<input type="checkbox"/>	Prefer not to disclose														
<p>QV2_visitorage</p>	<p>Please select your age category:</p> <p>Please select one response only.</p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>16-24yrs</td> </tr> <tr> <td><input type="checkbox"/></td> <td>25-39yrs</td> </tr> <tr> <td><input type="checkbox"/></td> <td>40-54yrs</td> </tr> <tr> <td><input type="checkbox"/></td> <td>55-59yrs</td> </tr> <tr> <td><input type="checkbox"/></td> <td>60-69yrs</td> </tr> <tr> <td><input type="checkbox"/></td> <td>70+yrs</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Prefer not to disclose</td> </tr> </table>	<input type="checkbox"/>	16-24yrs	<input type="checkbox"/>	25-39yrs	<input type="checkbox"/>	40-54yrs	<input type="checkbox"/>	55-59yrs	<input type="checkbox"/>	60-69yrs	<input type="checkbox"/>	70+yrs	<input type="checkbox"/>	Prefer not to disclose
<input type="checkbox"/>	16-24yrs														
<input type="checkbox"/>	25-39yrs														
<input type="checkbox"/>	40-54yrs														
<input type="checkbox"/>	55-59yrs														
<input type="checkbox"/>	60-69yrs														
<input type="checkbox"/>	70+yrs														
<input type="checkbox"/>	Prefer not to disclose														
<p>QV12_wherealive</p>	<p>Please select your area of residence:</p> <p>Please select one response only.</p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Newcastle (Local Government Area)</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Lake Macquarie (Local Government Area)</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Port Stephens (Local Government Area)</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Rest of Hunter area</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Central Coast</td> </tr> </table>	<input type="checkbox"/>	Newcastle (Local Government Area)	<input type="checkbox"/>	Lake Macquarie (Local Government Area)	<input type="checkbox"/>	Port Stephens (Local Government Area)	<input type="checkbox"/>	Rest of Hunter area	<input type="checkbox"/>	Central Coast				
<input type="checkbox"/>	Newcastle (Local Government Area)														
<input type="checkbox"/>	Lake Macquarie (Local Government Area)														
<input type="checkbox"/>	Port Stephens (Local Government Area)														
<input type="checkbox"/>	Rest of Hunter area														
<input type="checkbox"/>	Central Coast														

	<input type="checkbox"/> Elsewhere in NSW <input type="checkbox"/> Interstate <input type="checkbox"/> Overseas		
Newcastle Include: QV12_where IS Newcastle (Local Government Area)	<table border="1"> <tr> <td data-bbox="360 349 651 555">OE_Lives_Newcastle</td> <td data-bbox="651 349 1386 555"> <p>What is your Newcastle postcode?</p> <p>Please supply your answer below</p> <input type="text"/> </td> </tr> </table>	OE_Lives_Newcastle	<p>What is your Newcastle postcode?</p> <p>Please supply your answer below</p> <input type="text"/>
OE_Lives_Newcastle	<p>What is your Newcastle postcode?</p> <p>Please supply your answer below</p> <input type="text"/>		
Q17_OEadditional comments	<p>Please provide any additional comments or suggestions.</p> <p><b>Please be as specific as possible.</b></p> <div data-bbox="360 719 1023 1323" style="border: 1px solid black; height: 270px; width: 415px; margin: 10px 0;"> <!-- Description of the text area --> </div>		
Ends survey	<p><b>TERMINATE:</b></p> <p><b>Thank you for completing this survey.</b>  <b>Your participation in Newcastle Voice is greatly appreciated.</b></p> <p>Do you have questions, comments or feedback for Newcastle Voice?</p> <p>Contact us:          Email: <a href="mailto:acook@ncc.nsw.gov.au">acook@ncc.nsw.gov.au</a>          Phone: 02 4974 2000.</p> <div data-bbox="360 1749 459 1861" style="display: inline-block;">  </div> <p><a href="#">Find us on Facebook</a></p>		

### Appendix III - Topline Data: Onsite respondents only:

Q2\_time\_spent: How long have you spent or do you plan to spend at Newcastle Museum today?

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Under 30 mins	0	0.00%
O2	30 min -1 hour	17	17.89%
O3	1-2 hours	51	53.68%
O4	2-3 hours	22	23.16%
O5	3-4 hours	4	4.21%
O6	4-5 hours	0	0.00%
O7	5 hours+	1	1.05%
O8	Other	0	0.00%
O9	Not sure / Don't know	0	0.00%

Q3\_first\_visit: Is this your first visit to Newcastle Museum?

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Yes	39	41.05%
O2	No	56	58.95%

Q2\_visit\_again: Do you plan to visit Newcastle Museum again this year?

**QUESTION TOTAL:** 39  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Definitely not	3	7.69%
O2	Probably not	8	20.51%
O3	Not sure / don't know	7	17.95%
O4	Probably will	8	20.51%
O5	Definitely will	13	33.33%

Q1a\_last\_visit: Before today, when was the last time you visited Newcastle Museum?

**QUESTION TOTAL:** 56  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
--	---------	-------	---------

O1	More than 12 months ago	12	21.43%
O2	Within the last 12 months	10	17.86%
O3	Within the last 6 months	21	37.50%
O4	Within the last month	8	14.29%
O5	Within the last week	5	8.93%

Vision: Newcastle Museum's vision is to be a centre for and about Newcastle. How well do you think we are achieving this?

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Not at all	0	0.00%
O2	Not very well	1	1.05%
O3	Moderately	9	9.47%
O4	Very Well	50	52.63%
O5	Extremely well	32	33.68%
O6	Not sure /don't know	3	3.16%

Q4\_recommend: Have you or would you recommend Newcastle Museum to anyone else?

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Yes	95	100.00%
O2	No	0	0.00%

Q5\_number\_attending: How many people typically visit Newcastle Museum with you?

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	I visit the museum alone	6	6.32%
O2	1-2	32	33.68%
O3	3-5	52	54.74%
O4	6+	5	5.26%

Q6\_othersage: What is the age group(s) of those typically visiting with you?

**QUESTION TOTAL:** 89  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
--	---------	-------	---------

O1	0-6yrs	52	58.43%
O2	7-15yrs	40	44.94%
O3	16-24yrs	6	6.74%
O4	25-39yrs	17	19.10%
O5	40-54yrs	16	17.98%
O6	55-69yrs	17	19.10%
O7	70+yrs	6	6.74%

Q7\_travel: How do you travel to Newcastle Museum?

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Car	63	66.32%
O2	Bus/ coach	8	8.42%
O3	Ferry	3	3.16%
O4	Cycle	6	6.32%
O5	Motorcycle	0	0.00%
O6	Taxi	0	0.00%
O7	Train	26	27.37%
O8	Walk	8	8.42%
O9	Other	1	1.05%

Q8\_easefindingNM: How easily did you find Newcastle Museum?

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Difficult	0	0.00%
O2	Fair	4	4.21%
O3	Easy	91	95.79%

Q9\_infosources: When planning your visit, how did you get most of your information about Newcastle Museum?

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Council staff	1	1.05%
O2	Free newspapers (Star and Post)	2	2.11%
O3	Local newspapers (Newcastle Herald)	7	7.37%
O4	Newcastle Museum brochures or leaflets in public places	5	5.26%
O5	Newcastle Museum website	22	23.16%

O6	Posters/ signage	0	0.00%
O7	Radio	2	2.11%
O8	Social media (i.e. Facebook)	3	3.16%
O9	Visitor information centre (i.e. Maritime Centre)	2	2.11%
O10	Word-of-mouth: friends and family, colleague	41	43.16%
O11	Other (Please specify)	10	10.53%

Q10\_Reason\_for\_visitCopy1: What is the reason for today's visit?

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Attend preschool age activities	11	11.58%
O2	Do something with friends/family	62	65.26%
O3	Due to the weather, wanted to do something indoors	7	7.37%
O4	For a Museum event/activity	8	8.42%
O5	For fun/entertainment	38	40.00%
O6	Learn more about Newcastle and its history	20	21.05%
O7	School excursion/educational program	1	1.05%
O8	See a particular Museum exhibition / show	3	3.16%
O9	See an item from the museum collection	0	0.00%
O10	Visiting the area	4	4.21%
O11	Other (Please specify)	8	8.42%

Q10\_Reason\_for\_visit: What is the reason for today's visit?

**QUESTION TOTAL:** 0  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Visiting the area	0	0.00%
O2	Due to the weather, wanted to do something indoors	0	0.00%
O3	School excursion/educational program	0	0.00%
O4	For fun/entertainment	0	0.00%
O5	For a Museum event/activity	0	0.00%
O6	Attend preschool age activities	0	0.00%
O7	Do something with friends/family	0	0.00%
O8	See an item from the museum collection	0	0.00%
O9	Learn more about Newcastle and its history	0	0.00%
O10	See a particular Museum exhibition / show	0	0.00%
O11	Other (Please specify)	0	0.00%

Q11\_otherreasons: What are the reasons for your other visits to the Museum?

**QUESTION TOTAL:** 82  
**NO RESPONSE:** 13

	OPTIONS	TOTAL	PERCENT
O1	Attend preschool age activities	16	19.51%
O2	Do something with friends/family	46	56.10%
O3	Due to the weather, wanted to do something indoors	11	13.41%
O4	For a Museum event/activity	10	12.20%
O5	For fun/entertainment	30	36.59%
O6	Learn more about Newcastle and its history	26	31.71%
O7	School excursion/education program	7	8.54%
O8	See a particular Museum exhibition / show	11	13.41%
O9	See an item from the museum collection	2	2.44%
O10	Visiting the area	5	6.10%
O11	Other (Please specify)	2	2.44%

Q12\_satisfaction\_levels\_0: Accessibility (disability friendly)

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	1	1.05%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	0	0.00%
O4	Somewhat satisfied	26	27.37%
O5	Extremely satisfied	55	57.89%
O6	Don't know	13	13.68%

Q12\_satisfaction\_levels\_1: Being welcomed

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	2	2.11%
O4	Somewhat satisfied	21	22.11%
O5	Extremely satisfied	70	73.68%
O6	Don't know	2	2.11%

Q12\_satisfaction\_levels\_2: Customer care

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	1	1.05%
O4	Somewhat satisfied	31	32.63%
O5	Extremely satisfied	60	63.16%
O6	Don't know	3	3.16%

Q12\_satisfaction\_levels\_3: Events/activities

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	1	1.05%
O4	Somewhat satisfied	34	35.79%
O5	Extremely satisfied	54	56.84%
O6	Don't know	6	6.32%

Q12\_satisfaction\_levels\_4: Function rooms

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	2	2.11%
O4	Somewhat satisfied	18	18.95%
O5	Extremely satisfied	18	18.95%
O6	Don't know	57	60.00%

Q12\_satisfaction\_levels\_5: General upkeep of site

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	0	0.00%
O4	Somewhat satisfied	20	21.05%

O5	Extremely satisfied	72	75.79%
O6	Don't know	3	3.16%

Q12\_satisfaction\_levels\_6: Information at Newcastle Museum

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	1	1.05%
O4	Somewhat satisfied	33	34.74%
O5	Extremely satisfied	55	57.89%
O6	Don't know	6	6.32%

Q12\_satisfaction\_levels\_7: Information which tells Newcastle's story

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	1	1.05%
O3	Neither	4	4.21%
O4	Somewhat satisfied	36	37.89%
O5	Extremely satisfied	50	52.63%
O6	Don't know	4	4.21%

Q12\_satisfaction\_levels\_8: Information before visit

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	2	2.11%
O3	Neither	8	8.42%
O4	Somewhat satisfied	37	38.95%
O5	Extremely satisfied	22	23.16%
O6	Don't know	26	27.37%

Q12\_satisfaction\_levels\_9: Museum exhibitions

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
--	---------	-------	---------

O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	1	1.05%
O4	Somewhat satisfied	36	37.89%
O5	Extremely satisfied	53	55.79%
O6	Don't know	5	5.26%

Q12\_satisfaction\_levels\_10: Opening times

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	1	1.05%
O3	Neither	1	1.05%
O4	Somewhat satisfied	39	41.05%
O5	Extremely satisfied	48	50.53%
O6	Don't know	6	6.32%

Q12\_satisfaction\_levels\_11: Signage at Newcastle Museum

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	1	1.05%
O4	Somewhat satisfied	38	40.00%
O5	Extremely satisfied	52	54.74%
O6	Don't know	4	4.21%

Q12\_satisfaction\_levels\_12: Overall cleanliness

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	0	0.00%
O4	Somewhat satisfied	14	14.74%
O5	Extremely satisfied	80	84.21%
O6	Don't know	1	1.05%

Q12\_satisfaction\_levels\_13: Signage to Newcastle Museum

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	2	2.11%
O3	Neither	5	5.26%
O4	Somewhat satisfied	35	36.84%
O5	Extremely satisfied	46	48.42%
O6	Don't know	7	7.37%

Q12\_satisfaction\_levels\_14: Overall satisfaction of visit

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	0	0.00%
O4	Somewhat satisfied	26	27.37%
O5	Extremely satisfied	67	70.53%
O6	Don't know	2	2.11%

Q13\_CAFEdiagnostics\_0: Comfort (seating)

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	1	1.05%
O3	Neither	3	3.16%
O4	Somewhat satisfied	26	27.37%
O5	Extremely satisfied	20	21.05%
O6	Don't know/ Not applicable	45	47.37%

Q13\_CAFEdiagnostics\_1: Customer care

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	5	5.26%
O3	Neither	2	2.11%
O4	Somewhat satisfied	15	15.79%

O5	Extremely satisfied	28	29.47%
O6	Don't know/ Not applicable	45	47.37%

Q13\_CAFEdiagnostics\_2: Environment (design)

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	0	0.00%
O3	Neither	4	4.21%
O4	Somewhat satisfied	16	16.84%
O5	Extremely satisfied	30	31.58%
O6	Don't know/ Not applicable	45	47.37%

Q13\_CAFEdiagnostics\_3: Quality of food

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	1	1.05%
O2	Somewhat dissatisfied	2	2.11%
O3	Neither	6	6.32%
O4	Somewhat satisfied	10	10.53%
O5	Extremely satisfied	24	25.26%
O6	Don't know/ Not applicable	52	54.74%

Q13\_CAFEdiagnostics\_4: Selection of food

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	1	1.05%
O3	Neither	7	7.37%
O4	Somewhat satisfied	13	13.68%
O5	Extremely satisfied	22	23.16%
O6	Don't know/ Not applicable	52	54.74%

Q13\_CAFEdiagnostics\_5: Value for money

**QUESTION TOTAL:** 95

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
--	---------	-------	---------

O1	Extremely dissatisfied	1	1.05%
O2	Somewhat dissatisfied	3	3.16%
O3	Neither	6	6.32%
O4	Somewhat satisfied	18	18.95%
O5	Extremely satisfied	20	21.05%
O6	Don't know/ Not applicable	47	49.47%

Gift\_Shop: The Newcastle Museum has opened a gift shop in 2012. Have you made a purchase from the gift shop?

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Yes	15	15.79%
O2	No	80	84.21%

QV1\_gender: Please select your gender:

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Male	34	35.79%
O2	Female	60	63.16%
O3	Prefer not to disclose	1	1.05%

QV2\_visitorage: Please select your age category:

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	16-24yrs	3	3.16%
O2	25-39yrs	33	34.74%
O3	40-54yrs	25	26.32%
O4	55-59yrs	2	2.11%
O5	60-69yrs	22	23.16%
O6	70+yrs	9	9.47%
O7	Prefer not to disclose	1	1.05%

WhereLive: Please select your area of residence:

**QUESTION TOTAL:** 95  
**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Newcastle (Local Government Area)	33	34.74%

O2	Lake Macquarie (Local Government Area)	18	18.95%
O3	Port Stephens (Local Government Area)	6	6.32%
O4	Rest of Hunter area	13	13.68%
O5	Central Coast	6	6.32%
O6	Elsewhere in NSW	12	12.63%
O7	Interstate	5	5.26%
O8	Overseas	2	2.11%

#### Appendix IV - Topline Data: Offsite respondents only:

Q1\_Visitation: Have you visited Newcastle Museum before?

**QUESTION TOTAL:** 438

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Yes	351	80.14%
O2	No	87	19.86%

Q1a\_last\_visit: When was the last time you visited Newcastle Museum?

**QUESTION TOTAL:** 351

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	More than 12 months ago	104	29.63%
O2	Within the last 12 months	71	20.23%
O3	Within the last 6 months	113	32.19%
O4	Within the last month	48	13.68%
O5	Within the last week	14	3.99%

Visited\_before\_Visit\_Again: Do you plan to visit Newcastle Museum again this year?

**QUESTION TOTAL:** 350

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	Definitely not	7	2.00%
O2	Probably not	46	13.14%
O3	Not sure/ don't know	90	25.71%
O4	Probably will	128	36.57%
O5	Definitely will	79	22.57%

Vision: Newcastle Museum's vision is to be a centre for and about Newcastle. How well do you think we are achieving this?

**QUESTION TOTAL:** 351

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	Not at all	4	1.14%
O2	Not very well	23	6.55%
O3	Moderately	104	29.63%
O4	Very Well	134	38.18%
O5	Extremely well	47	13.39%
O6	Not sure /don't know	38	10.83%

Q4\_recommend: Have you or would you recommend Newcastle Museum to anyone else?

**QUESTION TOTAL:** 351

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	Yes	318	90.60%
O2	No	32	9.12%

Q5\_number\_attending: How many people typically visit Newcastle Museum with you?

**QUESTION TOTAL:** 351

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	I visit the museum alone	24	6.84%
O2	1-2	190	54.13%
O3	3-5	121	34.47%
O4	6+	15	4.27%

Q6\_othersage: What is the age group(s) of those typically visiting with you?

**QUESTION TOTAL:** 326

**NO RESPONSE:** 0

	OPTIONS	TOTAL	PERCENT
O1	0-6yrs	117	35.89%
O2	7-15yrs	143	43.87%
O3	16-24yrs	33	10.12%
O4	25-39yrs	62	19.02%
O5	40-54yrs	79	24.23%
O6	55-69yrs	98	30.06%
O7	70+yrs	43	13.19%

Q7\_travel: How do you typically travel to Newcastle Museum?

**QUESTION TOTAL:** 350

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	Car	244	69.71%
O2	Bus/ coach	48	13.71%
O3	Ferry	14	4.00%
O4	Cycle	33	9.43%
O5	Motorcycle	3	0.86%
O6	Taxi	0	0.00%
O7	Train	60	17.14%
O8	Walk	63	18.00%
O9	Other	4	1.14%

Q8\_easefindingNM: Do you think the Newcastle Museum is easy to find?

**QUESTION TOTAL:** 351

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	Difficult	6	1.71%
O2	Fair	85	24.22%
O3	Easy	259	73.79%

Q9\_infosources: How do you get most of your information about Newcastle Museum?

**QUESTION TOTAL:** 350

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	Council staff	14	4.00%
O2	Free newspapers (Star and Post)	51	14.57%
O3	Local newspapers (Newcastle Herald)	88	25.14%
O4	Newcastle Museum brochures or leaflets in public places	38	10.86%
O5	Newcastle Museum website	74	21.14%
O6	Posters/ signage	27	7.71%
O7	Radio	40	11.43%
O8	Social media (i.e. Facebook)	22	6.29%
O9	Visitor information centre (i.e. Maritime Centre)	6	1.71%
O10	Word-of-mouth: friends and family, colleague	125	35.71%
O11	Other (Please specify)	30	8.57%

Q10\_Reason\_for\_visit: What is the reason for your MOST RECENT visit?

**QUESTION TOTAL:** 351

**NO RESPONSE:** 1

	OPTIONS	TOTAL	PERCENT
O1	Attend preschool age activities	16	4.56%
O2	Do something with friends/family	132	37.61%
O3	Due to the weather, wanted to do something indoors	12	3.42%
O4	For a Museum event/activity	31	8.83%
O5	For fun/entertainment	31	8.83%
O6	Learn more about Newcastle and its history	29	8.26%
O7	School excursion/education program	11	3.13%
O8	See a particular Museum exhibition / show	39	11.11%
O9	See an item from the museum collection	2	0.57%
O10	Visiting the area	8	2.28%
O11	Other (Please specify)	39	11.11%

Q11\_otherreasons: What are the reasons for your other visits to the Museum?

**QUESTION TOTAL:** 339

**NO RESPONSE:** 12

	OPTIONS	TOTAL	PERCENT
O1	Attend preschool age activities	38	11.21%
O2	Do something with friends/family	147	43.36%
O3	Due to the weather, wanted to do something indoors	51	15.04%
O4	For a Museum event/activity	88	25.96%
O5	For fun/entertainment	122	35.99%
O6	Learn more about Newcastle and its history	102	30.09%
O7	School excursion/education program	15	4.42%
O8	See a particular Museum exhibition / show	115	33.92%
O9	See an item from the museum collection	45	13.27%
O10	Visiting the area	22	6.49%
O11	Other (Please specify)	29	8.55%

Q12\_satisfaction\_levels\_0: Accessibility (disability friendly)

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	4	1.14%
O2	Somewhat dissatisfied	11	3.13%

O3	Neither	29	8.26%
O4	Somewhat satisfied	68	19.37%
O5	Extremely satisfied	155	44.16%
O6	Don't know	82	23.36%

Q12\_satisfaction\_levels\_1: Being welcomed

**QUESTION TOTAL:** 351  
**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	4	1.14%
O2	Somewhat dissatisfied	8	2.28%
O3	Neither	33	9.40%
O4	Somewhat satisfied	102	29.06%
O5	Extremely satisfied	181	51.57%
O6	Don't know	21	5.98%

Q12\_satisfaction\_levels\_2: Customer care

**QUESTION TOTAL:** 351  
**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	4	1.14%
O2	Somewhat dissatisfied	7	1.99%
O3	Neither	41	11.68%
O4	Somewhat satisfied	95	27.07%
O5	Extremely satisfied	168	47.86%
O6	Don't know	34	9.69%

Q12\_satisfaction\_levels\_3: Events/activities

**QUESTION TOTAL:** 351  
**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	4	1.14%
O2	Somewhat dissatisfied	17	4.84%
O3	Neither	28	7.98%
O4	Somewhat satisfied	123	35.04%
O5	Extremely satisfied	132	37.61%
O6	Don't know	45	12.82%

Q12\_satisfaction\_levels\_4: Function rooms

**QUESTION TOTAL:** 351  
**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	4	1.14%
O2	Somewhat dissatisfied	3	0.85%
O3	Neither	44	12.54%
O4	Somewhat satisfied	45	12.82%
O5	Extremely satisfied	56	15.95%
O6	Don't know	197	56.13%

Q12\_satisfaction\_levels\_5: General upkeep of site

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	0	0.00%
O2	Somewhat dissatisfied	4	1.14%
O3	Neither	15	4.27%
O4	Somewhat satisfied	92	26.21%
O5	Extremely satisfied	217	61.82%
O6	Don't know	21	5.98%

Q12\_satisfaction\_levels\_6: Information at Newcastle Museum

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	5	1.42%
O2	Somewhat dissatisfied	9	2.56%
O3	Neither	18	5.13%
O4	Somewhat satisfied	120	34.19%
O5	Extremely satisfied	170	48.43%
O6	Don't know	27	7.69%

Q12\_satisfaction\_levels\_7: Information which tells Newcastle's story

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	8	2.28%
O2	Somewhat dissatisfied	21	5.98%
O3	Neither	30	8.55%
O4	Somewhat satisfied	103	29.34%
O5	Extremely satisfied	159	45.30%
O6	Don't know	28	7.98%

Q12\_satisfaction\_levels\_8: Information before visit

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	5	1.42%
O2	Somewhat dissatisfied	13	3.70%
O3	Neither	86	24.50%
O4	Somewhat satisfied	106	30.20%
O5	Extremely satisfied	62	17.66%
O6	Don't know	77	21.94%

Q12\_satisfaction\_levels\_9: Museum exhibitions

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	4	1.14%
O2	Somewhat dissatisfied	19	5.41%
O3	Neither	22	6.27%
O4	Somewhat satisfied	138	39.32%
O5	Extremely satisfied	141	40.17%
O6	Don't know	25	7.12%

Q12\_satisfaction\_levels\_10: Opening times

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	3	0.85%
O2	Somewhat dissatisfied	14	3.99%
O3	Neither	35	9.97%
O4	Somewhat satisfied	102	29.06%
O5	Extremely satisfied	160	45.58%
O6	Don't know	35	9.97%

Q12\_satisfaction\_levels\_11: Signage at Newcastle Museum

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	2	0.57%

O2	Somewhat dissatisfied	11	3.13%
O3	Neither	34	9.69%
O4	Somewhat satisfied	124	35.33%
O5	Extremely satisfied	150	42.74%
O6	Don't know	28	7.98%

Q12\_satisfaction\_levels\_12: Overall cleanliness

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	2	0.57%
O2	Somewhat dissatisfied	4	1.14%
O3	Neither	13	3.70%
O4	Somewhat satisfied	87	24.79%
O5	Extremely satisfied	223	63.53%
O6	Don't know	20	5.70%

Q12\_satisfaction\_levels\_13: Signage to Newcastle Museum

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	6	1.71%
O2	Somewhat dissatisfied	22	6.27%
O3	Neither	52	14.81%
O4	Somewhat satisfied	108	30.77%
O5	Extremely satisfied	104	29.63%
O6	Don't know	57	16.24%

Q12\_satisfaction\_levels\_14: Overall satisfaction of visit

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	4	1.14%
O2	Somewhat dissatisfied	13	3.70%
O3	Neither	21	5.98%
O4	Somewhat satisfied	115	32.76%
O5	Extremely satisfied	180	51.28%
O6	Don't know	16	4.56%

Q13\_CAFEdiagnostics\_0: Comfort (seating)

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	7	1.99%
O2	Somewhat dissatisfied	17	4.84%
O3	Neither	33	9.40%
O4	Somewhat satisfied	101	28.77%
O5	Extremely satisfied	60	17.09%
O6	Don't know/ Not applicable	131	37.32%

Q13\_CAFEdiagnostics\_1: Customer care

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	9	2.56%
O2	Somewhat dissatisfied	19	5.41%
O3	Neither	31	8.83%
O4	Somewhat satisfied	92	26.21%
O5	Extremely satisfied	77	21.94%
O6	Don't know/ Not applicable	121	34.47%

Q13\_CAFEdiagnostics\_2: Environment (design)

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	8	2.28%
O2	Somewhat dissatisfied	18	5.13%
O3	Neither	33	9.40%
O4	Somewhat satisfied	99	28.21%
O5	Extremely satisfied	84	23.93%
O6	Don't know/ Not applicable	107	30.48%

Q13\_CAFEdiagnostics\_3: Quality of food

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	5	1.42%
O2	Somewhat dissatisfied	13	3.70%
O3	Neither	28	7.98%
O4	Somewhat satisfied	86	24.50%
O5	Extremely satisfied	76	21.65%

O6	Don't know/ Not applicable	141	40.17%
----	----------------------------	-----	--------

Q13\_CAFEdiagnostics\_4: Selection of food

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	7	1.99%
O2	Somewhat dissatisfied	20	5.70%
O3	Neither	39	11.11%
O4	Somewhat satisfied	81	23.08%
O5	Extremely satisfied	59	16.81%
O6	Don't know/ Not applicable	143	40.74%

Q13\_CAFEdiagnostics\_5: Value for money

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Extremely dissatisfied	9	2.56%
O2	Somewhat dissatisfied	22	6.27%
O3	Neither	39	11.11%
O4	Somewhat satisfied	89	25.36%
O5	Extremely satisfied	61	17.38%
O6	Don't know/ Not applicable	129	36.75%

Gift\_Shop: The Newcastle Museum has opened a gift shop in 2012. Have you made a purchase from the gift shop?

**QUESTION TOTAL:** 351

**NO RESPONSE:** 2

	OPTIONS	TOTAL	PERCENT
O1	Yes	32	9.12%
O2	No	317	90.31%

QV1\_gender: Please select your gender:

**QUESTION TOTAL:** 351

**NO RESPONSE:** 7

	OPTIONS	TOTAL	PERCENT
O1	Male	132	37.61%
O2	Female	210	59.83%
O3	Prefer not to disclose	2	0.57%

QV2\_visitorage: Please select your age category:

**QUESTION TOTAL:** 351

**NO RESPONSE:** 7

	OPTIONS	TOTAL	PERCENT
O1	16-24yrs	7	1.99%
O2	25-39yrs	57	16.24%
O3	40-54yrs	101	28.77%
O4	55-59yrs	30	8.55%
O5	60-69yrs	89	25.36%
O6	70+yrs	54	15.38%
O7	Prefer not to disclose	6	1.71%

QV12\_whereive: Please select your area of residence:

**QUESTION TOTAL:** 351

**NO RESPONSE:** 8

	OPTIONS	TOTAL	PERCENT
O1	Newcastle (Local Government Area)	319	90.88%
O2	Lake Macquarie (Local Government Area)	17	4.84%
O3	Port Stephens (Local Government Area)	4	1.14%
O4	Rest of Hunter area	2	0.57%
O5	Central Coast	0	0.00%
O6	Elsewhere in NSW	0	0.00%
O7	Interstate	1	0.28%
O8	Overseas	0	0.00%

## Appendix V - Verbatims- Reasons for not visiting

**TITLE: Verbatims**

OE\_have\_visited\_wont\_again. Please tell us the reason(s) for not wanting to visit the Newcastle Museum again this year.

Verbatim Responses	Total
Already been this year.	1
At this time of the year I am busy	1
Been there don't need to go again	1
Dont have time	1
Hadn't considered visiting it. Why would consider visiting it? What's in there? Questions as to why.	1
Have been twice already and may visit during 2014	1
Have other in my life.	1
Have seen it. Same as it was over a year ago last time I went. Don't need to go	1

back.	
haven't got time	1
Haven't heard of any new/exciting exhibitions. You can only look at Australian/Newcastle history so many times before becoming bored.	1
Having been once and being disappointed, I won't go again until I hear of something interesting being added.	1
I am heavily involved with Fort Scratchley and as such that's where I spend most of my time. The Museum is ok though.	1
I enjoy visiting museums but since moving to smaller premises the Newcastle Museum has less variety and items of interest for both adults and children. The west end museum was great and I visited there frequently, with both children and grandchildren. I now visit the Art Gallery much more than the museum.	1
I have not been to the Newcastle Museum since it left the old brewery building. That was a convenient location. I am not sure where the new Museum is. No doubt I will come across it one day, and will some time visit it.	1
I have seen it once. My grandchildren are older & not that interested in most of the displays there. The former building had a different atmosphere, eg. old building, different lighting, nooks & crannies to 'enjoy'. Most of new museum does not have a mysterious atmosphere - it is a modern building complex. The theatre is more appealing with its varying lighting, seating & ramps.	1
I have the impression that exhibits are static and I've seen them before and/or are not of much interest.	1
I have visited several times previously with my children. I would probably only attend this year again for a special event. I think visiting the museum once or twice a year is enough.	1
I used to visit the Newcastle Museum frequently when my children were younger. They are adults now and at the moment I am not too interested in visiting the museum. This might be different if the museum would host an exhibition I am interested in.	1
I'd only go if one of my friends or family were going. More likely to go to a bigger museum in Sydney or Melbourne. Or possibly a theme museum in a tourist area/town.	1
It is not inviting. Looks totally dull and boring on the outside Gives the impression of emptiness No inspiring vibes No parking	1
It was boring	1
It's a very poor shadow of what it was at the previous premises. Very small and limited things to look at. However the BHP sound & light show was good. I was looking forward to the Supernova but unfortunately it was a disappointment. It was too dark and eerie, especially for young children. It's supposed to be about science and so should be bright and inviting not alien and spooky. My grandchildren did not want to stay very long.	1
It's just not a priority. Would probably visit if we had visitors from out of town	1
I've already been a number of times.	1
Limited interest	1
Limited Not engaging enough. Too non museum. Seems to try to do all sorts of things without focusing in depth on any one aspect.	1

I've visited museums in tiny towns throughout the world and they provide clearer, more succinct, more engaging information about their local area than newcastle's big city museum does Too many of the displays are too static. If you want us to return then change the displays or try to stay on track with museum presentations.	
More interested in visiting cultural venues like the Art Gallery. My children have grown up and the attractions at the Museum seem to be more directed to visitors and good for families with young children.	1
Museums are archives, I only visit for information or if visitors express an interest in visiting	1
My interests do not lead me to any museum.	1
needs better exhibits	1
No comment	1
no need	1
no reason to go	1
No reason to visit - unsure of displays. Will take Grandchildren next year visiting from Sydney.	1
Not aware of anything new or different to encourage me to return.	1
Not interested	1
Nothing to interest young children	1
only visit with nieces and nephews from interstate	1
Parking and location I was opposed to the move to the new site	1
Parking near museum not easy for a start	1
poor parking. static displays - as in same, same.	1
Running out of time, christmas, etc	1
seen all the stuff and would be bored	1
There is only a few months left in the year and it is a quite busy time, it is unlikely I will be finding the time to make a visit to the museum.	1
There wasn't much to see and what there was was dull and uninteresting. The display on Pasminco included incorrect information.	1
Time Poor	1
Too busy with holidays and other activities in the run up till Christmas	1
Too many other things that I would prefer to do	1
Too much \$\$\$\$\$'s wasted & way too much space wasted.	1
Unless there was a particular exhibit	1
Was not very interesting to me	1
We like to take our visitors to Newcastle to the Museum. At this late date in the year we are not expecting any more visitors from interstate. If that should change we would definitely include the Museum.	1
We went at the beginning of the year and one of my children went with school during the year as well. Also there isn't anything I have heard that is going on there at the moment.	1
From Sydney.	1
I am from Canberra and only came for a short visit	1
it is almost the end of the year. We will probably come again next year though!	1
Live in Queensland.	1
No more visitors until 2014	1
No new exhibits.	1
Only because of distance. We live in Adelaide South Australia.	1

Saw everything I wanted and live in Melbourne.	1
Visitn Australia - returning home.	1
Visitors, not local. But will visit every few years or so. Probably too far for school trip (from Hornsby) since Power House closer?	1
Won't be in Newcastle again until January.	1

## Appendix VI -Verbatims- Vision of Museum

Q3_OE_Vision. How do you think Newcastle Museum could better reach its vision to be a centre for and about Newcastle?	
Verbatim Responses	Total
Advertise it as the cultural centre with the Art Gallery, Library and Maritime Museum all included.	1
Advertise more and hold special events for children	1
better exhibits	1
Better stories, more meaningful	1
Cater for the broader community. Reach out to the community via different methods....???	1
Difficult to stop and park	1
Have more examples of Newcastle's history. The significance of the earthquake was underestimated in my opinion. Also the deterioration of Hunter Street should be noted.	1
Have more info about the development of Newcastle. Tell people why Newcastle is here, Have a photo graphic display of the changes to the city. Tell the story of Newcastle, how coal was found looking for run away convicts then convicts sent to mine it. Get maps from the mine subsidance board people would be amazed at the vast network of mines under the whole city. Tell the story of the war get maps showing the Military tunnels under the city. Newcastle had some the earliest railways in the Country. You would never know any of this going to the museum today.	1
I know my son went there. How else?	1
I think the "old" history section of the museum is very boring and not inviting or interactive. Given the "science" section and coal/steel works section is so good. Why cant we just do more of the same on different themes, eg transport, port, sport, earthquake, pasha bulka etc... it could be a great learning experience for all. Not sure if the vision in the about includes the "now", ie more like a tourism office or not. But it could be incorporated thats for sure. One stop shop for tourists.	1
I think the adults are so important & have so much to offer, because once all their memories are forgotten, they are gone forever, but you seem to concentrate on kids.	1
I think you have the wrong vision	1
Is it about Newcastle or the Lower Hunter. Use the outside display areas. (you can to fish without bait!) Have a sizable entry fee. (If is not worth paying for its not worth doing) Make the place self funding then there will be an incentive to make the place attractive.	1
Make it more engaging and informative. Have more hands-on activities in the general exhibit areas. A lot of space is wasted in an already small building.	1
More advertising needed to promote this venue	1
Need more exhibition area and to have changing exhibitions focussing on more aspects of Newcastle's social history. After visiting a couple of times there isn't	1

enough new material to return.	
Newcastle Aboriginal story not well done. BHP exhibit expensive but not good enough. The local Government history could be better.	1
supernova was started as a hands - on science museum and together with professor tim roberts and a few other university scientists we began designing and constructing hands on science exhibits. after gaining a million\$ grant the museum started at its original site. from that time on the scientific thrust became increasingly subverted by other interests unrelated to science and of no interest to the public.  if you don't employ the services of scientists and integrate with school science related excursions you have no chance of continuing success.	1
The accomodaton is too small for a Regional Museum, affecting its appeal to the general public. Activities such as Meet Your Council are a good idea but the museum needs to offer more by way of exhibits and special exhibitions	1
The BHP steelworks show is very good but: - it is not something that draws you back to see time and again, and - it takes up such a large part of the available space that it limits the scope of the Museum	1
There is hardly anything to see. There seems to be a lot less to look at than the old museum but much more space.	1
There is more to the history of Newcastle than just the BHP. There should be more of all aspects of Newcastle history such as retailing, trade unions, The Royal Newcastle Hospital, the waterfront and the list goes on.	1
to be the "centre for and about newcastle" is assuming that is what the newcastle people want, which i think is far from the truth.	1
What in the heavens does that question mean?. any number of organizations could claim they exist for and about newcastle so this question is silly in the extreme how do you expect we are to answer this?	1
Science related and Dinosaurs. Sporting museum and with games. Wine show on making wine. University related shows.	1

## Appendix VII - Verbatims- Travel

Q7_travel_Other. How do you typically travel to Newcastle Museum?	
Verbatim Responses	Total
disability scooter	1
Mobility scooter	1
NA	1
Park at Cooks Hill and walk	1
Train from Maitland today	1

## Appendix VIII - Verbatims- Information Sources

Q9_infosources_Other (Please specify). How do you get most of your information about Newcastle Museum?	
Verbatim Responses	Total
alphabet street website	1
by visiting	1

c	1
Council e news	1
Council newsletter	1
don't get any information	1
E news	1
email	1
email newsletters	1
Google	1
i dont get info, only when i visit	1
I dont look for it so have no idea of events	1
I dont notice any information	1
I don't.	1
I have always loved the museum	1
I have no information abou the museum	1
I just go and see what is on	1
internet	1
just know it's there	1
just pop in if I'm in vacinity	1
Lived in Newcastle for 70 years	1
NA	1
Newcastle Voice	1
no information reaches me	1
none	1
none really	1
NYO	1
online	1
see the building	1
website	1
By chance	1
Came specifically to visit it	1
computer	1
Google	1
Hotel Staff (Novotel)	1
I live 2 hours drive away	1
just know it is here	1
Online newspapers	1
Passing by.	1
the mummy project website	1

## Appendix IX- Verbatims- Reasons for most recent visit

Q10\_Reason\_for\_visit\_Other (Please specify). What is the reason for your MOST RECENT visit?

Verbatim Responses	Total
Function	2

attended a function	1
Cafe	1
conference	1
Corporate function	1
Council Information Day	1
filling in time	1
Filling in time waiting for next ferry - used the playground	1
Food security seminar	1
For a private function (xmas party for work)	1
Friend employed there - visited & had lunch	1
Friend wanted to see the museum	1
friends visiting from outside Newcastle	1
I do not personally go to the museum I send my guests there and they just love it.	1
I visited the museum when it was in the nice old brewery building to have a look at the various exhibits.	1
Increases awareness of Grandchild	1
Just One world workshop	1
lunch	1
NA	1
Newcastle Youth Orchestra	1
Newcastle Youth Orchestra Concert	1
see what museum was like	1
see what was in the building	1
support disabled person in an activity	1
take grandchildren	1
take photos in building	1
Taking primary school aged children to visit	1
To compare its exhibitions to what was on display at the former site.	1
to listen to " new professors talk" series	1
to note the differences between the former museum with my grandchildren who had enjoyed the former one.	1
to see NYO in rehearsal	1
To see the museum in its new location.	1
To see what the Museum had to offer in its new location	1
to sing in choir	1
to see how much like a fun park it has become	1
University Event	1
Wanted to give something to museum but was unsuccessful .	1
When own children at school - they are now in their 30's	1
Grandchild	1
Impress Date	1
looking after grandchildren	1
On my to do list approximately 5 yrs.	1
school holiday entertainment	1
Show husband and son	1

Teddy Bear Picnic	1
Teddy Bears' Picnic	1

## Appendix X - Verbatims- Reasons for other Visits

Q11_otherreasons_Other (Please specify). What are the reasons for your other visits to the Museum?	
Verbatim Responses	Total
cafe	2
Aboriginal cultural content	1
Attend Council Community Plan workshop	1
Can't remember - it was years ago	1
Curiosity to see if anything had improved.	1
first time	1
I don't	1
I send others to the musuem from our B&B	1
Interactive section for kids	1
I've only attended once, the other reasons for attending were to checkout the museum itself as it was still quite new.	1
N/A	1
NA	1
NYO Orchestra open rehearsals	1
only been once	1
Only been to the new site once and did not consider the displays as good as those at its former site.	1
see if it was any better	1
Show casing our museum to friends visiting Newcastle	1
Show international friends around	1
star gazing talk	1
support disabled person or group	1
taking young clients	1
The same	1
to be a novacastrian and be proud	1
to see how much like a fun park it has become	1
Visit with junior guides i.e. Brownies	1
Visiting the museum	1
Wedding	1
When our children were younger, I pobably visited the museum, in its previous location, within walking distance, at least once a month.	1
Bring famil visiting interstate	1
Family or friends	1

## Appendix XI - Verbatims- Improvements to increase satisfaction

OE\_disatisfaction. Please tell us how we could improve your level of satisfaction.

Verbatim Responses	Total
A little more info regarding the contents of some showcases. Otherwise, it's a great place.	1
As a one off visit by an out of town person the museum is ok. And this is the goal so museum has achieved this. However, as a community asset I think it important to attract locals for return visits.	1
Be open on Mondays :)	1
better exhibits and info	1
Better Newcastle stories	1
Clean kids play area better. Improve food shop variety. Have more info about Newcastle	1
Cleaner, more signage	1
Could not care less about the museum as I think it was a total waste of taxpayers money which could have been better spent.	1
decent exhibits parking outside exhibits night opening much better food provision and very much better outside eating area	1
Difficult to comment on same, will all the work going on outside the front of the gallery with the removal of the fig trees and replanting	1
Ensure interactive exhibits working . Improve flow of people - some areas way too crowded on a weekend.	1
Given my cross-cultural heritage and interests, it would be of great benefit for the surrounding region, national and international visitors and guests to see the Newcastle Museum to provide a more comprehensive and culturally appropriate audio-visual display / events of Awabakal Aboriginal presence. The museum may consider independent and interconnected histories with surrounding Aboriginal nations with their region, the landscape and industrial / social events, personal histories and events (past to present).	1
Have a more diverse range of exhibits depicting the history of Newcastle.	1
Have a senior Museum expert as the Director of the Museum only with responsibility directly and only to the General Manager of the Council. Do not allow combination of control of the Museum, the Art Gallery, the Library and the Civic Theatre. These are four excellent "stand alone" assets of the City with separate management and director skills required and essential for each one. If they are not all directed by one person with expertise and experience in each field they will all be destroyed and years of achievement will be lost.	1
I believe that the museum needs to be much more inclusive of the whole area of the Hunter river settlement and the town and villages whic form the region. I was hoping to find some reference to coal mines and Sulphide in the museum, The first settlers and the original inhabitats of the area and their life style and connection with the area.	1
I felt the story of Newcastle is very limited.	1
I have always enjoyed visits to the museum mainly because of history portrayed of the 'long gone' past. Difficult question to answer - I think it depends on the age of the visitor and their areas of interest	1
I have only visited once so my perspective may be bias but when I visited the specific exhibition was both very small and didn't have any talks/presentations to go along with it. Larger specialized exhibitions that aren't Newcastle based would be far more interesting. Especially with talks from academics and so forth.	1
I think more advertising needs to be done regarding events and touring displays. Also the opening time is a little late, I have waited outside on a	1

weekend morning, probably no more than 30mins but still I thought it was strange and noticed others waiting too.	
I went years ago with my children, and to be brutally honest we found it a bit boring. There was, I think something on about Questacom on. A few of the exhibits in this exposition didn't work and were a little bit scruffy. Hardly anyone else was in the museum. I thought at the time that the museum needed to be modernised and the exhibits updated. I have grandchildren now and was thinking of re-visiting the Museum. It could be completely different now.	1
It has been sometime since my last visit to the museum, but I found some of the signage and information regarding exhibits lacking. This may have improved by now.	1
It is very difficult to hear talks in the room with the globe.	1
It would be difficult to find if you didn't already know where it was. We use the cafe after every visit. It is great to have this use as an addition.	1
It's not big enough. It will be great to have more room and space between collection.	1
its out of the way and difficult to get family to. You cant fix this. Sinage encouraging visits especially for special events or exhibitions might help.	1
Last time I went, some of the exhibits were dusty -- and parking was hard for elderly, mobility challenged people.	1
Lighten the Supernova area. Have more things for 4-8 year olds. Have simpler instructions for early readers. Have more hands on things in the other areas of the museum as well the Supernova.	1
Maybe I should visit before responding?	1
more & higher quality displays. Perhaps the stories of a few women could be included - it's a very male version of our history.	1
More exhibitions, new things to do or see, more events.	1
More exhibits on Newcastle, there is a lot of wasted space. Super Nova is dreadful and it used to be so good.	1
more exhibits!!!! more old photos and items - expand on the exhibition rooms containing the bits n pieces from past times. Change this display from time to time.	1
More exhibits, more one-off exhibitions, more activities	1
More information about Newcastle's recent history, i.e., what led to its current state.	1
More publicity regarding special event/exhibitions and more rotation of exhibits	1
More rest areas for older and disabled. More disabled parking close to entry.	1
more signs around Newcastle as to where the museum is more advertising need to use it for more functions	1
more social histroy and less BHP. That exhibition is too loud	1
more variety in the exhibits rather than the same permanent collections most of the time.	1
More varying visiting exhibitions from other cities.	1
Museum articles and item displays are an inappropriate height for select disabled and children. Accessibility by means of circulation is fine, but the exhibits are not satisfactorily displayed. It is difficult for a parent or guardian with 3 children to be lifting them all for a better view of every exhibit. I also feel we breeze through the aboriginal heritage of the region with BHP understandably a majority of the exhibit.	1
Needs to be more to see and show visitors to the area.	1

Not easily fixed because of poor decisions made when moving the museum to Civic and planning the museum. We now need to wait until the newness has worn off and allow the museum to evolve and mature.	1
Overall very happy.	1
Parking!!!! lots of grass and 'clear' area but no where to park. Working conditions of exhibits sometimes dodgy Covered walkway from parking area to 'side door' More exhibits. Needs to seriously think about growth possibility. Cafe average - need to train in hospitality service area and food handling techniques.	1
provide more ramps and less stairs to enable those with a disability to see all of the exhibits. when I went there I wanted to see the BHP exhibition but was unable to because of the stairs. It seems Newcastle council is slack when it comes to disability access, especially with the lack of ramps on footpaths not to mention the lack of footpaths in some areas too.	1
return its function to be a hands on science museum (supernova).	1
Rotation of exhibits. I want to see now things happening there a few times a year that will encourage me to visit more often.	1
Space is obviously an issue as some of the exhibits are light on content and big on signage. The local history section seems to concentrate mostly on Hamilton and its a pity that there is not more about the aboriginal history of Newcastle. The Supernova and BHP exhibit are the highlights of the Museum and overall the Museum provides a very pleasant environment. The programs on offer are of a good variety.	1
The BHP spund and light show every our is very scary and intimidating for young children. It would be more entertaining to have a show with less loud alarms and smoke that I could take my young child to.	1
The displays do not cater for the young adults 12 to 16 newcastles history is interesting but the displays are not	1
The exhibitions seem to be crammed into a very small space. Expanding the standing exhibition into unused exhibition space would be of benefit.	1
the last exhibition was very limited in size when there seems to be so much room at the museum	1
The museum is a little small (lacks diversity for multiple visits) and is not open for long enough for me to squeeze in visits when I would like to. I enjoy the rotating art displays and competitions that engage the local community - more things like this would be very welcome. I also enjoy the fact that the NYO rehearse there and occasionally hold concerts there. This makes the space more relevant to the community too. I think that more space dedicated to changing displays and perhaps more use of the Workshop Way awning space would be great- it could be enclosed in glass and used as extra exhibition/cafe/restaurant space?	1
The Museum might benefit from having late night opening hours... like the "night at the museum" movie would appeal to many people- I think. New years it was open late last year- I thought this worked well- obviously there are reasons for/against - but perhaps it could be trialled. People would need to be better informed if this were to happen.	1
The toilets were not clean. The interactive exhibition pieces were not fully functional / paper had run out / papers were strewn about the floor / pens did not work / displays were broken. Its the same exhibits as a few years ago. It seems a lot of effort has gone into creating a wonderful space, but no effort is going into maintaining or updating it, keeping it functional and interesting.	1

There appeared to be no continuous theme - the exhibits appeared to be random and disjointed	1
There are a number of things: 1. The globe, whilst a fantastic idea, is incredibly frustrating in that it only shows the southern hemisphere. 2. A coat rack is required. 3. A bike rack is required. 4. A dedicated area to park prams is required. 5. Every time I've been to a classical concert (and they've been absolutely fantastic - a brilliant initiative) the sound and light show has continued to run, interrupting the concert and showing a level of disregard to the musicians who come to perform. 6. The exhibition in the front room is largely inaccessible to kids in that a lot of it is too high up.	1
There is a lack of parking space, and cost of parking is excessive. For the amount spent on the museum I thought the quality of the displays were poor. I know the BHP was a major sponsor but they monopolise the display space.	1
There needs to be a pick up and drop off bay closer to the museum door. This could be in workshop way	1
Too static. Don't try to do everything Focus on what museums around the world do best :historic displays , engaging education , informative models and interactive activities also, too long a survey if you want people to answer your questions you need to limit it to 5 pages and	1
Wanting to give something to Museum and a lady telling us to see this other lady who was talking to a worker there but we waited for that long and was ignored so my husband gave up in disgust. There needs to be some consideration for these situations.	1
Would like to see some more in-depth interpretation of Newcastle's story, the displays are a little lean, especially relating to convict beginnings, and contemporary events. The BHP display is the best!	1
As stated before I love before and now pictures and exhibitions with explanations which put life into context .e.g. the audio exhibition which explains Pub chuck out times (near the tram) - we don't like exhibitions which you can't climb on - Buck is lovely but frustrating for little ones and not much info about how works and history.	1
Disabled parking a lot closer to the entrance.	1
Would be great if it opened at 9 or 9.30a.m.	1

## Appendix XII - Verbatims- Gift shop purpose

OE_Giftshop_purchase. What did you purchase from the Museums gift shop?	
Verbatim Responses	Total
postcards	2
2 x bouncing putty balls	1
A pen	1
a policeman bear and a camel (I think) soft toys for my grandchildren.	1
A USB, which I wasn't too happy with as the cover does not stay on it.	1
Books on trains	1
Childs nobbys tshirt x2 Newcastle themed gift	1
child's toy	1

Educational items for young relation	1
Gifts for family.	1
Gifts for visitors to Newcastle	1
globe jigsaw balloon drive cars tornado in bottle superball putty	1
Items for the grandchildren	1
Lead pencils	1
Lots- bits of all the souvenirs	1
Magnets	1
Pens	1
Pens/ pencils; kids educational toys; Trevor Dickinson items	1
Police teddy bear	1
post cards, prints, local artists pieces.	1
Postcards.	1
sorry, i can't remember	1
Souvenir	1
Tee shirts, prints of ships, mug.	1
The Police Bear.	1
Toys for my grandchild.	1
Trevor Dickinson fridge magnets.	1
trinkets for children and post card	1
2x balloon boat racers 1x bouncy ?	1
3 x Museum USBs.	1
A science toy.	1
Books	1
Camel soft toy.	1
Children's toys	1
I Love Newcastle Badge.	1
pencil case, pencil, pen.	1
Putty for kids.	1
Sorry, can't remember.	1
The book "Newcastle the missing years"	1
Tous for kids.	1

### Appendix XIII - Verbatims- Likes

Q15\_OELikes. What do you particularly like about Newcastle Museum that you do not want changed?

Verbatim Responses	Total
location	5
Free entry	4

Nothing	3
It's free.	2
kids play area	2
1. Hands on activities for children and young people. 2. Beaumont street and tram display 3. Early Newcastle - Aboriginal display 4. BHP Display - Hologram	1
1. There is no cost to enter 2. The BHP section	1
A free visitor friendly facility which tells the story of Newcastle	1
A great FREE Newcastle space that welcomes me and my family to make as many short or long visits as we want. The Museum makes me even more proud to be a Novocastrian.	1
accessibility, would encourage more spill out onto surrounds, level of customer service and acknowledgement, opening hours.	1
Activities for kids	1
activities, hands on	1
All I can say is that our guests and their children are very happy with the way things are at the Museum.	1
all so far as it goes	1
BHP Blast furnace presentation is great. The rest was standard stuff. Photos Etc The Museum is too small display a lot of material. In a nice position with all the cafes on the harbour I think the museum café could be turned over to displays.	1
BHP Display is excellent	1
Bhp exhibit	1
BHP exhibit Location Cafe	1
Bhp exhibition	1
BHP exhibition, coffee shop	1
BHP show	1
BHP Story Newcastle History Entry Area with Gifts	1
Cafe is really good - value, variety, ambience LOVE the open orchestra practices - its fantastic to see little kids walking up close to "real" musicians playing "real" music and instruments. sounds great too The photo essays are fantastic - do they or could they change? The epitomise newcastle really really well.	1
Cant remember	1
Can't remember, it was too long ago	1
children's activities	1
Children's activity area was interesting, entertaining and had a great atmosphere	1
Children's area, the hands-on supernova activities, the BHP sound and light show, and the cafe are our favourite parts - they are all great, and shouldn't be 'changed'.	1
Children's areas are lovely including tram Children's events are good, would love more of them	1
Children's events	1

childrens play area, outside seating at cafe, people focused exhibitions	1
cleanliness Space Location	1
Do not know	1
don't know enough about it to say	1
Eaase of access, displays, photos of old Hamilton area and history of where river used to run, tram to look at, hands on equipment for the children (and the adults) in the science room, so many other things to look at and remember the Old Newcastle. I take all out of town visitors for at least one visit.	1
Ease of getting around.	1
Ease of viewing exhibits	1
Easy access ability, especially for use for grandparents and grandchildren. Free entry is important, a cost would restrict my attendance.	1
Easy transport via train, accessibility.	1
Enjoyed the sound and light show that gave you the experience of what it was like to work there.	1
Entertainment for small children	1
Even tho, in its new location, I've only been once I'd be very happy to take visitors or, in the future, visit with grandchildren, on a regular basis. So I'm happy with what I saw.	1
everything..leave it as it is.. OX	1
Evolution = survival. Gradual change is good.	1
exhibits that change regularly interactive science exhibits	1
Free access makes an affordable family outing Kids area	1
Free entry and a good variety of school holiday activities	1
Free entry is fantastic - makes it accessible for me and my kids to visit. The ability to catch a train to the door, please assist the initiatives tyo keep the rail line to Newcastle open.	1
Free entry Openess of the exhibtions	1
Free entry!	1
Free entry, location	1
Free preschool play area.	1
Friendly staff	1
From the people who have visited lately, and from those I know who have visited, lately, they have all commented on the quality of the exhibits and the quality of the surrounds. As I have not been for 12 months and will now, go in the Xmas holidays with visitors, I can't comment on what I don't want changed. I could say positively that I wouldn't want the quality of the Museum to be changed. It is integral to our culture.	1
General history about Newcastle and significant events in time.	1
Generally satisfied with layout of the museum.	1
Good cafe food but terrible staff ratio/attentiveness. Great kids playarea free entry playing on the model tram	1
Great building, great grassed area, great harbour, why not use them. I fany the cafe is ok, but havent used it yet as it doesnt seem to stir my interest. Sorry! Would aggressive advertising help. I am aware of attempts to revitalize Hunter St Mall. How did I hear this?	1

Great hands on activities for children, concerts and the wonderful collections on display	1
Hands on activities and steel making demonstration	1
hands on activities or games	1
Hands on exhibitions and the children's play area	1
Hands on science exhibits for the kids.	1
happy with the museum	1
Having worked at Gonians when we made the Ladle Crane Hooks at the front I find it disappointing that the ladle that would have given the hooks meaning is missing. Further the museum sign is too high to be read and should be at ground level visible from east and west as well.	1
I did not want the old one in the wonderful old brewery changed. I have not been to the new one	1
I don't have an answer to this	1
i don't like the idea of closing the rail line as it will inconvenience people using the train to access the museum.	1
I have not visited the museum with a view of outside. On my next visit I should look critically at this aspect.	1
I have not yet seen the new museum, so I can not make a comment.	1
I last visited the museum, before the move, about 10 years ago. It's high on my list to visit the new one and plan to do so soon. I like the purpose that I am assuming of the museum, that it presents a history of Newcastle.	1
I like its location and displays the amount of area for movement	1
I like the BHP exhibition and show and the science room.	1
I like the building itself and the location of it.	1
I like the fact that is has a dedicated Director. I was appalled to hear that there is a move to have the museum, Art Gallery and Civic Theatre or Fort Scratchley under one 'cultural services manager' banner. The museum is very successful at what it does. I'm proud to take family and friends to the museum AND the Art Gallery and to recommend them to tourists. To make these cuts is an insult to all institutions.	1
I liked the feel of the building and the architecture. I enjoy the interactive areas and the automated exhibit. I like the other areas as well but feel that they could be expanded so that there are more exhibition areas.	1
i love the BHP display. the hands on science room and the display of Beaumont St. Actually I love it all.	1
I love the concept of the cafe but i haven't had the opportunity to go to it yet. I've been told its excellent! Newcastle's history Hands on activities for children	1
I love the interactive area for children. Would be very disappointed if that was changed as that is the main reason my grandchildren love it.	1
I particularly like the "hands on" section, its great but I wish there'd be a bit more supervision from Museum staff so people are asked to let others have more of a go. Sometimes some children just would not move on so others could have a turn and their parents couldn't have cared less. I also very much like the play area for the younger children; very good.	1
I particularly like the coal exhibit and would like it kept. However that is not to say it can't be improved upon at some time! updates can be worthwhile. Your question is awkward.	1
I particularly like the informal layout of the area incorporating the soft play area. With a toddler, this space is our focus for the time being. It is a great play area and as he has gotten older, he has also taken an interest in the other activities in the room. The interactive, informal nature of this space should not	1

be changed - it is unique for Newcastle.	
I particularly like the old facades and industrial interiors of the building. I would love to see the large underused forecourt better utilised such as drop off and pick up areas and permanent shaded seating would be great to relax outside and enjoy the passing parade of this busy transport/pedestrian hub.	1
I think its a great space for all things Newcastle with the added bonus of current and historical information	1
I think the displays are well set out and comprehensive. The activities area is well suited for younger children. Overall a good place to visit. I did think the OLD museum had much to offer and would like to see more space available to exhibit some of these. A future extension perhaps ?	1
I would like it to be larger	1
I would like it to be larger so there could be more visiting exhibitions.	1
I would not like it if the volunteer staff were replaced by paid people, or reduced in their numbers, or the quality of their role. If you want an exhibit about Newcastle, it should be an opportunity for people from Newcastle to participate, and for visitors to the city to meet them.	1
I'd like to see it remain open, although I don't visit any museums as a rule.	1
interactive activities for patrons	1
Interactive area	1
Interactive free area for kids - just please update it with new ideas that its about Newcaatle is great.	1
Interactive, travelling exhibitions - keep it interesting.	1
It has been more than 12months since my last visit,would like to visit again soon before I comment. On my last visit I came away very impressed.	1
its free!!	1
It's free, the kids can play for as long or short a time as is convenient.It's lucky I can catch the train because I'd never visit the place having to pay for parking. Council is deliberately killing the centre of town with paid parking.	1
Its location	1
Its location and historic venue.	1
It's location and the internal layout.	1
Its location is great terrific building exhibitions are wonderful I like that it is free	1
It's name.	1
Its setting within one of the old storage sheds.	1
Keep the BHP interactive display it is truly exceptional.	1
Keep up the change of photographic exhibitions along the wall in the main room	1
Kid's playground inside	1
Kids playground, other than updating/refurbishing it maybe.	1
lay out is fabulous Aboriginal history good Staff all excellent	1
Like it as it is. s/b bigger and more local history. but dont touch it!	1
Liked some of the very local exhibits	1
Liked the café. Liked the BHP exhibit. Change the alien/spooky feel of Supernova.	1
Local History of Newcastle	1

location and building	1
Location with easy access to wharf, cafes and general sights of Newcastle	1
location room with memorabilia of famous people from newcastle previous buildings in hamilton, street photos and street scape walk	1
Location, spaciousness, proximity to transport—ultimately its very existence and possibilities for continuing visions and inspirational events and displays.	1
Look at opening Monday's outside school holidays	1
Lots of activities for children	1
Love the children's play area. A great service to families and helps get kids in the door to explore the science exhibits.	1
Minimise BHP's exhibit. There is more to Newcastle than the BHP. The staff were very friendly & helpful	1
More info about special exhibitions	1
Newcastle exhibits	1
Newcastle focussed	1
Newcastle orientation.	1
Nil	1
no opinion	1
Not sure	1
not sure, it's always healthy to be able to change and upgrade as needed. i would always like there to be a kids section.	1
nothing in particular	1
Nothing in particular.	1
Nothing!!!!!!!!!!!!!!!!!!!!!!	1
Open air feel	1
Open and airy feel	1
Organisation of the information and interactive displays	1
Our main reason for going is to let the kids play in the preschool area. This is great, and could be even better/bigger.	1
our mining history	1
Our two young children love the supernova exhibit and the play area, please don't take that away. And I also think the BHP show is really important, but then so are the other exhibitions about our local involvement in wars and the earthquake information.	1
Playground, interactive displays.	1
Position, environment	1
Possibility for improvement	1
proximity to the heavy rail station that allows people to get there very easily form far afield.	1
recognition of sporting heroes interactive science displays	1
Satisfied with the standard of education intended for interested adults and children.	1
Science area for children	1
Section with photographs if Novocastrians.	1
Seeing the history of newcastle is lovely. It would be good to see the history of other well known newcastle companies .. like nib it is over 60years old for example and other small businesses that have been working hard in newcastle for many years.	1
silly question.	1

what do they want to get rid of firstly.	
sorry no comment either way	1
Staff courtesy amd friendliness	1
Steel and BHP exhibition Children play area Mining display	1
steel making exhibit	1
Steel making history demonstration	1
Steel making portrayal	1
steel works and coal mine	1
Supanova for the younger generation. However, it would be good to change the exhibits on a regular basis. Visiting displays are good. Feel that some of the displays inside the museum need changing. There are too many items to digest in one visit. By changing the displays regularly, one can learn more about Newcastle.	1
Supernova	1
Supernova area and toddlers play area	1
Supernova interactive exhibit is very good and my 21yo son & girlfriend loved it as well The steelworks demo is also educational as well as a great way to experience the old steelworks The special exhibits (e.g. Newcastle Perm history) are good	1
Supernova should stay but all exhibits should be working.	1
Supernova/Mininova; Free entry	1
That is free, that it is well maintained (clean, displays are in working order), open hours are good.	1
The area that the museum is in is perfect- dont move it	1
The area where the displays are interactive for children this is fantastic! (The suspended car is my children's favourite)	1
The availability of guided tours & the quality of those tours. The tour guides are excellent but aren't clones. Because each guide brings their own personality / interests to the tour, I learn a lot that is different each time. This is very rare in a museum. The staff are passionate in their commitment to the museum & this impacts on the quality of the experience they provide.	1
The availability of it. The free exhibitions and events.	1
the b.h.p display is very good and informative for people who have never worked there.	1
The bhp area	1
The BHP exhibit The photographic exhibition of early Newcastle artefacts from early days	1
The BHP exhibit, the kid's play area.	1
The BHP exhibit.	1
The BHP exhibition	1
The BHP exhibition - the mining exhibits. The sporting displays	1
The BHP exhibition is great. Staff are excellent. Location & building design OK except the "gallery/display " section was cramped. Also interactive area for kids was fun - maybe needs more though.	1
The BHP exhibition.	1
the BHP exhibit	1

The BHP sound and light show. The photographic wall of local people that's periodically changed. Sprout's Canteen Occasional musical soirees/ occasional special exhibitions	1
The BHP sound/light show.	1
the building & location and hands-on activities for people	1
the building is good and has lots of space and the science exhibits are interesting the first time, the café has a nice outlook and the kids play area is good.	1
The building is great The food is great Being free	1
The building is wonderful and I especially like the main entrance. Unfortunately there isn't nearly enough parking in that area and I've yet to see any handicapped parking that's convenient to the museum not to mention all the restaurants along the waterfront.	1
The building it's in and the cost. Everything else needs to be changed.	1
The cleanliness and upkeep	1
The combination of child friendly interactive exhibits as well as the informative exhibits that are for an older audience	1
The enthusiasm of its staff	1
The entry fee	1
The fantastic big red "thing" out the front entrance	1
the free entry	1
The globe which is in the supernova room and the coal exhibit with light/sound - both of these things are real drawcards and I can't stop telling people about how amazing they both are	1
The globe, the car , super nova, sports room, BHP coal display	1
The hands on areas and the later displays which show our industrial past.	1
The hands on interactive exhibits.	1
The heritage buildings	1
the historical items such as the tram, the mine exhibit, the earthquake are all good and should not be eradicated in my opinion.	1
The history and the mining exhibits.	1
the history of newcastle	1
The history of Newcastle makes it "Newcastle's Museum" rather than the usual collection of old objects etc.	1
the indoor play area for children and the super nova area. the café.	1
The inside layout and the history, it is great.	1
The interactive exhibits that allow children(and parents) of all ages to enjoy the experience.	1
the interactive exhibits....throwing balls etc	1
The interactive science exhibit for little people	1
The kids activities are great	1
The kids play area.	1
The layout	1
The layout and open spaces (inside and out). Very kid friendly.	1
The location and history of Newcastle display	1
The location is good(just too small). The staff are usually friendly and helpful.	1
The location is great- would like to see it linked to the maritime museum	1

somehow ( both should have free entry- get the people in and make money through cafe and merchandise))	
the location! Don't move it again, please!!	1
The main person in charge of the Museum must be educated in all aspects of museums - if not, then it will be a disaster. A museum can only be regarded as an informative site for history, if the displays are done by a person educated in this area.	1
The museum is still too new to say exactly what I don't want changed. I think the museum is still finding its identity within the community and I am yet to decide. The staff are very friendly and hand-on - the information desk being at the middle point of all exhibits is good strategic positioning.	1
The museum tells a reasonably diverse history of Newcastle though more details would be even better.	1
The newcastle specific artefacts are fascinating, please keep them on display.	1
The outlook.	1
The past history of Newcastle without the sporting people. Eg. Royal Newcastle hospital masonic hall wolfe st cathedral. Old police station old post office coen baths map of the world	1
the Questacon stuff - would love to see more of it actually.	1
the recent restructure by Council and the discussion in the Herald suggests that there will be just one cultural facilities manager. I believe that Council needs to think long and hard about making any changes to how the Museum is currently run, or the Art Gallery for that matter.	1
The relaxed and interactive nature of exhibits	1
The science activities and general exhibition and visit items that i arranged to be donated from the Newcastle Port Corporation.	1
The science activities are sometimes not working, these need to be checked regularly and maintained. Overall a good museum and a good size for Newcastle. Pleasdo not turn the cafe into some fast food cafe.It is good as it is.	1
The science centre The Newcastle Focus Excellent location for public lectures, music etc	1
The small children's play area is good, as is the money spin activity and the other hands-on stuff for children.	1
The space and architecture is great, as is the experimental kids science area and play area for toddlers. The space between the buildings is a surprising event space.	1
The stories of Newcastle	1
The Supernova hands-on science centre is the most attractive part of the whole museum and should not be changed other than to be upgraded and increased in area	1
The Supernova unless it is to update equipment and maintain quality of exhibits	1
The unique building and supernova.	1
The venue	1
The warm welcome of the staff.	1
The working furnance	1
This place is a celebration of NEWCASTLE! YAY!	1
TO continue with our local history sets.	1
Train location Hands on physics devices BHP exhibit	1

Train travel to Civic station - because it is safe, convenient, no parking problems, cheap travel (parking fee expensive), the whole family could travel (9 people) instead of two cars.	1
Tram carriage and science display.	1
Unique building and close to the city, coffee shops, water etc.	1
Variety and number of changing exhibitions.	1
Variety of temporary exhibitions and organ recitals	1
Visits to-date been pretty brief so difficult to answer this question	1
Was not open on our last visit	1
What a strange question! There are loads of things that shouldn't be changed. E.g. don't shut down the cafe. (if by "change" you mean perhaps shutting down the cafe...)	1
BHP	2
activities for kids	1
all the exhibits that the kids can be hands on are a must.	1
BHP Exhibit	1
BHP Exhibition	1
BHP exhibition.	1
BHP Show	1
BHP. Supernova. Play Centre.	1
Children's activities	1
Children's play area a good idea to let off steam between activities	1
Display of steel making.	1
Earth Ball. Lovely staff.	1
free access to General Museum. Happy to pay for special exhibits.	1
Free entry	1
Free entry of course. Location is perfect Transport to/ from ideal	1
Hands on play.	1
History of BHP plant. Kid's section.	1
I believe the balance in the museum between display and information is very well made, and gives the visitor a satisfying experience.	1
I like everything like it is. I also enjoy when there's any specific exhibition	1
I like the divisions and audio-visual displays.	1
I really like the interactive science displays. they are a fun way of learning and make the entire visit an extremely enjoyable experience.	1
I really liked the interactive games. I also liked the spinning earth.	1
I think it is all highly satisfactory - particularly enjoyed the BHP gallery.	1
I think it's important that our future generations learn about the history of our wonderful city. This place is very important to me.	1
Interactive exhibits - excellent.	1
It is interesting and provides good activities and entertainment for attendees.	1
Kids' activities and experiments.	1
Kid's area is great!	1
Kids play area is fantastic.	1
kids play area	1

supernova bhp exhibition	
Layout - separation of sections	1
Layout was good. Wasn't real busy so could take time to look and read.	1
like it all	1
Location - easily accessible by bus.  Variety of science activities and layout - lots of space and activities to move around.	1
Loved BHP.	1
maintenance of old trains organs and stel making equipment	1
Mini Nova.	1
Story time and craft'	
N/A	1
Newcastle focus. Science slant. broad range of interest something for young children and adults. Friendliness of staff	1
Newcastle History exhibits.	1
No charge! Caters to children under 5 years.	1
Nothing springs to mind that needs changing at all.	1
Openness and accessibility - centrality.	1
Play and Science area	1
Play area is great!	1
Play area, Science activities, Story time and Craft, Steelworks section.	1
Playground, simulation of steel making.	1
Playground. BHP Steelworks expo and Show	1
Science Room	1
science room BHP show + exhibit	1
Super Nova and the BHP exhibit	1
Supernova activities for kids	1
Free entry	
supernova gallery	1
Supernova Play area	1
Supervova - the car lever and the throwing tunnel. speed of light.	1
The big globe in the foyer and kid's play area and "lifting the car".	1
The diversified displays.	1
The interactive exhibit.	1
the kids hands on science are was great!	1
the organisation of rooms, natural light, conservation of the building	1
The play area. Globe. Games. Underground mine. BHP Sound and Light show.	1
the range of activities	1

the setting/ environment	1
the soft play area is a fantastic space for young children. And the fact it is free! Amazing!	1
The sound/light show was awesome	1
The steel show. It was interesting and interactive for all ages - would see it again.	1
The Supernova. The BHP show	1
The way it speaks to different audiences - it does not have a "one size fits all" to visitors	1
The way the Museum is set up. Very family friendly.	1
The whole place is full of marvelous things. The BHP exhibition was great. Cant think of anything I want changed. Great for kids also, from toddlers up	1
Very well set out and good signage.	1
Volunteers.	1
we enjoy all aspects of the museum	1
we were very happy with everything	1
Welcoming environment for kids	1

### Appendix XIII - Verbatims- Suggested improvements

Q16_OEimprovements. Please suggest any improvements that could be made to Newcastle Museum.	
Verbatim Responses	Total
Nil	3
n/a	2
none	2
Nothing	2
- Let people climb on the steam train, its the thing I most remember about museums as a child. If you can actually climb on items, they are much more interesting. To just look at the train and not be allowed to actually climb onto it is frustrating. (I do realise insurance is probably the issue but maybe a stand/platform to bring people up to the right height and then walk through to the other side?	1
1. More seating available for older people.	1
A change in exhibits	1
A more diverse range of exhibits depicting the history of Newcastle.	1
A permanent dinosaur exhibition as kids of all ages are intrigued by them. My youngest daughter suggested dinosaur bones. My son suggested some outer space displays like rocks etc	1
A wider appeal to more levels of age and gender and their group	1
Aboriginal history almost non existent - yet thousands of years old. need much much more	1
Accuracy of information e.g. one exhibit was not labelled correctly. We told the attendant but he didn't seem interested.	1
Acoustic, very noisy during school visits	1
Add more things for 4-8 year olds with easy to read instructions/explanations. Maybe have two sets of instructions, one for younger children and one for older children. Have more hands on activities in the general exhibit areas.	1
Add more to kids interactive area Add a surfing/beach culture exhibits ( would be good if that could be interactive too!)	1

More focus on local aboriginal display & info Offer kids birthday parties (you might already do this - I haven't checked for a while!) Advertise temporary exhibits more prominently - eg. Banners along Honeysuckle walkway/Hunter St etc	
Advertise/promote the museum to a greater area, e.g. promote the museum in the Lake Macquarie area, e.g. leaflets in Lake Macquarie Libraries	1
Again, it has been more than 12 months since my last visit and like yo visit again soon before I comment.	1
Aim at the older kids	1
all exhibits to be accessible with ramps and handicapped parking very close to the entrance	1
already said. scientists to plan the exhibits	1
As I do not know what goes on there most days all I can think of is more interactive projects. Interesting exhibitions and speakers on sustainable living for Newcastle, eco building/living/horticulture projects and workshops.	1
As mentioned in q15 - perhaps utilise the forecourt on Wharf Rd Frontage as a drop off/pick up zone and permanent shaded seating, please.	1
As previously mentioned the large globe in the supernova room is quite impressive- though I would really like to see more done to market the museum. As you dont really hear a lot about it. Especially if you dont have access to the internet. World globe themed key chains would also be really exciting for me to see in the gift shop as well.	1
As previously stated.	1
Be more vocal in asking for community input in terms of items to display--some people have keepsakes left in loungeroom window sills that could be used in some displays. Also be more vocal in calling for volunteer efforts in the museum.	1
better exhibits and info	1
Better drop off/ pick up access closer to the door. Close cooperation with regional schools	1
better signage for location of activities & facilities	1
Better signage to toilets Cafe	1
Better use of outdoor grassed area - deck chairs and umbrellas last summer were great.	1
BHP display History on Newcastle and earthquake display Interactive displays for children especially Lifting the car	1
bigger	1
Cafe	1
Cafe needs a bit more ambience	1
Cannot say, have not visited since before the move.	1
Can't think of any.	1
Children being allowed to carry their bag in. If the general public are allowed, so should a school class. VERY irritated by this, cannot see the point of this rule.	1
Clearer sign-age in Hunter St towards the Museum. Perhaps even a sign in the 'busy' part of Darby St.	1
Consideration to visual and audio interactive participation by visitors	1
Could possibly be made more bigger, people of all ages that I have spoken to all enjoy their visits	1
Could there be an update in the supernova exhibits? And maybe a few extra's	1

that the toddlers might be able to get better involved in?	
Could we have more displays, more items please, coming out from storage? Make more use of the first room behind the cafe?	1
Dedicated museum parking spaces	1
Depends on which age group you are wanting to attract. From memory my grandchildren (then aged 10 &12) were not that interested in it...they remembered the wide variety of science activities at the former building. I enjoyed the Newcastle videos of Newcastle people/events.	1
Don't know	1
Don't know it was too long ago	1
Earlier opening times. User friendly parking.	1
easy to find	1
Enlarged need more space let the place grow	1
Enlarging the history of Newcastle tram and transport system Change the interactive area from time to time with new challenges. Introduce more exhibits in the centre hall (possibly something current)	1
exhibits need to be changed. how many times will people be interested by BHP?	1
Expand the standing exhibits.	1
external signage..	1
Free parking!	1
Given my current limited use of the facility and satisfaction, there are few improvements i can suggest. It is a wonderful asset for the City and a great resource for families. The one suggestion would be an earlier opening time - if only a couple of days a week.	1
good as it is.	1
having new exhibitionsw	1
Healthier options at the cafe	1
I am satisfied with the decisions of the present management and cannot mske suggestions in a field in which I am not expert.	1
I can't really comment because I haven't been to the Museum for ages.	1
I don't have an answer to this	1
I don't think I would change the format at all. Maybe if there was more room then more exhibits could be shown but with the space available I think the Museum is a credit to Newcastle.	1
I feel that the exhibition space is very limited and that there could be more exposure of the Museum's collections. When we visited last the displays showed a very small number of exhibits.	1
I feel that the old museum offered much more. The hands-on science for children was fantastic and I don't think what's available currently is anywhere near as good. I find the Bewcastle story quite limited. There is more to this story than BHP.	1
I find the main area somewhat boring and the walk down Beaumont St (?) could be more interesting. Also, too prominent advertising by sponsors. I may have missed it, but is there a significant display depicting the earthquake - do remember the broken statue from The Junction in the main area. An earthquake room, as seen in other museums, where people could actually feel the earth move would be awesome! Supernova is brilliant and well displayed and always a great hit with the kids and adults.	1
I have no idea how the museum could be improved.	1

I have in my garage a very long hand made wooden ladder in very good condition if it is any use to the Museum. My phone is 49574758	
I like natural history geology etc	1
I love everything about both the permanent and temporary exhibitions.	1
i really cant comment until i visit again	1
I think an expanded retail presence and use of space where there are currently bare walls and floors would make a difference. Workshop Way is a boring and dull experience and does everything to disconnect the museum from the active Honeysuckle dining area. Perhaps Workshop Way pedestrian area could be covered in a number of climbable, interactive public artworks? Perhaps it could be encased in glass for bars/restaurants to rent (alongside the museum wall - glass to cater to heritage concerns). Perhaps some interactive play equipment, all ages play equipment or a fountain/water feature could be built and more shade trees planted on the green space adjacent to Civic Station and the museum.	1
I think its working well as it is. I often visit it to see the NYO in rehearsal and I enjoy all the exhibitions on offer. Its great to see so many young people at the facility.	1
I think the display about Newcastle history is a little light on and could be done better.	1
I think they're all doing a wonderful job. Please let them keep it up.	1
If your aim is Newcastle only then you do a good job. My experience at other museums has been of global interest	1
In the supernova room more information, in simple wording, would be helpful for explaining functions of exhibits to young children. Several items in display areas are on shelves which are too high for younger children to view e.g. birds' eggs, fossils, etc. Many items in this area are of interest to both pre-schoolers and school children, but it is often impossible for them to actually see the exhibits when they are standing on the ground.	1
Include womens' history.	1
Increase the amount of hands-on interactive exhibits that relate to science, technology and the sustainability of the region	1
increase the school holiday program publicity and number of sessions for popular ones eg, Ken Regan's workshops	1
Increase the size	1
Is it a little dark? Not too much of a problem	1
It's very cold inside during the winter months - can you make it a bit warmer?	1
I've already covered what needs to be improved. It should be a Museum about Newcastle. At the moment its a kids play centre with a little bit of general infomation if thats all its aiming to be its OK but it is not what I would call a museum.	1
just more and changing exhibitions.	1
Keep it free admission and continue the heavy rail to Civic.	1
keep on rockin'! STAFF are FANTASTIC STAFF ARE FANTATSIC Staff are knowlegable and helpful	1
Keep up the high standard.	1
larger exhibition area and more visiting exhibitiiions	1
Leave the current management approach alone	1
less about industrial history of Newcastle	1
like the old museum better	1
Local content	1

Longer opening hours for the cafe, especially at weekends eg opening for afternoon tea on Sundays when there may still be hundreds of people visiting the Foreshore. (We were treated quite rudely when we inadvertently turned up at the cafe just as it was closing),	1
Lots	1
Love it	1
make it bigger.	1
make it easier to find which door to enter - especially at night	1
Make the outdoor bit of the cafe more inviting. It's a bit stark and dirty.	1
Marketing Tourist promotion Exterior displays and activity Night time opening hours Parking	1
Maybe a bit more variety presented differently	1
Maybe improve or add to the exhibitions so there is something new to see. The old museum was the same old stuff. Also update the kids section.	1
maybe some better links with Uni of Newcastle and the research that has been done out there in the past...and also some of the cutting edge work that is being done now.....the focus on history, BHP etc is important.....but Uni of Newcastle is a world leader in many areas of science....this could be better reflected at the museum.....i am sure the uni marketing and community engagement people would be more than willing to provide contacts, information, materials etc	1
More & cheaper parking.	1
More Aboriginal heritage; more colonial issues (need to be interactive)	1
more advertising I always forget to check what's coming up	1
More advertising To use it more for functions/activities The outdoor café/tables could be improved ...plants maybe... it is a large unused area and the current use of outdoor tables looks a bit lost in the space. People who may drop by for a coffee may then end up going through the museum even if they hadn't planned to do so.	1
More and better events, especially during school holidays. More engaging exhibits/events for older kids/teens.	1
More Awabakal / cross-cultural content / information / events. Consideration for live entertainment events. To keep in mind that the Newcastle Museum is a very unique opportunity to showcase this region for its locals and visitors.	1
More awareness.	1
More changing exhibitions	1
More content with more detailed information available & bigger space.	1
More coordination of exhibits from an historical perspective	1
More events and free activities for families, longer science week.	1
more exhibitions and a voucher for parking to genuine customers of the museum to offset the expensive cost of parking for families.	1
More exhibits as money permits	1
More friendly staff and possible information tours.	1
More guides	1
More hands on things	1
More info and signage relating to exhibits, especially BHP posters on wall.	1
More info on ALL parts of Newcastle.	1

More information written down about items (most of what we found out about specific items was from a volunteer) and more visiting exhibitions. Perhaps an audio tour of the permanent exhibits.	1
More information as to what is on there	1
more interactive / audio visual stuff for the newcastle section. it seemed like it was mostly static photos etc. maybe a new room with a 3d tour of newcastle / hunter valley and the surrounding attractions. i know it's not the museum's role to promote tourism but i think more could be done to promote newcastle as a whole.	1
More interactive exhibitions for the purposes of education.	1
More interactive exhibits for adults as well as kids. Maybe less focus on bhp steelworks...perhaps a section about newcastle's future and potential?	1
more local business history.	1
More natural lighting Posters around the City for the different events & exhibitions	1
More outdoor seating and possibly a playground in a fenced area out the back	1
More programs for older children i.e. 10-16 years	1
More regular provision of temporary exhibitions and inclusion of new historical exhibits. Museum can become stale if exhibits are not updated.	1
More rotating exhibits	1
More school holiday activities. More focus on girl specific shows/activities.	1
more seasonal/ rotating exhibits.	1
more seating for elderly visitors who wish to rest	1
More smiles on entry	1
More special visiting exhibits to provide a reason to go back	1
More traveling exhibits	1
More travelling exhibitions.	1
More travelling shows	1
More variety of childrens activities.	1
More variety with exhibits.	1
More visiting displays and musical performances using the organ.	1
more visiting exhibitions	1
move it back to its former location, sorry, I need to move on make it bigger	1
My biggest problem was with parking issues when i was there. The machine wasn't working for the parking meter, and then the museum couldn't get me any change to help, so i was stressed and wanted to hurry out of there as i was worried about parking meters. Now i know about the free parking a little further away i will be using that in future, but i didn't know about it before. Could this be highlighted to visitors to the area a bit more- i.e. distance and direction to free parking?	1
No comment.	1
No improvements necessary.	1
No suggestions	1
none at this time	1
none just at present	1
none that i can see	1
None to think off	1
None.	1
Not sure, I'm thinking lots of interactive activities for kids but you already have	1

those so perhaps more about animals and wildlife in the area?	
Nothing really.	1
Nothing wrong with the actual museum, just that it could be enlarged. Tim Owens will no doubt see to the funding.	1
OK as is no doubt will grow	1
open earlier	1
Opening hours extended	1
Parking is a nightmare. I wanted a cheap day out with the kids and ended up having to pay nearly \$20 for 90 mins to park on the parking meters. We had no choice as the car park was full. I didn't enjoy my stay as I had to keep an eye on the time and I felt rushed. That is one of the reasons why I am reluctant to go back to the museum and I always warn everyone to take lots of loose change! The museum is somewhere where you can probably go once every couple of years unless there is a continual refreshment of displays to get people back. Maybe each school holidays have some new display?	1
Parking is costly and not always places available	1
PARKING PARKING PARKING PARKING!!!!!!!!!!!!!!!!!!!!	1
Parking!!	1
Parking. information on public transport eg the free city bus link and train times.	1
Personally, not that keen on the Supernova/Mininova display, although I can see from previous visits that both are a drawcard for mothers with young children, and children in general. I find the interpretation throughout the museum a little brief in some instances.	1
please read previous comments	1
Provide more exhibitions that lcoals can relate to and visitors want to see. The old museum did that much better.	1
refer previous on ergonomics	1
Rotation of exhibits, visiting exhibitions Hard to hear the sound and light steel works show	1
See comments	1
see previous	1
See previous section	1
Some of the lighting could be improved and larger print and darker on information signs.	1
sorry - no comments to make until I visit again, which I intend to do soon.	1
Sporting section needs to be improved. Hunter Region sporting hall of fame inductees should be highlighted in the museum - special section.	1
Staff to be aware of people bearing gifts for the Museum.	1
Still not quite sure that the menu at the cafe is hitting the mark. There needs to be upmarket food, yet some food for families too (low cost, but hopefully nutritious too). Loved the local ice cream bars that are sold there (first time I'd seen them, having lived in Newcastle for 9 years now).	1
stop the lengthy surveys	1
The "hands on" displays = you need a lot more of them. There is not enough there to handle weekend crowds	1
The "old" history museum section needs an overhaul. Its a small, non-inviting section that I can spend 10mins tops in. It needs more interactivity and audio/visual displays. It reminds me of ye-olde museums that are boring for kids/youth/young adults and tend to only appeal to the older generation. Not what I expect from a modern contemporary museum.	1
the biggest single issue is the parking	1

The cafe could be more affordable. Paid \$12 for half a sausage roll that was stone cold. Also a chicken, rocket and aioli sandwich was terrible. No aioli on it and chicken was full of bone. \$60 to feed a family of 4 is ridiculous, we could of went to a restaurant for dinner, not lunch at the museum	1
The cafe could do with some softening of the interior to reduce noise and improve comfort.	1
The cafe is very particular about not allowing food that isn't purchased at the cafe to be eaten in the cafe. I have been told that I'm not allowed to feed my baby/toddler snacks bought from home even though I have purchased a meal and/or coffee + snacks. If the cafe is going to strictly enforce this policy then they should have a baby/toddler menu available with items suitable for this age group - ie fresh fruit cut up/sultanas/plain sandwiches etc.	1
The history exhibits aren't very interactive. This makes them less appealing to kids. The science exhibits are great.	1
The local history exhibit as explained previously	1
The Museum cafe doesn't allow you to bring food/drinks for toddlers. This is ridiculous, toddlers are picky - they may only want to eat a certain yoghurt or drink from their own water bottle. A cafe member told me we would have to leave if they were going to eat their own food - so we did and they lost any money they would have made off lunch for two adults.	1
The museum has been opened for a few years now, maybe it is time to update the Newcastle history section with the music artefacts etc	1
The museum is great.	1
The museum is too small. Compared to other cities and towns, it is embarrassing to have such a small city museum.	1
The NM needs to have its own dedicated director, as the art gallery needs to have its own dedicated director. I think the Council's idea of combining the cultural institutions (gallery, museum, and civic theatre) directors into one administrative job is stupid: short-sighted, uncomprehending of the differing skill sets needed for each institution to flourish, a real dumbing-down of the cultural worthiness of each institution. We are the second largest city in NSW: we deserve cultural institutions with their own directors.  The NM needs to have more change-over in its exhibitions, and more for children over the age of 10. Both these would draw more repeat visitors. At present, I go to the NM when I have out of town visitors, or when there's a special event. My youngest child is now 13, so the exhibits are too easy and too familiar for my child to want to go now.  The markets held outside the NM should be of higher quality, even if that means holding them less frequently, and should be combined with some acoustic music (not music meant for 18-25 years of age!); what about inviting school / community choirs at the same time as the markets are on? Quartets from the conservatorium or HSPA to play outside the cafe? What about inviting the ethnic groups in Newcastle to have stalls outside a couple of times a year for food and art? Innovate more, find events in the calendar that would give more reason for us to go to the museum.  And for heaven's sake, keep its own dedicated director!!!!!!	1
The science area is not as good as it was in the old museum	1
The signage on the museum exhibits is very elementary and of poor design. When we are in our 50s our eyes start to dim, and we do not always wear our glasses. The fact that we can not see things quickly is very annoying. All information tags on the exhibits should be in clear contrast (black on white, no coloured inks or dark background colours, and the information should be	1

<p>graded (ie a heading in large print, something smaller but still large and clear underneath, and then there can be more smaller print for further information which, if our interest has been sparked, we may wish to read by putting on our glasses. We also need very good lighting on what we are trying to read or examine. I am sure there are a lot of people over the age of 45, who visit the museum. Please consider their encroaching visual impairment when you set up the exhibits.</p> <p>Also, when I read the tags on exhibits, I was left with many obvious questions. It was as though the writer of the tags had not thought through the process. At one exhibit (love letters from WW2) the overhead lighting was so terrible that we could hardly read the text next to each letter. It did not illuminate the text, but lights shone into our eyes making it even harder to see.</p>	
The static displays should change more regularly, perhaps showing Newcastle at various times, eg early settlement, industry building, the wars, from BHP on etc.	1
The windows, I would like to see them showing art at night with lights maybe. I reckon it would be nice sitting in the parl looking up at something nice and not a black space	1
<p>There are a number of things:</p> <ol style="list-style-type: none"> <li>1. The globe, whilst a fantastic idea, is incredibly frustrating in that it only shows the southern hemisphere.</li> <li>2. A coat rack is required.</li> <li>3. A bike rack is required.</li> <li>4. A dedicated area to park prams is required.</li> <li>5. Every time I've been to a day time classical concert (and they've been absolutely fantastic - a brilliant initiative) the sound and light show has continued to run, interrupting the concert and showing a level of disregard to the musicians who come to perform.</li> <li>6. The exhibition in the front room is largely inaccessible to kids in that a lot of it is too high up.</li> </ol>	1
there is no simple answer to this , we will have to gauge tourists opinions. the site and surrounds are perfect for visitors and us.	1
There is too much focus on BHP and the mining industry. The science bit is amateurish, could be so much better.	1
There needs to be more displayed.	1
There should be more on the startup of the BHP. There should be more information on the various historical places of Newcastle - for example an original alignment post at the top of Watt St (should also be better preserved), The Terrace was the first subdivision in Newcastle, the presence of the Chinese in Cooks Hill, the early coal mines, I could go on. The history of Crebert - German settler in Mayfield. Some history on Kooragang Is and how it was formed.	1
<p>Too bad it doesn't utilize its windows more. It is a shame that it is so dark. It would be great to see the large outside covered areas especially facing The Forum used for something that engages the public, e.g. quality markets (like Olive Tree) or a farmers market. It is such a dead space at the moment Perhaps some trees in pots around the cafe seating area would make it more attractive....</p> <p>The same goes for Wheeler Place, more trees or a fountain is needed to make it more interesting and make people want to hang around it (trees around the cafe area)</p> <p>I am hoping that Laman Street is not going to be another barren dead zone like the 2 above currently are. All that dark concrete and no trees/garden beds or fountains is not looking promising so far...</p>	1
unsure	1
update interactive exhibits, make sure they are functional and paper or whatever is required is fully stocked, make sure it is clean, especially the	1

toilets.	
Upgrade the cafe	1
Vary the displays more often. Outdoor play area/exhibits etc. Longer opening hours for cafe.	1
Very happy with the way it is	1
Visits to-date been too brief to adequately answer this question	1
We couldn't find the gift shop - perhaps it wasn't open when we went or signage wasn't adequate.	1
Why would I bother.	1
Wish it was as big as the old site as a lot of the displays are not showing. There is a picture of my grandfather that was never put back in. Maybe more of like the Lost Newcastle (facebook) pictures in a display that changes every few months, even if this was projected onto a wall.	1
Would like to see exhibitions of the clothing styles of the past, also something about life on the ships, and the early ship making, life on the docks.	1
Would like to see some exhibits with the wording down lower as people in wheel chairs find it hard to look up to read the small plaques	1
Would love to see more about Newcastle unrelated to coal and steel - there's a lot more to this town than that!	1
- was particularly hot in function room, when I last attended a function.	1
-difficult to hear story teller at reading time (need smaller space or more soft furnishings)	
Add more features in the kid's section. e.g. space universe and life outside earth.	1
Advertising through schools.	1
An area for older children to play.	1
As many interactive for children as possible.	1
Bigger. More Newy revolving exhibits.	1
Cant think of any	1
Car Parking - affordable and ample spots.	1
Previously entered under Q13a:  "Car parking can be a nightmare. There is not enough car parks to service the museum, Forum and restaurants/cafes. It is also expensive and the ticket machines very restrictive with the time of validity of ticket. For example; today I arrived at 11a.m. and parked in 2 hr parking. However the machine would only allow me parking until 12.45 - not even two hours of parking.	
Closer disabled parking.	1
cushioned seats at sound/light show.	1
fantastic	1
Happy.	1
I think that the mining exhibit should be here that was in the old museum.	1
It is one of the best museums of its size that I have seen on my travels round the world. Those that put this museum together should be extremely proud of their achievement	1
just enlargement if possible	1
Lego Tables	1
Inside eating area.	

Interactive science demos.	
Little bit more variety etc. (But understand budget restraints!)	1
Maybe a disaster sound effects in the Coal Display.	1
Maybe more things for kids between 4 - 10 in the playground.	1
Maybe seats.	1
More display of other aspects pof Newcastle - e.g. beach, history (earthquake?) culture.	1
More exhibitions	1
More exhibitions - traveling	1
More exhibitions on then and now e.g. old pictures and more audio explaining/putting life into context - JUST MORE MORE MORE. I LOVE IT	1
More information and photos of how Newcastle was built and how it developed. Show exhibits of flora and fauna native to this region.	1
More interactive displays in other sections to engage younger audiences.	1
More interactive science games.	1
More interpretation about objects.	1
Better coffee at shop.	
more seats	1
n/a	1
None	1
Only found one male toilet with one urinal. could there be more urinals/ more signs at other urinals.	1
Parking.	1
Perfect.	1
Reference was made to the comments under Q5a and now entered here." Man giving talk before and after Light and Sound Show needed a microphone."	1
Bubblers.	
Rotating exhibitions / something different. More kid's toys, crafts programs.	1
See comments re educational context and disability.	1
Sound quality is a problem particularly when there are multiple exhibits playing at one time. Lighting is a problem in the BHP amd Coal exhibits. It is difficult to see and read some displays	1
Supernova would be better more spread out. Little kids with no parents hear them made it hard to have a go at the stations.	1
To increase the amount of historical information regarding social composition and history'	1
To put more interactive elemants in the non - interactive areas	1

## Appendix XIV - Verbatims - Postcodes

OE_Lives_Newcastle. What is your Newcastle postcode?	
Verbatim Responses	Total
2300	42
2287	37

2289	34
2291	29
2303	25
2305	25
2304	24
2299	18
2295	15
2298	13
2294	11
2293	9
2296	9
2307	9
2322	5
2292	4
2297	4
0000	1
2320	1
d	1
rather not	1
2289	4
2300	4
2303	4
2291	3
2304	3
2305	3
2287	2
2292	2
2296	2
2299	2
2297	1
2298	1
2322	1
none	1

## Appendix XV - Verbatim- Additional comments or suggestions

Q17\_OEadditionalcomments. Please provide any additional comments or suggestions.

Verbatim Responses	Total
n/a	2
A friendly and informative venue. A vital facility for all of Newcastle and the region, Funding levels must be maintained and increased if possible.	1
A Great facility	1

A wonderful asset for all Novocastrians and visitors	1
all OK	1
As a local, I don't see a lot of publicity encouraging locals to visit the museum to learn about Newcastle's own history.	1
Bo comment.	1
can't think of any at this stage	1
Car parking for visitors especially disabled	1
Free parking for visitors would be wonderful and very encouraging.	1
get a space signpost	1
give me a break...	1
GREAT RESOURCE - asset to the city and the commuinity	1
Have visited twice and found the parking area ticket machines not working or full of coins and would not provide a ticket. We had to make phone calls a few times before we got through so we would not be fined, there were other people not from Newcastle who were also having trouble	1
having a talented Director and staff, specifically dedicated to the administration and running of the Museum, who are experienced in their field, is apparent when one visits the Museum.	1
How many would know that Newcastle is the second oldest city in Australia?	1
I am a very very regular visitor to Newcastle. Always enjoy the museum. Would love to see art gallery facilities that were of the same standard. I always take friends to the museum but have been disgusted with the treatment of the gallery and its lack of funding by the stae government! The museum and art gallery should be places held in high esteem and funded as such.	1
I and the family enjoy the museum and look forward to going again	1
I believe the Newcastle Museum is generally well run and maintained. Just keep the standards and your good work. Emphasis on CLEANLINESS.	1
I do not like the "new" direction of Council. There appears to be a view that "culture" of any description is not valued. This approach undermines and devalues the exact things that people come to Newcastle to experience.	1
I forgot to state the obvious....our BHP exhibit is first class and so informative for the children who will never know a big steel mill.	1
I had a fantastic time! We were shown around by a fantastic and eager volunteer who told us lots of great facts about the Newcastle exhibit. I will definitely be back.	1
I have already said my bit earlier	1
I have always had a reasonaable interest in museums. I have visited museums in other countries - some years ago now	1
I have none thank you	1
I have told everyone that Newcastle Museum is a waste of money. Which is rather ironic yet true as it's free.	1
I hear rumours that the new General Manager proposes to meddle with the management of the Museum.	1
If this is so it is a most retrograde step which will damage the Museum and the City.	
I loathe the camel - it is an appalling piece of placemaking and has little relevance to the history of the site or the museum. To my knowledge the Afghams did not lead camel trains from the site - the artist's statement about travel does not ring true.	1
I love Newcastle. I hate paid parking. I wish council got serious about using our beautiful down town (the post office building etc) and rezoned areas or hiked up rates for unused property to drive the wealthy few out of Hunter Street. Removing the train line won't help.,Getting people to move in (rezone Hunter	1

street as half residential!), allowing young people to go out at night to good nightclubs, and mature people to go out to wine bars overlooking the beach, and drink coffee on footpaths. That's a plan, then I want to visit a museum about a living city that keeps it's young people here after Uni, not a post industrial Westfields blandville. While you're at it encourage a couple of Sydney firms to move in to Newcastle centre with free rates, a couple of hundred office workers would fix the city like it did Darling Harbour and inner city Sydney.	
I love the museum and would like to see it bigger with more displays which are of interest to children	1
I strongly believe the museum should keep its own independent curator! A specialist and a gifted one as is now. The museum would not be as good as it is with out a specific manager. If necessary charge a small nominal entry fee. I, my friends and family would willingly pay.	1
I think the Museum is a wonderful asset for our city and the Council needs to look after it. The new Council structure should not lessen the role of the Museum Director in any way.	1
I visited the museum on th e 29.10.13 and was extremely impresssed location to civic station and centre is ideal. The building was impressive inside in keeping the style of early newcastle. car parking nearby and a short stroll to waterfront. I will take my out of town and overseas visitors to the museum.  Thank you for the opprotunity to comment. Even this survey has renewed my interest in the museum	1
I was disappointed to be told by staff at the Sprout Canteen that, although the adults at our table had all ordered food and drinks, that "outside food" (ie. a lunch box of cut fruit) was not allowed for the children at the table. This is supposed to be a family-friendly venue and young kids have specific food preferences and Sprout Canteen does NOT have a child-friendly menu. It is very common for families to bring snacks for children, and if ou are a paying customer at a table, it is not unreasonable for young children to have their own food.	1
I would have a free standing building and incorporate the Tourist Information with 9am opening time and close praking.	1
If you want people to visit Newcastle, then there needs to be cultural things like the museum and particularly a redeveloped art gallery. Some people come for sport and there is lots of that, but they would not be interested in cultural things. The museum is excellent but to attract intelligent people from other places you need more and you have missed out in refusing to redevelop the art gallery. it's a pity that council members cannot see this. I congratulate the council on many things they have done but I. Terms of culture Newcastle is slowly dying.	1
I'm sure that the Museum has a large range of items that could be displayed and advertised for people to enjoy. With the small spaces for display it is going to be very difficult to have large exhibits and this will mean that Newcastle Museum will always be a small, minor museum. It will not join the ranks of the larger museums drawing crowds and making financial gain if the display spaces are kept in their current size.	1
interactive science - such as at powerhouse eg robots, bike riding creating lights, anything that can be pulled, pushed, climbed through or over = good for boys.	1
Is there a theatrette available to present films/ videos and information about our region with lectures and presentation from our local historians.	1
It is a great place and I hope that it will be maintained well unlike the old museum.	1
it would be really great to know about special exhibits..especially in the holidays..through the Herald or radio.. thanks..OX	1

its great that you are looking at this. i have thought this for some time but not felt i have an avenue to voice it.	1
its rather small compared to the previous one, and is not located well in comparison,lack of parking etc.	1
I've said it before and I,ll keep saying it. Our city needs a cruise terminal on our southern side of the harbour. We have the space, the depth, and we definatley have the future customers. A cruise terminal which could also include a convention centre and a casino. We would attract more ships and the income to our city would be exponential to our investment. WE are not an industrial workshop anymore, we have beautifull beaches, very clean air and a great harbour. MAKE IT WORK, and offcourse our museums are an integrial part of all that we could do for our city.	1
Julie is doing a good job.	1
Just the parking is awful, our MD groans when we book it, loves the venue, hates the parking.	1
Keep going with your good work	1
Keep it free of politics. No reason for mention of Ward 2 NCC Crs l. Tierney, until she is not a political person . Do not provide free endorsements.	1
Keep the directors of the Newcastle Museum, the Art Gallery, and Civic Theatre separate positions! For heaven's sake, blind Freddy can tell that the skill sets needed to make each of these institutions flourish are DIFFERENT from one another, and not able to be performed adequately by one person. Newcastle is the second largest city in the State, Council should be encouraging Newcastle's growth in a number of tourism sectors, which means our cultural institutions should be used to draw people in. You can't do that if you have one, generic, overworked 'cultural administrator'! You need people with specialised qualifications and skill sets to develop these institutions and make them draw cards for the city. I am really angry that, once again, Newcastle is getting the least and the last from politicians, and this from the people who are meant to serve and develop our community.	1
The NM should be used much more than it is to show the ethnic diversity of Newcastle, and the contributions of the various ethnicities to the growth and character of our city.	
Keep up the good work. A great use of a heritage building.	1
Keep up the good work. I think most people like what they see and it makes us proud of our city.	1
looking forward to more local artists wares for sale in the gift shop! Fix up Trevors magnet wall - add more magnets!! - more iconic Newcastle buildings, objects, etc to the magnet wall. More info and pics about the swamps at cooks hill, more info and pics about the inner city suburbs, Islington, the theatres that no longer exist, the pubs with live music that no longer exist... A chronology of bars at certain places eg: gun fighters club, poets corner, terrace bar; mercury and all of its incarnations, the casbar... maps of the under ground tunnels? um... can I have a job! haha!	1
Love the museum,keep adding more exhibits.	1
Make it bigger and better. Try to attract better quality exhibits	1
Many happy hours have been spent here with my young child and the staff have always been welcoming and the facilities clean. I wonder if some of the science exhbits would benefit from better explanations eg. the robotic 'arms?'	1
Maybe introduce an entry fee. Not many places these days are free. This would relieve the NCC of costts and allow the Maritime Museum to compete.	1
Maybe some printed material about the museum in other languages, particularly Asian languages. (Not sure if you already do this).	1

More advertising on TV as many people watch the MBBTV and many more mature people dont buy newspapers and or cant cope with social media like Facebook	1
More exhibitions of ancient cultures; artifacts More hands on science for children Less BHP. More of Newcastle's early days More dinosaurs.	1
More publicity about the Museum, some TV coverage and more newspaper stories about the Museum	1
More travelling science and technology exhibitions	1
Museum is a great place. Don't visit it often but every time I have, I have enjoyed.	1
Museum is great. Could some of the art gallery stuff also come over for special displays to raise awareness of what is in the art gallery.	1
na	1
Needs to be enlarged	1
Newcastle Museum is a great asset to Newcastle. It is wonderful that it is accessible for free, and I hope that it stays this way.	1
Newcastle Museum is a great success and provides a marvellous service to locals and out-of-area visitors. We have friends arriving from Canada very soon and the museum will be high on the recommended list of places to visit.	1
Newcastle needs a museum to be proud of and to attract tourists to the city. I am proud of the museum we have.	1
Nil	1
Nil.	1
none	1
none at this time	1
None.	1
Nothing to add	1
Nothing until I have a more recent visit	1
Our family really enjoys the BHP display and our interstate visitors always find it really interesting and quite dramatic.	1
Overall, the museum is fantastic.	1
Parking for inner city Newcastle is not an option but essential for people that don't live in close proximity to the city. This is one of my biggest turn offs when considering visiting inner city Newcastle as I live just 40minute drive, 1hr40min bus trip (which only operates twice in the morning into Newcastle and twice in the afternoon out of Newcastle) or a 15 minute drive to the closest train station + 15minute train commute. Improved public transport or parking is essential to attract more people into inner city Newcastle and to the Museum.	1
Parking is a problem in this area which makes me think twice about attending	1
Please reconsider the motion by council to amalgamate the role of directors at the museum and Art Gallery. We have two institutions to be proud of.	1
Promote Newcastle's cultural area, one we should be proud of and push for the art gallery extension in keeping with the 2nd major regional gallery in NSW.	1
Thank you for changing the café contract - the first group were very ordinary and the prices were way too high.	1
Thank you for the opportunity to have my say	1
Thanks for a great location, and a great service. You've just reminded me to take a trip there with my kids again!	1
The earthball. What's with the earthball!?! Yes, it's great for a photo op, but I would question its relevance, and need for it to have a whole gallery space! Bah humbug!	1

The museum & art gallery should have separate directors	1
The museum is a great asset to Newcastle - fun, cultural, educational. You are doing a great job attracting diverse people of all cultural and socioeconomic backgrounds, abilities and age groups. There really is something for everyone-keep up the great work!	1
The Museum is a great part of Newcastle and a place I would always recommend a visitor to go	1
The museum is a vital part of the city's economy: for residents, to attract new people to live here, to attract temporary residents to consider staying, to bring those that left Newcastle back to visit.	1
The museum is a well designed reuse of existing heritage buildings that has made the most of its floorspace to stage a broad range of interesting exhibtions that appeal to all ages	1
The museum is a wonderful showcase of what Newcastle is about and that as the 6th largest city in Australia we can have facilities of international standard. Currently the council is looking to fold the management of the museum and art gallery (and possibly Civic Theatre) under one manager. I think this demotes the importance of the museum and art gallery as stand alone entities. They are both very significant assets to Newcastle in terms of tourist dollars, education for the school children that live here and recreational activities for the ratepayers. The museum is fantastic and its role and presence in Newcastle and also Australia will be reduced if it does not have an appropriate manager with experience in running a museum.	1
The museum is a wonderful way to use an old building, as was the former museum which had severe limitations. I'm very proud to take visitors to the museum and the maritime museum. I'm told the cafe is even better now too Keep up the good work!	1
the museum is good quality space	1
The museum is great. The big undercover area out the front is excellent for rainy weather. But the front bit is not terribly attractive. The lawn bit out the back is lovely but unusable as no shade or seats. I loved the way the crosses with poppies were placed on this lawn on Anzac Day. That was excellent. It's good that the old buildings have been restored. It's in a great spot.	1
The museum is quality except too small.	1
The Museum is really hard to find parking for. Typically when I visit it's only on weekends to get the free parking in Lee Wharf carpark. Which is a reasonable distance away- especially if its raining, perhaps 1/2 hour or similar free parking can be provided on weekends in the museum carpark to make it a bit easier to get to. Otherwise, I love the museum and I am glad we now have one back in Newcastle.	1
The museum's use of social media is very good but sometimes they post too much and it would be helpful to have the staff roam the exhibits to answer inquiries and provide information rather than concentrate on the desk but I do realise large groups do require the assistant of more than one person at times.	1
The old wood street building was more suitable with more seperate areas enabling seperate displays and more storage as well as change of displays without affecting the others unduly.	1
The parking near the museum (rail carpark near Civic Station) costs \$2.50 from memory - but the machines do not accept 50c coins. Every time I have visited the museum and parked in this area, the fact that those machines do not accept 50c coins has been a pain in the backside for just about everyone trying to use the machines / park in that area. While I understand it is now operated by a private operator - they need to fix their machines so that more standard coins can be used. It's actually quite a deterrent at times.	1
The Police exhibition was very good, I think similar every few months would be	1

great.	
The provision of cultural amenities is very important to the life of a city. I trust the museum will not be impacted by the current not terribly rational cost cutting frenzy the Mayor & some councillors are engaged in.	1
The staff are FANTASTIC	1
The staff are very friendly. Loved the interactive magnet wall with pictures of newcastle icons too. The old museum had more space, so feel it did a more complete job of explaining the history of Newcastle. I miss the map of the undermined areas in Newcastle, plus the 'underground' mine that used to be in the other building.	1
the surveys that newcastle voice provides are always too long you need to limit them to 5 online pages and no more it is FAR too much if you want citizens' input We have lives you know and it is not always about your surveys	1
THERE SHOULD BE A FUND TO ACQUIRE ARTEFACTS OF CULTURAL SIGNIFICANCE AS DOES THE ART GALLERY.	1
Think the whole thing is great! Would love more space for more displays (permanent) of people, agricultural history	1
This survey needs to be re designed to give accurate feed back and is to general in some areas to design a qualifying or quantifying statement. More museum would be good. Giving what the council promised to begin with. A 'regional' museum.	1
Thought the whole experience of the museum and its central location was excellent	1
To have the Newcastle Museum, Newcastle Art Gallery and other regional inspirations facilities integrated and be more financially and administratively supported by the NCC in a way that does not diminish the importance of these iconic tourist attractions.	1
Visits to-date been too brief to make any informative or worthwhile comments	1
We would visit more but find getting a car park in town is hard and costly we live near maitland and for the 6 of us to catch the train is around \$40 return so makes an expensive day out to 'town'	1
What has and what does the Museum contribute to the Lee Wharf area. How does the Lee Wharf area work as a team. The place is flat and looks dead boring. It needs to be made viable. How many train loads of people have you organised from say Gosford to visit the Museum. All references to the Museum being at Newcastle West need to be removed. Turn on the light! The candle is but flickering.	1
What's at the Museum?	1
would like for it to have greater patronige, more people attending?	1
Would like to see some exhibits changed from time to time and special exhibits creating a new experience when going to the museum	1
You are doing an amazing job!	1
you should be charging entry fees	1
you're doing a great job! thank you	1
"What appoint some audio podcasts people can download to own device or borrow for a small fee".(this is correctly entered)  Information give at Q4a: "no new exhibits but if orchestra playing again I would come"  At Q5a:"Visitors on the boardwalk need to be made more aware".	1

At Q20: "North coast- Old Bar".	
a comment was made at Q5a which is very hard to read."More public city".	1
A good day. Thanks, keep up the good work.	1
a great place to visit	1
grandchildren love it	
affordable - no entry fee	
A lovely little museum to have fun with grandchildren.	1
The gentleman doing storytime, whilst good reading material, he could not be heard and it was too old for little children.	
Additional comments.	1
Q6 about recommending Museum:"on the Mummy Project Website"	
Q12; "Toys" as a particular exhibition visited.	
At Q14 re the Cafe: Trying out later. Coffee will be the guague :)	1
Cathy and David were very helpful!	1
Could have a continuous old film of tapping the blast furnace, quenching the coke ovens and other live activities at BHP between live shows.	1
do you have visiting/ changing exhibitions? Could there be some? Parking is expensive and not readily available.	1
Would be great if there was a second physical activity space for older kids. The soft play area gets over congested.	
Enjoyed showing Grandson how we lived.	1
Entered at Q13a ---how we could improve your level of satisfaction:"Organised pre-school activities".	1
Entered under Q4a. Reasons for not wanting to visit again this year: "Kids love playground, nice place, interesting".	1
Entered under Q5a.- how the museum could better achieve its vision: "More frequent Newy based special exhibits"	
Entered under Q5a: "XSrata / Supernova - great activities. Connect to context e.g. Seismology / Magnetism to '89 earthquake and Power Generation in Hunter activities should be themed e.g. to steel making?"	1
Entered under Q11. Reasons for visit: "To assess" for future school visit.	
Entered under Q 13 re the disability friendly aspects. Satisfied column was ticked: "visually,except hearing impaired"	
Entered under 15a as suggestion for items in the shop:"More gifts related to steel/coal etc. E.g. carbon things/coal carvings. Love the heavy metal Tshirt".	
Everyone enjoyed it. Thank you and well done.	1
excellent exhibitions. the hands on science exhibition was awesome for the kids.	1
Excellent way of encouraging children in their education.	1
Extra info on Question 6; ' I always do!'	1
Extra info on Question 11:'This is the second time it's been chosen as b'day activity'.	
Fabulous place. Thanks and keep it up!	1
Great day!	1

Great friendly and informative staff. We enjoy every visit.- Thank you Satisfaction level for aspects of the Museum Cafe: 'maybe more baby chairs'. (with smiley face)	1
Great to have additional craft activities in school holidays.	1
I am disappointed that the train is going to be deleted as parking is a major nightmare. Parking meters often DO NOT WORK and is expensive - a real downer when trying to get others to join in on our fun. I am also worried as to if any real consideration has been given to public transport to serve the museum - it is important please speak up if no station /stop is going to be dedicated to it. Q5a was answered as follows:"I would love to see more history about the town's evolution and old photos of then and now. Note; I love the balance achieved in BHP gallery and coal section:it appeals and instructs kids with interactive exhibition as well as detailed info for adults -more info is always valued in my mind. Note also: I find the kid focus mininova excellent - I come here every week with my 3 year old son. Q14: noted that cafe food is"expensive".	1
I have grandchildren from Sydney and Brisbane. One of their favourite things to do when they are here is to GO TO THE MUSEUM. Whole museum a credit to Newcastle and staff!!  Comment made on Ques.5a How do you think Museum could better reach its vision: 'Display of Beach culture, history - perhaps activities relating to this'.	1
I have thoroughly enjoyed my visit to the museum and would recommend anyone coming to the area to pay a visit. It is the yardstick by which I shall judge future museum visits. Congratulations to all those concerned in its inception and management. Thankyou for a great experience.  Professor Colin Symonds.	1
I really enjoyed and it was a good initial overview of the long fascinating history of the role of coal / steel in the town's life.	1
In response to Q4a; ---reasons for not wanting to revisit this year "Occasionally is sufficient"  The option to fill this in did not come up on the computer.	1
Information supplied at Q5a. "The museum is currently doing an amazing job at being a centre for and about Newcastle, however, I think that more interactive activities as well as a wider variety of shows would enhance this and increase museum appeal for a younger audience".	1
It would be really nice to have a picnic area (inside/outside), and probably a playground with interesting games outside.	1
It's all lovely.	1
Love last year's Toy exhibit.  Membership a good idea.	1
More interaction.  Under Q5a how could museum better reach its vision?: "More local environmental stuff. More interactive".  A second response to Q10: how did you get most of your information: "Word of mouth".	1
More Lego displays and interactive exhibitions.  Under Q10 other source of information : " Word of mouth".  Addition to Q15 re the shop. "I have looked and I will purchase".	1

Museum is a great asset.	1
My boys love the Earth and Moon exhibit. They would greatly enjoy a solar system exhibit or show.	1
under Q5a - how could the museum better reach its vision - "Find a council who will facilitate".	
Under Q10 ; a second choice was "Social media"	
Newcastle Museum could better reach its vision: By having more resources online	1
Not planning to revisit this year: I will bring my grandchildren next year.	1
Overall a very good museum covering many highlights of Newcastle's history	1
Question 3a was not answered by the person doing the survey so I made the choice. Olga	1
Reason for not coming again this year: moving	1
Reason for not wanting to visit museum again this year: 'Preparing for Christmas'	1
Response to How could museum better reach its vision: 'my grandchildren come because they enjoy the science displays"	
Staff very friendly and helpful.	1
Terrific museum. Great on history of Newcastle. Loved John Bell video.	1
Thanks. (plus smiley face).	1
Entered at Q 5a - how can Museum better reach its vision: "More history. The BHP was great. Maybe more about First Settlers here, Architecture etc. Newcastle Royal hospital.	
This survey was not filled in from Question 13 to the end.	1
To encourage more free thinking i.e. more interaction.	1
Under Q4a.: " Wonderful exhibitions. Especially BHP".	1
Under Q5a - How could the museum better reach its vision:-: "Perhaps more video presentations".	1
We enjoyed greatly. Thank you!	1
We love to visit and do so often. Kids are always interested.	1