

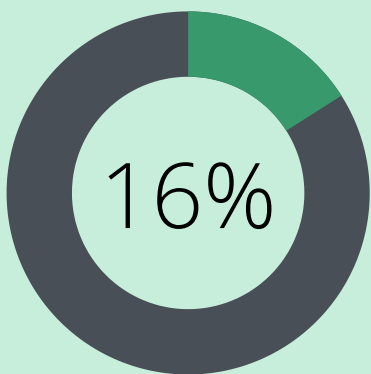
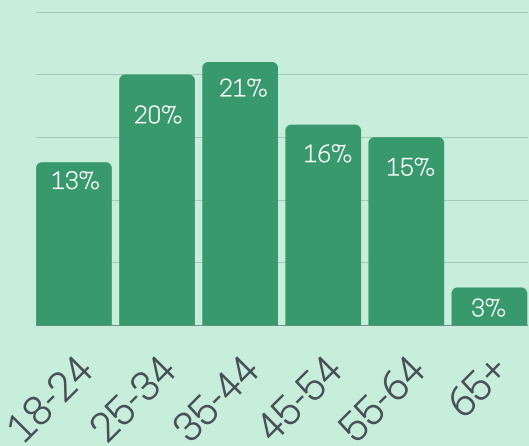


INFORMED



NEEDS: STRIVE FOR CONSTANT PERSONAL GROWTH AND LEARNING

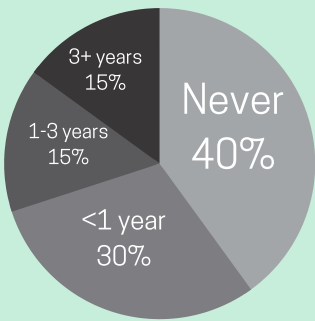
Age Distribution



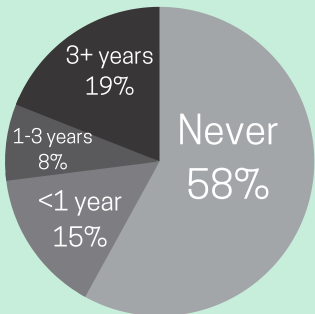
of Museums Victoria visitors fall into the Informed segment

- ▶ 50% Informed Melbourne Museum visitors from Melbourne metropolitan area
- ▶ 74% Informed Scienceworks visitors from Melbourne metropolitan area
- ▶ 43% Informed Immigration Museum visitors international tourists

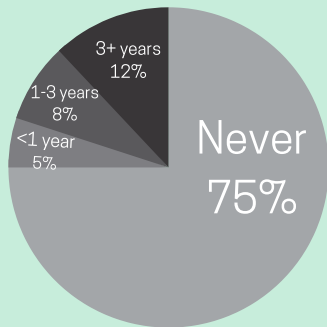
Last Time Visted



Melbourne Museum



Scienceworks



Immigration Museum



About 2/3 of Informed visitors are with other adults

WHY DO THEY VISIT?



Haven't been in a while



Discounted tickets



Entertain a visitor



New exhibit, program, or event



Short term exhibit or program

HOW TO CATER TO THEM?



Provide additional supplements through publications and databases



Detailed, heavy information



Access to curators and experts



Experience delivers a sense of accomplishment



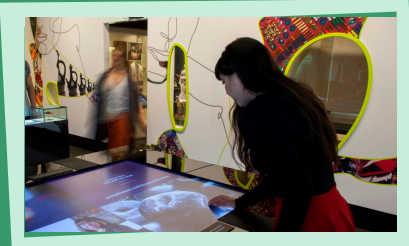
Provide historical displays

FAVORITE EXHIBITS



Immigration Exhibit

Identity: Yours, Mine, and Ours



Sportsworks

First Peoples Gallery, Bunjilaka

