

Redcliffe Museum

Market Analysis and Development Planning

Project Outline

Established by the Redcliffe Historical Society the Redcliffe Museum has over the years had a number of homes. During the mid 70's and up until 2001 the Museum was located within Sutton's Bathing Pavilion. In October 2001 the 'new' Museum located on Anzac Avenue opened its doors to the general public.

In November 2004 the Museum Management Committee appointed Leisure Futures to research the levels of museum awareness among visitors to Redcliffe, the local Redcliffe community and potential sponsors and further develop strategic macro level marketing initiatives to enhance exposure, visitation and potential sponsorship. The methodology adopted to undertake the research consisted of undertaking three specific surveys. Those being:

- **Visitors to the Museum** - This survey was a paper based self completion survey that was completed by visitors to the Museum. The survey ran from the 14th of January to the 14th of February 2005 and a total of 81 surveys were completed.
- **Local Residents** - The local resident survey was conducted through a one-on-one interview process. The survey was conducted at Kippering Shopping Complex on Saturday 29th January with 97 surveys being completed.
- **Visitors to the Visitor Information Centres** - Once again this was a self completion paper based survey, with the surveys being displayed at Redcliffe Visitor Information Centres. The survey ran from the 14th of January to the 14th of February 2005 and a total of 7 surveys were completed.

Key Findings

- ➔ It is evident from both the Museum visitors and local resident surveys that the Museum is a highly regarded experience that surpasses or meets the expectations of those who visit the Museum.
- ➔ The local community has a high level of awareness of the Museum and its location, however the majority of local residents surveyed, whilst intending to visit the Museum have not yet done so.
- ➔ The most enjoyed aspects of the Museum are the SpectraVision theatre display, the Shed and the overall delivery of general 'local' social history. In relation to improvements that could be made, a number of limited comments were received. Comments focused on general factors such as reminding people to visit through additional advertising, the desire to have a larger Museum, low sound associated with a number of multimedia displays and a request for a children's worksheet.



In conclusion the Redcliffe City Council, Historical Society, volunteers and stakeholders have created a Museum experience that entertains, educates and in most cases surpasses the expectations of those that visit. However whilst the local resident awareness of the Museum is high converting this awareness to visitation creates opportunities to further increase the exposure of the Museum.