

VENUE REPORT

IMPORTANT NOTES

TO THE FUNDING RECIPIENT:

You should provide a copy of the Venue Report to each Venue hosting your Exhibition for completion and return at the conclusion of the Exhibition. You have a legal obligation under your Funding Agreement or Funding Deed (as the case may be) to provide a fully completed Venue Report for each hosting venue as part of your Final Report.

TO THE HOSTING VENUE:

Please assist the Visions funded organisation to fulfill its legal obligations to the Commonwealth by completing this form in full and returning it to the organisation promptly following the close of the Exhibition at your venue.

WHY IS THE VENUE REPORT IMPORTANT?

The Venue Report forms an important aspect of the Final Report. The Visions of Australia Program is funded from public money and continued government support for the Program is dependent on the Program continuing to meet its objectives. The Visions of Australia Secretariat uses the information in the Venue Reports for statistical purposes to help measure performance of the Program and to fulfill its accountability requirements.

**VISIONS OF AUSTRALIA PROGRAM
VENUE REPORT**

TO BE COMPLETED BY EACH VENUE WHERE THE EXHIBITION IS DISPLAYED. **THIS MUST BE ATTACHED TO THE FINAL REPORT.**

1. VENUE DETAILS:

Venue name:
Street address:

2. EXHIBITION DETAILS:

Exhibition Title:		
Date opened:	Date closed:	Number of days open:

3. ATTENDANCE:

1) Please complete the following:			
	Number	Admission Fee	Revenue
Adults			
Children			
Concession			
Groups			
Other			
TOTAL			
2) If you charged an admission fee, was this the usual fee or a special admission fee? <input type="checkbox"/> N/A <input type="checkbox"/> Usual fee <input type="checkbox"/> Special fee			
3) If you sold merchandise relating to this exhibition please fill out the table below:			
Item sold	Cost of item	Number sold	Revenue
TOTAL			
4) Has the exhibition resulted in an increase in attendances at your venue? <input type="checkbox"/> Yes <input type="checkbox"/> No			
5) If 'yes', by what percentage?			

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4. EXHIBITION OPENING

1) Did you hold a function for the exhibition opening? <input type="checkbox"/> Yes <input type="checkbox"/> No (if no, go to next question)
2) Who opened the exhibition?
3) How many people attended the opening?
4) Is this figure included in the total visitor numbers above?
5) Approximately how many invitations were sent out?
6) Were there any special features about the opening (eg. entertainment, VIPs, sponsored refreshments)?

5. MEDIA AND PUBLIC RELATIONS

1) What promotional activities did you conduct prior to and during the exhibition? <input type="checkbox"/> Media releases to local newspapers/radio/TV <input type="checkbox"/> Media interviews <input type="checkbox"/> Brochure distribution <input type="checkbox"/> Posters <input type="checkbox"/> Advertising <input type="checkbox"/> Newsletter <input type="checkbox"/> Promotional displays <input type="checkbox"/> Mail-drops <input type="checkbox"/> Direct mail to members, schools, other groups <input type="checkbox"/> Other _____
2) What media coverage did the exhibition receive? <input type="checkbox"/> Local newspapers <input type="checkbox"/> Major daily newspapers <input type="checkbox"/> Exhibition critique in journal or newspaper <input type="checkbox"/> Radio <input type="checkbox"/> Television <input type="checkbox"/> Other _____ <i>If possible, please attach a copy of all media coverage</i>

6. GENERAL QUESTIONS

1) What were the main reasons for selecting this exhibition for display at your venue? Please tick the corresponding boxes. <input type="checkbox"/> Fits exhibition program <input type="checkbox"/> Audience appeal/demand <input type="checkbox"/> Cost <input type="checkbox"/> Audience development <input type="checkbox"/> Timing and available space in your venue <input type="checkbox"/> Complements venue collections <input type="checkbox"/> Different/unusual art form <input type="checkbox"/> Reputation of organisation/person offering the exhibition <input type="checkbox"/> Reputation of artists <input type="checkbox"/> Other _____
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**PLEASE PROVIDE A DETAILED RESPONSE TO EACH QUESTION
UNLESS 'NOT APPLICABLE'.**

<p>2) List the main target audiences for the exhibition (eg young people, seniors, disabled people).</p>
<p>3) Did you undertake any market research to identify interest in this exhibition?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Please comment:</p>
<p>4) In your opinion, how did this exhibition influence the wider community (eg promoted partnerships, raised awareness of your venue, promoted community participation)?</p>
<p>5) What other exhibitions/activities took place in your venue while the Visions exhibition was there?</p>
<p>6) What (if any) special educational programs/public programs/activities were organised to complement the exhibition?</p>
<p>7) What was the public response to the exhibition? You may wish to provide comments from your visitor book.</p>
<p>8) Did the exhibition help to raise the profile of your venue? (if so, in what ways)</p>
<p>9) Did the exhibition meet your expectations? Please comment on why/why not.</p>

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10) What elements of the exhibition offered 'good value'? Please tick the corresponding boxes.

- | | |
|---|--|
| <input type="checkbox"/> Quality of artworks/exhibits | <input type="checkbox"/> Support from organising venue |
| <input type="checkbox"/> Catalogue | <input type="checkbox"/> Exhibition signage & support material |
| <input type="checkbox"/> Other merchandise | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Education material | |

11) Did you experience any problems in installing and displaying this exhibition?

12) What elements of the exhibition and touring arrangements could have been improved?

7. QUESTIONS ABOUT YOUR VENUE

1) How often does your venue host touring exhibitions?

- | | |
|--|---|
| <input type="checkbox"/> One or more per month | <input type="checkbox"/> 1 – 2 per year |
| <input type="checkbox"/> 6 – 11 per year | <input type="checkbox"/> Less than one per year |
| <input type="checkbox"/> 3 – 5 per year | |

2) How do you mostly hear about new travelling exhibitions (eg word of mouth, approaches by organisations, newsletters)?