

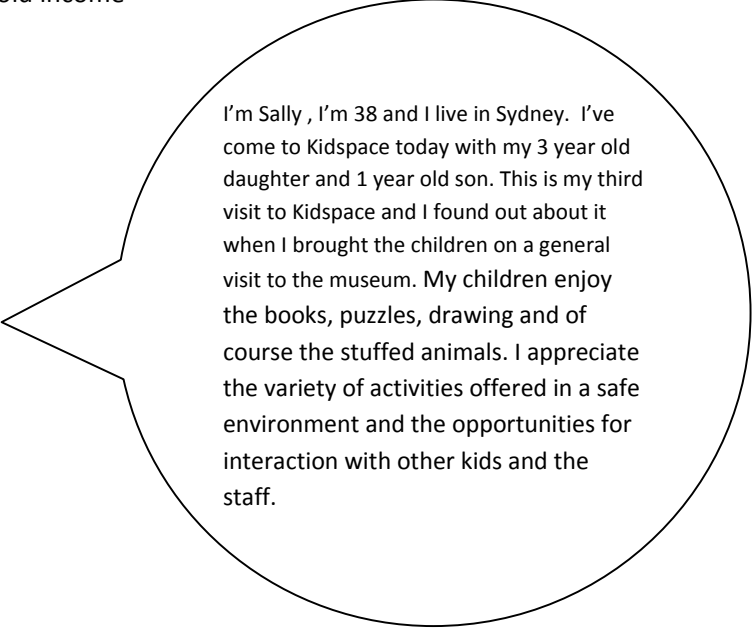
Kidspace Evaluation

Kidspace is an area specifically designed for an under 5 audience and their carers. It is located on the second floor of the museum and opened in March 2007. This evaluation was undertaken in order to measure the success of the new area from both a visitor and staff perspective and to inform the development of *Discover* – a new learning centre for the Australian Museum.

The research was made up of two separate studies – a visitor self-complete feedback form and a workshop with staff working in *Kidspace*. This report focusses on visitors' responses.

A self complete questionnaire completed by 135 caregivers who visited *Kidspace* with their children. Typical profile of respondents:

- aged 35-44
- Sydney residents,
- university educated
- Australian born
- above average household income
- not Museum Members



I'm Sally , I'm 38 and I live in Sydney. I've come to *Kidspace* today with my 3 year old daughter and 1 year old son. This is my third visit to *Kidspace* and I found out about it when I brought the children on a general visit to the museum. My children enjoy the books, puzzles, drawing and of course the stuffed animals. I appreciate the variety of activities offered in a safe environment and the opportunities for interaction with other kids and the staff.

Other results:

- 55 % repeat visitors most (38%) of whom had visited 4 times or more
- 45% first time visitors
- 82% visited with their family only
- 84% visited with 1 or 2 children
- 43% visited with 2 year olds, 35% with 4 year olds, 34% with 3 year olds
- 53% heard about *Kidspace* after arriving at the museum, 26% had heard through word of mouth and 16% had learnt about *Kidspace* via the website
- 37% of visitors had no expectations of *Kidspace*, 21% expected there to be activities where children would learn and play and 13% anticipated it would be fun
- 70% of visitors described their children's visit to *Kidspace* as involving books, drawing, puzzles and stuffed animals and 43% reported happy, entertained kids

Aspects most liked include:

- Variety and range of things to do
- Hands-on activities
- Safety
- Interaction/ socialisation with others (including staff)
- Pods
- Everything / great adventure

Aspects least liked include:

- Small space – 9%
- Crowded and noisy – 5%
- Poor facilities for eating, toilets lighting – 5%

22% said there was nothing they didn't like and 47% didn't respond to this question which suggests a high level of satisfaction.

What changes would you make:

- Happy as it is -19%
- Bigger space/ more toys -17%
- No response -36%

What other programs have you attended at the AM in the last 12 months

- General visit 42%
- *Kidspace* 19%
- Specific exhibition 19%

Are you planning to visit other exhibitions today

- Yes - 61%
- No – 30%

Have you visited the AM website

- Yes - 48%
- No – 49%

Are you a member of Members

- Yes - 16% 95% of whom joined to gain free admission to the Museum, 77% for children's activities and 64% to support the AM
- No – 81% 55% of whom knew Members exists and 40% didn't

Opportunities to boost membership with this audience sector are apparent as there is a high level of repeat visitation (53%) but a low level of membership (16%).

Summary of visitor feedback

The response to *Kidspace* from visitors is extremely positive. The majority of those surveyed come to *Kidspace* with their family consisting of one or two children and there is a high incidence of repeat visitation. Most respondents heard about *Kidspace* once they arrived at the museum and their expectations of the area were fulfilled. Most respondents combined a visit to *Kidspace* with a general visit to the museum. The vast majority of respondents had a positive experience in *Kidspace* as is highlighted by the comments below.

'Great job, great idea!'

'The availability of resources and activities, so much freedom for children.'

'Calm, happy, fun atmosphere, you've got just the right feel.'

'Child centred activities around a theme, friendly helpful staff.'

'...lots of variety, the pods are great.'

'Contained space with fantastic range of things.'

'Pods are fantastic and the people who run the groups are great!'