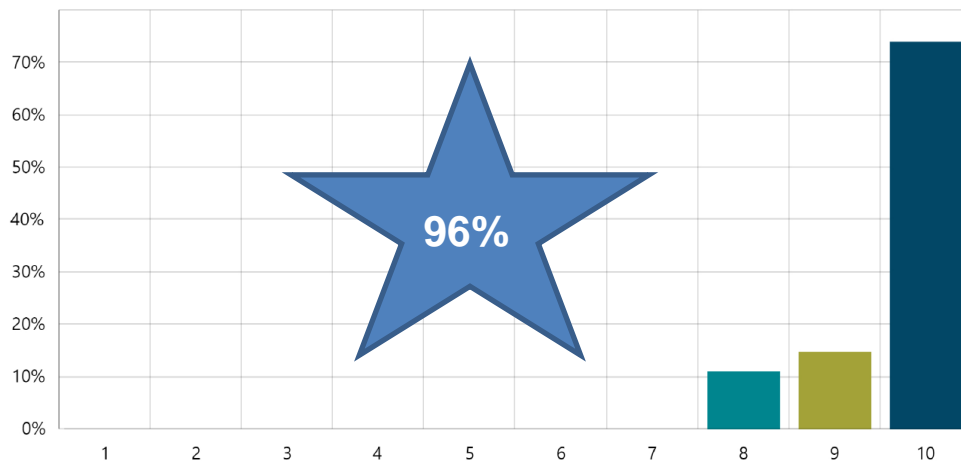


## 2023 Woollahra Gallery Survey Overview

- The Woollahra Gallery survey was run from 20 June until 20 August 2023.
- Respondents rated their experience out of 10.
- Promotion channels included digital screens, banners, flyers in rates notices, e-signature messages, Mayoral Column, Social Media, E-Newsletters and Woollahra News.
- Survey responses were analysed for key insights.
- The Executive Leadership Team and managers were briefed on the survey findings.

### Overall experience score

The Woollahra Gallery experience score was 9.6/10 based on an average of 27 customer ratings submitted.



### Positive Sentiments

#### Appreciation for the beautiful setting

Many comments highlighted the gallery's beautiful surroundings, gardens, and interior spaces, creating a pleasant and inviting atmosphere.

*"We just stumbled on this beautiful gallery in such a perfect setting. Great exhibition, a most enjoyable experience. Will be back!"*

#### Positive experiences with exhibitions

Visitors frequently mentioned enjoying the exhibitions, finding them interesting, well-curated, and varied, which keeps them coming back.

*"The exhibitions are always interesting and well curated and gallery staff are helpful and friendly."*

#### Praise for friendly and knowledgeable staff

The staff are often described as friendly, helpful, and knowledgeable, enhancing the overall visitor experience.

*"The gallery was well setup, great art, helpful, friendly and knowledgeable staff."*

#### Recognition of the Gallery as a cultural asset

The gallery is seen as a valuable cultural amenity that enriches the community, with some visitors appreciating the council's efforts in maintaining it.

*"I love the Gallery, it's in a beautiful building and it's a great cultural amenity for the area. The garden is quite beautiful as well."*

### **Opportunities for Improvement**

- Better advertising
- Improved accessibility features like seating at the bus stop outside the gallery