All Aboard
Building an Audience through Public Programs

Railway Heritage Conference
15 – 17 October 2009

Mr Andrew Moritz, Director
Overview

The Workshops Rail Museum

• Introduction
• Site significance
• Establishment of the Museum
• Visitor Experience
• Results
Introduction – History

North Ipswich Railway Workshops

- Birthplace of rail in Queensland – 1865
- 10,000 workers over 140 years
- Built over 200 steam locos for use in Qld
- Fully operational until late 1990s
- The Workshops Rail Museum opened 1 September 2002
Site significance

- Rare example of a large scale railway workshop
- Largely intact
- Still an operational site
- Demonstrates the evolution of Qld’s rail history
- Listed on Queensland Heritage Register & Register of National Estate
Establishment of the Museum

- Relocation of large component of operations to modern site nearby in 1990s.
- Centenary of Australia’s Federation 2001
- Two key individuals
  - Hon David Hamill, MP
  - Mr Vince O’Rourke, CEO Queensland Rail
Project outline

• Queensland Rail (QR) Project
• Project cost – AUD $20M - $15M from State Govt; $5M QR
• Project Management - QR
• Contractors
• Queensland Museum appointed – July 2001
• QM/QR relationship
Significant Challenges

- Much broader audience than train/rail enthusiast
- Location – Ipswich
- Collection and lack of icons
- Theme – Rail
- Cost – Entry fee
Audience Research

Prior to Opening

• Front end audience research into rail museum/workshops experience
• Audience and ticketing study

Post opening

• Review of marketing strategy
• QM Wide - Audience Research project
• Group market research
• In addition – exit surveys; postcode capture
Themes to be explored

- Rail in Queensland – regional perspective
- Rail in a global context
- The Workshops and Ipswich – the local perspective
- The venue should be ‘alive’
- Impact of rail in people’s lives (rather than technical or chronological focus).
Visitor Experience

- Museum – 16 different exhibitions
- QR Workshops – walking tours
- Events program –
  - Day out with Thomas
  - Circus Train
  - Workers Reunion
  - Queensland Model Railway Show
Event Program

- Day out with Thomas
- Circus Train
- Workers Reunion
- Queensland Model Railway Show
- The Great Train Robbery
- Steam Trains
Steam Trains
Results – Visitor Numbers

Annual Visitation

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation</th>
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<tbody>
<tr>
<td>2008/09</td>
<td>102,855</td>
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<tr>
<td>2007/8</td>
<td>102,752</td>
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<tr>
<td>2006/7</td>
<td>85,077</td>
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<td>2005/6</td>
<td>82,817</td>
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<td>2004/5</td>
<td>82,471</td>
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<td>2003/4</td>
<td>70,057</td>
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<tr>
<td>2002/3</td>
<td>50,885</td>
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Results - Ticket Type and Membership

Membership

- Adult: 28%
- Family: 49%
- Child 3-16: 15%
- Concession: 8%

Ticket Type

- Adult: 18%
- Members: 22%
- Family: 13%
- Concession: 11%
- Child (3-16 Yrs): 9%
- Child (under 3 Yrs): 10%
- Venue Hire: 9%
- Free Of Charge: 3%
- School: 5%
Results – Repeat Visitation

Of people who have visited previously:

- 89% have visited in the last 12 months
- 61% have visited 5 or more times

![Pie chart showing visitation frequency]

- 1 visit: 53%
- 2 visits: 24%
- 3-5 visits: 19%
- 6-10 visits: 3%
- 11 or more visits: 1%
Audience Profile

- 77% of visitors visit as a family, generally with two or more children (62%)
- 22-44 years of age (59%)
- 57% female and 43% male
- Highly educated:

![Bar chart showing educational attainment]

- 24% Primary/High School
- 25% Technical College
- 9% University undergraduate
- 41% University postgraduate
Audience Profile cont.

- From Brisbane and Ipswich (60%)
- Travel by car (88%)
- Spend between 3 – 4 hours, or longer (56%)