



MUSEUM  
OF AUSTRALIAN  
DEMOCRACY

OLD PARLIAMENT HOUSE

MUSEUM OF  
AUSTRALIAN  
DEMOCRACY AT  
OLD PARLIAMENT  
HOUSE

SNAPSHOT  
2015-16

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 / [museumofaustraliandemocracy](https://www.facebook.com/museumofaustraliandemocracy)  / [MoAD\\_Canberra](https://twitter.com/MoAD_Canberra)

 / [OldParliamentHouse](https://www.instagram.com/OldParliamentHouse)  Sign up to our newsletter on the website

OVER

# 357,000

VISITORS HIGHEST ON RECORD

**POP-UP  
PLAY UP AND  
#DISMISSAL1975**  
— HIGHLY  
COMMENDED IN  
THE 2016  
**MUSEUMS AND  
GALLERIES  
NATIONAL  
AWARDS**

## 97%

increase since the implementation of the strategic plan in 2013

MULTIPLE POINTS OF CONNECTION AND ENGAGEMENT FOR DIVERSE AUDIENCES

## 10

exhibitions launched

## 15

public programs delivered

## 97%

visitor satisfaction achieved

OVER 2 MILLION VISITORS SINCE 2009



Launched the most complete picture of Australian Prime Ministers website—[primeministers.moadoph.gov.au](http://primeministers.moadoph.gov.au)

Consolidated our site as a place for 'uncensored conversations' through three large-scale participatory events that provided lively cross-generational opportunities for engagement and dialogue:



Successful partnerships:

University of Canberra's Institute for Governance and Policy Analysis delivered original research into how Australians engage with their democracy

*Right Here Now: a powerful regional voice in our democracy* was the outcome of collaboration with Regional Arts Australia and 18 regional artists

IKEA Foundation, UNCHR and Better Shelter contributed to the POP-UP PLAY UP installation at Floriade

OVER 9,400 VISITORS VOTED AT THE MUSEUM ON ELECTION DAY

Delivered 11 publications and three presentations connected with research on Prime Ministers



## 20

papers and presentations delivered by museum staff

## 15,000 PP

Enlighten Free Speech Floats

## 6,370 PP

Easter Egg Trail

## 17,500 PP

Floriade POP-UP PLAY UP



Over 600,000 participants from more than 2,000 schools since 2008

Our online learning programs and webpages were redesigned and updated to align with version 8.1 of the Australian Curriculum

## 94%

satisfaction rating from **students**

## 98%

satisfaction rating from **teachers**

## 66%

more visits to outreach and travelling programs

## 60%

increase in our social community



The 40th anniversary of the Whitlam Government was re-imagined through the lens of social media. #Dismissal1975 was a trending topic on Twitter

Two National Trust Heritage Awards for outstanding conservation projects for King's Hall & Front Facade



Launched newly refurbished Hoi Polloi restaurant

## OVER 55%

increase in blog readership

## 45%

increase in blog publishing



Collaborated across 17 filming and/or photography productions reaching a potential audience of over 66 million people

