



HAVE YOUR SAY | IN SHAPING OUR FUTURE

REDEVELOPMENT PROJECT CONSULTATION SUMMARY REPORT

What we did

The Australian War Memorial ('the Memorial') Redevelopment Consultation Program sought community input as part of continuing feedback from our stakeholders to shape the future of the Memorial. This consultation will inform the Memorial's detailed proposal to the Federal Government, and the development of a 50 year Precinct Masterplan.

The consultation centred around five themes. Each theme contained a brief description and questions to assist respondents.

A combination of face-to-face and online activities for both general and targeted audiences was adopted. This included dedicated website content, social media content, email address, stakeholder forums, drop-in information sessions, pop-up events within the Memorial and a digital scrapbook to capture feedback.

Promotion and participation

The program was promoted through a range of channels that reached a large audience as seen in the table below. In addition to this a range of targeted stakeholder forums were held that further promoted the program.

Promotional channel	Reach
Media – The Australian	292000*
Social media	Facebook 91229 reach
	Twitter 33943 impressions
	LinkedIn 7007 impressions
Pop-up information events	80
Drop-in information events	132
Invitation letters	74
Neighbour letterbox drop	3500
Promotional postcards	1500
Factsheets	2265
Website	3626 visitors to the website
School promotion	89 information packs distributed
Tour/coach business invite	132 emails were sent
e-Memorial publication advert	>10000 subscribers

* based on estimated readership of The Australian from Roy Morgan Research, June 2018 (<http://www.roymorgan.com/industries/media/readership/newspaper-readership>)

CONSULTATION THEMES	CONSULTATION QUESTIONS
THEME 1: A PLACE FOR VETERANS AND THEIR FAMILIES	<i>How can we best serve veterans and their families when they visit the Memorial?</i>
THEME 2: PRECINCT PRIORITIES	<i>What are the priority areas for the Australian War Memorial Precinct? How could we make the external experiences at the Australian War Memorial better?</i>
THEME 3: THE VISITOR EXPERIENCE	<i>What are the access requirements and functionality you would like to see in the Memorial in the future?</i>
THEME 4: TELLING MORE STORIES TO MORE PEOPLE	<i>What are the important things to consider for the planning of future gallery spaces at the Memorial?</i>
THEME 5: FUTURE 50 – COMMEMORATION, MUSEUM AND RESEARCH THEMES	<i>What would you like future generations to experience when they visit the Memorial in the 2060s?</i>

Who participated?

Feedback was received from 134 individuals. As the consultation program asked for feedback on a range of themes, many individual participants provided feedback on multiple consultation themes which resulted in a rich source of data.

Participants were fairly evenly spread in terms of age group but participation by males was nearly double that of females. A quarter of participants were from the ACT with the remainder of participants representing the other Australian states and territories, with the exception of Tasmania where no responses were received.

Participants were asked to identify their relationship to the Memorial. The highest representation was from current or former Australian Defence Force members, followed by those who were visiting the Memorial either on holiday or with family/friends.

How people participated – engagement methods

The consultation program used a combination of face-to-face and online participation methods to enable involvement from across Australia.

An online scrapbook which provided participants with the ability to comment on each of the consultation themes was the most popular feedback channel (36% of feedback came through this channel), followed by email (25%) and social media (20.2)%.

Face-to-face consultation activities comprised of drop-in and pop-up information sessions; consultation theme forums; neighbour forum and three interstate forums resulted in about just over 17% of the feedback received.

What we heard – key feedback categories

The feedback received has been grouped into categories to assist in identifying recurring feedback and to enable an appreciation of the breadth of the feedback provided.

Feedback categories that represented over five percent of total feedback were deemed major categories. There were seven of these. Additional feedback categories which represented less than five percent of the total feedback were deemed to be minor categories.

The tables below provide more detail on each of the feedback categories and the percentage of feedback received for each.

MAJOR FEEDBACK CATEGORIES (AND % OF FEEDBACK RECEIVED)

Collection/ gallery inclusions (19.6%)	Suggestions for collection items and gallery displays. The inclusion of a gallery commemorating conflicts between Indigenous and non-Indigenous people in Australia during the nineteenth century was the most frequent suggestion followed by large objects, Navy representation, women in war gallery and home front / effects of war gallery.
Access and facilities (13.4%)	Suggestions to improve access and facilities at the Memorial including mobility impaired access; wayfinding and signage; parking and public transport; gift shop and cafes and event and group involvement.
Redevelopment (11.7%)	Suggestions relating specifically to the redevelopment including other museums and memorials to learn from; construction suggestions; displays and strategic planning.
Ways of telling stories (10.9%)	Suggestions for how stories should be told including not sanitising stories; focusing on people not on machines; ensuring stories are commemorated not glorified; suggested different points of view and suggestions for terminology and use of data.
Positive sentiment (7.4%)	A large amount of the feedback received during this process was in the form of general positive sentiment about the Memorial, staff, galleries and the Memorial's Director.
Outdoor displays/ experiences (7.1%)	Suggestions for use of the outdoor space at the Memorial including ANZAC Parade and neighbouring suburbs. Sub-categories include protection of heritage significance, memorial gardens, immersive outdoor displays, tours and wayfinding.
Digital/online (5.5%)	Suggestions for ways that digital or online applications could be used to enhance the visitor experience and share more of the collection including development of a web or smartphone app; digital storytelling techniques; building wifi; digitisation of records.

MINOR FEEDBACK CATEGORIES (AND % OF FEEDBACK RECEIVED)

Engagement/ interactive activities at the Memorial (4.9%)	Against redevelopment (2.2%)
Reflection spaces (3.8%)	Strategic/future planning suggestions (2.2%)
Veteran involvement (3.3%)	Staff training (1.4%)
Schools education (3.0%)	Commemorative events (1.1%)
Research functions in the Memorial and online (3.0%)	Against corporate involvement in the Memorial (0.8%)
Outreach – more national inclusion/travelling exhibitions (2.7%)	Suggested external relationships (0.8%)

Thank you and next steps

The Australian War Memorial would like to thank every person who contributed to the consultation program.

The Memorial will use this feedback to guide the development of a detailed proposal to the Federal Government. Feedback will also be used to guide the development of a 50 year Precinct Masterplan for the Memorial.

We look forward to keeping you informed as this project progresses.