

MUSEUMS VICTORIA: CONTRIBUTION TO BELONGING

Joseph Fox, Abby Hoschouer,
Megan Jacene, Molly Vincent



ACKNOWLEDGEMENT

We would like to acknowledge the Traditional Owners, the Wurundjeri and Boon Wurrung of the Kulin Nation and pay our respects to their Elders, past, present, and emerging.



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**CREATING A
FOUNDATION**

**VISITOR
SURVEYS**

**DATA
ANALYSIS**

**FORMING
INSIGHTS**



KEY FINDINGS

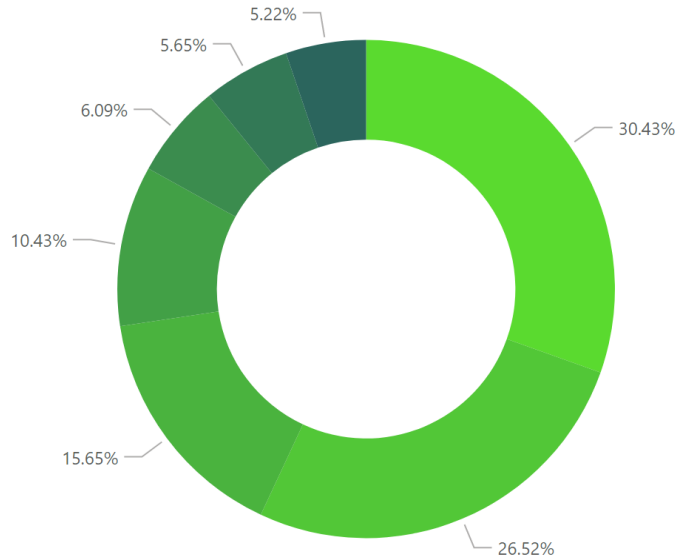
[View in Power BI](#)

I feel like I belong in the museum

8.78

out of 10

Reasoning behind rating:



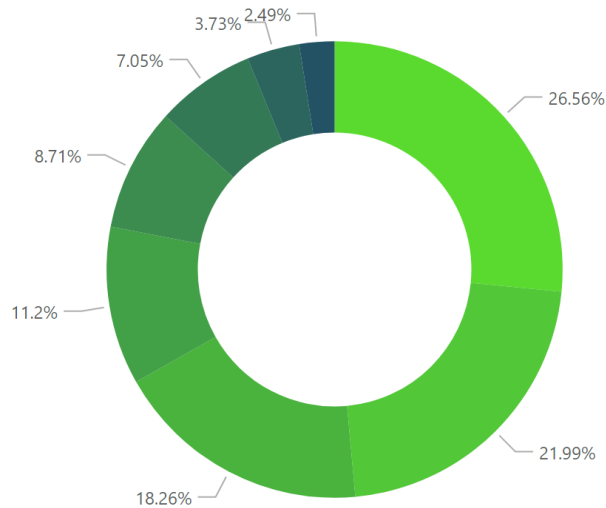
- It was very inclusive, welcoming, and accessible
- Everyone has the right to be in and apart of the m...
- Love learning and experiencing the museum
- Do not understand/too soon to tell/no explanatio...
- Don't believe I'm the target audience (age/interests)
- Felt I was represented here
- Didn't feel represented (culture/language)

What I am seeing and doing in the museum is important to me

8.36

out of 10

Reasoning behind rating:



- Education and learning is important
- Important because it is good for the children/the c...
- Immigration is important to Australian history/its i...
- Do not understand/too soon to tell/no explanatio...
- Not important/does not affect everyday life so not...
- Learning from the past and present to build the fu...
- Learning about myself/identity
- Connected with others

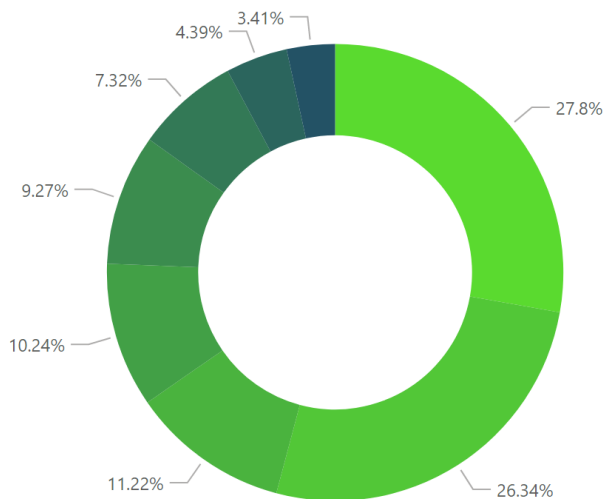
What type of visitor are you?

- Adult visiting on own
- Adult visiting with children
- Adult visiting with other adults
- Multi-generational group

Being in the museum connects me to something bigger than me

7.74
out of 10

Reasoning behind rating:



- Common humanity and connection to different cu...
- Connection to a sense of history and past
- Connection to learning and education
- The museum does not play that role
- Connection to a larger universe
- Connection to children/family
- Connection to nature
- Connection to the future/the future of technology

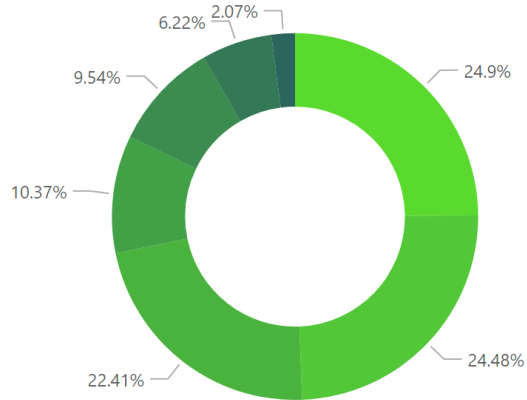
Which museum did you attend today?

- Immigration Museum
- Melbourne Museum
- Scienceworks

I felt better because of my visit to the museum

7.79

out of 10



Immigration Museum

Melbourne Museum

Scienceworks

Got to spend time with my kids/family

Was able to get out of the house and enjoy the environme...

Learned something new today

Do not understand/too soon to tell/no explanation/skip

Related to the stories told in the museum

Did not feel any different because of my visit

Felt worse because of some of the information that I learned

Being in the museum gives me a sense of being part of a community

6.74

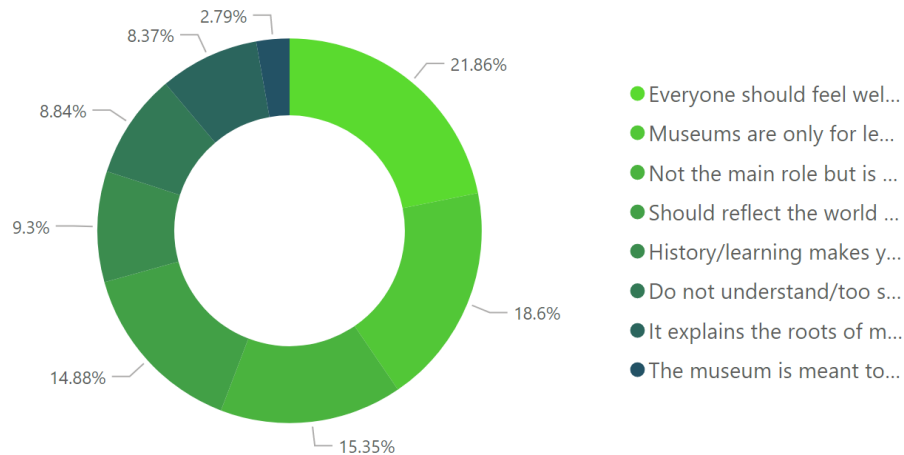
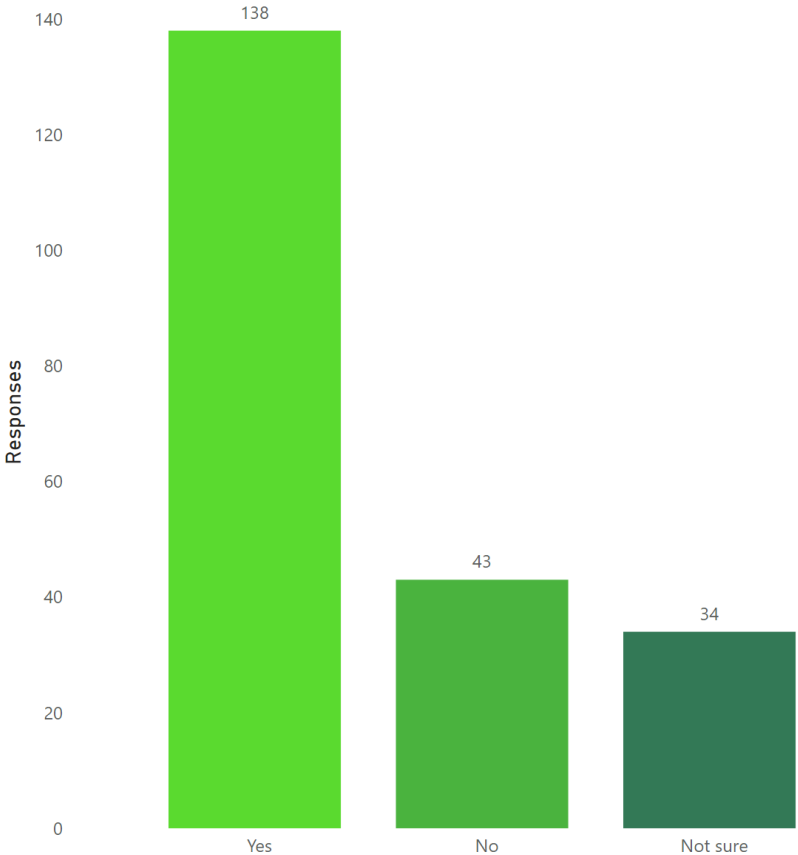
out of 10

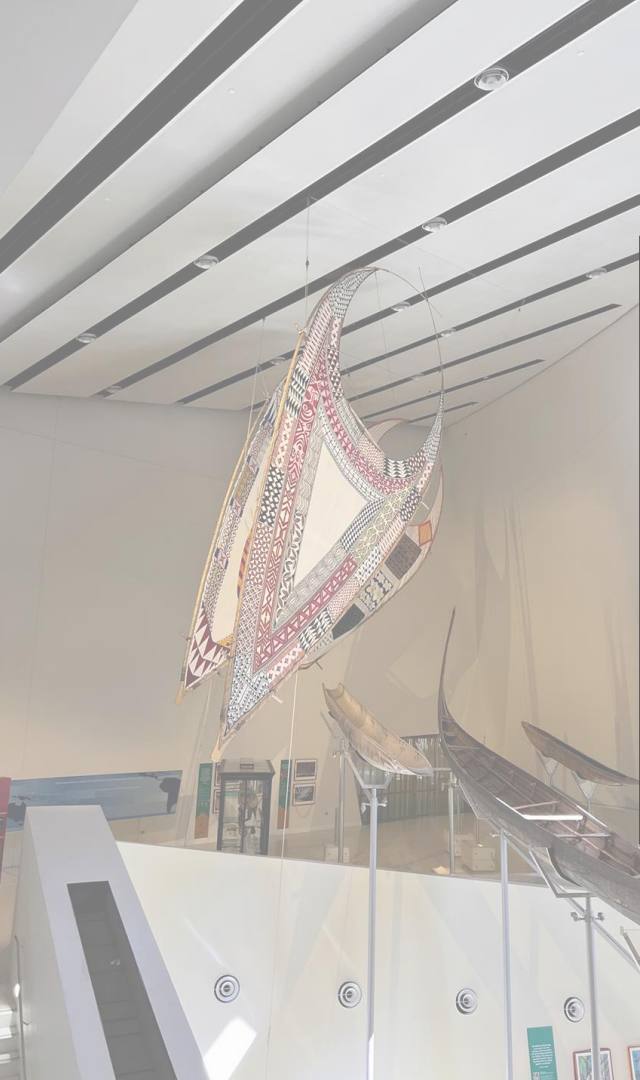
Being in the museum connects me to the people I am with

7.51

out of 10

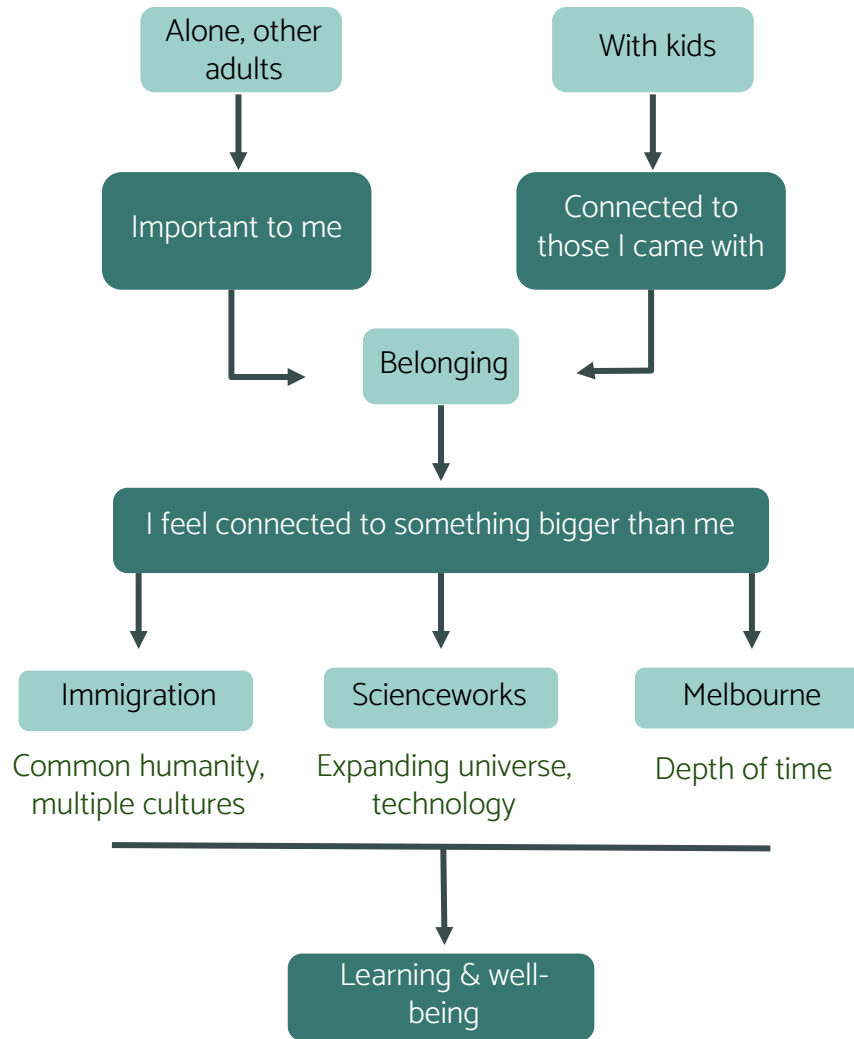
Is creating a sense of belonging the role of a museum and why?





WHAT THE DATA SUGGESTS

- Adults with children and adults without children experience the museum differently
- Belonging is a condition that must be met to reach other outcomes of a visit
- How visitors connect to something bigger is dependent on the museum
- Education is a prevalent theme and ties into wellbeing





“[The museum] breaks down prejudices and ignorance and promotes tolerance and acceptance through education and that we are all actually the same”

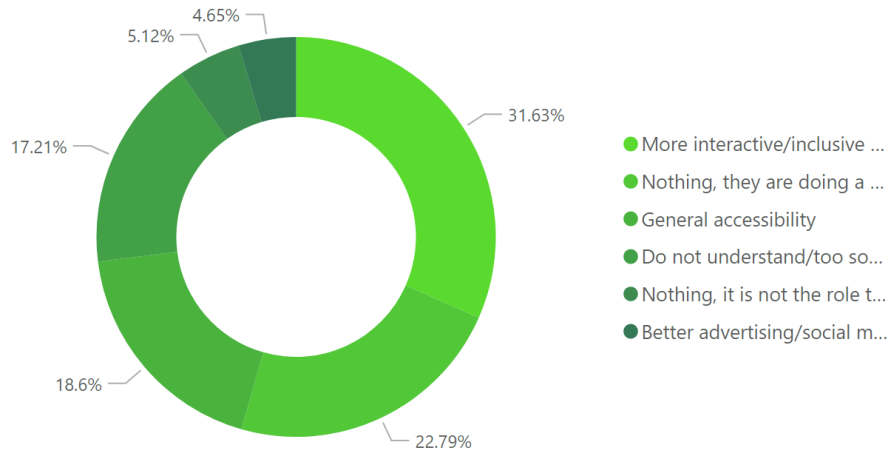
– Immigration Museum Visitor



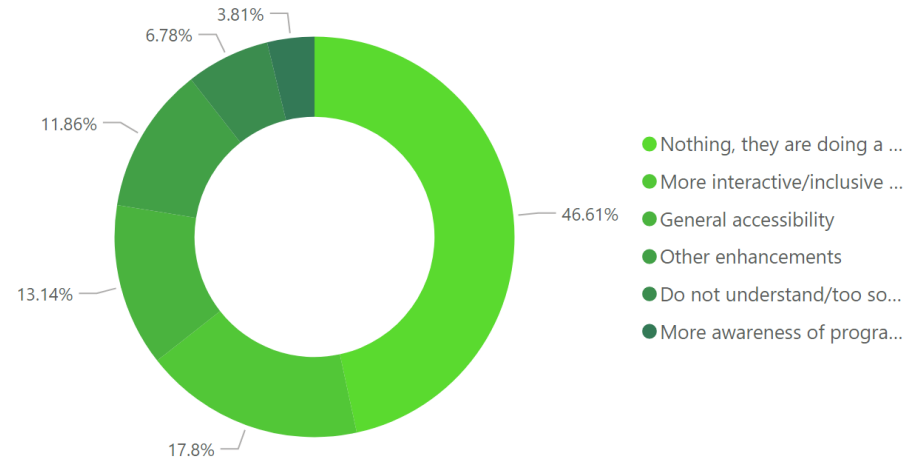
VISITOR INSIGHTS

Suggestions to improve visitors sense of belonging and well-being

How to achieve a sense of belonging and well being for all visitors

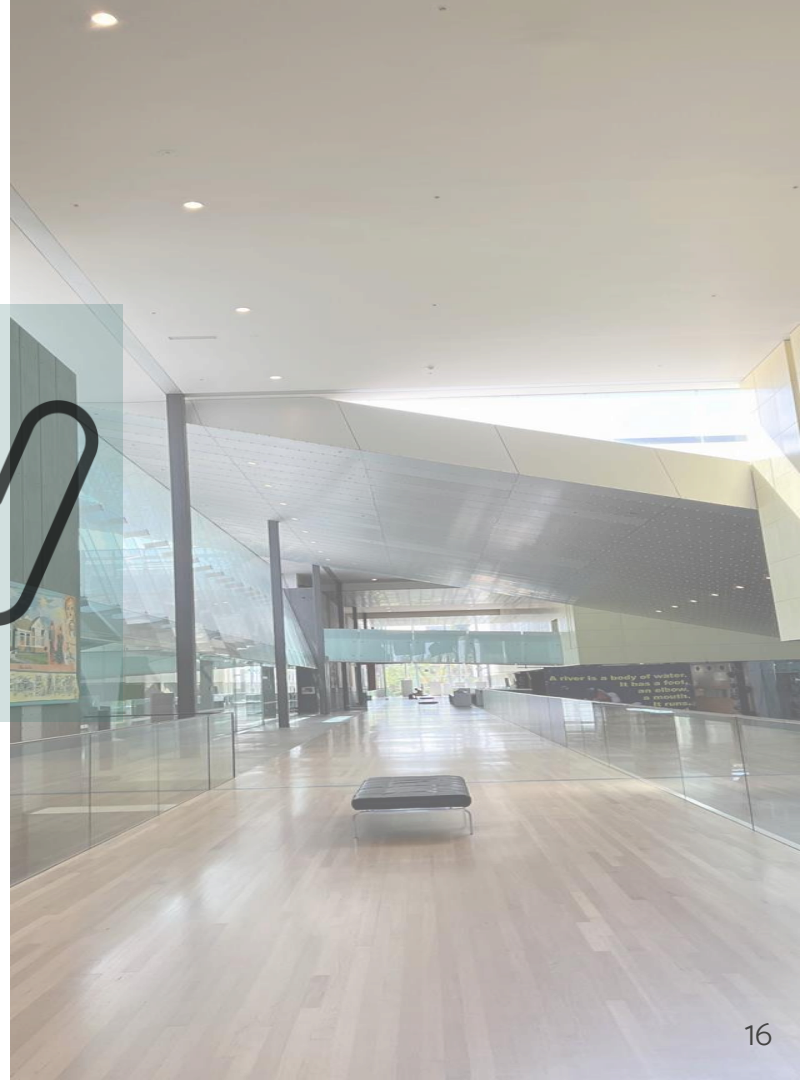


How to make the visiting experience more welcoming and inclusive for themselves



VISITOR INSIGHTS

1. Interactivity
2. Representativeness
3. Accessibility
4. Awareness



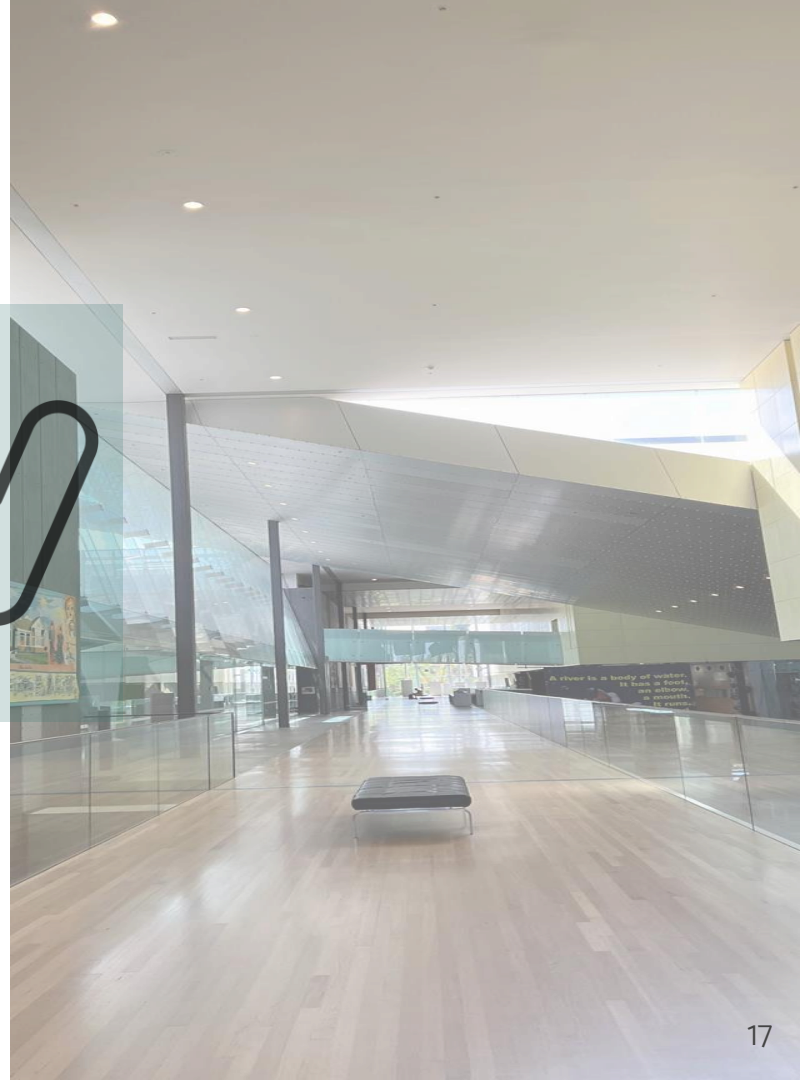
VISITOR INSIGHTS

A lot of things here that are interesting for kids but not for older generations....kids might not really understand what they're getting out of it and move on and only see it as an activity not learning.

- **Scienceworks Visitor**



INTERACTIVITY



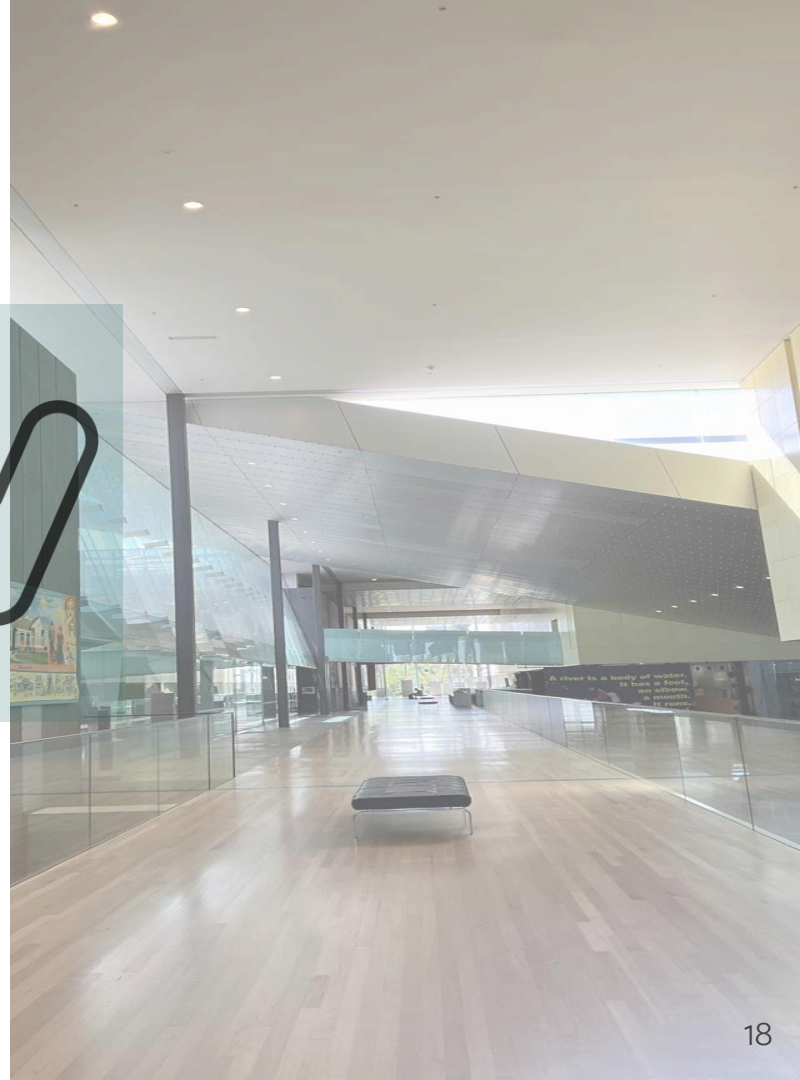
VISITOR INSIGHTS

Not only reflecting the British culture but from major 10 or 20 cultures and make a room for each country.

- **Immigration Museum Visitor**



REPRESENTATIVENESS



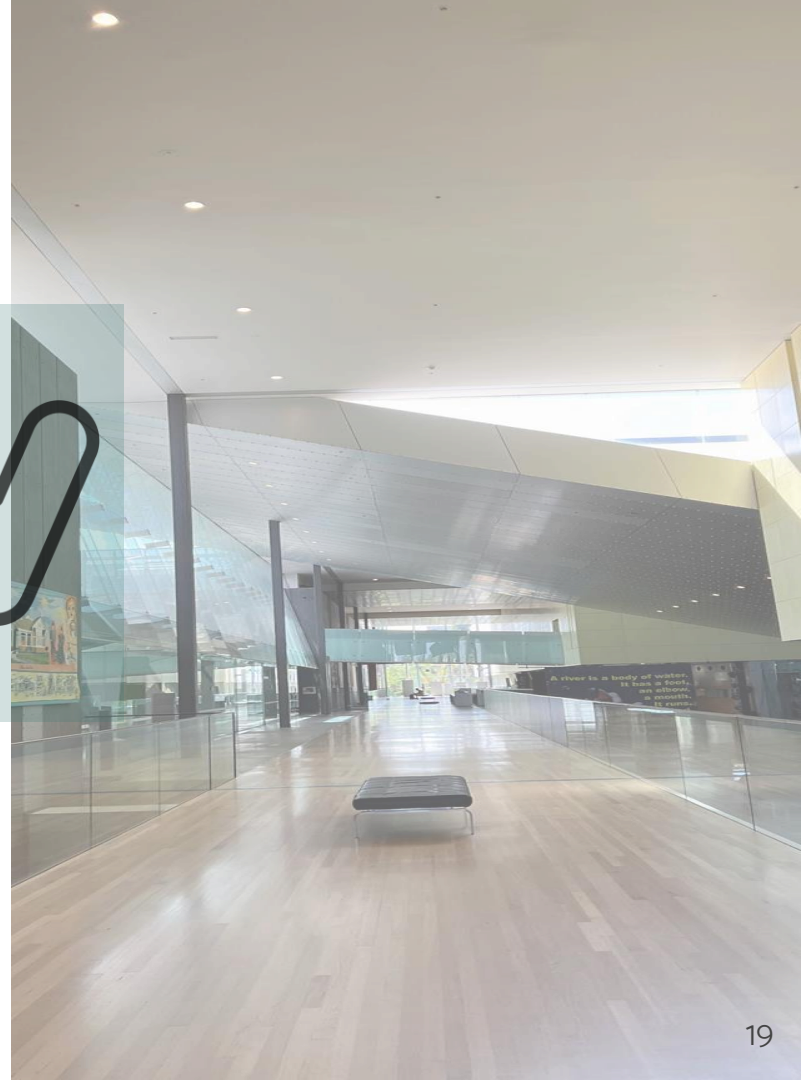
VISITOR INSIGHTS

More technology ... headphones, self guided tours, accessible for hearing problems, language barriers.

- **Immigration Museum Visitor**

More languages for people travelling ... it would nice for them to be able to understand everything.

- **Melbourne Museum Visitor**



ACCESSIBILITY

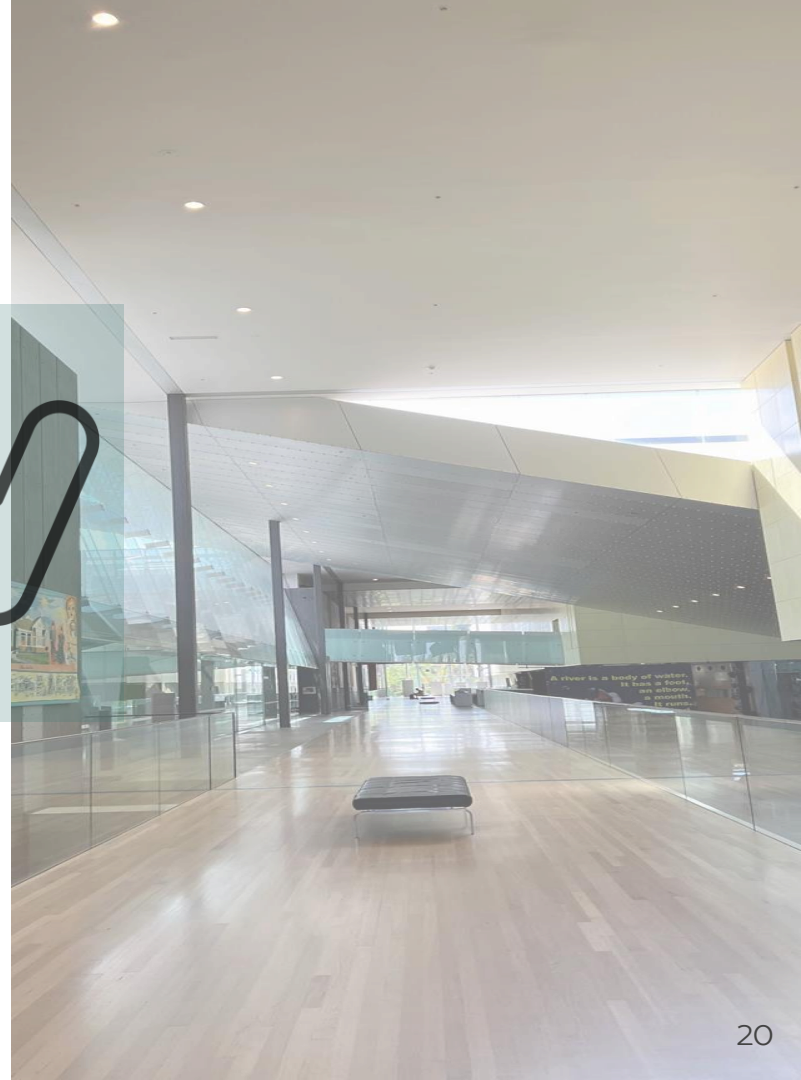
VISITOR INSIGHTS

I think the entrance isn't great it's like a hotel and the entrance could be more engaging.

- **Immigration Museum Visitor**

More advertisement on what's in the exhibits, for general access not just ticketed stuff.

- **Melbourne Museum Visitor**



AWARENESS





**BROADEN LANGUAGE
OPTIONS**



**REFRAME HOW
INFORMATION IS
AVAILABLE UPON
ARRIVAL**



**EXPAND MESSAGES
TO SHOW THE
DELIVERY OF
INTRINSIC BENEFITS**



**DELIVER MEANINGFUL
& IMMERSIVE
EXPERIENCES**



**PROMOTE VISITOR
COLLABORATION**



**BUILD ON THE
UNDERSTANDING OF
THE INTRINSIC
BENEFITS OF
MUSEUMS**

THANK YOU

Does anyone have any questions?

Contact: gr-melmuseum@wpi.edu

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