

ATTACHMENTS

Economic Development Committee Meeting

1 November 2016

6.00pm

City of Albany Council Chambers

ECONOMIC DEVELOPMENT COMMITTEE
ATTACHMENTS – 07/06/2016

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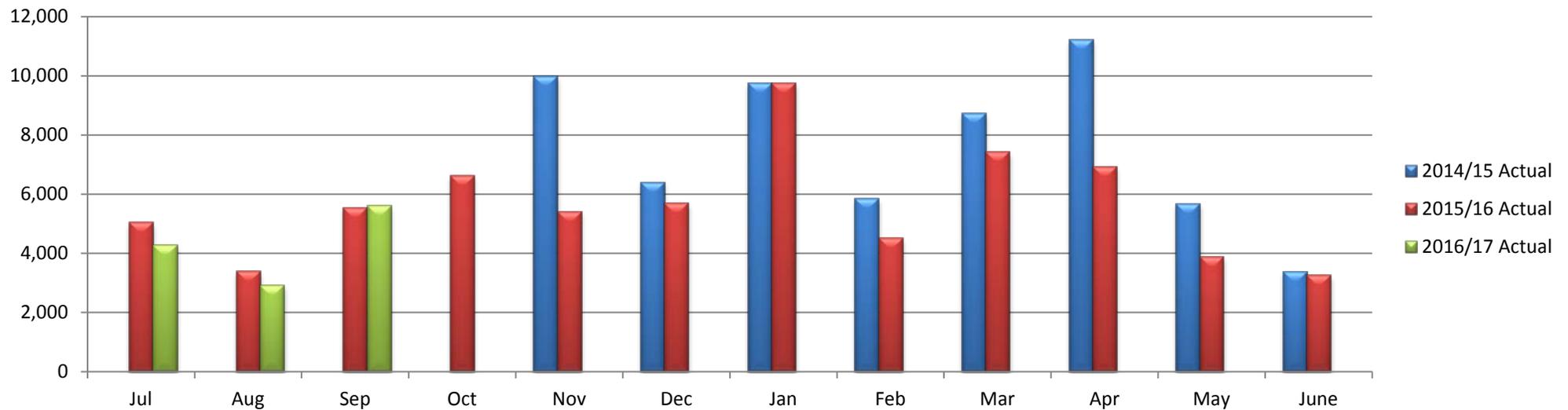
Albany Heritage Park Statistics Report September 2016

National Anzac Centre Visitation Summaries

29 Oct – 21 Dec 2014 16, 434
 2015 (Jan – Dec) 76, 567
 2016 (Jan – Sep) 48, 705

Running Total Since Opening 141 706

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Totals
2014/15 Actual	0	0	0	0	10 001	6 433	9 778	5 855	8 735	11 246	5 707	3 420	61 175
2015/16 Actual	5 047	3 402	5 575	6 646	5 442	5 714	9 777	4 526	7 444	6 945	3 905	3 264	67 687
2016/17 Actual	4 300	2 928	5 616	0	0	0	0	0	0	0	0	0	12 844



September Highlights

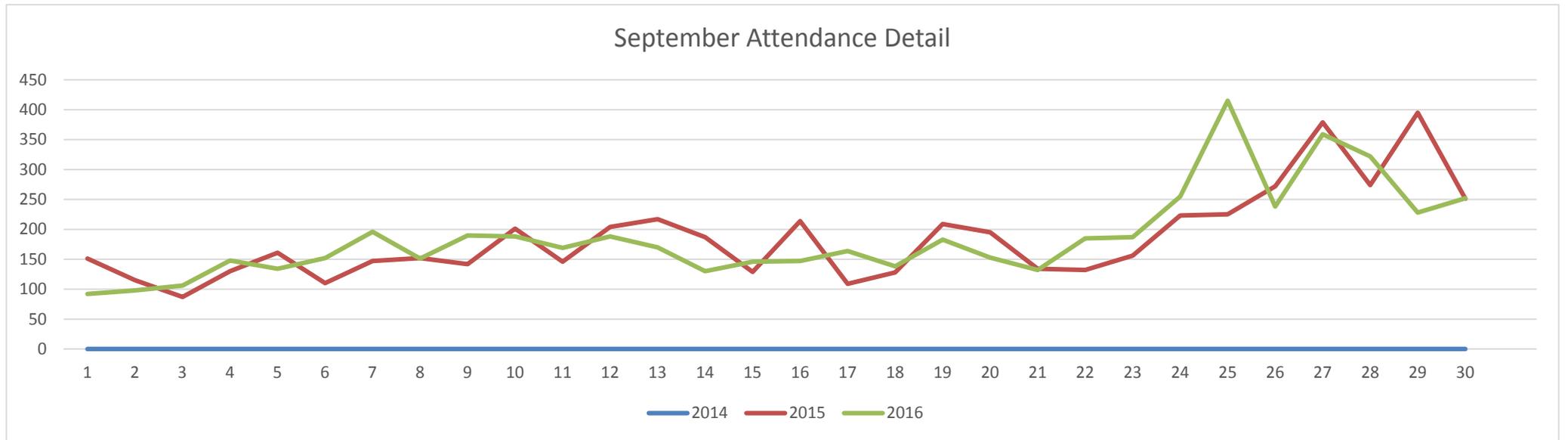
- Successful curatorial re-location with the majority of the work now complete.
- 433 people attended on of our volunteer run free tours of the PRF.
- The weather has been so unseasonably unpredictably that it was worth a mention, but this hasn't slowed visitation to the centre or the precinct in general.
- 2 successful gun firings drawing crowds of onlookers.

National Anzac Centre Visitation Detail (September)

School Holidays WA
 Group Bookings of over 10 people (tour and school)

Sep	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Total
2014	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2015	151	115	87	130	161	110	147	152	142	201	146	204	217	187	129	214	109	128	209	195	134	132	156	223	225	272	379	274	395	251	5575
2016	92	98	106	148	134	152	196	151	190	188	169	188	170	130	146	147	164	138	183	153	132	185	187	255	415	238	359	322	228	252	5616

September Attendance Detail



Note: The spike on 25 September is likely due to the extra visitors that were in town for the Urban Downhill.

National Anzac Centre Visitor Book Snapshot

Over 449 people left written comments in the NAC Visitor Book in September, with many visitors finding a relative. Below is a snapshot of visitor comments:

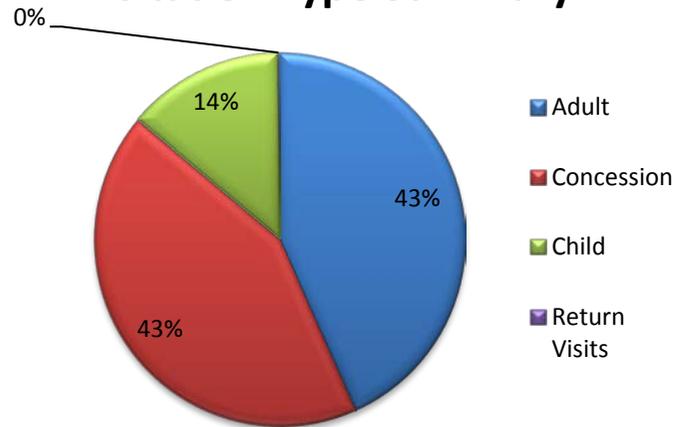
*The most moving memorial to the heroes. R.I.P.
 Excellent memorial. Informative, very humbling and moving.
 Amazing complex and concept. Great interactive Experience.
 Thank you for bringing the human side of this war.
 Absolutely Bonza! Found Great Uncle.*

*Wonderful commemoration. Found a relative.
 Beautiful, moving and found my Pop.
 Brought me to tears. Very emotional right now. Will come back again.
 An absolute credit to all concerned. Thank you.*

National Anzac Centre Visitation Type Summary

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Totals
Adult	1 959	1 180	2 343	0	0	0	0	0	0	0	0	0	5 482
Concession	1 405	1 382	2 636	0	0	0	0	0	0	0	0	0	5 423
Child	926	162	647	0	0	0	0	0	0	0	0	0	1 735
Return Visits	5	12	8	0	0	0	0	0	0	0	0	0	25

Visitation Type Summary



Ticket Type Comparison



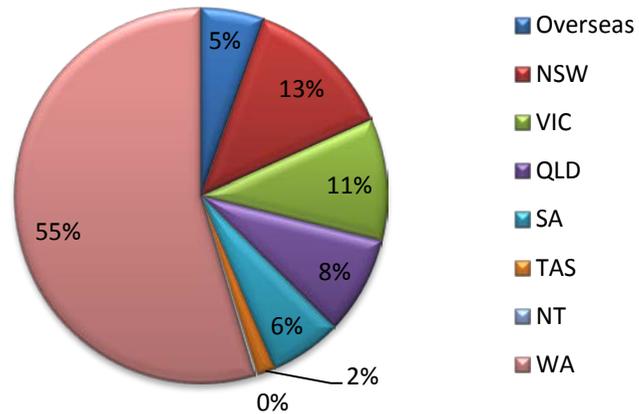
National Anzac Centre Visitation Type Detail

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Adult	1 887	1 058	2 095									
Concession	1 360	1 338	2 551									
Child (5-15)	399	50	262									
Child Extra	312	39	239									
Child (4 & under)	132	33	60									
DVA Card	35	30	54									
RAC 20% Discount	8	11	27									
Free	66	36	61									
Tour Group	4	44	182									
School Group	83	40	86									

Note: This detail shows only the main ticket types sold. The visitation summary includes all tickets types sold.

National Anzac Centre Visitation by Location

Visitation by Location



Detailed Breakdown

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Overseas	158	128	234									
Australia	3239	1789	3998									

NZ	61	39	94									
USA	8	1	20									
UK	35	34	65									
Other	54	54	55									

NSW	291	276	661									
VIC	242	259	505									
QLD	166	182	456									
SA	192	155	250									
TAS	41	43	66									
NT	5	10	5									
WA	2302	864	2055									

Western Australian Breakdown

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Woondalling / Katanning	13	1	0									
Mt Barker / South Stirling	20	17	7									
Narrakup / Wellstead Area	0	6	2									
Albany (6330, 6331, 6332)	158	79	92									
Denmark (6333)	16	6	23									
Gnowangerup / Jerramungup	8	8	2									
Dumbleyung / Lake Grace	8	0	2									
Frankland / Rocky Gully	0	0	2									
Great Southern Total	223	117	130									
All other WA	2079	747	1925									
WA Total	2302	864	2055									

Princess Royal Fortress Free Tour Participation

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Totals
2014/15 Tours Held	0	0	0	0	40	84	92	79	81	60	75	58	569
2014/15 Attendance	0	0	0	0	406	1028	1720	1209	1085	1272	825	475	8020
2015/16 Tours Held	53	50	38	33	26	28	34	30	32	29	24	13	390
2015/16 Attendance	669	479	527	450	394	342	435	483	498	449	266	112	5104
2016/17 Tours Held	18	17	22										35
2016/17 Attendance	162	144	433	0	0	0	0	0	0	0	0	0	306

Princess Royal Fortress Visitor Book Snapshot

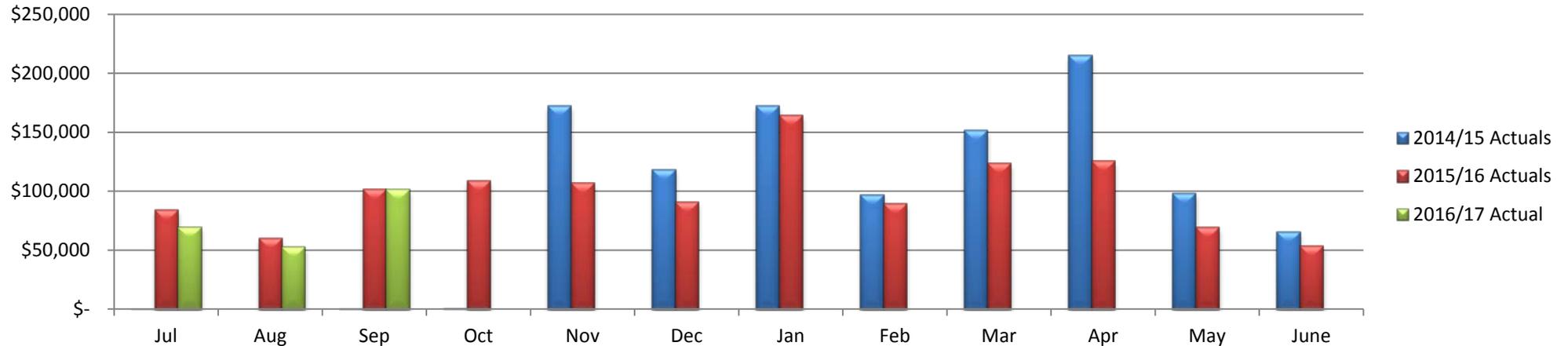
Over 41 people left written comments in the PRF Visitor Book in September, many of them by children. Below is a snapshot of visitor comments:

*Great source of education and beautifully retained.
So sad yet so beautiful.
Wonderful – so much history.
I love this place.
Good to read about our past and the amazing people who put their lives in danger for us.*

*Wonderful collection. Thanks for sharing.
This is the best Anzac museum ever!!!
Lots of people who were heroes. It's so great to see the things they used.
Awesome history lesson!
How sad our war history is.
Lots of stuff to see!*

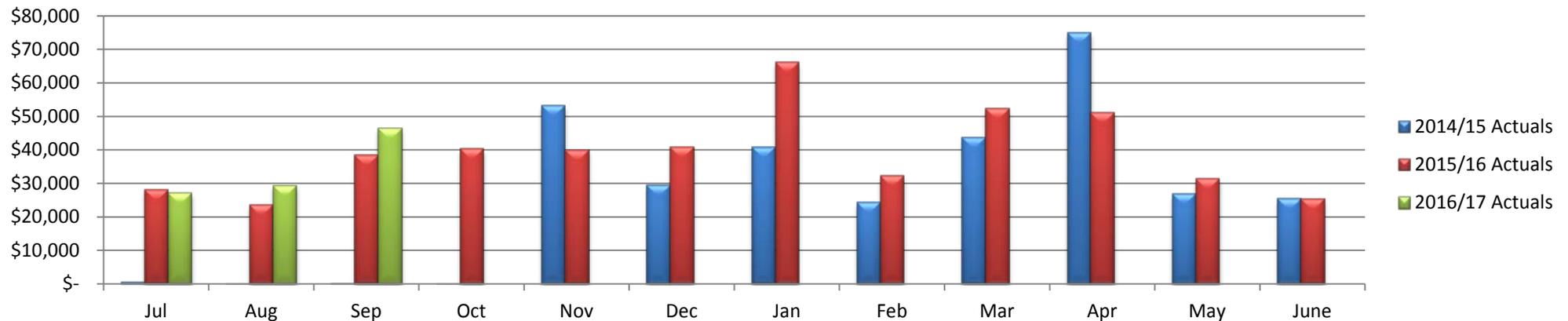
National Anzac Centre Ticket Revenue

Income	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Totals
2014/15 Actuals	\$ 15	\$ -	\$ 255	\$ 804	\$172 438	\$118 181	\$172 543	\$ 97 135	\$151 575	\$215 245	\$ 98 607	\$ 65 871	\$1 091 595
2015/16 Actuals	\$ 84 293	\$ 60 195	\$101 570	\$109 167	\$106 681	\$ 90 995	\$164 611	\$ 89 408	\$123 967	\$125 583	\$ 69 247	\$ 53 768	\$1 179 485
2016/17 Actual	\$ 69 588	\$ 52 689	\$101 357										\$ 122 277



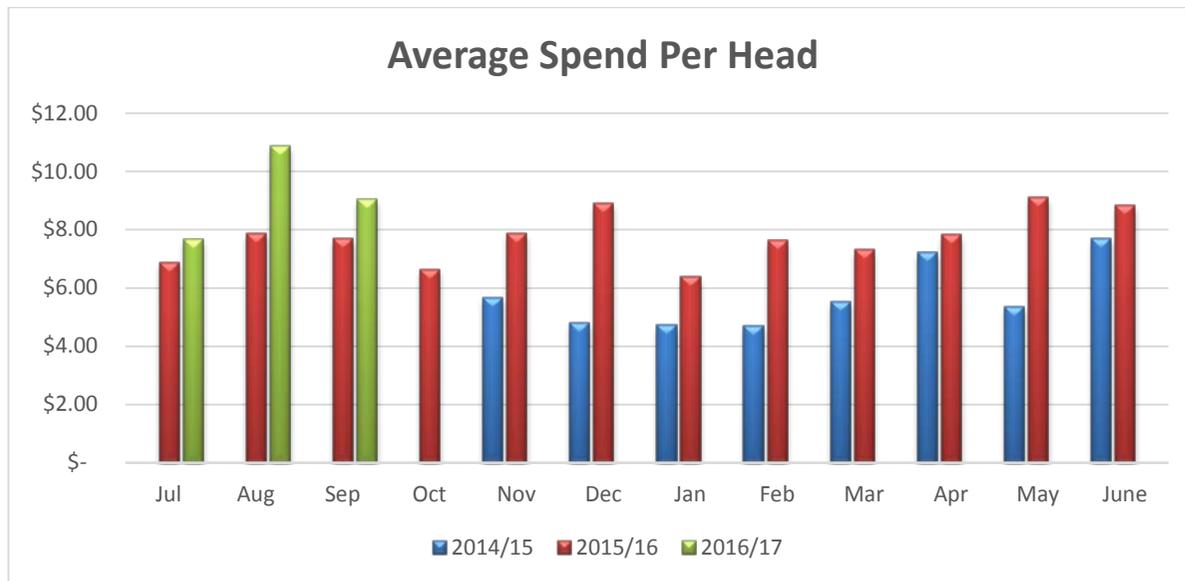
Forts Store Revenue

Income	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Totals
2014/15 Actuals	\$ 582	\$ 109	\$ 164	\$ 109	\$ 53 318	\$ 29 651	\$ 40 839	\$ 24 309	\$ 44 060	\$ 74 978	\$ 26 867	\$ 25 426	\$ 319 448
2015/16 Actuals	\$ 28 258	\$ 23 755	\$ 38 520	\$ 40 292	\$ 40 124	\$ 40 912	\$ 66 393	\$ 32 343	\$ 52 377	\$ 51 278	\$ 31 529	\$ 25 646	\$ 471 427
2016/17 Actuals	\$ 27 187	\$ 29 457	\$ 46 515										\$ 27 187



Average Spend per Head

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
2014/15	NA	NA	NA	NA	\$ 5.67	\$ 4.82	\$ 4.73	\$ 4.70	\$ 5.55	\$ 7.24	\$ 5.37	\$ 7.70
2015/16	\$ 6.89	\$ 7.88	\$ 7.70	\$ 6.65	\$ 7.88	\$ 8.93	\$ 6.39	\$ 7.63	\$ 7.31	\$ 7.83	\$ 9.13	\$ 8.85
2016/17	\$ 7.68	\$ 10.88	\$ 9.07	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -



Forts Store Update, Retail Coordinator Ross Veale

We get LOTS of comments about how lovely the shop is and that we have a wonderful range of products. A lot of people are very happy that we are promoting local talent - Carolyn Trapnell, Sue Codee, Dean Malcolm, Chris Reid, Bradley Lucas, Johnny Voegeler, Tanja Colby, Murray Leamon, Di Baker, Damon Annison, Owen Hawley, Rob MacKenzie along with local producers such as Mt Romance, Pawprint Chocolates, Vino Foods, Edengate Blueberries, Bartholomews Meadery and local authors Dianne Wolfer, Kevin Gomm and Roger Cunnington. I mention them all, as overall they make up a significant portion of our turnover. Whilst writing this update I had a gentleman buy a bullet key ring and his only comment was "beautiful shop mate. Well done".

We also have some new products - Sandalwood beads, new stands and new stock lines from Wild Eyed Press, along with the Lest We Forget shirts, with further new stock coming in time for the Christmas season.