Information Paper

Towards Comparable Statistics for Cultural Heritage Organisations

Australia

2008

INQUIRIES

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PREFACE

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This Information Paper has been developed by the Australian Bureau of Statistics (ABS) in collaboration with the Cultural Ministers Council Statistics Working Group (CMCSWG). The guidelines in this paper represent the first step towards improving the overall quality and comparability of key data collected by Australia's cultural heritage sector, which encompasses archives, galleries, libraries and museums.

This paper details a number of Key Measures identified as high priority for sector wide comparison, and includes guidelines for the collection of these measures. These were chosen as a result of a project undertaken by the ABS's National Centre for Culture and Recreation Statistics (NCCRS) which involved extensive consultation with 41 major cultural organisations across Australia, relevant peak bodies, the Collections Council of Australia Ltd (CCA) and the CMCSWG. It is intended that guidelines included in this paper be used by cultural heritage organisations to standardise their data collection and reporting against Key Measures. This will improve the comparability and consistency of data between archives, galleries, libraries and museums.

ACKNOWLEDGEMENTS

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Chair Cultural Minister's Council Statistics Working Group

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ABBREVIATIONS

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ABS	Australian Bureau of Statistics
ANAO	Australian National Audit Office
ASCED	Australian Standard Classification of Education
cat. no.	Catalogue number
CAAMD	Council of Australian Art Museum Directors
CAARA	Council of Australasian Archives and Records Authorities
CAMD	Council of Australasian Museum Directors
CCA	Collections Council of Australia Ltd
CMC SWG	Cultural Ministers Council Statistics Working Group
EVRSIG	Evaluation and Visitor Research Special Interest Group
FTE	full-time equivalent
GST	goods and services tax
IDP	Information Development Plan
NCCRS	National Centre for Culture and Recreation Statistics
NSLA	National and State Libraries Australasia
PAYE	pay-as-you-earn tax

INTRODUCTION

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Previous work undertaken to investigate data available from arts and cultural heritage organisations identified that different organisations were collecting some similar data but using different definitions and methodologies. This limits the usefulness of the data for comparison and aggregation purposes.

In October 2005, the CMCSWG commissioned NCCRS to undertake a project to help develop some consistency regarding the way information is collected and reported across the four cultural heritage domains (archives, galleries, libraries and museums). The aim of the project was to facilitate information sharing and benchmarking among these organisations. According to this aim, the focus is on measures which apply across all four domains rather than specific measures for each domain. The availability of data on a comparable basis will permit better planning and decision making, and facilitate sharing of information. At an aggregated level, comparable statistical data can assist policy making and provide useful information to inform community debate.

NCCRS identified 41 major cultural heritage organisations that were included as major stakeholders during the consulting phase of this project. These are listed in Appendix 1. NCCRS consulted with these major cultural heritage organisations, as well as the CCA, peak body groups: Council of Australasian Museum Directors (CAMD), National and State Libraries Australasia (NSLA), Council of Australasian Archives and Records Authorities (CAARA), Council of Australian Art Museum Directors (CAAMD) and the CMCSWG during 2006-07 to identify current reporting requirements and data holdings, and the relative priority of reporting measures.

A list of Key Measures has been produced by balancing the priority of items across the four cultural heritage domains with the feasibility of producing standard guidelines for collecting data. The research priorities and related data gaps identified in *Information Paper: Arts and Cultural Heritage - An Information Development Plan, 2008* (cat. no. 4915.0.55.002) were also taken into consideration when deciding on the Key Measures.

Key Measures were chosen to inform across the following dimensions:
- Attendance
- Visitor characteristics
- Financial resources
- Human resources
- The Collection

This information paper outlines the Key Measures and guidelines for the standardised collection and reporting of data across the domains. The guidelines contain definitions, classifications and data collection recommendations for the Key Measures.

Key Measures and detailed measures have been identified under each dimension.

Most Key Measures also comprise a number of detailed measures. Not all detailed measures can be consolidated into a single overall measure.

The measures should be compiled using the definitions and data collection guidelines provided.

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STRUCTURE OF THE
REPORT *continued*

The following chapters discuss each of the five dimensions including Key Measures and detailed measures; and guidelines for the collection and reporting of those measures. These are listed below:

Chapter 1: Attendance
 Key Measure 1: Number of on-site visits to the organisation
 Key Measure 2: Number of on-site visits by students as part of an organised educational group
 Key Measure 3: Number of visits to the organisation's website

Chapter 2: Visitor Characteristics
 Key Measure 4: Age group distribution of on-site visitors to the organisation
 Key Measure 5: Sex distribution of on-site visitors to the organisation
 Key Measure 6: Highest level of educational attainment distribution of on-site visitors to the organisation
 Key Measure 7: Labour force status distribution of on-site visitors to the organisation
 Key Measure 8: Visitor satisfaction with overall on-site visit

Chapter 3: Financial Resources
 Key Measure 9: Total income
 Key Measure 10: Total expenses

Chapter 4: Human Resources
 Key Measure 11: Number of employees
 Key Measure 12: Number of full-time equivalent (FTE) employees
 Key Measure 13: Number of volunteers
 Key Measure 14: Number of full-time equivalent (FTE) volunteers

Chapter 5: The Collection
 Key Measure 15: Size of the organisation's collection
 Key Measure 16: Purchased additions to the organisation's collection
 Key Measure 17: Donated/bequeathed additions to the organisation's collection
 Key Measure 18: Field collected/transferred additions to the organisation's collection

IMPLEMENTATION

The ABS recommends that these guidelines be used to collect and report information about the 18 Key Measures and 60 detailed measures. This will assist consistent and comparable data collection across cultural heritage organisations.

Organisations may need to review and adjust their measurement tools and data processing procedures to fully implement the guidelines for each measure. While implementation of the measures, definitions and data collection guidelines may involve some level of costs and inconvenience, consistent reporting against these measures will ultimately result in improved usefulness of the collected information.

HOW TO PROVIDE
FEEDBACK

We welcome feedback on this information paper and this can be directed to:
 National Centre for Culture and Recreation Statistics (NCCRS)
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ATTENDANCE

INTRODUCTION

The collections held in cultural heritage organisations form a very significant part of our cultural heritage and identity. Measuring the level of attendance provides an insight into the level of reach of organisations, that is, whether the community is accessing the collections.

Online interaction with audiences provides a major opportunity for growing and developing audiences, not just locally, but nationally and internationally. Analysis of this measure over time shows the extent to which users may be using or switching to electronic means to access services and resources. These measures allow analysis of the relationship between the numbers of online and on-site visits.

The Key Measures included under the dimension 'Attendance' are:
1 Number of on-site visits to the organisation
2 Number of on-site visits by students as part of an organised educational group
3 Number of visits to the organisation's website

Key Measure 1 is a count of all on-site visitors to the organisation (including students as part of an organised educational group). Key Measure 2 includes only a count of those students who visit the organisation as part of an organised educational group.

KEY MEASURE 1:

NUMBER OF ON-SITE VISITS TO THE ORGANISATION

The Key Measure 'Number of on-site visits to the organisation' is intended to measure the success of the cultural heritage organisation in attracting visitors to the organisation over a 12 month reference period. An on-site visit is the act of entering the organisation's premises in order to use the cultural heritage services provided.

The detailed measures which make up the Key Measure are:
1.1 Number of paid on-site visits to the organisation
1.2 Number of unpaid on-site visits to the organisation

These two detailed measures can be added together to form the Key Measure 'Number of on-site visits to the organisation'.

Data collection

The number of on-site visits can be counted using a number of methods. Only methods which allow the number of paid visits to be counted separately to the number of unpaid visits should be used.

Where applicable, the number of single entry tickets issued should be counted. Where family/group tickets are also issued, the number of people entering the organisation on the family/group ticket, not the number of family/group tickets should be counted.

If this information is not available, the average number of people entering on a family/group ticket (determined using a sample of visitors) should be multiplied by the number of family/group tickets sold to provide a best estimate.

Alternatively an electronic counter (e.g. turnstile) can be used. It is important in this case that the counter used for unpaid visits is used by all persons who enter free of charge, and only those who enter free of charge and, likewise, that the counter used for paid visits is used by all persons who purchase entry, and only those who purchase entry. It is important to recognise where systematic errors in the count of visits by electronic counters may occur, and adjust for these using manual count verification.

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Data collection continued   Systematic errors include:

- double counting people as they enter and leave the organisation
- double counting people who attend both paid and unpaid aspects of the organisation's collection as part of the same visit
- counting entrances or exits of members of staff
- counting a group of people as one visit
- counting visits by people for the exclusive use of amenities including cafes and toilets.

Where a person attends a paid event held within the organisation's premises and, directly before or after the paid event, also visits a free exhibition this should be counted as one paid visit and excluded from the unpaid visitor count.

More than one data collection method may be used where this does not result in double counting. For example, the number of paid on-site visits may be counted using the number of single entry purchased tickets, while the number of free on-site visits may be counted using an electronic counter for the same organisation. The data collection method(s) used should be reported.

DEFINITIONS

- 'Paid on-site visits' are defined as those visits for which an entrance fee or payment must be made in order to view/access the organisation's collection.
- 'Unpaid on-site visits' are defined as those visits for which no entrance fee or payment is made in order to view/access the organisation's collection.

Counts of on-site visits include those persons entering the premises to:

- view/access the collection(s) (including both open-access and restricted-access collections)
- view/access exhibitions
- request information /reference enquiry
- request collection item(s) / information regarding collection items
- attend public programs (such as tours, demonstrations, lectures, floor talks, conferences, workshops, symposiums, film programs, education forums, and children's reading and school holiday activities)
- visit the organisation's shop
- use services such as workstations, copying and microfilm.

Teachers, parents/guardians, helpers and all students visiting the organisation as part of an organised educational group should be included in this count. They should also be further separated into paid and unpaid on-site visits.

Counts of on-site visits exclude those persons:

- entering the organisation's premises for the sole use of amenities including toilets and café
- using cultural heritage services off-site (e.g. visitors to a travelling exhibition housed at another site).

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Data collection continued

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.

Guide for use

These measures count the number of paid and unpaid on-site visits. It is important to note that this is different to, and cannot be compared with, the number of visitors (e.g. a person who visited a cultural heritage organisation five times in the 12 month reference period is counted as five visits but is only one visitor).

Where a best estimate is used it should be noted that the accuracy of the data will vary according to the estimation technique applied and should therefore be used with caution.

KEY MEASURE 2:

NUMBER OF ON-SITE VISITS BY STUDENTS AS PART OF AN ORGANISED EDUCATIONAL GROUP

The Key Measure 'Number of on-site visits by students as part of an organised educational group' is intended to measure the success of the cultural heritage organisation in attracting student groups to visit.

The detailed measures which make up the Key Measure are:
> 2.1 Number of on-site visits by pre-school students as part of an organised educational group
> 2.2 Number of on-site visits by primary school students as part of an organised educational group
> 2.3 Number of on-site visits by secondary school students as part of an organised educational group
> 2.4 Number of on-site visits by post-secondary education students as part of an organised educational group

These four detailed measures can be added together to form the Key Measure 'Number of on-site visits by students as part of an organised educational group'.

Data collection

The number of students in each organised educational group booking that attended the organisation (as part of a paid or unpaid visit) during the 12 month reference period should be included in the count. The number of on-site student visits within each organised educational group visit is counted, not the number of organised educational groups.

Where a student attends a paid event held within the organisation's premises and, directly before or after the paid event, also visits a free exhibition this should be counted as one paid visit to the organisation and excluded from the unpaid visitor count.

DEFINITIONS
- 'Organised educational group' is defined as a pre-booked visit by an educational organisation (pre-school, primary school, secondary school, TAFE, university or other tertiary institution) for a group of students attending the cultural heritage organisation.

Data collection *continued*

DEFINITIONS *continued*

- Definitions of pre-school students, primary school students, secondary school students and post-secondary education students are provided in the Glossary.

Counts of on-site visits by students as part of an organised educational group include:
- Only those on-site visits by an organised group of students as part of their pre-school, primary, secondary or post-secondary education.

Counts of on-site visits by students as part of an organised educational group exclude:
- Teachers, parents/guardians, helpers.
- Pre-school, primary, secondary or post-secondary education students who are not visiting the organisation as part of an organised educational group.

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.

Guide for use

When using these measures it is important to remember that they provide a count of students visiting the organisation as part of an organised group only. That is, independent student visits to the organisation are excluded from the count.

The number of visits pertains to the number of students, not the number of groups (e.g. a group of 20 students should be counted as 20 visits, not one visit) during the 12 month reference period.

It is also a count of the number of visits which is different to, and cannot be compared with, the number of visitors (e.g. a person who visited a cultural heritage organisation five times in the 12 month reference period should be counted as five visits but is only one visitor).

KEY MEASURE 3:

NUMBER OF VISITS TO THE ORGANISATION'S WEBSITE

The Key Measure 'Number of visits to the organisation's website' is intended to measure the success of the cultural heritage organisation in attracting visitors to the organisation's website during the 12 month reference period.

This Key Measure has no detailed measures.

Data collection

Count the number of visits to the organisation's website during the 12 month reference period using appropriate software. Count all online visits regardless of repetition by individual IP addresses and of the number of pages or items viewed.

DEFINITIONS

- An online 'visit' is defined as the interaction between an individual and the organisation's website, consisting of one or more requests to view a "page" (including file downloads, streaming media, Flash or other non-HTML content). A 'visit' begins when the user enters the website and ends when the user has not taken another action (such as accesseing a new "page") on the website within a specified time-out period. The standard time-out period of 30 minutes should be applied. After this time any action by the user is regarded as a new 'visit'.

Counts of unique visits include:
- all online visits to at least one page on a website published by the organisation.
  This can include, but is not limited to, persons viewing the organisation's website to:
    - view/access the collection(s) (including both open-access and restricted-access collections)
    - view/access exhibitions
    - request information/reference enquiry
    - request collection item(s) / information regarding collection items
    - visit the organisation's online shop.

Counts of unique visits exclude:
- those visits to internet domains which may include information about or resources from the organisation, but which are not published by the organisation.

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.

Guide for use

This measure collects information about the number of online visits. It is important to note that this is different to, and cannot be compared with, the number of online visitors (e.g. a person who visited a website five times in the 12 month reference period should be counted as five visits but is only one visitor). When interpreting the data it is also important to note that an individual who visits a website, then leaves it idle for 30 minutes or more before returning to and interacting with the website, will be counted as 2 visits.

VISITOR CHARACTERISTICS

INTRODUCTION

It is important for both cultural heritage organisations and their funding bodies to understand the characteristics of the visitors who use the services provided and as a minimum, monitor the basic demographics of their visitors to determine whether the organisation is being accessed by a wide range of people.

The Key Measures included under the dimension 'Visitor characteristics' are:

4 Age group distribution of on-site visitors to the organisation

5 Sex distribution of on-site visitors to the organisation

6 Highest level of educational attainment distribution of on-site visitors to the organisation

7 Labour force status distribution of on-site visitors to the organisation

8 Visitor satisfaction with overall on-site visit

These Key Measures are by no means an exhaustive list of measures of visitor characteristics. They represent five core visitor characteristic measures identified as useful for comparison across the cultural heritage sector.

Measures of visitor characteristics differ from other measures included in this paper because the data needs to be collected via a visitor survey collected from a random and representative sample of visitors as they exit the organisation.

In order to conduct a reliable visitor survey there are a number of important aspects of the survey methodology that need to be considered. These have been outlined in the Visitor survey methodology section at the end of this chapter.

KEY MEASURE 4:

AGE GROUP DISTRIBUTION OF ON-SITE VISITORS TO THE ORGANISATION

This Key Measure will help determine whether one age group is more likely to visit a cultural heritage organisation than another.

This Key Measure has no detailed measures.

Data collection

DEFINITIONS

■ Age is defined as how old a person is at a particular point in time. It is the measure of the time elapsed from date of birth to a specific point in time.

The following question should be included on all visitor surveys to collect age:

What was your age at your last birthday?
■ 0 - 14 years
■ 15 - 24 years
■ 25 - 34 years
■ 35 - 44 years
■ 45 - 54 years
■ 55 - 64 years
■ 65 - 74 years
■ 75 years and over

Reporting guidelines

This measure should be reported according to the following output categories:

1. Proportion of on-site visitors aged 0 - 14 years

2. Proportion of on-site visitors aged 15 - 24 years

Reporting guidelines
continued

3. Proportion of on-site visitors aged 25 - 34 years

4. Proportion of on-site visitors aged 35 - 44 years

5. Proportion of on-site visitors aged 45 - 54 years

6. Proportion of on-site visitors aged 55 - 64 years

7. Proportion of on-site visitors aged 65 - 74 years

8. Proportion of on-site visitors aged 75 years and over

This measure should be calculated as follows:

Count the number of respondents in each age group. Calculate the percentage distribution of each age group as:

'a' / (divided by) 'b' * (multiplied by)100

where 'a' is the number of respondents in an age category, and 'b' is the total number of respondents. Round result to one decimal place.

For example, the Proportion of on-site visitors aged 45 - 54 years is calculated as:

Number of survey respondents aged 45 - 54 years /Number of total respondents*100

The total number of respondents excludes those people surveyed who did not provide a response to the question.

The visitor survey sampling methodology and response rates must be reported.

Guide for use

Care should be taken when making comparisons between organisations as different collection methodologies are likely to be applied.

KEY MEASURE 5:

SEX DISTRIBUTION OF ON-SITE VISITORS TO THE ORGANISATION

Sex is a basic demographic variable used almost universally in statistical and administrative data collections relating to people. This measure will help determine whether one sex is more likely to visit cultural heritage organisations than the other.

This Key Measure has no detailed measures.

Data collection

For the collection of data on sex the standard questionnaire module is a tick box question as shown below. Due to tradition in ABS and other collections, the category male is shown first. This question should be included on all visitor surveys.

Sex:
- Male
- Female

Reporting guidelines

This measure should be reported according to the following output categories:

1. Proportion of on-site visitors who are male

2. Proportion of on-site visitors who are female

This measure should be calculated as follows:

Count the number of respondents of each sex. Calculate the percentage distribution of each sex as:

Reporting guidelines
continued

a/ (divided by) b* (multiplied by) 100

where 'a' is the number of respondents in sex (a), and 'b' is the total number of respondents. Round result to one decimal place.

For example, the Proportion of on-site visitors who are male is calculated as:

Number of male survey respondents/Number of total respondents*100

The total number of respondents excludes those people surveyed who did not provide a response to the question.

The visitor survey sampling methodology and response rates must be reported.

Guide for use

Care should be taken when making comparisons between organisations as different collection methodologies are likely to be applied.

KEY MEASURE 6:

HIGHEST LEVEL OF EDUCATIONAL ATTAINMENT DISTRIBUTION OF ON-SITE VISITORS TO THE ORGANISATION

This Key Measure helps determine whether people of a particular educational attainment level are more likely to visit cultural heritage organisations than others.

This Key Measure has no detailed measures.

Data collection

DEFINITIONS
- 'Highest level of educational attainment' is defined as the highest educational achievement a person has attained, encompassing both school and non-school education. It lists qualifications and other educational attainments regardless of the particular field of study or the type of institution in which the study was undertaken.

This measure uses standard levels of categories for Level of highest educational attainment from the Australian Standard Classification of Education (ASCED) 2001.

Where the question is asked as part of a face-to-face interview the interviewer should read down the list asking about each level in turn until the visitor indicates that they have attained a certain level of educational attainment. The interviewer should tick the appropriate box and then skip to the next question. For self completion questionnaires the question wording below should be included on the visitor survey and respondents tick the appropriate box.

What is the highest educational level you have completed to date?: (select one)
- Postgraduate degree
- Graduate diploma or Graduate certificate
- Bachelor Degree or Bachelor degree with honours
- Advanced diploma and Diploma
- Certificate level
- Secondary education
- Primary education

Reporting guidelines

This measure should be reported according to the following output categories:

Reporting guidelines
continued

1. Proportion of on-site visitors whose highest educational level to date is Postgraduate degree
2. Proportion of on-site visitors whose highest educational level to date is Graduate diploma or Graduate certificate
3. Proportion of on-site visitors whose highest educational level to date is Bachelor degree or Bachelor
degree with honours
4. Proportion of on-site visitors whose highest educational level to date is Advanced diploma and Diploma
5. Proportion of on-site visitors whose highest educational level to date is Certificate level
6. Proportion of on-site visitors whose highest educational level to date is Secondary education
7. Proportion of on-site visitors whose highest educational level to date is Primary education

This measure should be calculated as follows:

Count the number of respondents in each educational attainment group. Calculate the percentage distribution of each educational attainment group as:

a/ (divided by) b* (multiplied by) 100

where 'a' is the number of respondents in group (a), and 'b' is the total number of respondents. Round result to one decimal place.

For example, the Proportion of on-site visitors whose highest educational level to date is Secondary education is calculated as:

Number of 'Secondary education' survey respondents/Number of total respondents*100

The total number of respondents excludes those people surveyed who did not provide a response to the question.

The visitor survey sampling methodology and response rates must be reported.

Guide for use

Care should be taken when making comparisons between organisations as different collection methodologies are likely to be applied.

KEY MEASURE 7:

LABOUR FORCE STATUS DISTRIBUTION OF ON-SITE VISITORS TO THE ORGANISATION

This key measure helps determine whether one labour force status group is more likely to visit a cultural heritage organisation than another.

This Key Measure has no detailed measures.

Data collection

DEFINITIONS
- 'Labour force status' refers to the situation of respondents in relation to the labour force at the time of the survey. The categories described below are consistent with ABS standards:

Data collection continued

DEFINITIONS *continued*

- employed: had a job or business, or undertook work without pay in a family business in the week prior to the survey, including being absent from a job or business they had.
    - full-time: persons who usually work 35 hours or more per week; or
    - part-time: persons who usually work at least one hour, but less than 35 hours, per week.
- unemployed: not employed and actively looked for work in the four weeks prior to the survey and available to start work in the week prior to the survey.
- not in labour force: persons who were neither employed nor unemployed. They include people who are:
    - keeping house (unpaid);
    - retired, voluntarily inactive, or permanently unable to work; or
    - unpaid voluntary workers for charitable organisations.

The following question should be included to collect labour force status:

Which best describes your current employment status? (select one)
- Employed
- Not employed and actively looking for work in the last four weeks
- Not in the labour force

Reporting guidelines

This measure should be reported according to the following output categories:
1. Proportion of on-site visitors employed
2. Proportion of on-site visitors unemployed
3. Proportion of on-site visitors not in the labour force

This measure should be calculated as follows:

Count the number of respondents in each labour force status group. Calculate the percentage distribution of each group as:

a/ (divided by) b* (multiplied by) 100

where 'a' is the number of respondents in group (a), and 'b' is the total number of respondents. Round result to one decimal place.

For example, the Proportion of on-site visitors whose labour force status is employed is calculated as:

Number of employed survey respondents/Number of total respondents*100

The total number of respondents excludes those people surveyed who did not provide a response to the question.

The visitor survey sampling methodology and response rates must be reported.

Guide for use

Care should be taken when making comparisons between organisations as different collection methodologies are likely to be applied.

KEY MEASURE 8:

VISITOR SATISFACTION WITH OVERALL ON-SITE VISIT

This Key Measure assesses the degree to which visitors are satisfied with their visit as a whole and is a measure of overall visitor satisfaction across a 5-point scale.

This Key Measure has no detailed measures.

Data collection

The following question about overall satisfaction with the visit should be included on all general visitor surveys asking questions on the overall visit.

How would you rate your overall satisfaction or dissatisfaction with today's visit? (select one)
- Very satisfied
- Satisfied
- Neither
- Dissatisfied
- Very dissatisfied

It is important to consider how other questions in the visitor survey may influence how people respond to this question. For example, if a visitor survey asks a series of questions about a specific exhibition prior to this question, respondents may answer the overall satisfaction question with the specific exhibition in mind. It would be more appropriate to place the overall satisfaction question earlier in the survey so that it is asked before questions asking about more specific exhibitions, services etc.

It is acknowledged that 'Overall visitor satisfaction' serves only as a broad indicator. It is recommended that to gain more insight into how satisfied an organisation's visitors are with the particular services the organisation provides, additional question(s) specific to each service need to be included as part of the visitor survey. Where additional 'satisfaction' questions are included the same 5 point scale as outlined above for overall satisfaction should be applied, with the addition of a 'Not applicable' category for visitors who did not use the particular service.

Other areas which could be included are satisfaction with:
- hours of operation;
- layout of collection/facilities;
- children's activities;
- degree to which the organisation met expectations;
- additional services such as café or shop; and
- special exhibitions.

Reporting guidelines

This measure should be reported according to the following output categories:
1. Proportion of on-site visitors very satisfied with overall on-site visit
2. Proportion of on-site visitors satisfied with overall on-site visit
3. Proportion of on-site visitors neither satisfied nor dissatisfied with overall on-site visit
4. Proportion of on-site visitors dissatisfied with overall on-site visit
5. Proportion of on-site visitors very dissatisfied with overall on-site visit

This measure should be calculated as follows:

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Count the frequency with which each satisfaction category appears. Calculate the percentage distribution of each satisfaction category as:

a/ (divided by) b * (multiplied by) 100

where a is the number of respondents in category (a), and b is the total number of respondents.

Round result to one decimal place.

For example, the Proportion of on-site visitors very satisfied with overall on-site visit

is calculated as:

Number of very satisfied survey respondents /Number of total respondents*100

The total number of respondents excludes those people surveyed who did not provide a response to the question.

The visitor survey sampling methodology and response rate must be reported.

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Guide for use

This measure assesses overall visitor satisfaction and is not intended to assess satisfaction with particular services.

Visitor satisfaction is a subjective measure which may change on the basis of other questions included on the questionnaire. For example, if just the 3 questions on visitor satisfaction, age and sex were asked a certain response would be obtained. However if other questions about certain aspects of the visit were asked prior to the question on overall satisfaction, these other questions may remind the respondent of something which they particularly liked or disliked which may impact on how they rate their overall satisfaction. As different organisations are likely to include some different questions on their visitor survey it is acknowledged that there will be some variability in the way this data is collected between organisations.

The sampling methodology, response rate and context effects from other questions in the visitor survey must be considered when interpreting this data. Care should also be taken when making comparisons between organisations as different collection methodologies are likely to be applied.

VISITOR SURVEY METHODOLOGY

Survey administration

Information should be collected using an interviewer administered survey using a self-completion or face-to-face collection methodology.

As the name suggests, face-to-face collection involves having an interviewer conduct the survey with the respondent in person with the interviewer filling out the responses to the questionnaire. This form of data collection is highly effective in terms of establishing rapport, boosting response rates and data quality, and collecting sensitive or complex data. However, the main disadvantages of personal interviews are the costs (in staff, time, and money required to obtain, train, and manage an interviewer workforce), and the possibility of bias being introduced by interviewers.

Self-completion surveys are those in which it is left to the respondents to complete the survey questionnaires. For visitor surveys, the questionnaire should be handed out to, and collected from, the respondents personally by an interviewer. The main

Survey administration
continued

disadvantages of this methodology include the need for the questionnaire to be relatively straightforward and the difficulty of achieving a sufficient level or quality of response.

Sampling and
non-sampling error

Estimates that are based on information from a sample of units in a population are subject to sampling variability. That is, they may differ from the figures that would have been obtained had the entire population been surveyed. A large sample is more likely than a small sample to produce results that closely resemble those that would be obtained if a full count (census) was conducted. This difference between survey results, or estimates, and census results can be measured by the standard error.

When planning a sample survey, a researcher may wish to minimise the size of the standard error in order to maximise the accuracy of the survey results. In this event, the sample size can be as large as resources permit. Alternatively, the researcher may wish to specify in advance the size of the standard error to be achieved in order to minimise the costs of the survey. In this case, the sample size is chosen to produce the specified size of standard error.

The standard error is used to construct a confidence interval which is expected to include the 'true value'. The true value is the value which would have been obtained if all visitors were surveyed. A 95% confidence interval is equivalent to the survey estimate plus or minus two times the standard error of the estimate. In practice, this means that in 95 out of 100 samples the confidence interval is expected to contain the 'true value' for the target population.

For example, if a survey finds that 60% of respondents are in favour of a proposal and the standard error of the estimate was 4%, we can be 95% confident that the 'true value' lies between 52% and 68%. If the researcher wants to be 95% confident that the 'true value' lies between 56% and 64%, a standard error of 2% is required. A reduction in the standard error reduces the range of the confidence interval, but requires a corresponding increase in the sample size.

In order to control sampling error, the sample needs to be carefully designed. More details about survey design and methodology can be found in the ABS publication *An Introduction to Sample Surveys: A users Guide, 1999* (cat. no. 1299.0) which can be downloaded free of charge from the ABS website at www.abs.gov.au/ausstats/abs@.nsf/mf/1299.0

Some organisations outsource the collection of information about their visitors to a market research firm. This option is quite acceptable however it is good to be knowledgeable about good sample and questionnaire design practices so that you can be satisfied about the quality of information that is being provided to you.

Sampling error should not be confused with inaccuracy that may occur because of imperfections in reporting by respondents or in processing of the responses. Such inaccuracy is referred to as non-sampling error and may occur in any enumeration whether it is a census or a sample. Non-sampling error can be reduced by careful design of questionnaires, detailed checking of returns and quality control of processing.

Selecting larger sample sizes to achieve target response levels may not be an appropriate means of compensating for high non-response as those responding may still be

Sampling and non-sampling error continued

unrepresentative of the target population. The first aim should be to minimise non-response.

Non-response

Sample size should be increased to compensate for expected levels of non-response. For example, if the expected non-response is 50% then the sample size should be doubled. However, the characteristics of non-respondents may differ markedly from those of respondents. The survey results could therefore be misleading even if a sufficient number of responses are obtained to produce low standard errors. The higher the non-response rate, the more accentuated this effect will be because the sample represents less of the target population.

Response rate

In order to calculate the response rate to a visitor survey a record must be kept of how many surveys are administered and how many surveys are completed. The response rate is then calculated as the number of completed surveys divided by the number of survey forms administered.

Selecting a random and representative sample

It is recommended that visitors are surveyed at different times of the day (for example mornings, afternoons, evenings), on different days of the week and during different periods of the year to ensure that the sample of respondents represents people with varied characteristics.

Once the appropriate sample size has been calculated, taking into account sampling error and non-response, a random skip should be applied to indicate which visitors to select for interview. This methodology, which uses a fixed interval to select respondents, is known as 'systematic sampling'. The size of the random skip depends on the sample size, and the overall number of visitors to the organisation during the interview period. The random skip is calculated by dividing the overall number of visitors to the organisation during the interview period by the size of the sample required.

It is important that systematic sampling is used. The sample should not be self selected (e.g. visitors decide whether or not to fill in a questionnaire provided at the exit) and respondents should not be selected on the basis of certain characteristics, as information collected in this way would be subject to respondent bias. For example, if more 'approachable' respondents are selected they may be more likely to be 'very satisfied' with their visit and hence results will be skewed to the positive. If respondents are self selecting then it may be the ones who have more time to spare and these respondents might share other similar characteristics.

Wording and ordering of questions

The question wording specified under each Key Measure above should be adopted and included in your visitor questionnaires. If a visitor questionnaire is not currently used in the organisation there are some resources available which provide some guidance about developing a visitor questionnaire, including *Visitor Research Made Easy* (Arts Victoria 2006) and *Profiling Your Visitors* (Evaluation and Visitor Research Special Interest Group (EVRSIG) 2004).

Scope

People eligible for selection for the visitor survey include all persons entering the organisation's premises to:

Scope continued

- view/access the collection(s) (including both open-access and restricted-access collections)
- request an information service/reference enquiry
- request collection item(s)
- attend public programs (such as tours, demonstrations, lectures, floor talks, conferences, workshops, symposiums, film programs, education forums, and children's reading and school holiday activities)
- visit the organisation's shop
- use services (such as workstations, copying, microfilm).

People ineligible for selection for the visitor survey include:

- all persons entering the organisation's premises for the sole use of amenities including toilets and cafe
- people using cultural heritage services off-site (e.g. visitors to a travelling exhibition housed at another organisation).

FINANCIAL RESOURCES

INTRODUCTION

Cultural heritage organisations receive funding from a number of sources and that funding is spent on various items. This dimension consists of measures which allow analysis of an organisation's financial situation.

The Key Measures included under the dimension 'Financial Resources' are:
9   Total income
10 Total expenses

KEY MEASURE 9:

TOTAL INCOME

By providing information on the various sources of income organisations and funding agencies are able to analyse the level of dependence on government support.

The detailed measures which make up the Key Measure are:
9.1 Operational funding from federal, state and/or local government
9.2 Capital funding from federal, state and/or local government
9.3 Sponsorship income
9.4 Other fundraising income (including cash donations and bequests)
9.5 Other income (including income from the sale of goods and services)

These five detailed measures can be added together to form the Key Measure 'Total income'.

Data collection

Note that information reported should comply with the Australian equivalents to International Financial Reporting Standards (AIFRS).

DEFINITIONS
- Operational funding (sometimes referred to as recurrent funding) refers to funding for ongoing operations which do not involve the creation of fixed assets or the acquisition of land, buildings and intangible assets. It consists mainly of wages and salaries, purchases of goods and services, non-capital grants and subsidies.
- Capital funding refers to funding to purchase fixed assets including the acquisition of land, buildings and intangible assets.
- Sponsorship income is transactions made which result in advertising and/or other benefits for the sponsoring business.
- Fundraising income is the revenue received from activities such as raffles, fetes and donations.
    Fundraising can take the form of:
    (a) a transfer of some form of good or service in return for funds, e.g. entertainment, raffle or educational activities;
    (b) cash donation, i.e. voluntary transfer of cash, which does not normally form part of the commercial operations of the business and where the donor does not receive any material advantage in return.
- Bequests are amounts left to an organisation as part of someone's will. How the money is to be used may be specified in the will (e. g. to build a new school for the disabled or to be invested in a trust fund). If the use of the amount is not specified the organisation will usually invest it so that future benefit may be gained from it.

FINANCIAL RESOURCES *continued*

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Data collection continued

DEFINITIONS *continued*

9.1 Operational funding

Include:

- appropriations
- budget allocations
- funding from statutory authorities
- bounties, subsidies, and non-capital expenditure grants (including all export grants)
- wages and salaries payments reimbursed under a government program such as trainee and apprenticeship schemes
- export facilitation schemes
- import credits provided by the government as an incentive to increase exports
- diesel fuel rebate and other tax rebates
- government subsidies for waste management and environmental protection.

Exclude:

- extraordinary income items (items of revenue or expense which are attributable to events or transactions that are both outside the normal operations of the entity and of a non-recurring nature)
- goods and services tax (GST).

9.2 Capital funding

Include:

- low interest or interest free loans made by government to businesses to encourage expenditure on specific equipment (e.g. environmental protection equipment)
- grants for the purpose of capital expenditure.

Exclude:

- export grants (should be reported as Operational Funding)
- GST.

9.3 Sponsorship income

Include:

- all sponsorships, both financial and in-kind (where this appears in the organisation's audited accounts).

Exclude:

- annual allocations from related private sector organisations
- items donated or bequeathed
- extraordinary income items (items of revenue or expense which are attributable to events or transactions that are both outside the normal operations of the entity and of a non-recurring nature)
- GST.

9.4 Fundraising income (including cash donations and bequests)

Include:

- fundraising income (including cash donations and bequests)
- other funding (excluding sponsorship income) provided by the private sector (e.g. project support from philanthropic trusts).

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Data collection continued

DEFINITIONS *continued*

Exclude:

- investment or interest income from bequests received in previous years
- extraordinary income items (items of revenue or expense which are attributable to events or transactions that are both outside the normal operations of the entity and of a non-recurring nature)
- GST
- income generated from the sale of goods and services
- any non-cash donations or bequests (e.g. goods and services).

9.5 Other income

Include:

- income generated from the sale of goods and services (including ticket sales)
- investment or interest income from bequests received in previous years
- any income not already included in 9.1 to 9.4.

Exclude:

- any income already included in 9.1 to 9.4.

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.

Reporting guidelines

Where depreciation funding is included this must be reported.

Guide for use

It is important to be careful when making comparisons of government funding as some organisations may receive depreciation funding, and some may not.

KEY MEASURE 10:

TOTAL EXPENSES

By providing information on the various measures of expenditure organisations and funding agencies are able to analyse where the majority of expenses occur.

The detailed measures which make up the Key Measure are:

10.1 Expenditure on acquisitions/purchases
10.2 Labour costs
10.3 Other expenses

These three detailed measures can be added together to form the Key Measure 'Total expenses'.

Data collection

Note that information reported should comply with the Australian equivalents to International Financial Reporting Standards (AIFRS).

10.1 Expenditure on acquisitions/purchases

Include:

- only expenditure relating directly to the acquisition or purchase of items (see Glossary for definition of item) (e.g. the purchase price).

FINANCIAL RESOURCES *continued*

. . . .

Data collection continued

Exclude:

- all other costs associated with the acquisition or purchase of an item (e.g. insurance expenses, delivery fees)
- GST where this is recoverable as an input tax credit.

10.2 Labour costs

Include:

- costs of wages and salaries (including provisions for employee entitlements)

    Wages and salaries (including provisions for employee entitlements) include:

    - severances, terminations and redundancies
    - salaries and fees of directors and executives
    - retainers and commissions of persons who received a retainer
    - bonuses
    - annual and other types of leave.

        Wages and salaries exclude:

    - salary sacrifice

- payments to self-employed persons such as consultants, contractors and persons paid solely by commission without a retainer
- employer contribution into superannuation (including salary sacrifice)
- workers' compensation premium/costs
- fringe benefits tax
- payroll tax (excluding Pay As You Go withholding tax)
- payments to employment agencies for staff
- employee share based payments and stock options expensed to this business for remunerating employees, accrued during the current accounting period.

Exclude:

- labour costs relating to employees paid directly by other organisations
- extraordinary expense items (items of revenue or expense which are attributable to events or transactions that are both outside the normal operations of the entity and of a non-recurring nature).

10.3 Other expenses

Include:

- conservation expenses
- exhibition/display development costs
- subscription payments for online products and services
- advertising, marketing and promotional expenses
- insurance premiums
- land tax and land rates
- utility expenses
- depreciation and amortisation
- bad and doubtful debts
- freight and cartage expenses
- postal, mailing and courier services
- paper, printing and stationery
- royalties expenses incl. natural resource royalties expenses
- transmission and distribution expenses

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- travelling, accommodation and entertainment expenses
- other management and administrative expenses
- commission expenses for work performed using materials supplied by this business
- computer software expenses
- telecommunication and Internet expenses
- increase (decrease) in policy liabilities
- bank and other financial organisation charges incl. interest
- rent, leasing and hiring expenses
- motor vehicle running expenses incl. fuel
- audit, other accounting and legal expenses
- repair and maintenance expenses
- cleaning services provided by other businesses
- training services provided by other businesses
- exploration expenditure written off
- other operating expenses
- any other expenses not already included in 10.1 or 10.2..

Exclude:

- extraordinary income items (items of revenue or expense which are attributable to events or transactions that are both outside the normal operations of the entity and of a non-recurring nature)
- GST where this is recoverable as an input tax credit.

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.

HUMAN RESOURCES

The number of people working for an organisation provides context to other measures. Also, by comparing the number of employees and volunteers an idea of how reliant cultural heritage organisations are on the volunteer population can be obtained.

The Key Measures included under the dimension 'Human resources' are:

11 Number of employees

12 Number of full-time equivalent (FTE) employees

13 Number of volunteers

14 Number of full-time equivalent (FTE) volunteers

KEY MEASURE 11:

NUMBER OF EMPLOYEES

The detailed measures which make up the Key Measure are:

11.1 Number of full-time employees

11.2 Number of part-time employees

These two detailed measures can be added together to form the Key Measure 'Number of employees'.

Data collection

'Number of full-time employees' to be reported as the number of full-time employees working for the organisation during the last pay period as recorded by the organisation's human resources/payroll department.

'Number of part-time employees' to be reported as the number of part-time employees working for the organisation during the last pay period as recorded by the organisation's human resources/payroll department.

DEFINITIONS

- 'Full-time employees' are defined as those employees who usually work 35 hours or more per week or those who, although usually working less than 35 hours per week, worked 35 hours or more per week during the reference period.
- 'Part-time employees' are defined as those employees who usually work less than 35 hours per week and either did so during the reference period, or were not at work during the reference period (includes permanent part-time and casual employees)

Include:

- persons paid a retainer, wage or salary
- managerial and executive employees
- employees absent on paid or prepaid leave
- employees on workers' compensation who continue to be paid through the payroll
- permanent, temporary and casual employees.

Exclude:

- working proprietors and partners
- non-salaried directors
- self-employed persons such as consultants, contractors and persons paid solely by commission without a retainer
- volunteers (include in the measure 'Number of volunteers').

Data collection *continued*

REFERENCE PERIOD

The reference period used should be the last pay period of a financial year. Where this is not possible, the alternate pay period used should be reported.

Guide for use:

Data on number of part-time employees should be used with some caution as this is a head count of employees regardless of the number of hours worked, which could be anywhere between 1 and 34 hours per employee. Note, some organisations directly employ persons in areas such as cleaning, payroll and information technology whilst others use external contractors or consultants to perform these roles. This should be considered when comparing the total number of employees in organisations.

KEY MEASURE 12:

NUMBER OF FULL-TIME EQUIVALENT (FTE) EMPLOYEES

This Key Measure provides a different perspective on the employed workforce of cultural heritage organisations. Whereas the first Key Measure 'Number of employees' provides a head count of employees regardless of the number of hours worked, this Key Measure provides the calculated equivalent number of full-time employees. This may be more useful for comparison between organisations.

This Key Measure has no detailed measures.

Data collection

DEFINITIONS
- 'The number of FTE employees' is defined as the equivalent number of employees working standard hours who would contribute the actual hours worked by all full-time and part-time employees.

Include:
- persons paid a retainer, wage or salary
- managerial and executive employees
- employees absent on paid or prepaid leave
- employees on workers' compensation who continue to be paid through the payroll
- permanent, temporary and casual employees.

Exclude:
- working proprietors and partners
- non-salaried directors
- self-employed persons such as consultants, contractors and persons paid solely by commission without a retainer
- volunteers (include in the measure 'Number of volunteers').

Reporting guidelines

The number of FTE employees requires all actual hours worked (by part-time and full-time) to be calculated and related to the standard hours per pay period. If standard hours do not apply, the equivalent of 35 hours per week should be used in the calculation (e.g. if the pay period is fortnightly the standard hours applied should be 70 hours, if monthly 148 hours should be applied).

i.e. Actual hours (Full-time + Part-time) / Standard hours = 'x' FTE employees.

Round to 1 decimal place.

Reporting guidelines
continued

Take, for example, an organisation employing 10 full-time staff and 2 part-time staff. The standard hours worked by full-time staff is 37 hours per week. The part-time staff worked 25 hours and 28 hours per week during the last pay period (fortnight).

FTE for last pay period (fortnight)

= Actual hours (Full-time + Part-time) / Standard hours

= (10*37*2 + 25*2 + 28*2) / (37*2)

=11.4 FTE employees.

REFERENCE PERIOD

The reference period used should be the last pay period of a financial year. Where this is not possible, the alternate pay period used should be reported.

Guide for use:

The number of FTE employees and the number of FTE volunteers should be considered together for a more complete understanding of an organisation's human resource requirements.

KEY MEASURE 13:

NUMBER OF VOLUNTEERS

Volunteers are people who provide assistance, in the form of time, labour and/or skills, and receive no payment, either monetary or in kind, in return. This measure allows cultural heritage organisations to monitor the level of volunteering over time so they can plan for increasing or decreasing numbers of volunteers and allows comparison of the reliance of different cultural sectors on volunteer labour.

This Key Measure has no detailed measures.

Data collection

Count the number of volunteers who assisted the organisation during the last month of the reporting period.

DEFINITIONS
- A 'volunteer' is defined as someone who willingly gives unpaid help, in the form of time, service or skills. For assistance to be considered voluntary it must be given of the person's own free will (e.g. persons serving a community service order should be excluded).

Include:
- volunteer components of boards of management and volunteer fundraising committee/auxiliary members.

Exclude:
- all volunteers subject to PAYE tax.

REFERENCE PERIOD

The reference period used should be the last month of a financial year. Where this is not possible, the alternate pay period used should be reported.

Guide for use

The number of volunteers and their total volunteer hours should be considered together when making comparisons over time or between organisations.

KEY MEASURE 14:

NUMBER OF FULL-TIME EQUIVALENT (FTE) VOLUNTEERS

This Key Measure provides a different perspective on the volunteer workforce of cultural heritage organisations. Whereas Key Measure 11 'Number of volunteers' provides a head count of volunteers regardless of the number of hours worked, this Key Measure provides the calculated equivalent number of full-time volunteers. This may be more useful for comparison as the number of volunteer hours can vary so greatly between organisations.

This Key Measure has no detailed measures.

Data collection

DEFINITIONS
- 'The number of FTE volunteers' is defined as the equivalent number of volunteers working standard hours who would contribute the actual hours worked by all volunteers.

Include:
- volunteer components of boards of management and volunteer fundraising committee/auxiliary members.

Exclude:
- all volunteers subject to PAYE tax.

Reporting guidelines

The number of FTE volunteers requires all actual hours worked to be calculated and related to the standard hours per pay period. If standard hours do not apply, the equivalent of 35 hours per week should be used in the calculation (e.g. if the pay period is fortnightly the standard hours applied should be 70 hours, if monthly 148 hours should be applied).

i.e. Actual hours / Standard hours = 'x' FTE volunteers.

Round to 1 decimal place.

Take, for example, an organisation with 10 full-time volunteers and 2 part-time volunteers. The standard hours worked by full-time staff is 37 hours per week. The part-time volunteers worked 25 hours and 28 hours per week during the last pay period (fortnight).

FTE for last pay period (fortnight)

= Actual hours (Full-time + Part-time) / Standard hours

= (10*37*2 + 25*2 + 28*2) / (37*2)

=11.4 FTE employees.

REFERENCE PERIOD

The reference period used should be the last pay period of a financial year. Where this is not possible, the alternate pay period used should be reported.

Guide for use: The number of FTE employees and number of FTE volunteers should be considered together for a more complete understanding of an organisation's human resource requirements.

THE COLLECTION

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The Government and non-Government sectors invest significant resources in the development of cultural heritage organisations' collections. The collections in these organisations form part of our cultural heritage and identity.

The variety and overall size of collections and information about how items for the collection are obtained are therefore of interest.

The Key Measures included under the dimension 'The Collection' are:

  15 Size of the organisation's collection
  16 Purchased additions to the organisation's collection
  17 Donated/bequeathed additions to the organisation's collection
  18 Field collected/ransferred additions to the organisation's collection.

It is acknowledged that there is other information regarding collections which is of interest, including information about the value and public accessibility of the collection, digitisation of the collection and conservation and risk management of the collection. However it was not considered feasible to provide a standard way of collecting and reporting these items at this time. Therefore data relating to these four Key Measures only represent some aspects of the collection.

Collections held within cultural heritage organisations are made up of a variety of items which require different methods of counting. For this reason, there are 11 detailed measures for each of the 4 Key Measures in this dimension, one for each method of counting. As these detailed measures use different counting units they cannot be summed to calculate a total.

TYPES OF COLLECTIONS AND ASSOCIATED COUNTING METHODS

There are 11 different counting methods required to count the variety of items held in the collections of cultural heritage organisations. The eleven groups of items and the counting method to be used for each group are provided here. These eleven groups of items are designed to cover all the items held across cultural heritage organisations and therefore it is likely that one or more groups of items is not applicable to a particular cultural heritage organisation.

1. Non-digital books and titles

Include:
- books/monographs
- manuscripts
- journals
- serials/newspapers (on paper)/pamphlets
- other books and titles.

Counting method:

The number of non-digital books or titles in the organisation's collection at the end of the reference period should be counted according to how they are physically stored. Multiple serials/titles within a single book/bound volume/set should be counted as one book/bound volume/set. Those serials/titles that are stored as separate items should be counted as individual serials/titles.

Where it is not possible to accurately count each item individually (through an electronic registration count or manual count), a sample count of the number of items per linear metre multiplied by the total number of linear metres in the collection can be applied.

....

1. Non-digital books and titles continued

The number of linear metres is the amount of space, measured horizontally in metres, occupied by items, or boxes containing items, on storage shelves. If a sample count is used this must be reported with an explanatory note suggesting this data is used with some caution.

2. Digital books and titles

Include born digital and digitised books and titles (including audio books) stored on:

- hard drives
- local or hosted servers
- floppy discs
- laser disc
- CD/CD-R/DVD/DVD-R
- other discs
- MP3s
- data tape.

Counting method:

The number of digital books, items, sets or titles in the organisation's collection at the end of the reference period should be counted according to how they are digitally stored. Multiple serials/titles within a single digital book/set should be counted as one digital book/set. Those serials/titles that are stored as separate items should be counted as individual serials/titles.

3. Microfilm reels

Include:

- master negatives
- duplicate negatives (printing masters)
- positives.

Counting method:

Each individual microfilm reel in the organisation's collection at the end of the reference period should be counted. Where it is not possible to accurately count each reel individually (through an electronic registration count or manual count), a sample count of the number of reels per standard box/shelf/linear metre multiplied by the total number of standard boxes/shelves/linear metres in the collection can be applied. The number of linear metres is the amount of space, measured horizontally in metres, occupied by items, or boxes containing items, on storage shelves. Where a sample count is used this must be reported with an explanatory note suggesting this data is used with some caution.

4. Microfiche sheets

Include:

- master negatives
- duplicate negatives (printing masters)
- positives.

Counting method:

Each individual microfiche sheet in the organisation's collection at the end of the reference period should be counted. Where it is not possible to accurately count each sheet individually (through an electronic registration count or manual count), a sample

4. Microfiche sheets continued	count of the number of sheets per standard box/bundle/linear metre multiplied by the total number of standard boxes/bundles/linear metres in the collection can be applied. The number of linear metres is the amount of space, measured horizontally in metres, occupied by items, or boxes containing items, on storage shelves. Where a sample count is used this must be reported with an explanatory note suggesting this data is used with some caution.
5. Non-digital archival records	Include: ■ archival records/manuscripts not counted as 'Non-digital books, bound volumes and titles' as it is more feasible to count in linear metres than individual items. Counting method: The size of an organisation's non-digital archival record collection is measured in terms of the total number of linear metres it occupies at the end of the reference period, not as a count of each individual archival record. The number of linear metres is the amount of space, measured horizontally in metres, occupied by items, or boxes containing items, on storage shelves.
6. Digital archival records	Include: ■ digital archival records/manuscripts. Counting method: The number of digital archival records/manuscripts in the organisation's collection at the end of the reference period should be counted according to how they are digitally stored. Multiple records/manuscripts stored within a single record/manuscript should be counted as one digital archival record/manuscript. Those records/manuscripts stored as separate items should be counted as individual digital archival records/manuscripts.
7. Moving image and recorded sound (including oral history)	Include: ■ motion picture film ■ magnetic tape (e.g. video, digital) ■ disc (e.g. laser disc, CD, DVD, minidisc) ■ other moving image items ■ grooved media (e.g. cylinder, phonodisc) ■ magnetic media (e.g. cassette, open reel tape, DAT) ■ other recorded sound items ■ digital moving image and recorded sound ■ sound and video recordings of oral history. Counting method: Each individual moving image and recorded sound title in the organisation's collection at the end of the reference period should be counted. A 2 hour motion picture stored on six reels of film is counted as one complete instance of a recorded work and therefore one item. A one hour sound recording stored on one cassette tape is counted as one item and two five minute oral history accounts stored on one DVD are counted as two recorded works and therefore two items.

8. Artwork and craft items

Include:

- paintings (e.g. on canvas, panel, plaster, bark paintings)
- art on paper (e.g. prints, drawings, watercolours, photographs, scrapbooks, albums,)
- sculptures (include carvings, indoor and outdoor sculptures in all media)
- decorative arts (e.g. fine metalwork, jewellery, timepieces, enamels, ivories, lacquer)
- multimedia works (e.g. digitally manipulated text, data, images and/or audio)
- textiles (e.g. quilts, wall hangings)
- other art items.

Counting method:

The number of artwork and craft items in the organisation's collection at the end of the reference period should be counted according to how they are physically stored. Multiple artwork and craft items within a single bound volume/set should be counted as one item. Those artwork and craft items that are stored separately should be counted as individual items.

For digital artwork and craft, the number of digital works should be counted, not the number of disks.

9. Historic, ethnographic, photographic, individually catalogued archaeological and natural science items (not considered artwork or craft)

Include:

- textiles (including flags, rugs, wallpapers, floor coverings, costumes and accessories)
- ceramics and glass artefacts (including stained glass)
- ethnographic and organic collections (e.g. leather, skin, baskets, bark, wood, bone)
- metalwork (e.g. arms and armour, medals, coins)
- furniture
- domestic artefacts (e.g. frames, household tools/machines, dolls/toys, musical instruments)
- ephemera and broadsides (e.g. posters, tea towels, t-shirts, tickets)
- philatelic and numismatic artefacts
- cartographic items
- scores and sheet music
- scientific, technological, agricultural and medical artefacts
- transportation vehicles (including watercraft, farm equipment, planes etc.)
- heritage items within a heritage building
- other historic and ethnographic items
- prints, negatives and positives
- scrapbooks, albums
- cased photographic items (e.g. daguerreotype, ambrotype, tintype)
- glass plate negatives and lantern slides
- other photographic items
- individually catalogued: organic based material (e.g. textile, fibre, wood, bone, shell, feather, plastics); inorganic based material (e.g. ceramic, glass, metal); zoological specimens; botanical specimens; mycological (fungi) specimens; geological specimens (e.g. rocks, gems, minerals, and meteorites); palaeontological specimens; palaeobotany specimens
- other individually catalogued natural science specimens.

9. Historic, ethnographic, photographic, individually catalogued archaeological and natural science items (not considered artwork or craft) continued

Counting method:

The number of items in the organisation's collection at the end of the reference period should be counted according to how they are physically stored. Multiple items within a single bound volume/set should be counted as one item. Those items that are stored separately should be counted as individual items.

10. Bulk archaeological items

Include:
- bulk organic material (e.g. textile, fibre, wood, bone, shell, feather, plastics)
- bulk inorganic material (e.g. ceramic, glass, metal, stone).

Counting method:

The size of an organisation's bulk archaeological collection is measured in terms of the total number of cubic metres it occupies at the end of the reference period, not a count of each individual item. The number of cubic metres is the amount of space, measured in height, breadth and depth, occupied by items.

11. Bulk natural history items

Include:
- bulk zoological specimens
- bulk botanical specimens
- bulk mycological (fungi) specimens
- bulk geological specimens (e.g. rocks, gems, minerals, and meteorites)
- bulk palaeontological specimens
- bulk palaeobotany specimens
- bulk other natural science specimens.

Counting method:

The size of an organisation's bulk natural history collection is measured in terms of the total number of cubic metres it occupies at the end of the reference period, not a count of each individual item. The number of cubic metres is the amount of space, measured in height, breadth and depth, occupied by items.

KEY MEASURE 15:

SIZE OF THE ORGANISATION'S COLLECTION

The Key Measure 'Size of the organisation's collection' is intended to measure the total number of accessioned items in the organisation's collection at the end of the reference period.

Given such a broad spectrum of items is held in cultural heritage collections and these require different counting methods, there are 11 detailed measures to report against. Organisations need only report against those detailed measures relevant to their organisation. As the detailed measures are counted in different units it is not possible to add them together to form the 'total size of the collection'.

The detailed measures to be reported (where applicable) are:

15.1 Number of accessioned non-digital books and titles in the organisation's collection

15.2 Number of accessioned digital books and titles in the organisation's collection

15.3 Number of accessioned microfilm reels in the organisation's collection

15.4 Number of accessioned microfiche sheets in the organisation's collection

15.5 Number of accessioned non-digital archival records in the organisation's collection

15.6 Number of accessioned digital archival records in the organisation's collection

15.7 Number of accessioned moving image and recorded sound titles (including oral history) in the organisation's collection

15.8 Number of accessioned artwork and craft items in the organisation's collection

15.9 Number of accessioned historic, ethnographic, photographic, individually catalogued archaeological and natural science items (not considered artwork or craft) in the organisation's collection

15.10 Number of accessioned cubic metres of bulk archaeological items in the organisation's collection

15.11 Number of accessioned lots of bulk natural history items in the organisation's collection.

Data collection

Items should be counted according to the methods presented in the 'Types of collections and associated counting methods' section above.

COUNTING RULES

- All accessioned masters and their copies, digital and non-digital should be counted as separate items. This includes all items born digital and their digital surrogates counted as separate items.
- The creator's intention must be considered when counting items. If for example, a number of accessioned items were created with the intention of being viewed/purchased/distributed as a set, they should be counted as one item (e.g. a triptych should be counted as one item not three items. A dining setting counted as one item not one table and four chairs).
- A group of related accessioned works created by the same person but without the intention of being viewed/purchased/distributed as a set should be counted as separate items (e.g. a set of 129 Christmas Cards created by the same artist should be counted as 129 separate items).
- All preparatory material belonging to an item accessioned in a single transaction should be considered as part of the overall item and counted as one item (e.g. the contract material for a sculpture commission which includes the sculpture, two maquettes & five preparatory drawings is counted as one item not eight separate items).
- In instances where two or more related items are accessioned at different points in time, they should be counted as separate items. This rule applies regardless of the creator's intention that they be viewed/purchased/distributed as a set, or that they form part of the preparatory material of an item.
- The counting method adopted must be consistent over time and reported alongside the published data.

Data collection continued

COUNTING RULES *continued*

Include:

- items on loan to other organisations.

Exclude:

- items on loan from other organisations.

REFERENCE PERIOD

To facilitate comparability, the size of the collection should be reported six monthly as at the 30 June and 31 December each year. Where this is not possible, data should be reported on the 30 June each year.

Reporting guidelines

Where any variations to the 'Counting Rules' are applied this must be reported.

Guide for use

The size of the collection should be interpreted with some caution as there is considerable variation in the items held across organisations and the way they may be categorised and counted.

KEY MEASURE 16:

PURCHASED ADDITIONS TO THE ORGANISATION'S COLLECTION

The Key Measure 'Purchased additions to the organisation's collection' is intended to measure the additions to the organisation's collection through the purchase of items during a 12 month reference period.

Given such a broad spectrum of items is held in cultural heritage collections and these require different counting methods, there are 11 detailed measures to report against. Organisations need only report against those detailed measures relevant to their organisation. As the detailed measures are counted in different units it is not possible to add them together to form the 'total number of purchased additions to the collection'.

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KEY MEASURE 16:

continued

The detailed measures to be reported (where applicable) are:

16.1 Number of purchased non-digital books and titles added to the organisation's collection

16.2 Number of purchased digital books and titles added to the organisation's collection

16.3 Number of purchased microfilm reels added to the organisation's collection

16.4 Number of purchased microfiche sheets added to the organisation's collection

16.5 Number of purchased non-digital archival records added to the organisation's collection

16.6 Number of purchased digital archival records added to the organisation's collection

16.7 Number of purchased moving image and recorded sound titles (including oral history) added to the organisation's collection

16.8 Number of purchased artwork and craft items added to the organisation's collection

16.9 Number of purchased historic, ethnographic, photographic, individually catalogued archaeological and natural science items (not considered artwork or craft) added to the organisation's collection

16.10 Number of purchased bulk archaeological items added to the organisation's collection

16.11 Number of purchased bulk natural history items added to the organisation's collection.

Data collection

Items should be counted according to the methods presented in the 'Types of collections and associated counting methods' section above.

DEFINITION

'Purchased items' are defined as those acquired by the organisation for a monetary fee to form part of their collection.

COUNTING RULES

- All masters and their copies, digital and non-digital, should be counted as separate items. This includes all items born digital and their digital surrogates counted as separate items.
- The creator's intention must be considered when counting items. If for example, a number of purchased items were created with the intention of being viewed/purchased/distributed as a set, they should be counted as one item (e.g. a triptych should be counted as one item not three items. A dining setting counted as one item not one table and four chairs).
- A group of related works created by the same person but without the intention of being viewed/purchased/distributed as a set should be counted as separate items (e.g. a set of 129 Christmas Cards created by the same artist should be counted as 129 separate items).

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COUNTING RULES *continued*

- All preparatory material belonging to an item purchased in a single transaction should be considered as part of the overall item and counted as one item (e.g. the contract material for a sculpture commission which includes the sculpture, two maquettes & five preparatory drawings is counted as one item not eight separate items).
- In instances where two or more related items are purchased at different points in time, they should be counted as separate items. This rule applies regardless of the creator's intention that they be viewed/purchased/distributed as a set, or that they form part of the preparatory material of an item.
- The counting method adopted must be consistent over time and reported alongside the published data.

Include:

- items on loan to other organisations.
- items purchased during the 12 month reference period that were also sold or transferred during the same 12 month reference period.

Exclude:

- items donated, bequeathed, field collected or transferred to the collection.
- items on loan from other organisations.

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.

Reporting guidelines

Where any variations to the 'Counting Rules' are applied this must be reported.

Guide for use

Purchased additions to the collection should be interpreted with some caution as there is considerable variation in the items held across organisations and the way they may be categorised and counted.

KEY MEASURE 17:

DONATED/BEQUEATHED ADDITIONS TO THE ORGANISATION'S COLLECTION

The Key Measure 'Donated/bequeathed additions to the organisation's collection' is intended to measure the additions to the organisation's collection through the donation and bequest of items during a 12 month reference period.

Given such a broad spectrum of items is held in cultural heritage collections and these require different counting methods, there are 11 detailed measures to report against. Organisations need only report against those detailed measures relevant to their organisation. As the detailed measures are counted in different units it is not possible to add them together to form the 'total number of donated/bequeathed additions to the organisation's collection'.

KEY MEASURE 17:
continued

The detailed measures to be reported (where applicable) are:

17.1 Number of volumes of books and titles donated or bequeathed to the organisation's collection

17.2 Number of digital books and titles donated or bequeathed to the organisation's collection

17.3 Number of microfilm reels donated or bequeathed to the organisation's collection

17.4 Number of microfiche sheets donated or bequeathed to the organisation's collection

17.5 Number of non-digital archival records donated or bequeathed to the organisation's collection

17.6 Number of digital archival records donated or bequeathed to the organisation's collection

17.7 Number of moving image and recorded sound titles (including oral history) donated or bequeathed to the organisation's collection

17.8 Number of artwork and craft items donated or bequeathed to the organisation's collection

17.9 Number of historic, ethnographic, photographic, individually catalogued archaeological and natural science items (not considered artwork or craft) donated or bequeathed to the organisation's collection

17.10 Number of cubic metres of bulk archaeological items donated or bequeathed to the organisation's collection

17.11 Number of lots of bulk natural history items donated or bequeathed to the organisation's collection.

Data collection

Items should be counted according to the methods presented in the 'Types of collections and associated counting methods' section above.

DEFINITIONS

- 'Donated items' are defined as those voluntarily provided to form part of the organisation's collection for which the donor receives no direct monetary payment, advertising and/or other benefit, but may receive a tax incentive (e.g. Cultural Gift Program).

- 'Bequeathed items' are defined as those left to an organisation as part of someone's will to form part of the organisation's collection

COUNTING RULES:

- Items should be counted according to the methods presented in the 'Types of collections and associated counting methods' section above.

- All masters and their copies, digital and non-digital, should be counted as separate items. This includes all items born digital and their digital surrogates counted as separate items.

- The creator's intention must be considered when counting items. If for example, a number of donated/bequeathed items were created with the intention of being viewed/purchased/distributed as a set, they should be counted as one item (e.g. a triptych should be counted as one item not three items. A dining setting counted as one item not one table and four chairs).

Data collection continued

COUNTING RULES: *continued*

- A group of related donated/bequeathed works created by the same person but without the intention of being viewed/purchased/distributed as a set should be counted as separate items (e.g. a set of 129 Christmas Cards created by the same artist should be counted as 129 separate items).
- All preparatory material belonging to an item donated/bequeathed in a single transaction should be considered as part of the overall item and counted as one item (e.g. the contract material for a sculpture commission which includes the sculpture, two maquettes & five preparatory drawings is counted as one item not eight separate items).
- In instances where two or more related items are donated/bequeathed at different points in time, they should be counted as separate items. This rule applies regardless of the creator's intention that they be viewed/purchased/distributed as a set, or that they form part of the preparatory material of an item.
- The counting method adopted must be consistent over time and reported alongside the published data.

Include:
- items on loan to other organisations
- items donated/bequeathed during the 12 month reference period that were also sold or transferred during the same 12 month reference period.

Exclude:
- items purchased/field collected or transferred to the organisation
- items on loan from other organisations.

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.

Reporting guidelines

Where any variations to the 'Counting Rules' are applied this must be reported.

Guide for use

Donated/bequeathed additions to the collection should be interpreted with some caution as there is considerable variation in the items held across organisations and the way they may be categorised and counted.

KEY MEASURE 18:

FIELD COLLECTED/TRANSFERRED ADDITIONS TO THE ORGANISATION'S COLLECTION

The Key Measure 'Field collected/transferred additions to the organisation's collection' is intended to measure the additions to the organisation's collection through the transfer of items or direct field collection during a 12-month reference period.

Given such a broad spectrum of items is held in cultural heritage collections and these require different counting methods, there are 11 detailed measures to report against. Organisations need only report against those detailed measures relevant to their organisation. As the detailed measures are counted in different units it is not possible to

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KEY MEASURE 18:
continued

add them together to form the 'total number of field collected/transferred additions to the organisation's collection'.

The detailed measures to be reported where applicable are:

18.1 Number of volumes of books and titles transferred to the organisation's collection

18.2 Number of digital books and titles transferred to the organisation's collection

18.3 Number of microfilm reels transferred to the organisation's collection

18.4 Number of microfiche sheets transferred to the organisation's collection

18.5 Number of non-digital archival records transferred to the organisation's collection

18.6 Number of digital archival records transferred to the organisation's collection

18.7 Number of moving image and recorded sound titles (including oral history) transferred to the organisation's collection

18.8 Number of artwork and craft items transferred to the organisation's collection

18.9 Number of historic, ethnographic, photographic and individually catalogued archaeological and natural science items (not considered artwork or craft) field collected/transferred to the organisation's collection

18.10 Number of cubic metres of bulk archaeological items field collected/transferred to the organisation's collection

18.11 Number of lots of bulk natural history items field collected/transferred to the organisation's collection.

Data collection

Items should be counted according to the methods presented in the 'Types of collections and associated counting methods' section above.

DEFINITION

- 'Transferred items' are defined as those which have been identified as having enduring value and which need to be retained permanently in an archival repository and as a result have been transferred to an archival repository. This includes items transferred to the collection and legal deposit.
- 'Field collected items' are defined as those natural history items (biological and geological specimens) obtained directly from their natural context "in the field" by employees of the organisation, or people acting on behalf of the organisation.

COUNTING RULES:

- Items should be counted according to the methods presented in the 'Types of collections and associated counting methods' section above.
- All transferred masters and their copies, digital and non-digital should be counted as separate items. This includes all items born digital and their digital surrogates counted as separate items.
- The creator's intention must be considered when counting items. If for example, a number of transferred items were created with the intention of being viewed/purchased/distributed as a set, they should be counted as one item (e.g. a triptych should be counted as one item not three items. A dining setting counted as one item not one table and four chairs).

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<table>
<tr><td>*Data collection continued*</td><td>

COUNTING RULES: *continued*

- A group of related transferred works created by the same person but without the intention of being viewed/purchased/distributed as a set should be counted as separate items (e.g. a set of 129 Christmas Cards created by the same artist should be counted as 129 separate items).
- All preparatory material belonging to an item transferred in a single transaction should be considered as part of the overall item and counted as one item (e.g. the contract material for a sculpture commission which includes the sculpture, two maquettes & five preparatory drawings is counted as one item not eight separate items).
- In instances where two or more related items are transferred at different points in time, they should be counted as separate items. This rule applies regardless of the creator's intention that they be viewed/purchased/distributed as a set, or that they form part of the preparatory material of an item.
- The counting method adopted must be consistent over time and reported alongside the published data.

Include:
- items on loan to other organisations
- items field collected/transferred during the 12 month reference period that were also sold or transferred during the same 12 month reference period.

Exclude:
- items purchased or donated/bequeathed to the collection
- items on loan from other organisations.

REFERENCE PERIOD

To facilitate comparability, data should be reported six monthly, referencing 1 January to 30 June and 1 July to 31 December each year. Where this is not possible, data should be reported 12 monthly based on the financial year, 1 July to 30 June.
</td></tr>
<tr><td>*Reporting guidelines*</td><td>Where any variations to the 'Counting Rules' are applied this must be reported.</td></tr>
<tr><td>*Guide for use*</td><td>Field collected/Transferred additions to the collection should be interpreted with some caution as there is considerable variation in the items held across organisations and the way they may be categorised and counted.</td></tr>
</table>

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MAJOR CULTURAL HERITAGE
ORGANISATIONS INVOLVED
IN THE CONSULTING PHASE
OF PROJECT

Australian National Maritime Museum

National Gallery of Australia

National Portrait Gallery

National Museum of Australia

Australian War Memorial

Questacon

Old Parliament House

National Library of Australia

National Archives of Australia

National Film and Sound Archive

Australian Institute of Aboriginal and Torres Strait Islander Studies

Art Gallery of New South Wales

Australian Museum

Historic Houses Trust of New South Wales

Powerhouse Museum of Applied Arts and Sciences

State Library of New South Wales

State Records Authority of New South Wales

Museum Victoria

National Gallery of Victoria

State Library of Victoria

Public Record Office Victoria

Australian Centre for the Moving Image

Queensland Art Gallery

Queensland Museum

State Library of Queensland

Queensland State Archives

Western Australian Museum

Art Gallery of Western Australia

State Library of Western Australia

State Records Office of Western Australia

Art Gallery of South Australia

South Australian Museum

State Library of South Australia

State Records of South Australia

History Trust of South Australia

Tasmanian Museum and Art Gallery

State Library of Tasmania

Archives Office of Tasmania

Museum and Art Gallery of the Northern Territory

Northern Territory Library

MAJOR CULTURAL HERITAGE
ORGANISATIONS INVOLVED
IN THE CONSULTING PHASE
OF PROJECT *continued*

Northern Territory Archives

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GLOSSARY

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Accessioned item	An item registered and catalogued into a collection.
Ambrotype	A positive, silver image on glass.
Archival record	Permanent record determined to be of sufficient historical, continuing, or enduring value as to warrant the added cost of storage, conservation and preservation in an archival facility.
Best estimate	Data derived using best estimate methodologies, not direct measurement. The accuracy of the data will vary according to the estimation technique used.
Born digital	An item created in a digital format.
Broadside	Single-sheet notice or announcement printed on one or both sides intended to be read unfolded.
(Organisation's) collection	All items held by the organisation considered as a whole.
Daguerreotype	An image made on a light-sensitive, silver-coated metallic plate.
E-book	An electronic version of a print book that is read using a computer or other electronic device. An e-book can be born digital or a digital surrogate.
Ephemera	Printed material that was only meant to be used for a short time, but preserved by collectors. It could be anything from a bus ticket to a poster.
Financial year	An accounting period covering 12 consecutive months from 1 July in one calendar year to 30 June in the following year.
Item(s)	Includes relics, object(s), material records, works of art, books and any other cultural material acquired by cultural organisations.
Lantern slides	Transparent positive image made or mounted on glass for projection, usually photographic, sometimes hand-tinted (frequently termed magic lantern slides).
Legal deposit	A statutory provision which obliges publishers to deposit copies of their publications in libraries in the country in which they are published. Legal deposit extends not only to commercial publishers but also to private individuals, clubs, churches, societies and organisations.
Lot	A lot usually consists of a number of specimens collected at the same time from the same place. For recording purposes a lot is treated as one record but that record could contain hundreds of individual specimens.
Manuscript	Original document that is generally, though not exclusively, paper-based. Bound volumes and other units (fragments, rolls, autographs, etc) can be counted separately.
Microfiche	Cards made of photographic material containing reduced images of printed material; used with a special reader that illuminates and enlarges the images.
Microfilm	Microphotographs of printed material, on a reel of film, viewed using a microfilm reader/printer.
Monograph	Publication in print or non-print form, either complete in one volume, or complete, or intended to be completed, in a number of volumes.
Natural science specimen	Natural items, such as minerals and animals which form part of an organised collection.
Newspaper	Serial, which contains news on current events of special or general interest, the individual parts of which are listed chronologically or numerically and usually appear at least once a week (electronic newspapers are included).
Numismatic artefacts	Artefacts of or pertaining to coins or currency.
Palaeobotany specimens	Pertaining to fossil plants remains.
Palaeontological specimens	Pertaining to fossil remains.

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Philatelic artefacts	Artefacts appertaining to the study of adhesive postage stamps.
Post-secondary school student	A person formally enrolled in and attending post-secondary education. Post-secondary education is a level of educational attainment or course attendance, undertaken since leaving school and recognised as one of the seven levels of qualification under the Australian Bureau of Statistics Classification of Qualifications. The seven levels are: Higher Degree; Post-graduate Diploma; Bachelor Degree; Undergraduate Diploma; Associated Diploma; Skilled Vocational Qualifications and Basic Vocationals.
Pre-school student	A person formally enrolled in and attending pre-school education. Pre-school education generally refers to education that is provided for children from 3 years of age to school starting age. It is largely sessional and operates only during school terms. Pre-schools may be operated by government, community organisations or the private sector. Pre-school programs may also be provided in long-day child care centres. For the purpose of this paper we have used the term 'pre-school student' in place of 'pre-schooler' to allow us to group the number of on-site visits by different types of 'students' under the one Key Measure.
Primary school student	A person formally enrolled in and attending primary school education. Primary school education typically commences at around age 5 and lasts for seven to eight years. It does not include sessional education such as pre-school education. In New South Wales, Victoria, Tasmania and the Australian Capital Territory, primary education may extend from pre-year 1 to year 6 (or equivalent). In South Australia and the Northern Territory it may extend from pre-year 1 to year 7 (or equivalent). In Queensland and Western Australia it may extend from year 1 to year 7 (or equivalent).
Secondary school student	A person formally enrolled in and attending secondary school education. Secondary school education typically commences after completion of primary education, at around age 12, and lasts for five or six years. In New South Wales, Victoria, Tasmania and the Australian Capital Territory, secondary education may extend from year 7 to year 12 (or equivalent). In Queensland, South Australia, Western Australia and the Northern Territory it may extend from year 8 to year 12 (or equivalent).
Serial	Document in print or non-print form, issued in successive parts, usually having numerical or chronological designations, and intended to be continued indefinitely, whatever its periodicity.
Standard error	Indicates the degree to which an estimate may vary from the value that would have been obtained from a full enumeration of all visitors to the organisation (the 'true value').
Tintype	A positive photograph made directly on an iron plate varnished with a thin sensitised film.
On-site visit	The act of entering the organisation's premises in order to view/use the cultural heritage services provided.
Volume	Physical unit for a printed document assembling a certain number of leaves under one cover to form a whole or part of a set. In relation to monographs - one of the books of a work printed and bound in more than one book. In relation to periodicals - a series of issues of a periodical, usually covering one calendar year or other regular time frame. Some books are published in sets of several volumes.

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