

GALLERIES CUSTOMER SATISFACTION SURVEY

1. About the Project

In 2019, Townsville City Council conducted a round of public consultation to determine community attitudes and opinions towards the visual and performing Arts sector, and its associated services and spaces.

The results from this initial round of community engagement were used to guide an overarching **Townsville City Council Arts Strategy 2020-2024.** This strategy identifies opportunities, themes, goals, and objectives and is driven by the community.

In 2021, Council has now conducted a further round of public consultation in order to determine customer satisfaction with our services and spaces. The goal of this secondary consultation was to identify opportunities for community-based decision-making regarding operational direction.

2. Introduction – Public Consultation

Public consultation regarding Galleries Customer Satisfaction ran from **Friday 16 April 2021** to **Friday 14 May 2021**, which gathered valuable community feedback on satisfaction and utilisation of our gallery spaces. Respondent submissions were received by Council via the Have Your Say Townsville (HYST) online platform.

This report identifies and captures all feedback associated with the project and serves as a public document to close the loop on the engagement process. The findings contained herein are presented in their entirety and draw no conclusions or recommendations on project or strategy outcomes going forward.

3. Public Consultation Outcomes

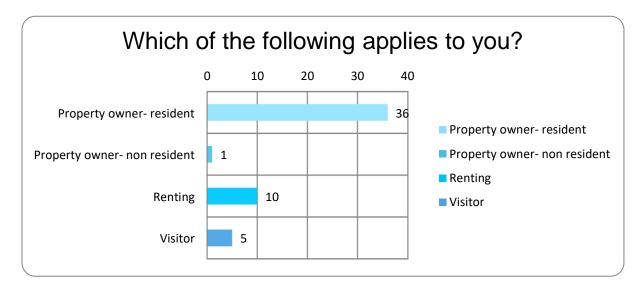
This consultation was based around the Have Your Say Townsville (HYST) online platform, which was supported by a boosted social media drive, and marketing material situated in Perc Tucker Regional Gallery located in the City, and Pinnacles Gallery located at Riverway Arts Centre.

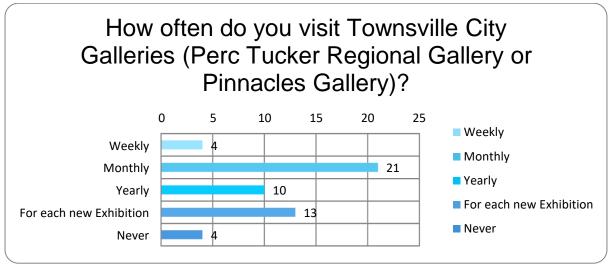
Through the HYST platform, Council received **52** registered respondents to the survey tools. As outlined below in the HYST summary statistics in **Section 4 – Have Your Say Townsville Analytics**, there were **282** total visits to the consultation pages with **52** respondents providing comment in the tools.

3.1 Survey Key Findings – Gallery Attendees

All respondents began the survey with the following two questions to provide a basis for informed feedback:

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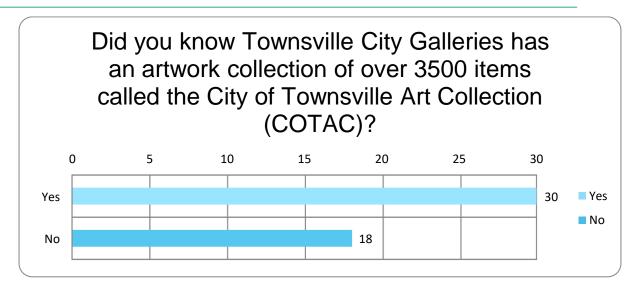


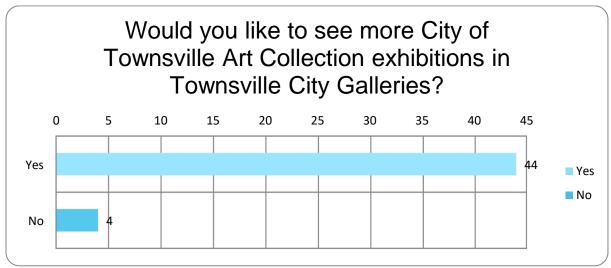


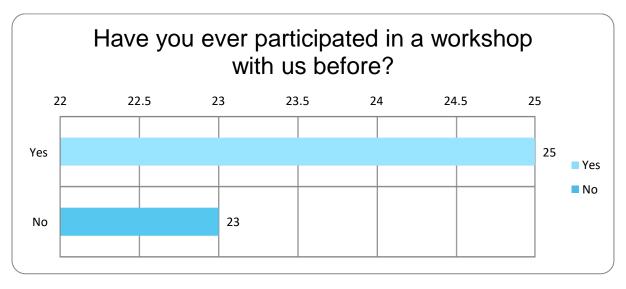
Where respondents indicated that they visit a Gallery either Weekly, Monthly, Yearly or For Each New Exhibition, they were then given the following series of questions relating to satisfaction and user experience:

- Did you know Townsville City Galleries has an artwork collection of over 3500 items called the City of Townsville Art Collection (COTAC)?
- Would you like to see more City of Townsville Art Collection exhibitions in Townsville City Galleries?
- Have you ever participated in a workshop with us before?
- When would you be more likely to attend a workshop?
- On a scale of 1 to 5, how would you rate your satisfaction with Townsville City Galleries and exhibition spaces?With 1 = Poor and 5 = Excellent

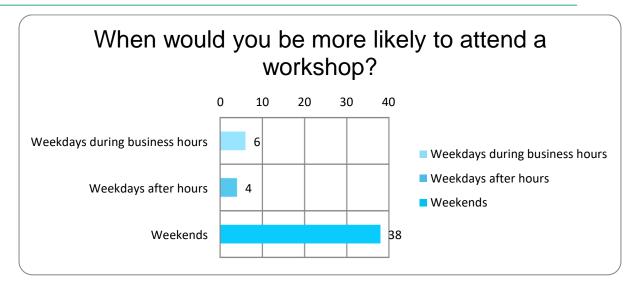
Note - Where respondents indicated that they "Never" visit a Gallery, they were provided a series of questions outlined below in section 3.2 Survey Key Findings – Gallery Non-attendees.

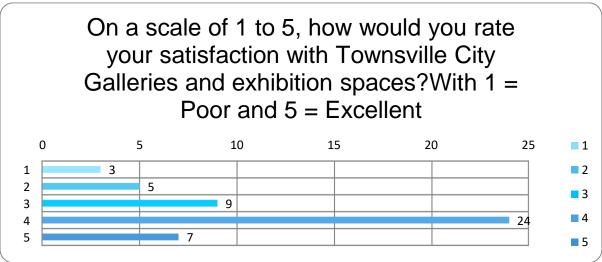






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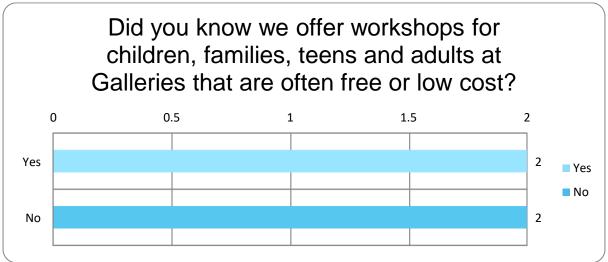


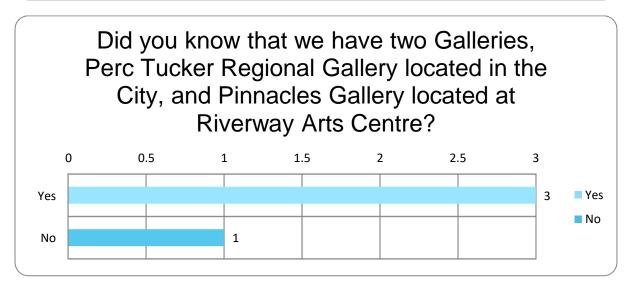
3.2 Survey Key Findings – Gallery Non-attendees

Where respondents indicated that they **Never** visit a Gallery, they were given the following series of questions relating to knowledge of Gallery services.

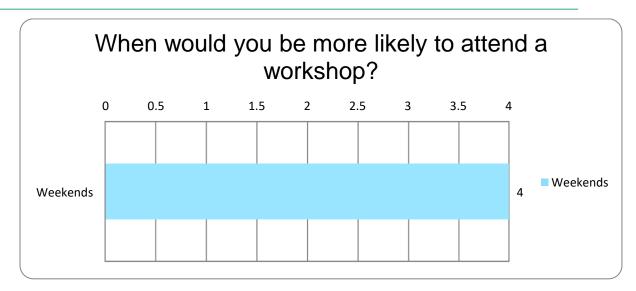
- Did you know that it is free to visit our Galleries, including exhibition launches and artist talks?
- Did you know we offer workshops for children, families, teens and adults at Galleries that are often free or low cost?
- Did you know that we have two Galleries, Perc Tucker Regional Gallery located in the City, and Pinnacles Gallery located at Riverway Arts Centre?
- When would you be more likely to attend a workshop?
- What is your main reason for not visiting a Townsville City Galleries space?







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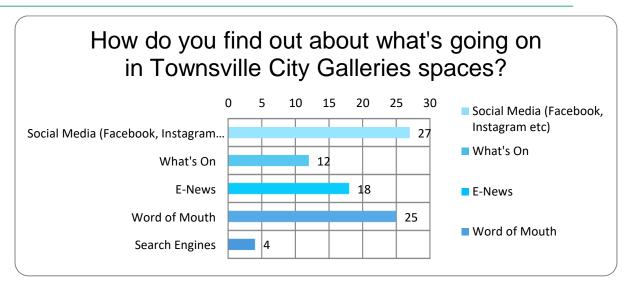


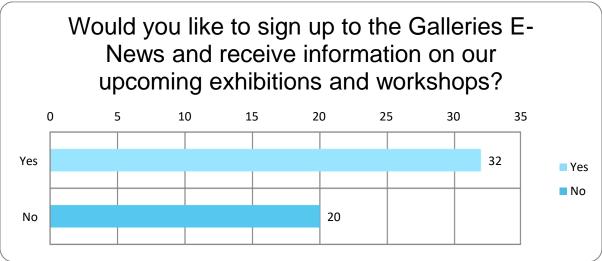
3.3 Survey Key Findings – Closing General Questions

All respondents were then asked two key marketing questions relating to how they receive news about Galleries promotions as below:

- How do you find out about what's going on in Townsville City Galleries spaces?
- Would you like to sign up to the Galleries E-News and receive information on our upcoming exhibitions and workshops?

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3.4 Open Text Survey Responses and Themes

Note – All survey response data can be found in full in Appendix 1 – Survey Response Data.

Question - What do you enjoy most about visiting Townsville City Galleries?

The three most common themes found in the responses to this question were:

- Diversity
- Free Entry
- Quality / Talent of Artists

Question - Do you have any feedback on the City of Townsville Art Collection?

The three most common themes found in the responses to this question were:

- Would like to see increased frequency / availability
- Enjoy the diversity of work
- Support for permanence

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Question – What kind of art, or artist would you like to see in our Galleries? (e.g. Sculpture, Video, Illustration, Installation, Print, Painting, Ceramics, or a specific artist you'd like to see)

The three most common themes found in the responses to this question were:

- Sculptures
- Indigenous art
- Painting and print

Question – How could we improve our programming and what would you like to see in our programming?

The three most common themes found in the responses to this question were:

- Increasing workshop opportunities
- More local content
- Increase opening hours

Question - How can we improve your experience with Townsville City Galleries?

The three most common themes found in the responses to this question were:

- Focus on innovation
- Increase advertising / awareness of upcoming exhibitions
- Increase opening hours

For all survey responses, please see Appendix 1 – Survey Response Data.

4. Have Your Say Townsville Analytics

Through the Have Your Say platform, the following synopsis of engagement highlights the range of interactions made with the project page:

- Total visits through HYS 282
- Unique Visitors 240
- Informed Visitors 103
- Completed a feedback form 52

A quick overview of key HYST statistics are as follows:

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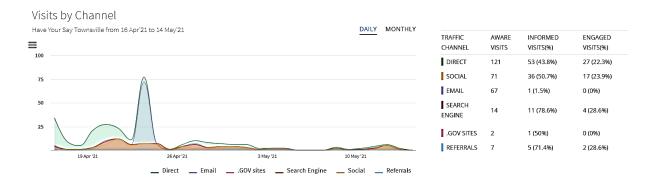


Where:

- "Aware" is to visit at least one project page, typically the project landing page;
- "Informed" is to visit multiple project pages, download a document, view a photo or video, or contribute to a project tool; and
- "Engaged" is to actively participate in engagement tools including Surveys, Forums, Polls, and Places within Interactive Maps.

Further, multiple channels were utilised to drive engagement with the HYST platform, including:

- Direct Visits
- Email Links
- Search Engines
- .GOV Sites
- Mailout collateral



5. Next steps

Providing feedback to the identified stakeholders and closing the loop on the public consultation process has been identified as an important aspect of Council accountability and transparency. Pending consultation with Townsville City Council management, the following actions will be taken:

HYST platform updated to inform the community of the outcome of the consultation;

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and

• A newsletter will be sent to all registered participants ensuring their investment of time and effort into the consultation has been acknowledged.

6. Acknowledgement

This document has been prepared by Townsville City Council – Stakeholder Engagement on behalf of the Project Manager. All information presented in this report has been presented in an accurate and unbiased manner and makes no recommendation on any project actions going forward. This report has been approved by the Project Manager, and the Head of Stakeholder Engagement. For further information, please contact Townsville City Council at haveyoursay@townsville.qld.gov.au

7. Appendixes

Appendix 1 - Survey Response Data



| Respondent | Which of the following applies to you? | How often do you visit Townsville City Galleries (Perc Tucker Regional Gallery or Pinnacles Gallery)? | What do you enjoy most about visiting Townsville City Galleries? | Did you know Townsville City Galleries has an artwork collection of over 3500 items called the City of Townsville Art Collection (COTAC)? | Would you like to see more City of Townsville Art Collection exhibitions in Townsville City Galleries? | Do you have any feedback on the City of Townsville Art Collection? |
|------------|--|---|--|---|--|---|
| 1 | Property owner-resident | Monthly | The diverse exhibitions and friendly staff | Yes | Yes | Should be house in a permanent display |
| 2 | Property owner-resident | Monthly | Rich diversity of shows but mainly highlighting the local talent, we love the Percivals | Yes | Yes | no |
| 3 | Property owner- resident | Weekly | Viewing the art, participating as a volunteer at Perc Tucker, assisting with children's activities | Yes | Yes | This lovely heritage building would make a Collections Gallery using the City Collection and indigenous art. |
| 4 | Property owner- resident | Yearly | AIRCON, PEACE AND QUIET | Yes | Yes | A monthly exhibition of the Councils collection would be good, most of the collection hasn't been seen by the public, lets see what we have got |
| 5 | Property owner- resident | Monthly | Townsville | Yes | Yes | Townsville |
| 6 | Property owner- resident | For each new Exhibition | Interesting variety of exhibitions; access to openings; number of exhibitions; great support for local artists | Yes | Yes | Want to see more of it, more often! |



| 7 | Property owner- resident | For each new Exhibition | I think they are doing a great job given the adverse circumstances. | Yes | Yes | Its an awesome collection representing not only many Queensland and local artists but also top Australian past and contemporary masters, male and female. |
|----|--------------------------------|-------------------------------|---|-----|-----|---|
| 8 | Renting | Never | | | | |
| 9 | Property owner- resident | For each new Exhibition | Quality of exhibitions | Yes | Yes | Need a bigger gallery so can have a regular rotating display from the collection as there is some really great artwork in storage for most of the time |
| 10 | Property owner- resident | Monthly | Monthly I enjoy works from the South but I would like to see more local work. Perc Tucker has effectively 3 small galleries on the ground floor plus the vault, miniatures display case and staircase plus the top floor. I would like to see more local work as well | | Yes | When do we see them? |
| 11 | Visitor | Monthly | The tropical parochial feel | No | Yes | No |
| 12 | Property owner-resident | Monthly | Seeing interesting and diverse artworks | Yes | Yes | Love the connection to Townsville or North Queensland in the artworks |
| 13 | Property owner-resident | Monthly | The variety, the wonderful staff little shop | Yes | Yes | No |
| 14 | Visitor | For each new Exhibition | It keeps me connected to artistic endeavours in Townsville (which is my home away from home these days) | No | Yes | I enjoy the broad nature of it and would welcome the underlying narrative that connects the various exhibitions |



| | | | | | _ | |
|----|--------------------------------|-------------------------------|--|-----|-----|--|
| 15 | Property owner-resident | Monthly | New ideas | Yes | Yes | Make it a bit easier for out of town artist to be able to exhibit, and get back to them in a timely manner |
| 16 | Renting | For each new Exhibition | the wide variety of works exhibited | No | Yes | No |
| 17 | Property owner- resident | For each new Exhibition | The enjoyment of seeing different art shows, friendly staff, like minded friends etc | Yes | Yes | With such a wonderful collection, I can always by quite sure each display has a different focus and vibe about it which allows the enjoyment of continually seeing different gems that are part of the collection. |
| 18 | Property owner-resident | Weekly | Exhiitions | Yes | Yes | Good collection of ceramics |
| 19 | Renting | For each new Exhibition | The diverse Exhibitions, some modern, some complex, a wide array of Art work | Yes | Yes | More different types of Art |
| 20 | Property owner-resident | Weekly | Seeing a wide variety of art styles, art works etc | Yes | Yes | The city needs to show regularly what our city"s money has purchased |
| 21 | Property owner-resident | For each new Exhibition | The different types of exhibitions we get | Yes | Yes | No |
| 22 | Visitor | Yearly | Viewing the variety of art work displayed - particularly from our local community | No | Yes | It's hard to know what channels to advertise through, however the more the merrier - schools can be a great place to advertise! |
| 23 | Property owner-resident | Monthly | Interesting Exhibitions like Ken Done, indigenous wearable art! | No | Yes | Didn't know there was one. |
| 24 | Renting | Monthly | Professionally presented exhibitions (including catalogues | No | No | It would be great to have accessibility and transparency to know what is |



| | | | | | _ | |
|----|--------------------------------|---------|---|-----|-----|--|
| | | | etc) and the support of local artists. | | | collected and why, who is on the selection panel etc. Could the collection be viewable online (a big project but perhaps with an intern)? Continued at last question. |
| 25 | Property owner-resident | Yearly | Range of displays | No | Yes | no |
| 26 | Property owner- resident | Monthly | The high quality of the exhibitions including shows by NQ artists. | Yes | Yes | We simply need to see the Collection, it requires a dedicated space as it is a big collection and works could be rotated through that space, there would always be something new to see. |
| 27 | Property owner-resident | Monthly | Some exhibitions very worth viewing | Yes | Yes | Should be much more available. Cities half the size of Townsville have permanent collections on view. |
| 28 | Property owner- resident | Monthly | Viewing the diverse exhibitions. Love bring in creative space | Yes | Yes | All acquired art work should be on rolling display at TCC foyer, Port building Tsville Enterprise, and an annual dedicated to the collection |
| 29 | Property owner- resident | Monthly | Seeing new and exciting works of art and being inspired to think. I especially like the artist talk where we hear new ideas and be challenged, as well as having a very civilised glass of wine and a place and chatting to other people. | No | Yes | It would be wonderful if the council can grant the galleries a substantial budget to buy local art and support local artists and also to have more venues for us to display and sell in, and help with affording a launch to our art exhibition and publicity. |
| 30 | Renting | Yearly | Friendly staff, exhibitions that are somewhat original. | No | Yes | all good |
| 31 | Renting | Yearly | KIRWAN | No | Yes | KIRWAN |



| 32 | Property owner-resident | Yearly | depends on the display | Yes | Yes | seldom seen |
|----|--------------------------------|-------------------------|--|-----|-----|---|
| 33 | Property owner-resident | Monthly | the variety of exhibitions, the quality of displays | No | Yes | no |
| 34 | Property owner-resident | Weekly | It's free. It extends my understanding | Yes | Yes | No |
| 35 | Property owner-resident | Never | | | | |
| 36 | Property owner- resident | Monthly | Interesting to see what people come up with - sometimes beautiful, quirky, stimulating or provocative, but sometimes disappointing | No | Yes | I assume the collection includes the best of works exhibited over the years - would certainly be more worth the visit than some things shown at Perc Tucker recently. |
| 37 | Property owner-resident | Never | - | | | |
| 38 | Property owner- resident | Yearly | the interactive exhibitions, quality work, quality facility | Yes | No | you need a dedicated exhibition space for the collection that does not impact the exhibition calendar. the collection exhibitions could stay up for a longer period of time like how the museum has longer exhibits and rotates others more regularly |
| 39 | Property owner-resident | Monthly | Somewhere to take the family | No | Yes | Would like to know more about it |
| 40 | Property owner-resident | For each new Exhibition | I visit Perc Tucker mostly, and I enjoy its closeness to where I live | Yes | Yes | No |



| 41 | Property owner-resident | Yearly | Workshops, variety of art | No | Yes | No |
|----|--------------------------------|-------------------------------|---|-----|-----|--|
| 42 | Property owner- resident | Yearly | Viewing the art | Yes | Yes | Each year the Townsville Art Society's winner of the major 'Open' Award's piece (sponsored by the Townsville City Council) is acquired by TCC and PTRG to go into the City of Townsville collection. All entrants in these awards are Nth Qlders |
| 43 | Renting | For each new Exhibition | Appreciating the art. | No | Yes | Extremely disappointing that galleries only operate with such small weekend opening hours. This is simply not very accessible to any residents who work. Need better public programs that appeal to people aged 18 - 30 years old. Art isn't just for retirees |
| 44 | Renting | Monthly | To see Art that make my heart jump | Yes | Yes | More textiles would be appreciated |
| 45 | Property owner- resident | For each new Exhibition | seeing seriously good art and the community it creates around the gallery | Yes | Yes | It is a fabulous collection with big names nationally and locally; and a credit to the city. perhaps it could be shown more widely in council owned buildings, as an ongoing and regularly changing airing of the collection. |
| 46 | Renting | Monthly | Diverse range of artists, media and professionally hung exhibitions | No | Yes | No |
| 47 | Property owner-resident | For each new Exhibition | Free | No | No | No |





| 48 | Visitor | Yearly | The air con and the beautiful architecture | No | Yes | No theme related information was available re the exhibition we attended and no staff had any idea when we asked about the exhibition theme or meaning |
|----|---------------------------------------|-------------------------|---|-----|-----|--|
| 49 | Visitor | Never | | | | |
| 50 | Renting | Monthly | The free entry and the wide range of displays on offer | Yes | Yes | I would like to see more frequent and bigger exhibitions and more national and international advertising. |
| 51 | Property owner- non resident | For each new Exhibition | I enjoy viewing works by renowned artists and being exposed to new ideas that they showcase | Yes | No | I think it is an important part of the Gallery's role to maintain and grow this collection, especially showcasing our Queensland heritage |
| 52 | Property owner- resident | Monthly | I love the opportunities the Galleries offer for emerging and practising artists. I also love the adult workshops and learning from fellow local artists. | Yes | Yes | The Townsville Art Collection is amazing. I love that the works will be moving online for public access. I would love to see a catalogue or art book on the City of Townsville Art Collection available for sale at the galleries. |

| Respondent What kind of a or artist would you like to see our Galleries? (e.g. Sculpture Video, Illustrat Installation, Pre Painting, Ceramics, or a specific artist you'd like to see | ever n participated in a workshop on, with us nt, before? | When would you be more likely to attend a workshop? | How could we improve our programming and what would you like to see in our programming? | How can we improve your experience with Townsville City Galleries? | On a scale of 1 to 5, how would you rate your satisfaction with Townsville City Galleries and exhibition spaces? With 1 = Poor and 5 = Excellent |
|--|--|---|---|--|--|
|--|--|---|---|--|--|



| 1 | Sculpture (Ephemera excluded) print and ceramics | Yes | Weekends | I think given funding and staffing restrictions the Gallery achieves fabulous programming of all sorts of events and exhibitions | Always need to be more knowledgeable about the inner workings and bigger picture, but I'm sure the staff are always thinking of improvementsbut the staff actually need to go to interstate galleries etc for ideas tooTownsville is too insular to stay fresh with ideas | 4 |
|---|---|-----|-------------------------|---|---|---|
| 2 | Sculpture - we need a designated outdoor sculpture garden, there is a great opportunity to link this with the Strand. Also Contemporary photography | Yes | Weekdays after hours | Life drawing Painting Drawing & printmaking | Create an outdoor sculpture garden walk and create a Percivals Sculpture award! | 2 |
| 3 | Printing, more realistic style painting | Yes | Weekends | The Paint and Pinot evenings were popular when they're able to return. Another treasure hunt activity during school holidays (very popular). | Is it possible to change the exhibitions more frequently? | 4 |
| 4 | painting and print | No | Weekends | Open the gallery 365 days a year, we have lots of visitors during the Christmas holidays and the Gallery is closed, madness | Bring is a few blockbusters, look to the Bendigo Gallery for inspiration | 1 |

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| 5 | conceptual art, contemporary artworks, international and Australian artists, photojournalism, interactive and multi-sensory artworks/exhibitions (e.g. like the Van Gogh exhibition coming to Brisbane) | Yes | Weekends | beginner, intermediate and advanced workshops for adults | | 4 |
|---|---|-----|----------|---|---|---|
| 6 | All of the above; more retrospectives and "Artists of an era" grouped together in exhibitions; quirky little known artists of the past | Yes | Weekends | See below! Ensure there is regularly something for everyone across all sections of the community; perhaps more of the "try something new" type programming | Keep being innovative, agile and intellectually rigorous in directions and decisions and genuinely in touch with your audience and the wider art world; keep actively pushing for a new, well designed arts space to carry Townsville Arts into the future | 4 |
| 7 | A great variety of the above genres has already been shown since the Galleries beginnings. Each director has also brought something of their own expertise and special talents to the Galleries | Yes | Weekends | Funding is tight everywhere at present and that has to have had a huge impact on what is possible. I'm not certain about how the programming might be improved but extra funds would certainly be an enormous help. For my own part I would love to see an exhibition | Parking is an issue at both Galleries and floor talks could be conducted by knowledgeable guides at advertised times when important or large historical shows are underway so schools groups and other interested parties could be encouraged to attend etc. I am aware that this already happens to some extent and that numbers and groups are an issue at present. | 1 |

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| | exhibits and to the collection as a whole. It is a unique collection and one the city should be proud to own. | | | of artists books, historic prints, and comic book art, I think they would be of great interest and attract quite a diverse audiences. | | |
|----|---|-----|---|---|--|---|
| 8 | | | | | | |
| 9 | Sculpture, ceramics, print, painting, video - both regional and from major centres | No | Weekdays during business hours | I'd like to see the gallery creative directors given more autonomy to choose artists and exhibitions for at least 50% of the exhibition spaces. | Provide a lot more seating during openings. Limit speeches to 10minutes total unless everyone can be seated. And I know there isn't enough space, but a gallery cafe would be a great draw card. | 4 |
| 10 | All of the above. More local artists and local art groups. | Yes | Weekends | Bigger type .I can't read 3 point type | As a Friend of the Gallery I have just signed up to receive notices of exhibitions by Email | 4 |
| 11 | Nice mix please | No | Weekends | A much better adaptation to Covid restrictions. I was appalled how poorly Perc Tucker was dealing with the problem during the "Percivals". Any facebook page would have made a better job of presenting the artworks than this so called "virtual exhibition"> it was put together by total | See above. Put curators in charge that know what they bare doing. | 2 |



| | | | | amateurs and just embarrassing. | | |
|----|--|-----|---|--|--|---|
| 12 | All sorts of artworks, the more diverse the better. | Yes | Weekdays during business hours | Shorter exhibitions - 2 weeks max so there is a regular turn over of arts to see, to keep it interesting. Visiting once a month isn't enough. | Its already good, just more turn over of exhibitions. More competition exhibitions, they always pull a good attendance and it is great for our local artists to take part in. They could be specific like a drawing prize, printmaking prize etc. | 4 |
| 13 | All | No | Weekends | The gallery has turned into a parochial one. Gone are the days when it was a feeling of being a world Class and extremely wonderful place to take visitors. It had a brief few years and it is probably too small: our council does not value the arts or the gallery just give it lip service | The gallery is now shabby, needs money spent on it and broader thinking. | 3 |
| 14 | I have always enjoyed painting (in all mediums) and etching | No | Weekends | I like retrospectives which show the journey of the PTRG | I think its character is peculiar to the PTRG and that is wonderful | 5 |
| 15 | Sculpture, | Yes | Weekends | stay in touch with requests and follow up on inquiries | stay in touch with requests from artist and follow up on inquiries. the gallery was a much more artist friendly years ago | 2 |
| 16 | All of the above | Yes | Weekends | I think its pretty good already | kids workshops are great | 4 |

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| 17 | All kinds. Having the opportunity to see all genres of art is very important as it allows us all to grow and be informed in regional, contemporary and historical ways. | Yes | Weekends | It seems to me that we, the local and visiting public, are already given a varied balanced programme. | I can't think of a thing I'd change in the current space - perhaps the council needs to supply a new larger gallery that was requested/promised many years ago! | 3 |
|----|---|-----|---|---|---|---|
| 18 | All the above | Yes | Weekdays after hours | More local content | By opening better hours | 2 |
| 19 | All the above | No | Weekends | Not sure | | 5 |
| 20 | Sculpture, printmaking, drawing and painting | Yes | Weekdays during business hours | More regular adult workshops of a non beginner standard | as above | 4 |
| 21 | It would be nice to see an exhibition or collection with a youth/pop culture element to try and bring in a younger demographic. There are travelling music/concerts exhibitions that I think would be great to bring up this way. | Yes | Weekends | Some different styles of pop culture/music/theatre/out of the box exhibitions | its a great space, maybe that could be better utilised | 3 |
| 22 | Sculpture | No | Weekends | Workshops that cater for parents AND children! Both can create! | | 4 |

Townsville

| 23 | More indigenous art, more Australian national well know artists. Would be good to have more exhibitions like the lego one, was a hit with the kids! | No | Weekends | Not sure? | More events for the average person that doesn't know art very well! | 4 |
|----|---|-----|----------------------|---|---|---|
| 24 | I wouldn't specify media but more contemporary work is always good. More curated / group exhibitions with diverse media could showcase more artists. Perhaps guest curators could help diversify? Or application based exhibitions without prizes attached? | No | Weekends | Longer opening hours. Less free and very cheap workshops (as that impacts on other non-council-paid artists trying to price work and workshops). I'd love a framing workshop. | Apart from my suggestions above I'd say keep doing what you are doing. I love to see what TCG has on. Oh, and bring back red wine at the openings please! | 4 |
| 25 | a variety | No | Weekdays after hours | More Art in a Suitcase for schools | More advertising of coming displays | 5 |
| 26 | I want to see a range of art media on display, but not purely digital shows they just hardly ever work. I want to see actual objects, actual art. | Yes | Weekends | The gallery needs to return to full opening hours asap. The programming is good as it includes imported shows and local shows. What might be good is some future shows that | Just bring back full opening hours. But don't penalise the gallery team in the process please. | 4 |

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| | We can see so much online but it is not the same experience as being up close and personal with art that has surface and texture etc | | | invite other curators to put shows together (outside the gallery staff) but this would require more funding for the gallery. The council should fund the gallery and the arts properly for those of us who don't care about sport of stadiums or car races. | | |
|----|--|----|----------|---|--|---|
| 27 | Local artists, aboriginal and Torres Strait Islander artists, all of the above forms. | No | Weekends | More art from community projects and more travelling exhibitions | Events that encourage broader range of people to attend. | 3 |
| 28 | Just as diverse as possible and just a little? More of some of the major exhibitions from larger cities not just those from Regional galleries network | No | Weekends | As mentioned some of the work shown at larger galleries just a small selection to complement a local exhibition. | Seriously consider building a larger space. Perc Tucker is ideally situated but way too small. | 4 |
| 29 | Exciting and often controversial artists. Ones who challenge our perceptions. Not political ones and certainly not more of this reverse | No | Weekends | I would love to attend a wide righty of workshops, including life drawing with a live model. I would also like to hear artists talks. I would like to see artists like the ones that the | Please see my above comments. But I would also like to see a cafe in the gallery and a book shop like the one in the cans regional art gallery, with books and prints and knickknacks to buy. Basically I would like to see a lot more vibrancy and a lot quicker turnover and a lot | 4 |





| racism stuff. I am | cans regional Art Gallery more use of space for several |
|----------------------|--|
| really sick of | get in, – ones who have exhibitions at once rather than just |
| hearing captain | new exciting and often one very big, slow moving one. Also |
| cook denigrated | controversial ideas. I a much more simplified submissions |
| when he was only | would also like to see process to get funding and |
| doing his job as a | more opportunity for inclusion, and a staff member |
| public servant in | local artists to display designated to sit down with you and |
| the British navy. I | their work. Such as help you do it. I'd also like to see the |
| would like to see | having a theme, rather council a lot far more funding |
| some life drawing | than a specific artist. towards our prices and the cost of |
| art and some | Where anyone can art materials and advertising and |
| surrealism and | apply to exhibit in that display for local artists with in these |
| unusual styles that | particular exhibition, – galleries. And the chance to give |
| make a person go | say, two works of art per talks to the public and to do |
| "wow! Look at that!" | person. Right now, one workshops. I would like an area put |
| Also animal art. | artist gets to occupy the aside at Perc Tucker that |
| | whole of the upper floor continuously has different |
| | for up to a month at a workshops going on in it. |
| | time. That means only |
| | 12 artists get to display |
| | their work are year and |
| | the waiting list is up to 3 |
| | years long. It also |
| | means that if you don't |
| | particularly like the |
| | artist, it is a whole |
| | month before something |
| | new is put up that you |
| | can come and see. And |
| | even if you do like them, |
| | once you have seen |
| | them, you still have that |
| | long wait for something |



| new. I'd rather see the |
|----------------------------|
| upstairs area divided up |
| into say, four or five |
| separate spaces that |
| could have separate |
| exhibitions going |
| simultaneously. And |
| maybe have some |
| areas that are rapid |
| turnover areas. I do |
| understand that it costs |
| money to put paintings |
| up for display, but |
| perhaps some simple to |
| use rungs or rows of |
| hooks could be put up |
| that get used over and |
| over, rather than new |
| ones every time. We |
| need to find more ways |
| to have more diversity |
| and to have things |
| moving more rapidly and |
| have several different |
| things happening |
| simultaneously so that |
| people will often pop in |
| on the spur of the |
| moment because they |
| know there is likely to be |
| something new there. |
| Also a much easier to |
| use submission process |
| 400 000 |

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| | | | | т | T | |
|----|--------------------|-----|----------|----------------------------|-------------------------------------|---|
| | | | | and perhaps a person | | |
| | | | | designated to help | | |
| | | | | people do submissions | | |
| | | | | for inclusion in | | |
| | | | | exhibitions and funding. | | |
| | | | | And a vibrant Facebook | | |
| | | | | page that people will | | |
| | | | | often click on or accept | | |
| | | | | messages from because | | |
| | | | | they are easy to read | | |
| | | | | and not a lot of writing, | | |
| | | | | with big vibrant pictures. | | |
| 30 | Video, costumes, | No | Weekends | Lego or Toys exhibitions | Easier way of finding info on | 5 |
| | lego, 3d printing, | | | in general | exhibitions online | |
| 31 | Sculpture, prints, | Yes | Weekends | More advertising | Have more exhibitions, different | 4 |
| | installations | | | | locations all around Townsville. | |
| 32 | does not matter | No | Weekends | more attention to this | | 4 |
| | | | | city,s history | | |
| 33 | I like it all | No | Weekdays | unsure | | 4 |
| | | | during | | | |
| | | | business | | | |
| | | | hours | | | |
| 34 | Painting and | Yes | Weekends | More for adults. Keep | Market it more | 4 |
| | ceramics | | | prices low | | |
| 35 | | | | | | |
| 36 | Any medium, just | No | Weekends | Not really interested in | Umbrella tends to do well these | 3 |
| | so long as it's | | | attending workshops so | days - maybe ask them to sit in and | |
| | good. Some Perc | | | the programming is | advise Perc Tucker on their | |
| | Tucker shows of | | | irrelevant. No interest in | exhibitions? | |
| | late seem pretty | | | producing art myself. | | |
| | amateur or | | | | | |
| | unfinished. Local | | | | | |
| | representation is | | | | | |
| | . 501.0001.101.101 | | | | | |



| 37 | nice but only if it's truly of the standard you'd expect of a major regional gallery - must differentiate from the Tsv Art Society in Castletown. BUT this is not to say that everything from out of town is better - need to be selective. | | | | | |
|----|---|-----|----------|---|--|---|
| 38 | installation, interactive, dynamic, ones that draw youth and families into the gallery and start inspiring them to create and challenge their perspective on what art is. | Yes | Weekends | i feel the gallery should be a space that celebrates all types of art and in particular the art trends that are current to Townsville. i believe the community find art that sits both in the traditional art mediums and those that sit outside the traditional should be celebrated and hosted in the regional gallery. art such as light art, pop art, miniature model art, tattoo art, graffiti art, costume/wearable art, jewellery art, signwriting art-on vehicles, lego art (that was amazing last time and should be shown again), etc. really fun and interactive children's exhibitions during the Christmas school | open all weekend, have more options to visit after work and pre dinner on Friday and Saturdays. have exhibitions that are program focussed to bring in the people that normally would not attend. think outside the gallery space and bring art into the community through installations, traveling public artworks, festivals | 4 |



| | holidays. | |
|--|----------------------------------|--|
| | | |
| | a wider variety of themes that | |
| | match up with the calendar | |
| | year and what is happening in | |
| | Townsville. how great would it | |
| | be to have something related | |
| | to the supercars at the time of | |
| | the V8'S and have a car | |
| | painted in the gallery? that | |
| | would help bring in a wider | |
| | cross section of the public | |
| | into a space and breakdown | |
| | the idea that the gallery is | |
| | reserved for the art elite. Or a | |
| | music exhibition during | |
| | AFCM, and have AFCM | |
| | involved somehow. | |
| | having workshops with the | |
| | exhibiting artists in the space. | |
| | in PUNQ a while back, they | |
| | had a life drawing class after | |
| | dark, people could pop in | |
| | learn/ create some art when | |
| | out in town making an | |
| | evening of it, the whole art | |
| | scene felt really alive during | |
| | this time with this going on, | |
| | bringing elements of this back | |
| | would be great. with regular | |
| | weekend evening classes for | |
| | a month straight- allowing the | |
| | audience to build by word of | |
| | mouth. the byo wine and | |
| | painting nights were great! | |
| | more of these would be good. | |
| | or areas from 25 good. | |
| | I would like to see all art in | |
| | our regional gallery be PG | |
| | rated and not isolate youth | |
| | from visiting their local | |
| | Trom visiting their local | |



| | | | | facilities. anything that is erotic should have a clear warning at the gallery entrance and on the promotional material- web/ social media, the artwork should also not be visible when accessing the reception area or toilet facilities. expand upon Strand Ephemera, bring more outdoor arts into the community, example a street art festival, light festival like VIVID, Lantern/ float festival. Attract touring public art installations to our city | | |
|----|--|-----|----------|---|---|---|
| 39 | It would be good to see more family friendly exhibitions like you used to have, particularly during the school holidays. Sad to see the Gallery closed on some holidays. The glow in the dark exhibition was great and interactive, it would be good to see more fun | Yes | Weekends | Good to see school holiday workshops start again. Would be good to see exhibitions that have activity areas in the exhibition spaces again (like in the glow in the dark exhibition). | Lovely Gallery building. Would be good to see some more fun/engaging exhibitions. Some exhibitions have been a bit too high brow/dry for the family and I, would be good to see more of a mix of exhibitions perhaps? | 3 |

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| | exhibitions like this for the community. | | | | | |
|----|---|-----|---|---|---|---|
| 40 | All of the types suggested in the question | No | Weekdays during business hours | No comment to add here | I'm happy with my current experience thanks | 5 |
| 41 | Painting, illustration, video | Yes | Weekends | More creative workshops e.g. macrame, pottery, painting etc. | | 4 |
| 42 | All the above | Yes | Weekdays during business hours | More 'local' art. PTRG is a Regional Gallery | | 5 |
| 43 | World Press Photo. Archibald. Contemporary Art. Installation. Video. Amala Groom. Vernon Arkee. Reright Collective. | No | Weekends | Need public programs that appeal to people aged 18 - 40 years old. Art isn't just for retirees. Look to Art After Hours (AGNSW) and MCA Art Bar. You should open late at least 1 night per month. There is a significant opportunity for cross-organisational collaboration and alignment between other significant arts and cultural organisations within Townsville (Dancenorth & AFMC etc). Explore the art of planetary health. | Extremely disappointing that galleries only operate with such small weekend opening hours. This is simply not accessible to any residents who work. Frankly it's rediculous that those residents who work only have 3 hours on a Saturday to visit the Gallery. If you change your opening hours, you will see a shift in audience demographic and new engagement opportunities emerge. Art needs to be accessible. | 1 |

| 44 | More sculptures, more interactive art, more wearable art, more family friendly art | Yes | Weekends | More workshops for age 10-18 | More family friendly exhibitions , more wearable art | 4 |
|----|--|-----|----------|--|--|---|
| 45 | I am in favour of a balanced program. Question five is a leading question; my answer to that question would've been "a balanced approach — between work from the collection and new work, attracting nationally travelling shows of recent developments in the arts. | Yes | Weekends | I think the curatorial choices have been very good so far. The Gallery has set a very high standard ever since it started. | MARKETING. many many newcomers to the city have no idea we even have a gallery. Everybody knows we have a stadium and everybody knows we have movie theatres but the gallery is not being advertised and marketed widely enough. It should be on the news ,there should be newsy interview with artists. Signage on busses. The commercial Stations should be courted so they could be featuring the Gallery on newsy programs,. Social media should be bombarded with reminders to openings; reminders of workshops; little comments about exhibitions -for instancesaying « this is the last day you can see this or that ». All that is seriously lacking. There should be a marketing person who takes care of all that and who pushes and pushes. That's the way of the world nowadays. There should be better signage at the Pinnacles Gallery at the entrance of the Riverway precinct. The word Pinnacles should be | 4 |

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| | | | | | mentioned. I have met interstate tourists who gave up because they couldn't see the keyword Pinnacles. Only a vague indication saying ' arts precinct' That is a very wide term it can be all sorts of things. There should be a sign at the entrance saying "Pinnacles Gallery" | |
|----|---|-----|-------------------------|--|--|---|
| 46 | Immersive artwork. Alinta Krauth. Lloyd Godman | No | Weekends | After hours artist talks or workshops to give more insight into ideas/concepts | Professional editor/proofreader for the gallery catalogues kirstencolvin.com as there are lots of typos | 4 |
| 47 | Painting | No | Weekends | More international stuff | | 3 |
| 48 | First Nations art and more female representation | No | Weekends | Have volunteers and staff know at least a bit about what's on the walls | Have exhibition theme or info or ensure the volunteers or staff have at least a small idea what the artist is trying to represent with their work | 3 |
| 49 | | | | | | |
| 50 | More international exhibitions from overseas (when border restrictions etc allow) | No | Weekdays after hours | More frequent exhibitions and time them to coincide with quiet periods and busy events to give people things to do and see at all times. | Open a second gallery in the Townsville CBD using the old Customs House, Customs House should be purchased from the owner and used permanently for exhibition/events/conference space and the owner can live in a sectioned of part if they wish. | 2 |
| 51 | I have no special direction | Yes | Weekends | There doesn't seem to be any workshops anymore, I think the children's workshops were an important part of the galleries role | I think the programming needs to change, there no longer seems to be the community engagement (especially schools) with the current programs. It is important to be engaging the youth with the exhibition programs. | 3 |



| 52 | I would love to see more interactive exhibitions. Exhibitions that are aimed at children - but that adults can enjoy as well. I love seeing the more culturally inspired exhibitions such as traditional Indigenous Australian works, or Japanese artworks (like the Manga Hokusai exhibition held at Perc Tucker a few years ago). I would also love to see more modern art forms displayed such as tattoo art, graffiti inspired art, digital illustration, etc. | Yes | Weekends | The gallery used to hold adult workshops with an artist that would run over a few days. The works that the participants completed would then be displayed in one of the galleries for a few weeks. I would love to partake in an opportunity like that again. | I would love to see a more diverse range of art styles and subjects displayed at the galleries. | 5 |
|----|--|-----|----------|---|---|---|
|----|--|-----|----------|---|---|---|



| Respondent | How do you find out about what's going on in Townsville City Galleries spaces? | Would you like to sign up to the Galleries E-News and receive information on our upcoming exhibitions and workshops? | Please provide any further feedback or comments below |
|------------|--|--|--|
| 1 | Word of Mouth | Yes | Thanks , you are all fab ! |
| 2 | What's On, E-News | Yes | I am already a member of the gallery |
| 3 | Social Media (Facebook, Instagram etc), Word of Mouth | Yes | Is there a thought to have this as a Collections Gallery and then build (maybe the old Dimny building?) a modern gallery for exhibitions? |
| 4 | E-News | No | DOESN'T SEEM TO BE A PRIORITY FOR COUNCIL TO IMPROVE WHAT AT THE MOMENT IS A SECOND RATE REGIONAL GALLERY |
| 5 | Social Media (Facebook, Instagram etc), What's On, E-News | Yes | I do enjoy visiting the art galleries in Townsville. |
| 6 | What's On, E-News, Word of Mouth | Yes | (Already use E-News and find it invaluable) Keep pushing back against the current political attitude to The Arts. Lobby for a real place for The Arts in all schools and universities and the proper training for Arts teachers- we need a succession plan for developing a rich base of artists and arts audiences into the future! |
| 7 | What's On, Word of Mouth | Yes | The Galleys present very professional looking shows with great catalogues and descriptions of works. They provide many activities for a wide range of people in different age groups and with varying interests. For a city the size of Townsville they represent a very important part, not only of its cultural consciousness but also its history and cultural heritage. They also provide a platform on which both state and interstate connections link us to the broader cultural activities of the nation as a whole. Ultimately they, like other Galleries assist in the underpinning of our international |



| | | | cultural standing. I dare to say that if it was not for the strong and enduring visible presence of the Galleries their encouragement of both the arts and artists and their contribution to the community at large I would have left Townsville long ago. |
|----|---|-----|---|
| 8 | | Yes | |
| 9 | E-News, Word of Mouth, Search Engines | Yes | The creative director is doing a fantastic job! |
| 10 | Word of Mouth | Yes | Has Pinnacles re opened? I haven't heard. I know there is the dreaded virus but I think you have lost connection with the local Art fraternity. |
| 11 | Social Media (Facebook, Instagram etc), Word of Mouth | No | Nothing to add. |
| 12 | Social Media (Facebook, Instagram etc), E-News | Yes | More events for local artists |
| 13 | E-News | Yes | Spend some money on the gallery, work with capital city galleries to bring different exhibitions, it needs a bigger space although the building is lovely snd it osnhrest to have it in the city. What is left of it/. We have a council with no aesthetic values. Sad as I voted for it! |
| 14 | E-News | Yes | Thank you for seeking my views and I look forward to my next visit |
| 15 | E-News | Yes | Please call me any time for more feed back 0439822064, but I won't be hold my breath waiting, going on the Galleys past performance |
| 16 | What's On, E-News | Yes | |
| 17 | Social Media (Facebook, Instagram etc), E-News, Word of Mouth | Yes | As a gallery member I receive E-News and pass it on to others as I believe the Gallery staff do an excellent job |
| 18 | E-News, Word of Mouth | Yes | This survey is very light on. The Gallery has fallen ack to what it was previously. Not enough recognition to |

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| | | | local artists, nor content. It used to be much better. Closes over Easter etc when visitors are here?? |
|----|--|-----|--|
| 19 | Social Media (Facebook, Instagram etc), What's On, Word of Mouth | No | |
| 20 | Social Media (Facebook, Instagram etc), Word of Mouth | Yes | |
| 21 | Social Media (Facebook, Instagram etc), What's On | No | |
| 22 | Word of Mouth | Yes | |
| 23 | Social Media (Facebook, Instagram etc) | Yes | |
| 24 | Social Media (Facebook, Instagram etc), E-News, Word of Mouth | No | (Q6 continued I have seen regional galleries elsewhere only exhibit touring exhibitions and collection shows, to the detriment of living / local / interstate artists trying to exhibit. It would be great to see occasional exhibitions that highlight the collection but not all the time). |
| 25 | What's On, Word of Mouth, Search Engines | No | |
| 26 | Social Media (Facebook, Instagram etc) | Yes | People who work in galleries work very hard non-stop and deserve good Council support. Restore the Gallery budget to pre-COVID levels please. Perc Tucker Regional Gallery is an excellent gallery and its reputation reflects directly back on Townsville and our community. The current gallery team has worked hard to restore the Gallery's reputation after the Gallery was so badly damaged by the abrupt dismissal of previous Director Shane Fitzgerald. This was so badly handled by the Council that it caused major distress to the City's arts community and the loss of major philanthropy. |



| | | | Let's try to bury that bad period in history with excellent support of the Gallery by Council. |
|----|-------------------------|-----|---|
| 27 | E-News | Yes | At least the gallery has survived!! |
| | E-News | Yes | Love all things creative, as a musician .visual art brings |
| | | | an enormously and necessary dimension to my life. My |
| 28 | | | music studio and home are filled with paintings. |
| | Social Media (Facebook, | Yes | More rapid turn over. More funding. More vibrancy. |
| | Instagram etc), Word of | | More controversy – get people talking. Not racial topics |
| | Mouth | | please! No but more like bringing life drawing into a |
| | | | new level of public acceptance and normalcy. And topics we can all get into. For instance, this year is the |
| | | | 150th anniversary of the printing of Alice in |
| | | | Wonderland. Why not have a competition for local |
| | | | artists to submit their own version of a contemporary |
| | | | Alice in Wonderland experience? And have a variety of |
| | | | prizes and cash Bursaries to encourage people to be |
| 29 | | | able to buy art supplies and get painting. |
| 30 | Word of Mouth | No | |
| | Word of Mouth | Yes | I think the traditional gallery spaces limit creativity, artist |
| | | | have to wait years to exhibit their work in a gallery. |
| | | | Contemporary art and issues need to be seen and talked about in the relevant time frames. |
| | | | There seems to be so much paperwork involved |
| | | | through a gallery it gets in the way of the creative |
| 31 | | | process. |
| | Social Media (Facebook, | No | Though the gallery is good ,its about time the Council |
| | Instagram etc) | | also gave greater support to the local history museum |
| | | | and gave recognition to this great city's history instead |
| 32 | | | of doing its best to wipe it out. |
| 33 | Word of Mouth | Yes | |
| | Social Media (Facebook, | No | |
| 34 | Instagram etc) | | |



| 35 | | No | There was a period of time when there were awesome exhibitions on at the galleries- lego, world of wearable art, etc. we visited the galleries regularly. The kids loved being able to create and be involved hands on art activities. Since that gallery coordinator was sacked by the council (or quit) there has not been many exhibitions to get excited about. The council seems to have stopped putting money into this form of the arts. Very disappointing! And sad for our city!!!! |
|----|--|-----|--|
| 36 | Social Media (Facebook, Instagram etc), What's On, Word of Mouth | No | I've found less of interest at Perc Tucker over the last couple of years - glad that other spaces like Umbrella have picked up to keep the idea of quality art alive. |
| 37 | | No | Choice in exhibitions is often crap art |
| 38 | Social Media (Facebook, Instagram etc), Word of Mouth | Yes | there was no option to select i visit every few months. not all exhibitions, only the ones that look engaging and family friendly |
| 39 | Social Media (Facebook, Instagram etc), What's On, Word of Mouth | No | |
| 40 | Social Media (Facebook, Instagram etc) | Yes | Thanks you are doing a great job. |
| 41 | Social Media (Facebook, Instagram etc), Word of Mouth | No | |
| 42 | Social Media (Facebook, Instagram etc) | Yes | Questionnaire did not have enough options eg. Re visits to PTRG and yes/no for Q14 not an option when you already get E-News |
| 43 | Social Media (Facebook, Instagram etc) | No | |
| 44 | Social Media (Facebook, Instagram etc) | No | Better marketing for public art event/ launches and exhibition launches. Townsvillians are very hungry for more family friendly art experiences such as Strand Ephemera! |

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| 45 | Social Media (Facebook, Instagram etc), E-News | Yes | I sense a serious lack of funding all-round with the gallery. That doesn't seem to be enough staff to keep the gallery open at proper hours, not enough staff to do proper marketing. I look at other cities for instance Cairns and Mackay. Their galleries have become a serious 'scene' to attract tourists from all over the place and their openings are buzzing. The openings at the Perc Tucker used to be buzzing but the lack of marketing is one major problem. Initiatives to digitalise the collection and make it available online is excellent and in keeping with major galleries in the world. My compliments to that initiative. The quality of the exhibition programs is excellent and exciting. But when I say to people — and I know a lot of people, I have lived here for a very long time - "what did you think of the exhibition at the gallery" the answer is too often "I didn't know it was on". That is a sign of a serious lack of marketing. Which to me points to a lack of funding, because there are too many jobs for too little staff. Question 14 is a leading question too. I am already subscribed to E news, so neither answer applies. |
|----|--|-----|---|
| 46 | Social Media (Facebook, Instagram etc), What's On, E-News, Word of Mouth | Yes | |
| 47 | Social Media (Facebook, Instagram etc) | No | |
| 48 | Search Engines | No | Staff asked me to go to Facebook to find info about the exhibition I do not have Facebook and was expecting a simple answer |
| 49 | | No | As a visitor it was disappointing that the exhibition in the bottom floor has no explanation to it - it was all in a catalogue that had to be purchased and staff had no |



| | | | |
|----|---|-----|--|
| | | | idea what it was about. We then went upstairs to an another exhibition and again there was no information about the exhibition or artist - it was downstairs in another catalogue that had to be purchased. Front of house staff did not know what the current exhibitions were about or welcome and direct us. As an interested gallery/museum visitor we found this lack of information unhelpful and disappointing. We would have expected that the director would ensure all staff are aware of current exhibitions and provide a synopsis alongside each exhibition for visitors to fully explore and appreciate the artists works. |
| 50 | Social Media (Facebook, Instagram etc), What's On, Word of Mouth, Search Engines | No | |
| 51 | E-News | Yes | I feel the direction over the last few years has taken the gallery away from the community, with very poor attendance records at any of the major shows, I have found I have been less likely to attend than I have been in previous years. |
| 52 | Social Media (Facebook, Instagram etc), Word of Mouth | Yes | |





The following table details text Reponses from Participants who indicated that they "Never" attend a Gallery space:

| What kind of art, or artist, would make you want to visit Galleries? (e.g. Sculpture, Video, Illustration, Installation, Print, Painting, Ceramics, or a specific artist you'd like to see) | Did you know that it is free to visit our Galleries, including exhibition launches and artist talks? | Did you know we offer workshops for children, families, teens and adults at Galleries that are often free or low cost? | Did you know that we have two Galleries, Perc Tucker Regional Gallery located in the City, and Pinnacles Gallery located at Riverway Arts Centre? | When would you be more likely to attend a workshop? | What is your main reason for not visiting a Townsville City Galleries space? | What is your main reason for not visiting a Townsville City Galleries space? (Other (please specify)) |
|---|--|--|---|--|--|---|
| Painting | No | No | Yes | Weekends | Time poor | |
| Previous exhibitions like lego, wearable art, hands on for kids to get involved with. | Yes | Yes | Yes | Weekends | Lack of interesting exhibitions | |
| Painting | Yes | Yes | Yes | Weekends | Lack of interesting exhibitions | |
| Any | Yes | No | No | Weekends | | Don't live here |

