

Archibald Prize, 2021

Annemieke Mein: A Life's Work, 2024

Turner & Australia, 2025

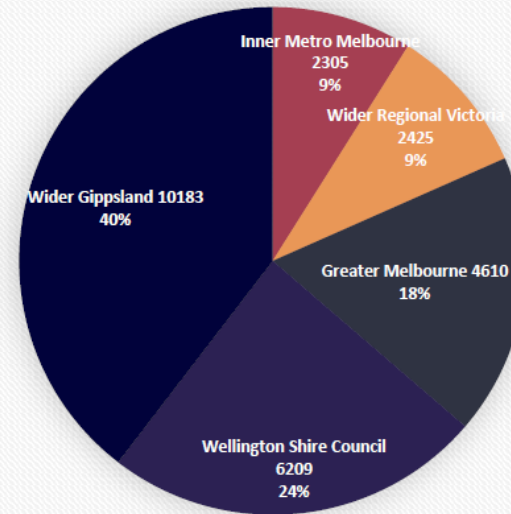
Gippsland Art Gallery is owned and operated by Wellington Shire Council, a regional local government authority committed to supporting arts, culture, and community enrichment across Gippsland.

Archibald Prize

Summary

- **25,731 visitors** (Daily Average = 559.36)
- **\$374,854.40** ticketing income
- **\$26,618** income from merchandise (Archibald catalogues only)
- **75% visitors to Wellington Shire**
- **4.5M** economic benefit to community
- Social media traffic **Instagram 60,391 views, Facebook 566,974 views**
- Media campaign (online, broadcast, billboards, printed): audience reach **61.6 million**
- 2067 visitors completed a satisfaction survey, and **2066 selected 'I'll definitely return'** when asked.

Visitor Locations



Inner Metro Melbourne 2305 Wider Regional Victoria 2425 Greater Melbourne 4610
Wellington Shire Council 6209 Wider Gippsland 10183

POSTCODE BREAKDOWN



INNER MELBOURNE: 2305



GREATER MELBOURNE: 4610



WELLINGTON SHIRE: 6209



WIDER GIPPSLAND: 10183



REGIONAL VIC & OTHER: 2425

Archibald Prize

Outcomes

- **Economic benefit** to Community of **\$4.5 m.**
- Percentage of visitors to Wellington **75%**
- The national publicity campaign brought **19,523** visitors to Sale
- Put Gippsland Art Gallery and the region on the map as a premier arts destination
- Promoted Pride of Place in Wellington
- Successful collaboration with key stakeholders: Art Gallery of NSW, Destination Gippsland, Visit Victoria
- Archibald Prize unique website **141,007 views**
- 41 school and kinder groups through the gallery in the last three weeks / 843 students in total
- Local business suffering COVID-19 downturn, made economic recovery. With many business reporting they were able to remain open.

Challenges

- **COVID-19** Victoria went into lockdown less than a week after tickets going on sale, with lockdown affecting regional VIC and Melbourne across August/Sept. Melbourne were in lockdown for 50% of the exhibition dates. For past Archibald exhibitions Melbourne made up 90% of ticket sales.
- **Visitor capacity** restrictions due to COVID-19 impacted on ticket sales with many high demand sessions selling out quickly.
- Total refunds due to COVID-19 3,481
- Opening night couldn't go ahead and many public programs were suspended.
- Six week running time.



WEEKEND COMPARISON

- OPENING WEEKEND (20 per room)
- Friday 8 October – 253
- Saturday 9 October – 457
- Sunday 10 October – 487
- WEEKEND OF VAX CHECKS AND MELBOURNE VISITORS (1 per 4sqm)
- Saturday 30 October – 629
- Sunday 31 October – 598
- Monday 1 November – 507
- FINAL WEEKEND (no restrictions)
- Friday 19 November – 1246
- Sat 20 November – 1226
- Sunday 21 November - 1287

Annemieke Mein A Life's Work

Summary

- **34,320** (Daily Average = 413.49)
- **\$362,285** income from tickets
- **\$570,500** income from merchandise
- **73% visitors to Wellington Shire**
- **\$8.1 – \$12.4M economic benefit to community**
- Total media reach **22 million**
- Education summary: 68 Visiting Schools; 3,631 Public Tour Participants; 162 Guided Tours by Volunteers; 601 Volunteer Hours



Annemieke Mein

“A Life’s Work”

Outcomes

- **Economic benefit** to Community of **\$8.1 – \$12.4M.**
- Percentage of visitors to Wellington **73%**
- The national publicity campaign brought **22,296** visitors to Sale, including internationals
- Visitor Satisfaction: **9.9 out of 10**
- Extremely **well received** by public
- Visitors to the exhibition poured money into local business, such as hotels, cafes, restaurants and other tourist attractions.
- High media coverage (22+ million views). The advertising & media campaign was well pitched to a specific target audience, was well funded, and well-coordinated.
- The fact that Gippsland Art Gallery was the only venue where *A Life’s Work* could be seen, despite constant requests to tour the exhibition to capital cities, ensured everyone wanting to see it had to travel to Sale, enabling local businesses to fully capitalise on maximum visitation.

Challenges

- Transportation
- Public signage to the Gallery



Turner & Australia

Summary

- **12,271 visitors** (Daily Average = 155.33)
- **350** Attending Opening Night
- **\$121,237** income from tickets
- **\$51,752** income from merchandise
- **\$29,722** income from events
- **80% visitors to Wellington Shire**
- **\$3.8M economic benefit to community**
- Friends of the Gallery **Membership increased 37%**
- Encouraged **donations, grants and philanthropy**
- Wellington residents made up 20%



Turner & Australia

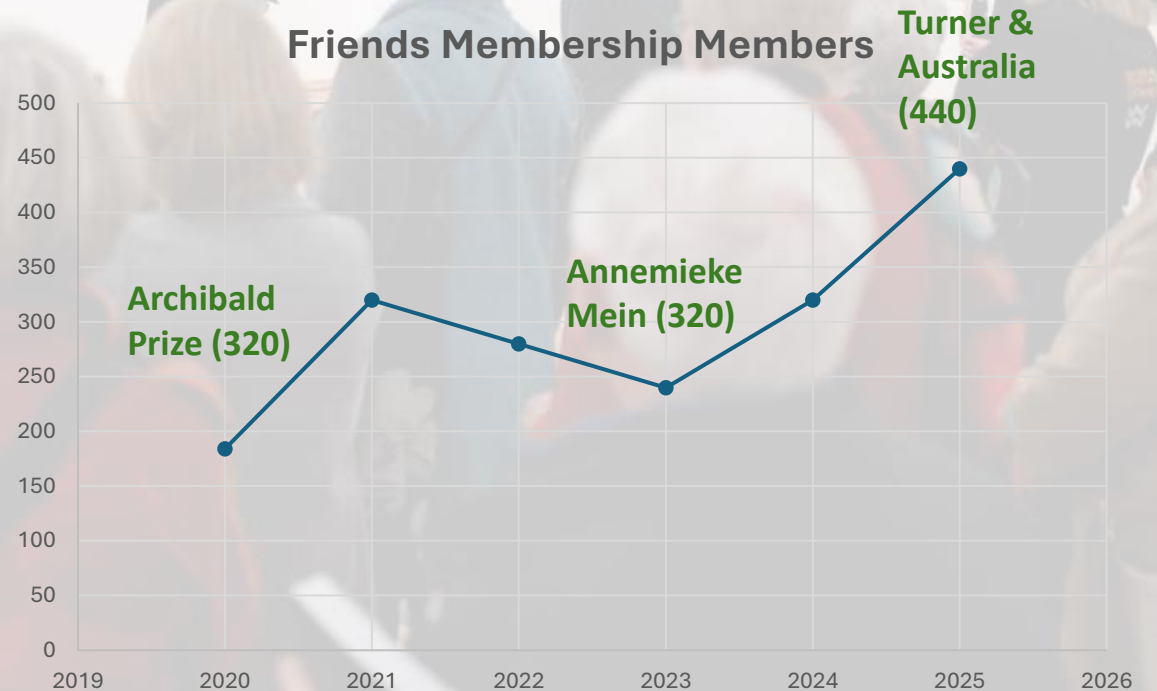
Outcomes

- **Economic benefit** to Community of \$3.8M approx.
- Brought economic benefit during **quiet winter months**
- **Break-even** exhibition
- Extremely **well received** by public and critics
- Attracted a new, sophisticated 'NGV' **audience**
- Enhanced Gallery's **reputation and national profile**
- **Significantly increased** Friends of the Gallery Membership
- Encouraged other **donations and grants**
- Watercolour **workshops** booked out
- **Wellington Resident tickets** were popular (20%)

Challenges

- **Winter weather** – short days, wet and cold.
- Lack of **public transport**: V-line upgrade, predominantly coaches running from Melbourne.
- 79 exhibition days insufficient for **word of mouth** to spread
- **Geography**: A significant increase in attendance was noted during school holidays when people had time to travel overnight. Sale is not a day trip for metro.

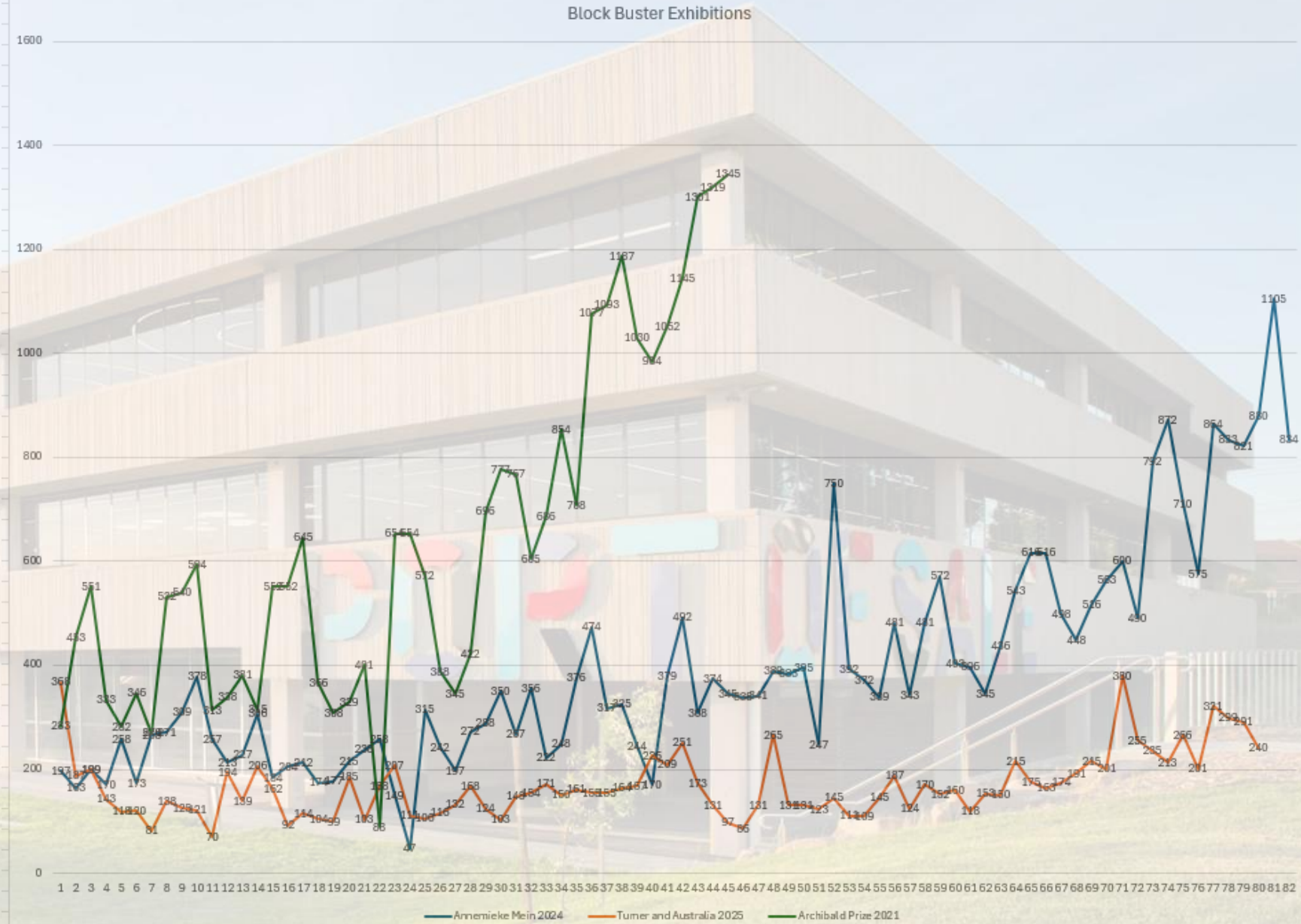
Friends of the Gallery Membership over the last five years



Archibald Prize 2021
TOTAL VISITORS 25,731

Annemieke Mein 2024
TOTAL VISITORS 34,320

Turner and Australia 2025
TOTAL VISITORS 12,271





Collectively, these major exhibitions — *Archibald Prize 2021*, *Annemieke Mein: A Life's Work 2024*, and *Turner & Australia 2025* — have delivered transformative cultural, social, and economic outcomes for both **Gippsland Art Gallery** and **Wellington Shire Council**, who own and operate the Gallery on behalf of the community.

- **Economic Impact:** Together these projects generated more than **\$16 million in direct community benefit**, revitalising local business activity across accommodation, hospitality, and retail sectors.
- **Tourism & Visibility:** Each exhibition positioned Sale and the wider Gippsland region as a **leading arts and cultural destination**, attracting national media attention and visitors from across Australia.
- **Community & Education:** Local engagement flourished through school programs, volunteer-led tours, and cultural partnerships, fostering civic pride and lifelong learning.
- **Reputation & Partnerships:** Collaboration with national institutions and artists elevated both the Gallery's and Wellington Shire's **national profile**, supporting tourism and regional development goals.
- **Public Value:** As a publicly owned facility, the Gallery has demonstrated its role as a **driver of economic resilience, social wellbeing, and cultural vitality** for the Gippsland community.