

***The following has been released in relation to a request for information relating to the Tasmanian Museum and Art Gallery's management of visitor feedback.***

### **TMAG's management of visitor feedback**

TMAG provides various mechanisms for gathering visitor feedback.

The Front of House reception area has a visitor comments box. Comments of all natures can be lodged in the box using a written template. Visitors with verbal feedback (which can consist of complaints and compliments) are encouraged to fill in these comments forms. These comments are read by our Visitor Service Manager and distributed to the Audience Engagement Team. Where relevant, feedback is taken on board in training, exhibition design, customer service, etc. The written comments are regularly collated into summary tables, where they are allocated a range of categories including whether they are positive and negative (if applicable), and to which areas of operations they relate, such as 'exhibitions/ text/ lighting/ content'. A summary email is forwarded to relevant staff for follow up.

TMAG also runs several social media channels (Facebook, Twitter, Instagram) on which visitors make comments. These social media channels are monitored by a member of the TMAG Communications Team who responds within the relevant social medial platform when required. TMAG also actively encourages visitors to review their experience on TripAdvisor and it is our practice to respond to all reviews, whether positive or negative. Social media complaints of sufficient magnitude are elevated to the Deputy Director for guidance and again either responded to online or via direct email if applicable.

Finally TMAG also receives more formal written correspondence. These are responded to individually and replies kept in a records management system.