

Group Members

Name	Institute
Ms.Maria Isabel Garcia	BAFI (Philippines) Science Museum
Mr.Ken-jchi Furuhata	Miraikan (Japan)
Mr.Michael Roberts	Monash Science Centre
Mr.Herudi K.	PP_IP tek Sc&Tech. Centre
Ms.Clare Wilson	Otago Museum
Kumurudin Kussim	Petrosains
Ms.Olivia Wang	Macoa Museum of Communication
Dr.Pichai Sonchaeng	National Science Museum Thailand
Mr. Yip Chee Kuan (Chairperson)	Macao Science Center
Ms. Ganigar Chen (Rapporteur)	National Science Museum Thailand

How to get visitors involved in your agenda

We have to make our visitor see the museum as “a contemporary life community organization ”

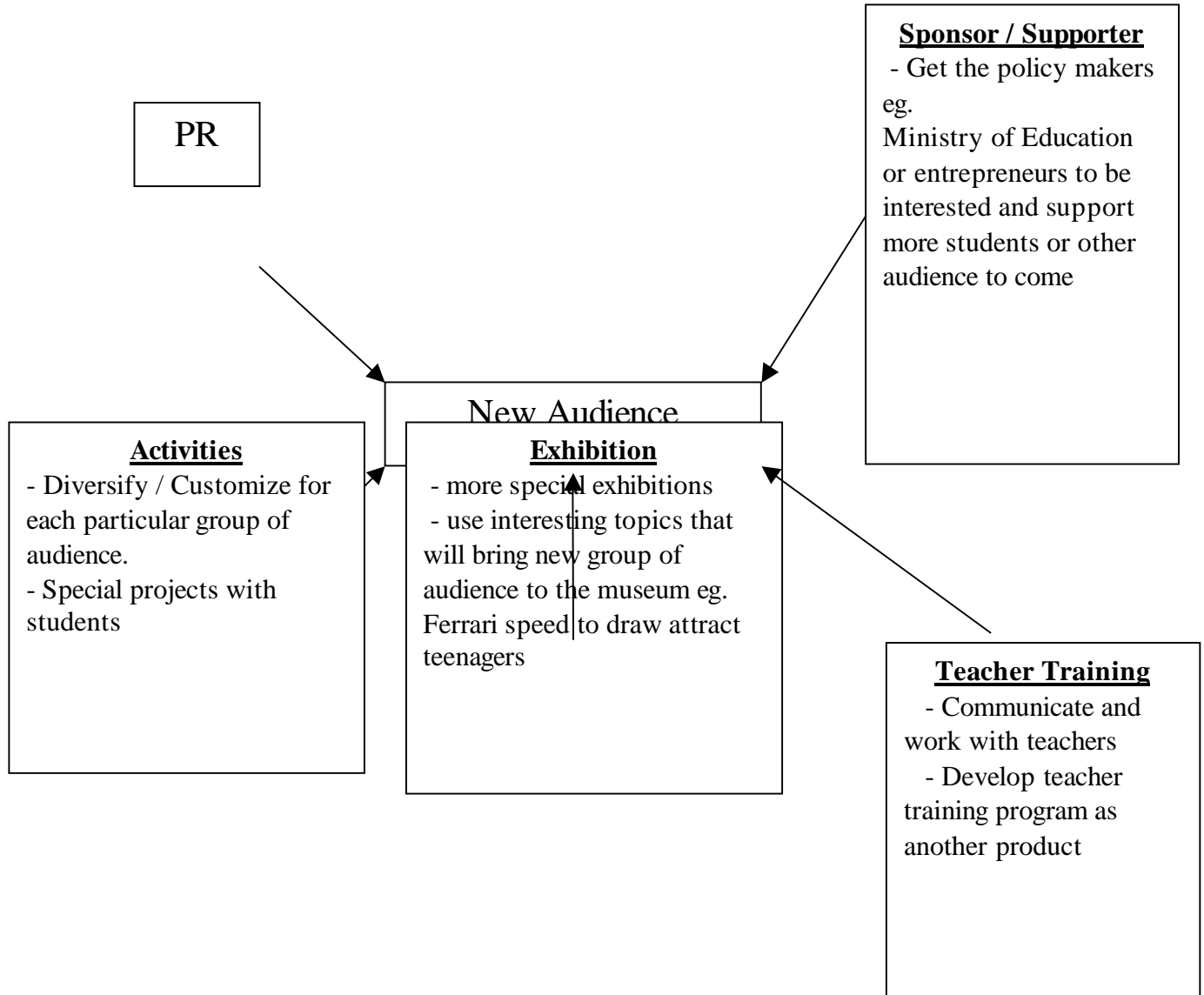
By:

1. Study from repeated visitors to identify the reasons for coming back
2. Study existing audience profile to expand to new target audience
3. Evaluated free-style visit vs structured / guided visit
4. Develop good program to engage different group of audience

Suggestions:

1. we should share on our ASPAC website
 - Data about each center
 - Ideas / program to involve new audience
 - materials eg. Lab program / science show etc.

Example of how to attract wider audiences



Who should we try to get to come to the museum?
(who should be our target?)

- Depends on each science center's mission statement
- Might be adjusted according to the structure of population or demand of each society / country

- At the moment, still low in proportion
- Related to family's lifestyle and structure eg. Have kids or not
- We should work harder in this group as they are important to a child's career decision

Senior high school students are the group we should try to expand into

Student

Family

Target

Get them involved as science communicators

College Student

- anyone interested in Science and technology
- anyone wanting to use it

Community

Our group has shared some information as follows :

(The following information is not complete/corrected and more information is required. However it represents the idea of the sort of information we think should be exchanged among members)

1. Structure of our visitor profile

	Student					Family	Tourist	New group
	kinder	Primary	Junior high	Senior high	College			
Indonesia Science Center	←		86%		→	4%		
Singapore Science Center	←		40%		→	40%	20%	
Macao Science museum	←		60%		→	10%		
Thailand NSM.	←		70%		→	30%		Will trine no science intent
	←		45%		→		10%	KG due to need of out of class activity
Petrosains	←		60-70%		→			Training of Executive an of gas
Otago Museum	←		70%		→		15%	

2. Target visitors / population

	Target	Population	Visitor	Repeat visitor	Exhibition space	Outreach	%total visitor / population
Hong Kong Science Center		7.5 million	0.75 million				
Singapore Science Center		4 million	1 million				
Monash Science Center	1 million		20,000				
Miraikan		30 million	700,000				
Otago Museum		350,000	120,000				
Indonesia Science Center		8 million (in the city)	2.5 million				