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## THEME 3 | *the visitor experience*

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### THE PROPOSED PROJECT

The Australian War Memorial is an important place for all Australians, where they can remember the service and sacrifice of those who have served in war and on operations. This is perhaps best expressed in the words of the Memorial's founder, Charles Bean: "Here is their spirit, in the heart of the land they loved; and here we guard the record which they themselves made." Since opening in 1941, the Memorial has recognised, honoured and told the stories of our defence force personnel and their experiences in war, peacekeeping and humanitarian operations.

The Memorial's ability to respectfully commemorate and display these stories is now at capacity; visitor numbers remain strong and modern conflicts are under-represented. There is no further gallery space to tell the stories of what is happening now and for the future. A significant redevelopment is required to improve the experience, education and understanding of our visitors by increasing gallery space and improving amenities.

The Memorial is developing a detailed proposal to submit to the Federal Government for funding for this project, and is also developing a Precinct Masterplan to create a vision that will guide the Memorial for the next 50 years.

### HAVE YOUR SAY

The Memorial is currently seeking feedback on a range of project themes in order to help shape the Government submission and the Precinct Masterplan. There are five key themes the Memorial is seeking feedback on.



## WHAT ARE THE ACCESS REQUIREMENTS AND FUNCTIONALITY YOU WOULD LIKE TO SEE IN THE MEMORIAL IN THE FUTURE?

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***The experience of visitors to the Australian War Memorial is as diverse as the visitors themselves. The Memorial must cater for all visitor needs and provide accessibility and functionality to assist them. Visitors may include veterans and their families, school groups, national and international tourists, amateur and academic researchers, or even visitors attending a corporate event at the memorial. As we plan for the future, we are interested in your views on what is important to make the Memorial accessible and functional.***

### ACCESSIBILITY

There are many opportunities to improve accessibility at the Memorial. The Memorial was originally built in 1941 and since that time has had many extensions and refurbishments which have resulted in a lack of connectivity between gallery areas.

Visitor numbers to the Memorial are strong, with annual visitation of more than one million people. At times, this can restrict ease of movement in the Memorial which can be uncomfortable for visitors.

*The Australian War Memorial is looking to improve the visitor experience in all areas*



The Memorial precinct is large and planning for the future of the Memorial means considering things such as parking, building access, mobility issues and service and assistance animals.

## CHOICE OF EXPERIENCE

Additional space at the Memorial will also provide the opportunity to improve how visitors move through the gallery spaces and with options and clear pathways that will help them to decide where they want to go and what they want to see. This will also help visitors avoid areas that they don't want to see or areas that may be confronting or emotional.

## FUNCTIONALITY

The Memorial provides functionality to assist visitors, enabling them to rest, reinvigorate and reorientate themselves. A redevelopment would enable the Memorial to offer a wider range of functionality and amenities and improve those currently available. Services that could be improved include:

- Toilets and change rooms easily accessible from all areas.
- Designated first aid rooms, seating and unofficial "rest" areas throughout.
- Quiet contemplative areas accessible from within gallery areas. These areas may also provide support to servicemen and women and their families.
- Use of technology to connect the Memorial with local community memorials across Australia.
- Improved wayfinding within the Memorial.
- Café and gift shop facilities in readily accessible areas.

*Gallery space is seriously restricted across the Memorial*



## HAVE YOUR SAY

WHAT ARE THE ACCESS REQUIREMENTS AND FUNCTIONALITY YOU WOULD LIKE TO SEE IN THE MEMORIAL IN THE FUTURE?

**VISIT** [www.awm.gov.au/haveyoursay](http://www.awm.gov.au/haveyoursay) to learn more about this project and complete our online scrapbook with your ideas.

**EMAIL** your ideas to [haveyoursay@awm.gov.au](mailto:haveyoursay@awm.gov.au)

**VISIT** one of our drop-in sessions to learn more about the project and share your ideas. Details are on the website.