

GOVERNANCE POLICY

SUBJECT	Visitor Services			PAGE:	1 of 1
ISSUING AUTHORITY	TRUST BOARD	ISSUE DATE:	1/12/01	REFERENCE	V1.1

1. Purpose

The Museum is committed to the continual pursuit of excellence in the provision of customer service and in the quality of its displays, programmes and visitor amenities.

2. Definitions

Nil

3. Policy

3.1 Excellence of Amenity and Service

The Museum will strive to ensure that visitors' expectations of its physical amenities, comfort and personal service are satisfied or surpassed.

3.2 Retail Customers Services

The Museum will add to visitor experience by providing profitable retail services that are consistent with the Vision and Mission of the Museum.

3.3 Product and Service Development

The Museum will seek to understand and monitor its customers' desires and expectations through market research, and will strive for continual improvement in all its customer services. It will continually seek to improve its products and services by keeping informed of innovation and development within its sector, and by developing appropriate new products.

3.4 Awareness and Promotion

The Museum will endeavour to expand and increase visitation by publicising services and by informing people of the opportunities and benefits the Museum provides.