

MEDIA RELEASE
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SHIP COMES IN WITH BIG WINS FOR AUSTRALIAN NATIONAL MARITIME MUSEUM

The Australian National Maritime Museum has won no less than four awards in just one week, an extraordinary feat placing it at the very top of the list of must-see attractions in New South Wales. The Museum received the silver award for Major Tourism attraction at the prominent NSW Tourism Awards and has won prizes and awards across a range of categories for its excellence in construction and architecture, creativity, digital design and education.

The Museum's Warships Pavilion received the National Commercial/Industrial Construction Award - \$5 million to \$10 million (Stephen Edwards Constructions Pty Ltd), it houses the recently opened cutting-edge attraction **Action Stations**.

From construction to creativity, the Museum also won Best Educational Game for The Voyage in the 2016 SAE ATOM (Australian Teachers of Media) Awards. The Voyage is an online game where the player takes the role of the Surgeon Superintendent of a convict transport ship in 1839, on a perilous journey from England to the far reaches of the known world: Van Diemen's Land.

Outreach and interaction have become key components in the Museum's programs and activities, with visionary Director and CEO Kevin Sumption identifying the need to develop new and exciting ways to engage the Museum's increasingly 'touch-screen' audiences that transcend the traditional walk-in visitor experience.

Action Stations, designed in collaboration with internationally renowned architects Francis-Jones Morehen Thorp (FJMT), also won the Display category award at the prestigious World Architecture Festival Awards in Berlin.

With these myriad achievements rolling in, it is no surprise that the Museum has been recognised as an outstanding Major Tourist Attraction. Under the leadership of Sumption, the Museum has evolved into a multifaceted and dynamic institution, combining rich history and culture, innovative technology and superb design.



“We are absolutely thrilled and so proud to have been recognised for our achievements in this way. We are so grateful to have collaborated with so many wonderful and talented individuals and companies and to have such a dedicated team of staff and volunteers here at the Museum,” said Kevin Sumption, Director and CEO of the Australian National Maritime Museum.

Adding to these accolades is the Museum's own list of achievements, including but not limited to:

- More than 10million visitors on site since opening
- More than 793,500 child education visits since opening
- Over 3million online visitors per year
- Strong growth in Chinese visitation at the Museum, particularly since the launch of **Action Stations**, which features translations in simplified Chinese
- Over the last two years, average visitation to the Museum was 500,000 per year
- 60% of the total visitors are regional and the Museum has an extensive regional touring program

Through its collaboration with leading firms and creatives, the Museum has achieved its goal of becoming an outstanding international tourism attraction which is already boosting tourism to New South Wales – just in time for its 25th birthday this month.

For more information: <http://www.anmm.gov.au/>

For media interviews, contact:

Momentum²: 02 9212 2000

Lyn Tuit : ltuit@momentum2.com.au; 0405 160 275

Caitlin Maxwell: cmaxwell@momentum2.com.au; 0415 316 554

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