

Tristan Sharp, Director Programs & Engagement, Museum of Applied Arts and Sciences, November, 2018

MAAS engaged Deanna Varga to conduct an assessment of our tourism offer across our three sites; the Powerhouse Museum in Ultimo, the Museums Discovery Centre in Castle Hill and the Sydney Observatory in Millers Point, and to provide a tourism strategy for MAAS moving forward that would maximise the museum's unique offer for this audience. The findings were incredibly helpful and included quick wins that we could enact immediately. Deanna's overall strategy enabled us to refine and focus our tourism offer, one that engages both domestic and international audiences, within the context of envisaging the museum's overarching future and new flagship site in Parramatta.