
COVID-Safe Reopening

Visitor Engagement & Public Health Orders in Museums & Galleries

October 2021

Communication strategy

The post-COVID strategy

Proactive



- Manage visitor expectations in advance
- Anticipate and prepare staff for 'worst case scenarios'

Consistent



- Shared messages to ensure clarity
- Led by public health advice and risk assessments

Positive



- Visitors' role in keeping our community safe
- Warmth and welcome

[Home](#) - [Visit](#)

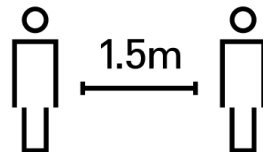
What you need to know before visiting



Proof of
double vaccination



Face masks required



Maintain
physical distance



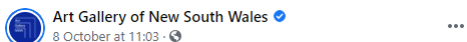
QR check-in

We look forward to welcoming you to back to the Art Gallery of New South Wales. The health and wellbeing of our visitors, members, staff and volunteers is our priority.

For everyone's health and safety, COVID-19 vaccination (age 16+) and masks (age 12+) are legal requirements for all visitors.

To enter the Art Gallery or Brett Whiteley Studio, you must:

Socials strategy



Welcome back for a joyful dose of art and culture – we'll be reopening our doors this Monday 11 October, with daily operating hours from 10am to 5pm.

We've missed you all so much and as we reopen, our number one priority is the health and safety of our visitors, staff and volunteers. So we'll be closely following NSW Public Health Orders.

Before your next visit, please read all the COVID-safe guidelines on our website: <https://bit.ly/3eYLQMc>. They outline everything you need to know, from vaccination status and mandatory masks to QR code check-ins. We'll also provide you reminders about key details on our social channels in the days ahead.

If you're visiting soon, you'll be able to enjoy two exhibitions: the newly installed 'The Purple House', and 'The Way We Eat'. Many of our spaces however, are in the process of installation and refurbishment as part of the Sydney Modern Project – including the Grand Courts and the front of our building – so during the coming weeks we'll bring you more information about navigating your way in, and what you can expect to see on your first visits back.

We hope you'll bear with us during this time – we'll do everything we can to make your visit as smooth as possible, but as you'd expect, we're navigating some serious logistics as we create exciting new art experiences for everyone to enjoy!

Thank you for your inspiring and sustaining presence through our online channels over more than 100 days of lockdown. We'll continue to stay connected with our amazing art-loving community in our digital spaces even after our doors reopen on Monday.

Information for visitors:
Reopening



62

2 comments 5 shares



'Of course I'm sure – they said we're allowed back to the Art Gallery if we're double-waxed.'

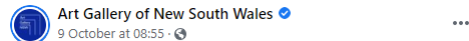
👁️ Not certain what you need for check-in? Find all the visitor entry info on our website: <https://bit.ly/3eYLQMc>

Agostino dei Musi 'Apollo and Daphne' c1515 (detail) #ArtGalleryNSW, purchased 1937



You and 707 others

21 comments 112 shares



📍 Planning a visit? Here are the legal requirements for entry:

– All staff, volunteers and visitors 16 years and older must show proof that they have received TWO doses of a COVID-19 vaccine OR that they hold a certified medical exemption.

– Anyone entering the Art Gallery must complete the Service NSW QR code check-in process.

– A face mask is mandatory for visitors aged over 12 when visiting the Art Gallery, and recommended for younger children as appropriate.

📍 How do I get into the Art Gallery, and what can I do on my visit? Here's the info:

– There are currently two free exhibitions on display, as well as collection works in the 20th-century Australian galleries.

– The front of the Art Gallery looks very different right now! Capital works are underway to create a new welcome experience with an expanded civic forecourt so on your approach to our main entrance you'll encounter construction hoardings and a new temporary access ramp.

– The Grand Courts are undergoing refurbishment works that began just before our temporary closure in June, so there is currently no access to the Grand Courts until their reopening in late 2021.

– The Cafe is open 10am–2pm daily, and the Art Gallery Restaurant, Crafted by Matt Moran, will reopen 10 November.

📍 Have a question about visiting? You can find more info and a FAQ on our website (<https://bit.ly/3eYLQMc>) or just ask in the comments below.



13

3 comments 4 shares



Refer to your FAQ



Fast response for genuine audiences
Delayed / delete for spam/cut-and-paste



Work with the algorithm
Respond to positive comments

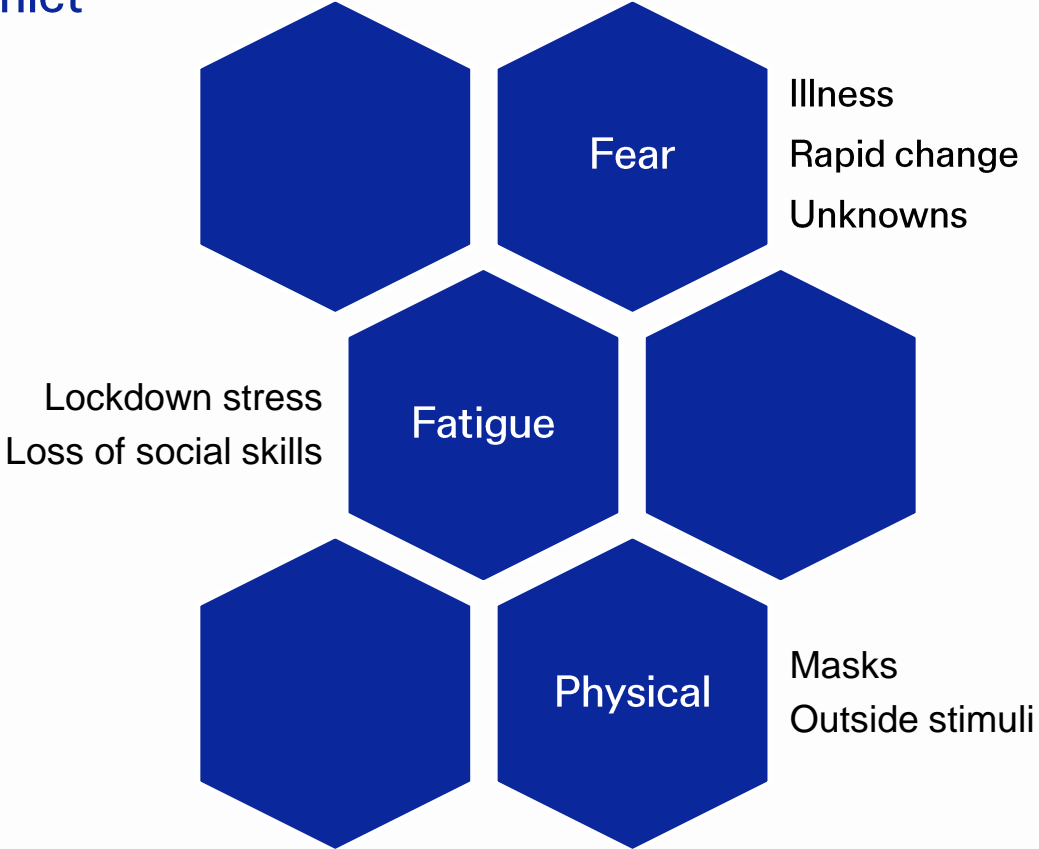


Avoid lengthy responses to
negative comments



Direct specific
complaints/criticism to email/DM

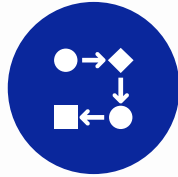
Causes of conflict



Equipping your staff



FAQ document



**Walk-through
vaccination check**



**Sample proofs of
vaccination**



**PPE and other
supports**

Preparing your venue



Physical

- Perform check outdoors where possible, or in a 'threshold' space
- Avoid bottlenecks



Visual

- Clear image-based signage
- Avoid clutter
- Floor markings to encourage distance



Personal

- Smile
- Welcoming body language
- Key phrases and responses
- Visitor hosts are first contact point – Security for escalation only



References

- 'Official' list of required proofs
- Copy of COVID Safety Plan

In-person conflict

Body language

Take one step back
Keep gestures minimal, avoid pointing / sudden movement
Neutral facial expression, relaxed posture

Stay calm

Practise slow breathing
Avoid raising your voice
Reassure yourself

Don't rush

Listen first
Take time to assess emotional state and possible threat
Don't crowd: too many employees will overwhelm

Show you're hearing

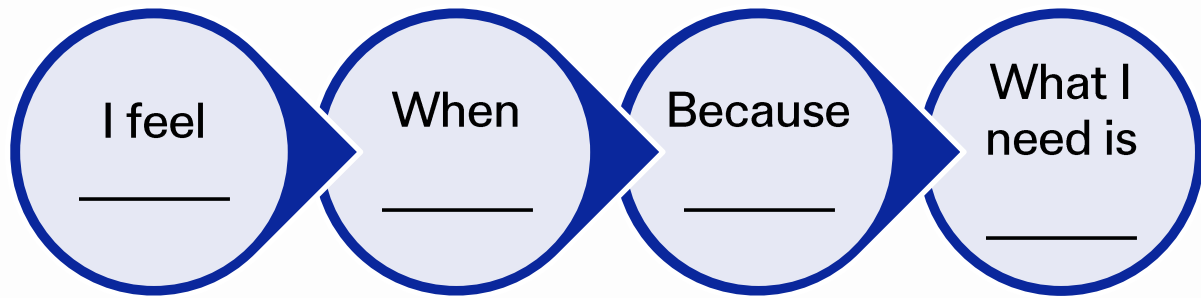
Nod, make eye contact
"I hear that..."

Show humanity

Be personable, form a connection
Use humour
Empathise: "We're finding this time pretty hard, too"
"We're still getting used to this, as well"

Offer assistance

Offer a face mask
Access to computer to find proof of vaccination
Advice on how to get documents
Reassurance: all our requirements are based on expert health advice



Vaccination is my choice

- We recognise vaccination is a personal choice.
- We're following the Public Health Orders because we're legally required to, and it keeps our community as safe as possible.
- We have also undertaken a risk assessment to keep our staff and visitors safe. We appreciate your understanding.

I have reasons not to get vaccinated

- We understand there are exemptions for certain conditions.
- The Public Health Orders mean we need to see an approved form of exemption.
- Can you speak to your doctor about updating your immunisation history?

This is an invasion of my privacy

- Your privacy is very important to us.
- The Public Health Orders require us to view your vaccination status, but we'll only ask to see the information we need to follow the law.
- We don't keep any of your personal health information, and we'll always follow privacy laws.

Why do I have to wear a mask?

- We're following the Public Health Orders, which require face masks to be worn indoors.
- This helps provide extra protection for our visitors and staff.
- Thanks for helping to keep the Gallery safe.

Why isn't that person wearing a mask?

- We require all our visitors over 12 to wear a mask, but we know some visitors may have a condition which prevents this.
- We ask everyone to be kind and respectful because these conditions aren't always visible.

Managing incidents



Accepted proof of vaccination (NSW)



1

COVID-19 digital certificate

- Medicare App
- Service NSW App
- Smartphone wallet



2

Printed version of the COVID-19 digital certificate or immunisation history statement



3

Successful completion of a Service NSW QR check-in that includes vaccination confirmation.



Medical exemptions to be included on immunisation history statement

COVID-Safe Check-in and Proof of Vaccination



← Hologram Waratah

Dynamic 'tick' animated by swipe-down

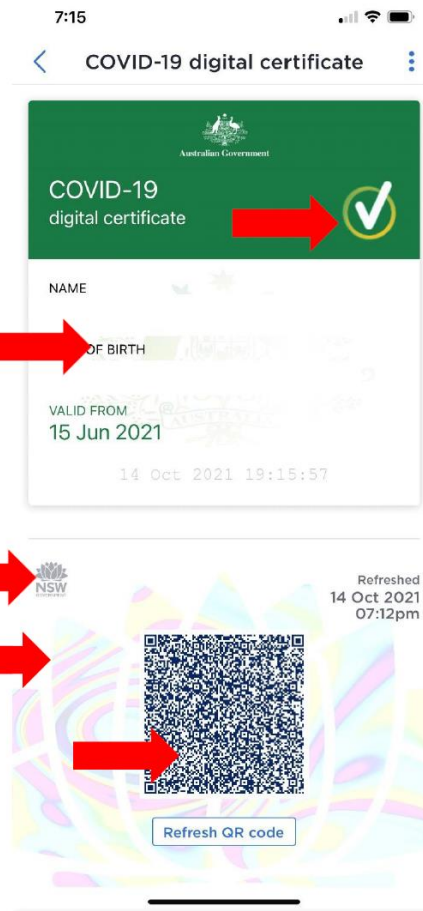
Hologram coat of arms

← Proof of vax 'Show more/less'

Dynamic animated Waratah

Hologram Waratah

Refreshable QR to check legitimacy
(“Check a licence or credential”)



→

→

→

→

Proof of vaccination

People aged 16 or over now need to show proof of COVID-19 vaccination or a signed medical exemption as a condition of entry to most businesses. Here's what's accepted as proof of vaccination:



(Shown on the Service NSW app)

(Shown on the Express Plus Medicare app)

(Shown in Android Wallet)

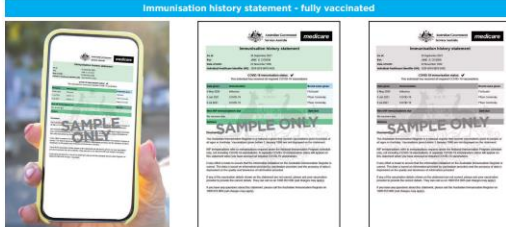
(Shown in iOS Wallet)



(Shown on a Medicare online account through myGov)

(Shown as colour print)

(Shown as black & white print)



(Shown on a Medicare online account through myGov)

(Shown as colour print)

(Shown as black & white print)

You may be fined \$1,000 if you don't comply.

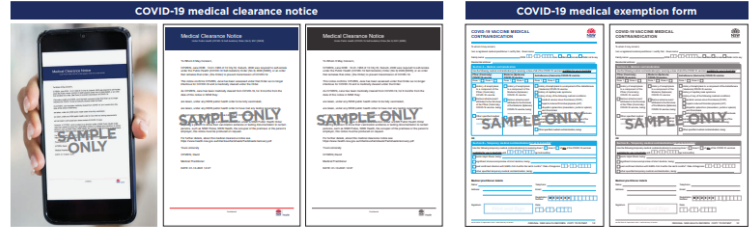
> HELP NSW STAY COVID SAFE

For more information on COVID-19, visit nsw.gov.au



Proof of medical exemption

People aged 16 or over now need to show proof of COVID-19 vaccination or a signed medical exemption as a condition of entry to most businesses. Here's what's accepted as proof of medical exemption:



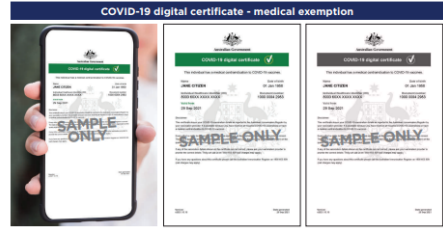
(Shown as a digital pdf)

(Shown as colour print)

(Shown as black & white print)

(Shown as colour print. Must be signed by a doctor)

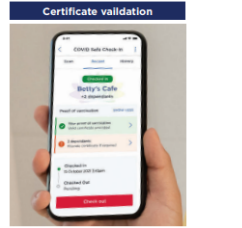
(Shown as black & white print. Must be signed by a doctor)



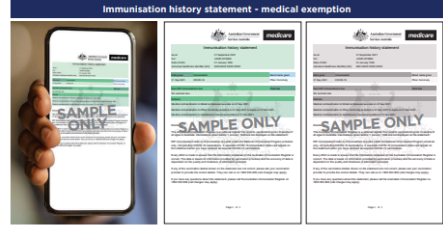
(Shown on a Medicare online account through myGov)

(Shown as colour print. Must be signed by a doctor)

(Shown as black & white print. Must be signed by a doctor)



(Shown on the Service NSW app available from 17 October)



(Shown on a Medicare online account through myGov)

(Shown as colour print)

(Shown as black & white print)

You may be fined \$1,000 if you don't comply.

> HELP NSW STAY COVID SAFE

For more information on COVID-19, visit nsw.gov.au



Printed evidence

COVID-19 digital certificate OR
Immunisation history statement



Australian Government
Services Australia

medicare

Immunisation history statement

As at: 22 June 2021

For: [Redacted]

Date of birth: 21 January 1986

Individual Healthcare Identifier (IHI): [Redacted]



COVID-19 immunisation status: ✓

This individual has received all required COVID-19 vaccines.

Date given	Immunisation	Brand name given
31 May 2021	COVID-19	Pfizer Comirnaty
21 Jun 2021	COVID-19	Pfizer Comirnaty

Next NIP immunisation/s due	Date due
No vaccines due.	

Notice/s

Medical exemption:

Completed and signed certificate of COVID-19 Vaccine Medical Contraindication, including registration number

COVID-19 VACCINE MEDICAL CONTRAINDICATION



To whom it may concern,

I am a registered medical practitioner. I certify that, Given name: _____

Family name: _____ DOB: ____/____/____ Sex: Male Female Prefer not to say

Residential address: _____

Section A – Medical contraindication

Has the following medical contraindication(s) to receiving a dose of all of the COVID-19 vaccines **available for use in Australia**?

Pfizer (Comirnaty) COVID-19 vaccine	Moderna (Spikevax) COVID-19 vaccine	AstraZeneca (Vaxzevria) COVID-19 vaccine
Dose 1 <input type="checkbox"/> Dose 2 <input type="checkbox"/>	Dose 1 <input type="checkbox"/> Dose 2 <input type="checkbox"/>	Dose 1 <input type="checkbox"/> Dose 2 <input type="checkbox"/>
<input type="checkbox"/> History of anaphylaxis to a component of the Pfizer (Comirnaty) COVID-19 vaccine	<input type="checkbox"/> History of anaphylaxis to a component of the Moderna (Spikevax) COVID-19 vaccine	<input type="checkbox"/> History of anaphylaxis to a component of the AstraZeneca (Vaxzevria) COVID-19 vaccine
<input type="checkbox"/> Serious adverse event attributed to the first dose of the Pfizer (Comirnaty) COVID-19 vaccine, being:	<input type="checkbox"/> Serious adverse event attributed to the first dose of the Moderna (Spikevax) COVID-19 vaccine, being:	<input type="checkbox"/> History of any of the following medical conditions: <input type="checkbox"/> cerebral venous sinus thrombosis (CVST) <input type="checkbox"/> heparin-induced thrombocytopenia (HIT) <input type="checkbox"/> idiopathic splenic (mesenteric, portal or splenic) vein thrombosis <input type="checkbox"/> antiphospholipid syndrome (APLS) with thrombosis and/or miscarriage
<input type="checkbox"/> Other specified medical contraindication, being:	<input type="checkbox"/> Other specified medical contraindication, being:	<input type="checkbox"/> Serious adverse event attributed to the first dose of the AstraZeneca (Vaxzevria) COVID-19 vaccine, being:
		<input type="checkbox"/> Other specified medical contraindication, being:

OR

Section B – Temporary medical contraindication for up to 6 months⁵

Has the following temporary medical contraindication(s) to receiving dose 1 dose 2 of **any** of the COVID-19 vaccines **available for use in Australia** until ____/____/____ (up to 6 months)

acute major illness, being: _____

significant immunocompromise of short duration, being: _____

past confirmed infection with SARS-CoV-2 within the last 6 months³. Date of diagnosis: ____/____/____

other specified temporary medical contraindication, being: _____

Medical practitioner details

Name: _____ Telephone: _____

Address: _____ Email: _____

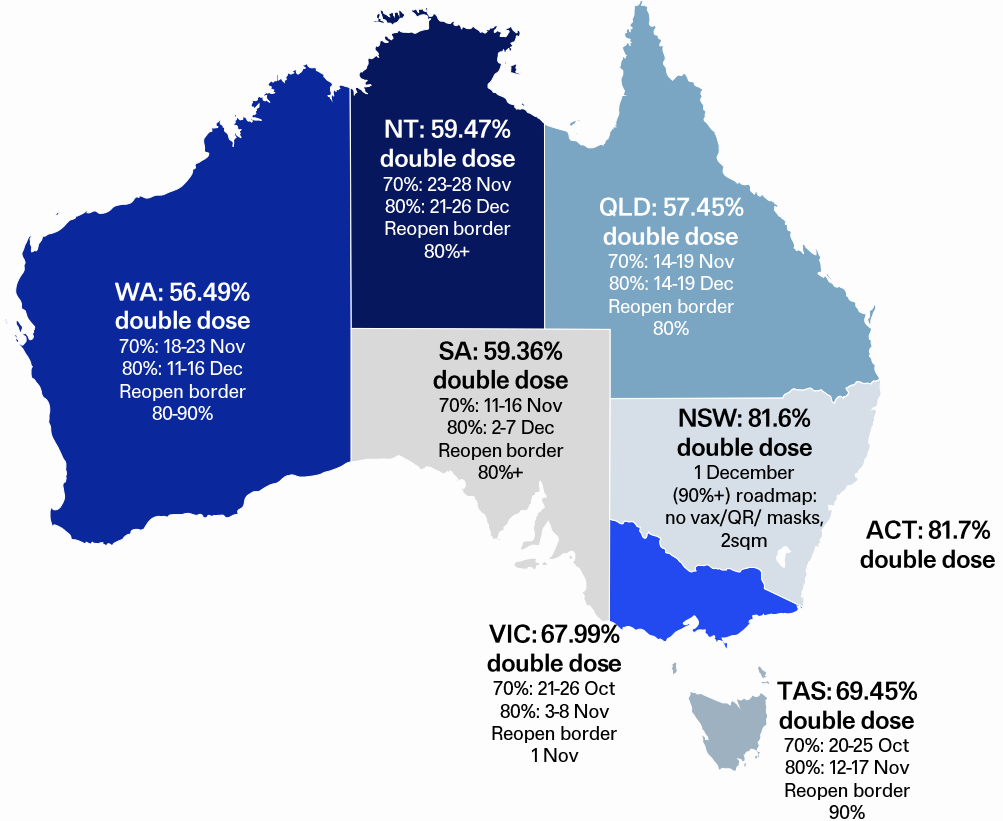
Registration Number: **M E D 0 0 0** _____

Signature: _____ Date: ____/____/____

Print and Sign

On the horizon

- State borders to reopen in November/December
- Overseas: high movement with vax passports / masks / capacity limits common
- Significant shift in messaging to visitors and staff
- Planning is key



Useful links

Proof of vaccination and other compliance signage:

<https://www.nsw.gov.au/covid-19/business/covid-safe-business/toolkit>

Accessing Digital Certificate and checking vaccination status:

<https://www.service.nsw.gov.au/covid-19-digital-certificate#for-businesses-checking-vaccination-status>

QR check in support for people with low vision

<https://www.visionaustralia.org/community/news/2021-08-24/qr-code-advice-people-who-are-blind-or-have-low-vision>



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