

Group Tours

Are group bookings and tours available?

Yes, group bookings are available for community and social groups of 10 or more visitors, priced at \$19 per person. SAM is offering guided tours for group bookings on Monday – Thursday from June 1 onwards, priced at an additional \$5 per person. All group bookings and tours must be arranged in advance with our bookings team.

To enquire about a group booking for *Facing Modernity*, please get in touch with us via email at bookings@sheppartonartmuseum.com.au or call 03 4804 5000. When making an enquiry, let us know if you are planning a self-guided visit, or are seeking a guided tour.

What does a group tour involve?

Group tours for *Facing Modernity* and *the Archibald Prize 2026* include a special guided tour of your selected exhibition led by one of SAM's expert tour guides. Our tours offer insightful commentary, opportunities for questions and discussion, and a chance to explore key artworks and themes in a meaningful way.

What are the exhibition dates and opening times?

Facing Modernity:

On display from 23 May – 20 September.
Open 7 days from 10am-4pm, and until 7pm Fridays.

Archibald Prize:

On display from 5 September – 1 November. Open 7 days from 10am-4pm, and until 7pm Fridays.

NOTE: During the two-week crossover period from 5 September to 20 September, *Archibald Prize 2026* will be open daily from 10am-6pm, and 7pm on Fridays.

Do you have a minimum or maximum number of persons for a group booking?

The minimum number of persons for a group booking is 10, and the maximum is 50. If your group is larger than 40 and would like a tour, we may ask to split your group into two smaller groups to accommodate the tour.

Can my group book in for a tour of *Facing Modernity* and the *Archibald Prize 2026* in the same visit?

No, the group tours will not include both exhibitions in one visit. From 5 September – 20 September group tours will only be available for *Facing Modernity*. Group tours for *Archibald Prize 2026* will be available on Mondays – Thursdays from 20 September onwards.

Can we pay on the day?

To confirm your group booking, 50% of your booking fee must be paid at least two weeks in advance of your booking, either by credit card or by invoice. The remainder of your fee will be paid on the day via credit card, in one transaction. We can't accept split payments by individual members of your group.

Please let us know of any cancellations for members of your group at least one day prior to the booking date.

Can my group visit on the weekend?

Groups can book self-guided visits on weekends, but guided tours are only available Monday – Thursday.

If we don't want a tour, do we still have to book?

All groups over 10 persons must book in advance. To enquire about a group booking please get in touch with us via email at bookings@sheppartonartmuseum.com.au or call 03 4804 5000.

Hospitality

Can my group book in for coffee or lunch at your café?

The Elsewhere at SAM café can only facilitate groups of up to 12 and requires booking in advance. You can book a table by visiting Elsewhere's [booking page](#), or

by contacting the café on (03) 4804 5023. If your group is larger than 12, or you would like recommendations for nearby hospitality offerings, please let us know at the time of making your group booking so we may assist you.

Can we bring our own lunch and eat it at the museum?

Food and drink are strictly prohibited throughout the SAM building. However, SAM is located within the Victoria Park Lake precinct, a picturesque area popular with visitors and locals for walking, cycling, picnics, fishing, and bird watching. There are sheltered seating and BBQ facilities at the Nature Playground, next to the SAM carpark and at the rotunda at the bottom of Orchard Hill on our northern side.

Can you recommend other things to do during our visit to Shepparton?

An *Eat Stay Play Shop* guide will be available shortly, featuring unique products, experiences and offerings by local businesses throughout the Greater Shepparton region to help you plan your trip around your visit to *Facing Modernity*.

Transport and Parking

My group is travelling on the V/line to Shepparton. How do we get to the museum from Shepparton Railway Station?

From Shepparton Railway Station, it is an approx. 20-minute walk to Shepparton Art Museum (1.4 kilometres).

Alternatively, you can take the 5 Bus from Shepparton Railway Station/Purcell St two stops to Swallow Street/Johnson St, then walk the remaining 800 metres.

We encourage you to cross the road safely at the traffic lights on the corner of Wyndham St and Sobraon St. To plan your journey, visit Transport Victoria's [Journey Planner](#).

My group is travelling via bus/coach. Where can our coach drop us off?

Please ask your coach to drop your group off in the **turning circle** located between the SAM carpark and the SAM building, located on Fitzjohn St.

There is dedicated bus parking along the SAM/Victoria Park Lake side of Wyndham St.

Access

Is Shepparton Art Museum wheelchair accessible?

For visitors with physical needs, or who use a wheelchair, our main entrance on Wyndham Street is equipped with an automatic door at street level. Each level

is accessible via lift, and All Abilities toilets can be found on Levels 1 and 4 of our building. A Changing Places toilet is also located on the outside of the SAM building by the Sir Andrew & Lady Fairley Amphitheatre. A wheelchair is available for hire at our Ground Level — we recommend you call us ahead of time on (03) 4804 0000 to secure it ahead of your visit.

Are large print booklets available?

Yes, there are a limited number of booklets with the exhibition labels in large print. These can be picked up from SAM Visitor Hosts on Level 1 outside the exhibition entry. Please return the booklet once you are finished.

Is there an audio guide?

Yes, audio guides can be accessed via QR code on a smartphone inside the exhibition. If you need help accessing the audio guide, please ask our friendly Visitor Hosts.

Where are the toilets?

Toilets, including gender-neutral, all abilities, male and female are located on Level 1 and Level 4 of the building. There are additional toilets outside of the SAM building, including a Changing Places toilet, next to the Sir Andrew & Lady Fairley Amphitheatre on the west side of the precinct.

Frequently asked questions



Shepparton Art Museum (SAM)

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