

## GRIFFITH PIONEER PARK MUSEUM COMMITTEE TO BE HELD IN THE COUNCIL CHAMBERS ON WEDNESDAY, 12 NOVEMBER 2025 AT 4:00 PM

- 1 Apologies
- 2 Confirmation of Minutes
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- 5 Items of Business
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### DISTRIBUTION LIST

Councillor Shari Blumer (Chair), Councillor Laurie Testoni, Councillor Jenny Ellis, Denis Couch (Community Representative), Desma Newman (Community Representative), Dolf Murwood (Community Representative), Jenna Thomas (Community Representative), John Nikolic (Community Representative), Michael Rohan (Community Representative), Neil Dal Nevo (Community Representative), Peter Taylor (Community Representative), Robyn Turner (Community Representative), Virginia Tropeano (Community Representative)

Director Business, Cultural and Financial Services, Matthew Hansen; Griffith Pioneer Park Museum Manager, Jenny O'Donnell; Curator, Fox Darcy and Minute Taker, Leanne Austin

Quorum = 3

If you are unable to attend this meeting please notify the Minute Secretary prior to commencement of the meeting by email or by telephoning Council on 1300 176 077.

This Committee meeting may be attended remotely and recorded by audio or audio-visual means for administrative purposes. No other recording is permitted.

### **Acknowledgement of Country**

Griffith City Council acknowledges the Wiradjuri people as the traditional owners and custodians of the land and waters, and their deep knowledge embedded within the Aboriginal community.

Council further pays respect to the local Wiradjuri Elders, past, present and those emerging, for whom we acknowledge have responsibilities for the continuation of cultural, spiritual and educational practices of the local Wiradjuri people.

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**GRIFFITH PIONEER PARK MUSEUM COMMITTEE  
HELD IN THE COUNCIL CHAMBERS ON  
WEDNESDAY, 6 AUGUST 2025 COMMENCING AT 4:00 PM**

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**PRESENT**

Councillor Shari Blumer (Chair), Councillor Laurie Testoni, Councillor Jenny Ellis, Denis Couch (Community Representative), Dolf Murwood (Community Representative), Jenna Thomas (Community Representative), John Nikolic (Community Representative), Michael Rohan (Community Representative), Neil Dal Nevo (Community Representative), Robyn Turner (Community Representative)

Quorum = 3

**STAFF**

Director Business, Cultural & Financial Services, Matthew Hansen, Griffith Pioneer Park Museum Manager, Jenny O'Donnell, Curator, Fox Darcy and Minute Secretary, Antoinette Galluzzo

**1 APOLOGIES**

**RECOMMENDED** on the motion of Jenna Thomas and Councillor Jenny Ellis that apologies be received from Virginia Tropeano (Community Representative), Peter Taylor (Community Representative) and Desma Newman (Community Representative).

**2 CONFIRMATION OF MINUTES**

**RECOMMENDED** on the motion of Denis Couch and Jenna Thomas that the minutes of the previous meeting held on 30 April 2025, having first been circulated amongst all members, be confirmed.

**3 BUSINESS ARISING**

Nil.

**4 DECLARATIONS OF INTEREST**

**Pecuniary Interests**

There were no pecuniary interests declared.

**Significant Non-Pecuniary Interests**

There were no significant non-pecuniary interests declared.

## **Less Than Significant Non-Pecuniary Interests**

There were no less than significant non-pecuniary interests declared.

## **5 ITEMS OF BUSINESS**

### **CL01 UPDATE ON FORMATION OF THE FIRST NATIONS ADVISORY GROUP**

Griffith Pioneer Park Museum (GPPM) Manager, Jenny O'Donnell, informed the Committee that 10 Expressions of Interest have been received for the First Nations Advisory Group at the Griffith Pioneer Park Museum. The first meeting of the Advisory Group is scheduled for Tuesday, 12 August 2025.

Councillor Shari Blumer requested that the draft Terms of Reference, along with the Agenda and Minutes of the Advisory Group meetings, be provided to the Griffith Pioneer Park Museum Committee.

**RECOMMENDED** on the motion of Councillor Jenny Ellis and Jenna Thomas that the Committee note the progress of the First Nations Advisory Group initiative at Griffith Pioneer Park Museum and support its continued development as a key strategic priority.

### **CL02 DONATION AND INSTALLATION OF GARDEN SCULPTURE - "THE WATER CARRIER"**

The Committee held a discussion regarding the individuals and processes involved in the acquisition and de-accession of items at the Griffith Pioneer Park Museum. It was noted that GPPM staff will consult with the Director of Business, Cultural & Financial Services, Mr Matthew Hansen, on this matter.

Mr Hansen advised that guidance will be provided to clarify the distinction between acquisitions that are museum collection items and those that are not exhibits but are instead placed on site at the GPPM. An update will be reported back to the Committee at a future meeting.

**RECOMMENDED** on the motion of John Nikolic and Robyn Turner that the Committee note the report.

### **CL03 LOCAL VISITOR STATISTICS - FREE ENTRY TO LOCALS PROPOSAL**

The Committee held an in-depth discussion regarding the proposed trial of free general admission for local residents to the Griffith Pioneer Park Museum. Both positive and negative aspects of the proposal were considered. Committee members explored the potential benefits, such as increased community engagement, accessibility, and visitation, as well as possible challenges, including impacts on revenue, resource allocation, and managing visitor expectations.

**RECOMMENDED** on the motion of Denis Couch and Jenna Thomas that :

- (a) A 12-month trial of free general admission for local residents to the Griffith Pioneer Park Museum be implemented. This trial will exclude special events, school excursions, annual members and user groups. At the six-month mark, a community-wide survey be conducted to assess the Museum's connection to and significance within the community.
- (b) A visitor survey be introduced for completion by patrons upon exiting the Griffith Pioneer Park Museum, to gather feedback on their experience.
- (c) A targeted marketing campaign be developed and delivered by the Visit Griffith team to promote and showcase the Griffith Pioneer Park Museum.



### SMT Comment

Should Council support the above recommendations:

(a) The following process should be used to implement the trial:

- Council advertise an amendment to its adopted Revenue Policy for the 2025/26 making provision for the trial free general admission period for local residents (postcodes 2680 and 2681).
- Staff prepare a report for the next meeting of the Griffith Pioneer Park Museum Committee scheduled for 12 November 2025 detailing; any submission received regarding the amendment to the Revenue Policy, financial implications for the trial period of free general admission, implications for existing members who have paid memberships for the 2025/26 year, staff resource implications, if any.
- Trial to commence 1 January 2026.

(b) Marketing activities for the Griffith Pioneer Park Museum are provided by the Marketing and Education Officer, Griffith Regional Theatre, Art Gallery and Griffith Pioneer Park Museum. A specific marketing campaign would require an identified funding allocation.

**Note: With reference to the Ordinary Meeting of Council held on 26 August 2025, these minutes were adopted incorporating the above SMT Comment.**

The Outstanding Action Report was brought forward.

## **6 OUTSTANDING ACTION REPORT**

The Committee discussed and noted the Outstanding Action Report.

CL05 2024/25 Annual Visitation & Income Statistics was brought forward.

### **CL05 2024/25 ANNUAL VISITATION & INCOME STATISTICS**

Councillor Jenny Ellis requested that the first graph in the report be reviewed and corrected to ensure accuracy.

**RECOMMENDED** on the motion of Denis Couch and Councillor Jenny Ellis that the Committee note the report.

### **CL04 ACTION DAY 2025 REPORT**

Councillor Laurie Testoni extended congratulations to the staff and volunteers for their efforts in delivering a successful Action Day at the Griffith Pioneer Park Museum. He acknowledged the hard work and dedication involved in organising the event and highlighted the abundance of positive feedback received from attendees on the day.

**RECOMMENDED** on the motion of John Nikolic and Dolf Murwood that the Committee note the report.

## **7 GENERAL BUSINESS**

### **7.1 Agenda Items**

Denis Couch requested that the call for agenda items be distributed to both Committee members and staff. The Chair advised that any members wishing to submit an agenda item

must do so by emailing the Committee Secretary or Committee Chair no later than one week prior to the scheduled meeting date.

## **7.2 Moderated Email Group for Committee**

Denis Couch proposed the establishment of a moderated and closed email group for the Committee. The purpose of this group would be to facilitate continued discussion on matters related to the Griffith Pioneer Park Museum outside of the formal Committee meeting schedule. A similar proposal has also been made for the Scenic Hill Committee.

## **7.3 Walk shop at Scenic Hill**

Councillor Jenny Ellis informed the Committee they are able to participate in an upcoming walk at Scenic Hill to gather information and findings for the development of a Masterplan. Details will be distributed to those Committee members interested.

## **7.4 Italian Museum Feedback**

Jenna Thomas requested an update of the Italian Museum. In response, Councillor Shari Blumer suggested approaching the Museum and inviting a representative to join the Committee to provide regular updates. Jenny O'Donnell provided a brief update on the current upgrades being carried out at the Italian Museum.

## **7.5 Update on the Hospital Roof at Pioneer Park Museum**

Dennis Couch requested an update on the Hospital Roof at Pioneer Park Museum. In response, Jenny O'Donnell informed the Committee that the project is progressing well, with quotes currently being sought. She confirmed that the works are scheduled to take place within this financial year.

## **8 NEXT MEETING**

The next meeting of the Griffith Pioneer Park Museum Committee is to be held on Wednesday, 12 November 2025 at 4:00pm.

There being no further business the meeting terminated at 5:42pm.

**CLAUSE**      **CL01**

**TITLE**        **Proposed Meeting Dates 2026**

**FROM**        **Antoinette Galluzzo, Governance Officer**

**TRIM REF**    **25/118077**

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### **SUMMARY**

The proposed meeting dates for 2026 are:

- Wednesday, 18 February 2026
- Wednesday, 20 May 2026
- Wednesday, 19 August 2026
- Wednesday, 18 November 2026

### **RECOMMENDATION**

The Committee note the proposed meeting dates for 2026.

### **ATTACHMENTS**

Nil

**CLAUSE**      **CL02**

**TITLE**        **Procedure for Submitting Items to the Committee Meeting Agenda**

**FROM**        **Leanne Austin, Governance Manager**

**TRIM REF**    **25/106226**

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### **SUMMARY**

The procedure for Committee Members submitting items to the Committee Meeting Agenda is outlined below.

### **RECOMMENDATION**

**The Committee note the information.**

### **REPORT**

To ensure our meetings are well-structured and that all relevant matters are appropriately considered, the following information is provided to clarify the procedure for placing items on the Committee Meeting Agenda.

In preparation for each meeting, the Committee Secretary will liaise with the Chair and the responsible Director(s) to review and confirm agenda items. This process typically occurs two weeks prior to the scheduled meeting date.

If you wish to propose an item for inclusion on the agenda, please email the Committee Secretary no later than two weeks before the meeting. This allows sufficient time for consultation, review and inclusion in the agenda.

Alternatively, if you have a matter you would like to raise, you are welcome to bring it forward during the General Business section of the meeting. This provides an opportunity for open discussion on emerging issues or items of interest that may not have been submitted in advance.

### **LINK TO STRATEGIC PLAN**

This item links to Council's Strategic Plan item 3.1 Undertake Council activities within a clear framework of risk management, strategic planning, policies, procedures and service standards to enhance accountability resilience and informed decision making.

### **ATTACHMENTS**

Nil

**CLAUSE**      **CL03**

**TITLE**        **First Nations Advisory Group Update**

**FROM**        **Jenny O'Donnell, Griffith Pioneer Park Museum Manager**

**TRIM REF**    **25/126966**

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### **SUMMARY**

Griffith Pioneer Park Museum's Strategic Plan: 1. Ensure meaningful development of content and interpretation by learning from Aboriginal cultural practice and knowledge systems. 1.1. Establish an Aboriginal Advisory Consultative Group to inform curatorial and programming decisions. 1.2. Build on existing and broker new relationships with local Aboriginal communities. 1.5. Implement relevant actions in Council's Reconciliation Action Plan. 1.2.1 Create a First Nations Experience throughout the Museum. 1.2.2 Establish a permanent exhibition/interpretation at the Museum entrance to inform visitors of the region's first residents and their interaction and connection with the land. 1.2.3 Integrate interpretation throughout the museum grounds highlighting local flora and fauna and any connected stories. 3. Develop a dedicated First Nations Experience as detailed in Master Plan. In supporting these strategic points, the First Nations Advisory Group has commenced meetings to progress the Museum's strategic priority for enhanced First Nations representation. Meetings have been productive, with members providing valuable insights and recommendations on embedding First Nations culture and perspectives across Museum programs and displays.

The Group has reviewed its draft Terms of Reference, confirmed representation on the Pioneer Park Museum Committee, and agreed to meet monthly. A member survey will be distributed to determine the official Group name, with a preference expressed for retaining the term "*Advisory Group*."

Initial focus areas include developing oral history recordings, identifying suitable spaces for future exhibitions and exploring small on-site cultural initiatives. The Curator has also begun auditing existing cultural items and was recently invited to attend a local Men's Wellness Group meeting. Following this, the group (13 participants) was hosted at the Museum for a tour and familiarisation visit, which was well received. The Men's Wellness Group has expressed interest in collaborating further with the Museum, including participation in oral history projects and ongoing engagement.

The Curator has also reached out to the Women's Group and other First Nations community groups, with plans to undertake the same engagement process — building relationships through on-site visits, tours, and future collaborative projects. External funding opportunities will continue to be explored to support future First Nations projects and initiatives.

### **RECOMMENDATION**

**That the information be received.**

### **ATTACHMENTS**

Nil

<b>CLAUSE</b>	<b>CL04</b>
<b>TITLE</b>	<b>Museum Donation (Non-Collection) Guidelines</b>
<b>FROM</b>	<b>Jenny O'Donnell, Griffith Pioneer Park Museum Manager</b>
<b>TRIM REF</b>	<b>25/127046</b>

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### **SUMMARY**

Following discussion at the previous Pioneer Park Museum Committee meeting regarding the need to distinguish between acquisitions made into the Museum's permanent collection and general donations such as furniture or garden items, guidelines and a procedure have been developed.

To ensure clarity and consistency in managing incoming items, a Donations Guidelines (Non-Collection) and accompanying Procedures for the Receipt of General Donations have been created. These documents establish a clear distinction between:

Museum Acquisitions – items formally accepted into the Museum's permanent collection in accordance with the Collection Policy; and

General Donations – non-collection items such as garden furniture, fittings, and materials that support operations or enhance the visitor environment.

The new guidelines provide transparency in how donations are accepted, recorded, and acknowledged, and ensures that all donations are managed in line with Council governance and accountability requirements.

The Donation Form / Deed of Gift has also been updated to reflect the Museum's endorsement as a Deductible Gift Recipient (DGR) under Subdivision 30-BA of the Income Tax Assessment Act 1997. This means that eligible donations of \$2.00 or more are tax deductible for the donor.

These documents are now finalised and in operational use across the Museum, supporting improved administrative processes and clearer communication with donors and stakeholders.

### **RECOMMENDATION**

**That the Committee note the implementation of the Donations Policy (Non-Collection), associated procedures, and updated Donation Form / Deed of Gift now in operational use.**

### **ATTACHMENTS**

- |     |   |    |
|-----|---|----|
| (a) | GPPM - GUIDELINE - Griffith Pioneer Park Museum Donations (NON COLLECTION) - 2025 <a href="#">↓</a> | 11 |
| (b) | GPPM - Donation Form/Deed of Gift <a href="#">↓</a>   | 13 |



## Donations Guidelines (Non-Collection) & Procedure

Effective: August 2025

### 1. Purpose

This guideline establishes the criteria and procedures for accepting non-collection donations offered to Griffith Pioneer Park Museum. It ensures donations align with the museum's mission, are suitable for its facilities, and are managed in a transparent and consistent manner.

### 2. Scope

This guideline applies to all unsolicited and solicited donations of physical items intended for display, public use, functional enhancement, or commemoration within the museum grounds, including but not limited to:

- Furniture (indoor and outdoor)
- Equipment (e.g. coffee machines)
- Outdoor features (e.g. sculptures, signage)
- Memorial or centenary gifts from individuals, organisations or community groups

***Donations intended for the permanent collection or formal exhibitions are governed by the Museum's Acquisitions Policy.***

### 3. Donation Acceptance Criteria

All proposed donations will be assessed according to the following:

- Relevance: Item contributes to the museum's purpose, public spaces, or visitor experience.
- Condition: Item is in good, safe, and presentable condition with minimal maintenance required.
- Ownership: Donor has legal title to the item and agrees to transfer ownership unconditionally.
- Space & Storage: The museum has suitable space to display, store, or use the item.
- Cost Implications: No unreasonable burden in terms of transport, installation, upkeep, or insurance.
- Cultural Sensitivity: Item does not conflict with community values or heritage protocols.

### 4. Procedure for Offering Donations

1. Initial Offer: Donor contacts museum staff with details of the proposed item (description, photos, and purpose if applicable).
2. Assessment: Museum Manager (or delegated officer) assesses the item based on the above criteria.
3. Decision:
  - If accepted, staff prepare a Donation Form (Deed of Gift) for the donor to sign.
  - If declined, the donor will be advised with a brief explanation and, where possible, suggestions for alternative recipients.



## Donations Guidelines (Non-Collection) & Procedure

### 5. Documentation & Records

Accepted donations must be accompanied by:

- A signed Donation Form/Deed of Gift, confirming the transfer of ownership
- Basic item details (e.g. description, donor name, date)
- Placement/location record (if displayed or installed)

Records will be stored in the museum's internal documentation system.

### 6. Recognition of Donations

Donors may be acknowledged via:

- Thank-you letter or email
- On-site plaque or label (subject to museum approval and style guidelines)
- Mentions in museum communications or signage (as appropriate)

Recognition is not automatic and will be managed at the discretion of the Museum Manager.

### 7. Right to Decline or Reallocate

The Museum reserves the right to:

- Decline any donation not meeting the acceptance criteria
- Relocate, modify, or deaccession accepted items in future if required due to space, condition, or relevance
- Decline donations with restrictive conditions (e.g. permanent display guarantees)

### 8. Review

This guideline will be reviewed every 3 years or as required.

Approved by:

Jennifer O'Donnell

Museum Manager, Griffith Pioneer Park Museum

Date: 8 August 2025





## Donation Form / Deed of Gift

### Griffith Pioneer Park Museum

ABN: 812 741 007 92

PO Box 485 GRIFFITH NSW 2680 | pioneerparkmuseum@griffith.nsw.gov.au | 0269 62 8333

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Thank you for your donation to Griffith Pioneer Park Museum. Please complete the following form to enable us to assess and document your donation.

### Donor Information

Name: \_\_\_\_\_

Organisation (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Type of Gift

**Type of Gift** (tick one):

☐ **Monetary Donation** – Amount: \$\_\_\_\_\_ (Donations of \$2 or more are tax deductible)

☐ **Non-Monetary / Object Donation** – Please describe item(s) in detail below:

### Item(s) Description

Please describe the item(s) you are donating (e.g. type, age, size, condition):

Photographs provided? ☐ Yes ☐ No

Estimated value (if known): \$\_\_\_\_\_

### Ownership Declaration

☐ I confirm that I am the legal owner of the item(s) listed above and have the right to donate them to the museum.

☐ I transfer full ownership of the above item(s) to Griffith Pioneer Park Museum without condition.

☐ I understand that the museum may use, display, store, relocate, or deaccession the item(s) at its discretion.

### Donor Acknowledgement

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Donation Form / Deed of Gift

### Tax Deductibility Statement

Griffith Pioneer Park Museum is endorsed as a Deductible Gift Recipient under Subdivision 30-BA of the Income Tax Assessment Act 1997. Donations of \$2 or more are tax deductible.

No goods or services have been provided in exchange for this gift.

### For Museum Use Only

Received by: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

Storage/Location: \_\_\_\_\_

Notes:

<b>CLAUSE</b>	<b>CL05</b>
<b>TITLE</b>	<b>Stage 1 of the Italian Museum Upgrade</b>
<b>FROM</b>	<b>Jenny O'Donnell, Griffith Pioneer Park Museum Manager</b>
<b>TRIM REF</b>	<b>25/127591</b>

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### **SUMMARY**

The Committee has been working closely with Featherweight Consultants on the Italian Museum redevelopment and Stage 1 and 3 of the upgrades have now successfully been completed.

### **RECOMMENDATION**

**That the Committee note the report.**

### **REPORT**

Considerable work was undertaken by both the consultants and committee members to ensure the exhibition space was ready for the Long Table Lunch held at the end of August. Although the final stages of preparation were time-sensitive and somewhat rushed, the project team successfully achieved what is considered the most important objective of this first stage: the renewed interpretation of local stories and history.

The new exhibition places strong emphasis on the Italian migration experience in our district - highlighting the challenges, adjustments, and eventual triumphs of those who built new lives and prospered in a foreign and harsh environment.

This represents a significant shift in focus from the previous exhibition, which primarily showcased Italy and its regions, to one that now feels deeply personal and familiar to our local community and proud Italian families.

One particularly outstanding feature is the section dedicated to the Continental Music Club, whose story reveals an unexpected and remarkable connection: the origins of SBS Radio began with the Continental Music Club. This, along with many other fascinating stories, is told through thoughtfully curated objects, photographs, and interpretive panels.

An official opening for Stage 1 will be held on 29 November, with invitations extended to sponsors, contributors, and community members who have supported this significant milestone in the Italian Museum's ongoing development.

The Committee acknowledges the dedication and professionalism of Featherweight Consultants and expresses appreciation to all members and volunteers involved in delivering this successful first stage.

### **LINK TO STRATEGIC PLAN**

This item links to Griffith Pioneer Park Museum Strategic Plan Point 4.

1. Implement the Italian History Experiences identified in the Master Plan.
4. Changing exhibition program alongside the permanent display.

Council's Strategic Plan item 4.4 Provide a range of cultural facilities, programs and events.

## **ATTACHMENTS**

Nil

**CLAUSE** CL06**TITLE** Local Membership Initiatives**FROM** Jenny O'Donnell, Griffith Pioneer Park Museum Manager**TRIM REF** 25/127081**SUMMARY**

This report provides an overview of the current status of Griffith Pioneer Park Museum's local membership program and examines how our key offerings and pricing compare with other regional and state museums.

**RECOMMENDATION**

**The Committee note the report.**

**REPORT**

The purpose of this analysis is to identify opportunities to strengthen the Museum's community connections and enhance its role as a leading cultural and heritage destination in the region. In addition to reviewing membership structures, this report explores potential marketing and education strategies aimed at increasing engagement with local residents, encouraging repeat visitation, and fostering a stronger sense of community ownership. By developing a more visible, accessible, and valued membership model, the Museum can improve both its financial sustainability and its contribution to Griffith's cultural identity.

**1. Membership Comparisons: Key Offerings**

Feature / Institution	Temora Aviation Museum (Local Supporter Tier)	Cowra Japanese Garden (Friend of the Garden)	Australian Museum (Sydney - General Membership)
<b>Eligibility</b>	Residents of Temora Shire only	Open to all, but local access/benefits apply	Open to all; not local-specific
<b>Pricing</b>	Adult: \$30 Senior: \$25 Child: \$15 Family: \$75	Individual: \$85 Family: \$135	\$64-\$135/year (depending on tier)
<b>Museum Entry</b>	Annual pass (free entry all year)	Free entry to seasonal festivals. Some guest passes are included	Free/discounted special exhibitions
<b>Guest Discounts</b>	15% off general admission for additional guests	Guest passes (some free, others 50% off)	Not specified
<b>Retail &amp; Café Discounts</b>	15% off museum shop & café	10% off gift shop and 5% off café	10% off shop and eateries
<b>Welcome Perks</b>	—	Free coffee & cake upon signup	—
<b>Events &amp; Experiences</b>	—	Free entry to Spring/Autumn Festivals	Members-only previews, tours, programs (20% off),

Feature / Institution	Temora Aviation Museum (Local Supporter Tier)	Cowra Japanese Garden (Friend of the Garden)	Australian Museum (Sydney - General Membership)
			events
<b>Member Communications</b>	—	Seasonal newsletter	Members newsletter
<b>Extras</b>	—	Digital or physical membership cards. Easy renewal tracking	Access to Members Lounge with refreshments
<b>Reciprocal Entry</b>	—	—	Yes, at partner museums nationwide

## 2. Advantages & Impacts for the Museum and Community

Advantage	Impact for the Museum & Community
Sustainable income	Memberships generate a reliable funding stream, supporting programs, maintenance, exhibitions, and staff. Without relying solely on ticket sales or eroding revenue.
Community ownership	Local members feel a sense of pride and investment in the museum, building long-term advocacy rather than one-off visits.
Repeat visitation	Members are more likely to visit multiple times, attend special events, and bring guests, leading to organic growth in engagement and visibility.
Value perception	Maintaining an entry fee signals that the museum experience has value, while offering locals meaningful benefits that reward their loyalty.
Better data & communication	Memberships enable direct communication through newsletters and digital updates, allowing for targeted promotions and better engagement tracking.
Predictable planning & budgeting	Reliable membership revenue supports long-term planning, allowing the museum to invest confidently in exhibitions and services.
Deeper engagement opportunities	Members often become volunteers, donors, or advocates. Strengthening the museum's social and cultural network.
Upsell potential	Members are more open to upgrades, donations, and paid experiences, offering multiple avenues for revenue growth.(hires, shop sales, action day)
Membership as a gift	Local memberships make meaningful gifts, encouraging word-of-mouth promotion and expanding community reach.
Positive peer influence	Members act as informal ambassadors, encouraging family and friends to visit, attend events, or join themselves.

### 3. Griffith Pioneer Park Museum Memberships – Current Snapshot

Membership Type	Current Benefits
Single: \$35 Family: \$45 Professional: \$65	Free entry to the Museum for 12 months 10% discount on Museum venue hire Free entry to special days and programs (e.g. Action Day)
Current Membership Numbers: 61 total active members.	

### 4. Broader Community Opportunity: Membership Uptake by Population

- Current Griffith population: 26,994
- Forecasted 2036 population: 30,494
- Assume just 2–5% of population engaged through memberships:

Engagement Rate	Current Population (2025)	2036 Projection	Annual Revenue (@ \$35)
2% (conservative)	~540 members	~610 members	\$18,900–\$21,350
3%	~810 members	~915 members	\$28,350–\$32,025
5% (ambitious)	~1,350 members	~1,525 members	\$47,250–\$53,375

### 5. Implementation Strategy – For review

A successful membership strategy should focus on visibility, accessibility, and value.

#### Key Actions:

**Professionally design and print a membership brochure**

**Distribute via:**

- Council newsletters, social media, website
- Local new resident welcome packs
- School and education networks
- Community groups and events

**Streamline the sign-up process:**

- Enable online sign-up and renewal
- Offer digital and physical cards
- QR codes and tablets at the front desk for quick joins

**Integrate into broader marketing strategy**

**Promote member benefits clearly at entrance, pop-up café, and shop**

The Museum has a modest existing member base but with recommended actions, the Museum is well positioned to introduce a scalable, community-first membership model.

This model supports:

- Long-term financial sustainability

- Stronger community engagement
- Increased visitation and local ownership

Local Memberships are a low-risk, high-potential strategy that can build loyalty, drive repeat visitation, and reinforce the museum's role as a living part of Griffith's heritage.

### **LINK TO STRATEGIC PLAN**

This report links to the Museum's Strategic Plan. Item 3.1. Engage with locals, visitors, school students and community groups. This item links to Council's Strategic Plan item 3.2 Ensure Council's financial sustainability through effective financial management that is transparent and accountable.

### **ATTACHMENTS**

Nil



**CLAUSE**      **CL07**

**TITLE**        **Free General Admission (Local Residents) Trial**

**FROM**        **Jenny O'Donnell, Griffith Pioneer Park Museum Manager**

**TRIM REF**    **25/127072**

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### **SUMMARY**

At the last Pioneer Park Museum Committee meeting, the Committee recommended the following:

- (a) *That a 12-month trial of free general admission for local residents to the Griffith Pioneer Park Museum be implemented. This trial will exclude special events, school excursions, annual members, and user groups. At the six-month mark, a community-wide survey be conducted to assess the Museum's connection to and significance within the community.*

Following this resolution, Museum staff have developed comprehensive planning documents to ensure the trial is implemented in a structured, transparent, and risk-managed manner.

### **RECOMMENDATION**

**That the Committee note the preparation of the Risk Management Action Plan – Free Entry (October 2025) and the Free General Admission Project Management Plan, developed to guide the structured implementation and evaluation of the 12-month Free General Admission trial for local residents.**

### **REPORT**

Two key documents have been prepared to support and guide the delivery of the Free Local General Admission (FLGA) trial:

#### **Risk Management Action Plan – Free Entry (October 2025)**

This plan identifies potential operational, financial, staffing, and reputational risks associated with the implementation of free general admission. It outlines appropriate control measures, responsible officers, timeframes, and review mechanisms to ensure compliance with Council's risk and governance frameworks.

#### **Free General Admission Project Management Plan**

- This plan provides a project-based framework detailing the initiative's objectives, scope, governance, timeline, and resource planning.

It ensures that the trial:

- Operates within existing staff and volunteer resources;
- Maintains community engagement and visitor safety;
- Enables the collection of accurate visitation and feedback data; and
- Provides a sound evidence base for future decision-making regarding free entry or hybrid admission models.

The combined use of these plans ensures that the trial is delivered in a consistent, accountable, and measurable way, aligning with Council's strategic goals for community access, engagement, and operational sustainability.

Implementation of the 12-month Free General Admission trial will proceed under the guidance of both plans. Progress will be reviewed quarterly, with reports to the Pioneer Park Museum Committee summarising visitation data, community response, volunteer participation, and operational impacts. These findings will inform future recommendations regarding the continuation or modification of the free entry model.

### **LINK TO STRATEGIC PLAN**

This item links to Council's Strategic Plan item 3.1 Undertake Council activities within a clear framework of risk management, strategic planning, policies, procedures and service standards to enhance accountability resilience and informed decision making.

### **ATTACHMENTS**

- |     |   |    |
|-----|---|----|
| (a) | GPPM - SWOT Analysis - Free Local Entry Proposal <a href="#">↓</a>      | 23 |
| (b) | GPPM - Risk Management Action Plan - Free Local Entry <a href="#">↓</a> | 27 |
| (c) | GPPM - Project Management Plan - Free Local Entry <a href="#">↓</a>     | 32 |

## STRENGTHS –

- Increased Locals
- Higher foot traffic and shop sales
- Positive publicity
- WOM advocacy
- Community engagement
- ID as a 'local hub' not a tourist site
- Equity for access
- Opportunity for locals to reconnect with the park
- Strong platform for education (schools more likely to visit if entry is free).
- Easier to position the site as a “community gathering space.”

## OPPORTUNITIES –

- Local business partnerships
- Increased donations
- Marketing opps / PR Opps
- Tourism leverage (local bring visitors)
- Grant opportunities
- Offer exhibit sponsoring
- Offering paid programs won't see so daunting cost/benefit for attendees
- Develop additional annual "locals festival days" or community-led events. (Halloween)
- Create tiered sponsorships ("Adopt a building," "Sponsor the train").
- Build school/TAFE partnerships for programs, placements, and research.
- Develop cross-promotions with wineries, tourism operators, local clubs.
- Increase digital engagement (collect stories from locals to build heritage value).
- Trial new revenue models (merchandise collaborations, produce markets, seasonal ticketed events).

## **WEAKNESS –**

- Privacy concerns of locals with ID information being witnessed (sight DL )
- Cap on postcodes (2680/2681) what about other rate paying suburbs
- Loss of \$\$ (visits, memberships, school excursions etc)
- Over crowding
- Perceived lower value
- Funding gaps
- Hires – more locals less hire accountability, more expectation of ‘formal’ hire including event coordinator. Less hires as the park is free so facilities lose value.
- Overall low income, excursions and hires
- Finding reliance on council and others
- Resource strain (staff, volunteers and infrastructure)
- Data collection
- Volunteer consultation
- Donations and exhibits liability risks
- Locals have been, won’t come unless there is incentive to come (events and programs)
- Drop in perceived prestige compared to being a “destination” museum.
- Cost of infrastructure upgrades to handle higher visitor numbers (toilets, parking, play areas)
- Potential conflicts between local users and tourists over access.
- Fewer incentives for locals to purchase memberships.

## THREATS –

- Park or Museum?
- Dependency on external funding not often reliable
- Visitor expectations – free programs, free action day
- Volunteers, if free why volunteer? Why do I need a WWCC if its just free entry?
- Staff overload – to many jobs to little staff members
- Community use – play group, art group now charges more as now ‘community hire’
- Financial sustainability
- Having to reintroduce the charge
- Inequity perception (paid vs unpaid)
- Groups coming in under one family
- Hard for volunteers to manage
- Increased focus on hires and making money will move museum aspects and increase difficulty maintaining and improving the museum
- Event competition: other parks/venues may undercut hire demand (including scenic hill upgrades (new and shiny vs old and been there) )
- Insurance premiums may increase with more visitors/events
- Risk of vandalism or misuse with open access.
- Economic downturn: local donations/sponsorships decline.
- Political changes: future councils may not support funding model

Risk Management Action Plan						
<b>Council Facility</b>	Griffith Pioneer Park Museum					
<b>Consultation Forum<sup>1</sup></b>	Operational Staff Meetings – Griffith Pioneer Park Museum Committee					
<b>Progress review by a Senior Management Team<sup>2</sup></b>						
Activity/Objective	Risks preventing to achieve objectives	Controls required to achieve objectives	Resources <sup>5</sup>	Responsibility/ Accountability <sup>6</sup>	Timeframe/ Milestones <sup>7</sup>	Control/Action Outcome <sup>8</sup>
<b>Admissions &amp; Visitor Experience</b>	Privacy concerns of locals with ID information being witnessed (sight DL)	Refer to Council's adopted Privacy Management plan. Implement in line with Council standards; provide staff training on ID verification and data handling.	Policy framework, staff training materials, signage	Museum Manager / Council Governance Officer	Immediate and ongoing	Visitor privacy maintained; compliance with privacy legislation.
<b>Admissions &amp; Visitor Experience</b>	Cap on postcodes (2680/2681) excludes some rate-paying suburbs	Review inclusion criteria and consult with Council on fair access parameters for local eligibility.	Policy review, Council liaison	Museum Manager / Senior Management Team	Short term (0–3 months)	Transparent and equitable access framework established.
<b>Admissions &amp; Operations</b>	Multiple GA entries that crossover with hiring venue (small gathering becoming 'an event')	Develop clear definitions and criteria distinguishing general admission use from hire or event use (numbers, duration, purpose and use of the facilities). Update VHA to outline when a casual gathering becomes a formal hire/event. Provide clear public communication (signage, website, verbal info on entry. Implement training and procedures for identifying and addressing crossover situations. Maintain incident and observation logs.	Volunteers, Operational staff, signage, procedures	Museum Manager/ground staff & Volunteers	Ongoing with event monitoring	Safe visitor flow and manageable hires.

Activity/Objective	Risks preventing to achieve objectives	Controls required to achieve objectives	Resources <sup>5</sup>	Responsibility/ Accountability <sup>6</sup>	Timeframe/ Milestones <sup>7</sup>	Control/Action Outcome <sup>8</sup>
<b>Admissions &amp; Operations</b>	Misuse of free entry, including non-local visitors or groups entering under a single admission, resulting in inaccurate data and loss of income	Implement entry monitoring protocols including postcode verification and visitor counts; establish clear conditions of free entry and communicate these publicly; train staff and volunteers to identify and manage misuse respectfully; review data monthly to detect irregularities.	Staff training, volunteer training, counting tools, signage & communication tools.	Museum Manager/Front of House Coordinator (admin coordinator)	Immediate implementation with quarterly review	Accurate visitation data collected; equitable access maintained and misuse minimised.
<b>Admissions &amp; Operations</b>	Overlap between general visitation, scheduled hires, and events resulting in congestion, noise conflicts, or diminished visitor experience.	Develop & maintain an annual site-use calendar; clearly define zones for public versus private use; communicate schedules internally and externally.	Event booking system; communication plan, staff coordination time	Museum Manager/Admin Coordinator/Events Coordinator	Within 3 months, then ongoing monitoring	Balanced site use with minimal disruption between public visitors and private events; improved visitor experience and operational efficiency.
<b>Public Perception</b>	Perceived lower value of museum due to free entry	Strengthen branding and messaging highlighting cultural value and community role; maintain high-quality exhibitions.	Marketing budget, interpretive materials	Marketing & Education Officer (Lea) and Curator	3–6 months	Museum's reputation and visitor satisfaction preserved.
<b>Hires &amp; Events</b>	Reduced accountability among local hires and higher expectations for staff assistance	Revise hire agreements to define clear responsibilities and cost inclusions.	Updated documentation, staff training	*Events Coordinator required/ Museum Manager (currently sits with Museum admin staff).	Immediate	Improved compliance and reduced staff burden.
<b>Hires &amp; Events</b>	Perceived loss of value in hire facilities due to free entry	Implement tiered pricing and highlight added-value services for hires.	Pricing policy review, marketing materials	*Events Coordinator but currently sits with Museum Manager and admin staff.	6 months	Sustained hire demand and fair market positioning.
<b>Education &amp; Programming</b>	Overall low income from excursions and school programs	Develop new education packages and partnerships with schools/TAFEs.	Program development resources	Marketing & Education Officer (Lea) / Curator	Ongoing	Increased education bookings and engagement.



Activity/Objective	Risks preventing to achieve objectives	Controls required to achieve objectives	Resources <sup>5</sup>	Responsibility/ Accountability <sup>6</sup>	Timeframe/ Milestones <sup>7</sup>	Control/Action Outcome <sup>8</sup>
<b>Governance &amp; Strategy</b>	Reliance on Council and external funding bodies	Prepare a five-year business plan to strengthen self-sustainability.	Business planning support	Museum Manager / SMT / Council	12 months	Improved independence and long-term stability.
<b>Staffing &amp; Volunteers</b>	Resource strain (staff, volunteers, infrastructure)	Conduct workload reviews and continue with volunteer recruitment campaigns.	Recruitment & Training, volunteer database	Maintenance Coordinator / *Vol Coordinator (currently Admin Officer)	Immediate and ongoing	Improved workforce balance and morale.
<b>Operations &amp; Data Management</b>	Inconsistent data collection for visitors and revenue	Install digital visitor counters and feedback systems.	Visitor tracking tools, IT support	Admin Officer / Museum Manager / Marketing & Education Officer	3–6 months	Reliable data for strategic planning.
<b>Volunteer Relations</b>	Lack of consultation with volunteers on decision (FOH)	Schedule quarterly volunteer forums and representation in planning.	Meeting resources	*Volunteer Coordinator (currently Admin Officer / Museum Manager)	Quarterly	Increased volunteer satisfaction and input.
<b>Community Engagement</b>	Locals unlikely to visit without incentives	Develop a program calendar with themed events and seasonal activities.	Event funding, marketing	Events Coordinator	Ongoing	Greater repeat visitation from local residents.
<b>Reputation &amp; Marketing</b>	Reduced prestige compared to 'destination' museums	Promote heritage significance through tourism networks and media outreach.	Marketing support, partnerships	Museum Manager / Marketing Coordinator	Ongoing	Maintained status as a key cultural site.
<b>Infrastructure &amp; Facilities</b>	Cost of upgrades for increased visitor numbers	Prioritise essential works and apply for relevant infrastructure grants.	Capital works plan, grant funding	Council Infrastructure / Museum Manager	Aligned to budget cycles	Safe and adequate facilities maintained.
<b>Visitor Management</b>	Conflicts between locals and tourists over access	Improve signage and scheduling to define access zones for different user groups.	Signage, staff training	Museum Manager / Admin Officer	Short term (0–3 months)	Clear and equitable site access.
<b>Membership Program</b>	Fewer incentives for locals to purchase memberships	Introduce member-only benefits, discounts, or early access programs.	Membership system, promotional materials	Museum Manager / Marketing Coordinator	6 months	Membership retention and value restored.

Activity/Objective	Risks preventing to achieve objectives	Controls required to achieve objectives	Resources <sup>5</sup>	Responsibility/ Accountability <sup>6</sup>	Timeframe/ Milestones <sup>7</sup>	Control/Action Outcome <sup>8</sup>
<b>Governance &amp; Identity</b>	Confusion between Park and Museum roles	Develop and publicise a clear mission statement outlining site purpose.	Strategic plan, communications materials	Museum Manager / Council Communications	6 months	Unified identity and consistent messaging.
<b>Financial Management</b>	Dependency on unreliable external funding	Build a financial reserve and diversify funding sources.	Financial systems, council support	Museum Manager / Finance Officer	Ongoing	Greater financial resilience and predictability.
<b>Financial Sustainability</b>	Loss of income from admissions, memberships and events	Seek other revenue streams (donations, sponsorships, grants, events); review budget monthly.	Finance system, staff time *Grant Writer (engage)	Museum Manager / Admin Officer / Grant Writer	Ongoing	Sustainable income maintained through diversified sources.
<b>Financial Sustainability</b>	Funding gaps due to reduced revenue	Pursue grant funding and sponsorships; maintain Council engagement for operational support.	Grant writer, finance tools	Museum Manager / Director BCF	Ongoing	Continuity of operations and financial resilience.
<b>Visitor Expectations</b>	Expectation that all programs and events are free	Clearly advertise program costs and benefits through signage and social media.	Marketing materials, communication channels	Marketing Coordinator / Front-of-House Staff	Immediate and ongoing	Improved understanding of program value.
<b>Volunteer Engagement</b>	Reduced volunteer motivation if entry is free	Introduce volunteer recognition and reward initiatives.	HR and volunteer program budget	Volunteer Coordinator	Ongoing	Motivated and valued volunteer base.
<b>Community Groups</b>	Perceived inequity and increase hire charges for community users	Update prices and communicate community hire policy to explain fee rationale.	Policy documents, Council liaison	Museum Manager / Finance Dpt / Admin Officer	6 months	Transparent and fair hire framework.
<b>Admissions Policy</b>	Potential future need to reintroduce paid entry	Establish evaluation framework and communication plan before any change.	Planning tools, Council input	Senior Management Team	End of review period	Smooth transition if required; minimal disruption.

Activity/Objective	Risks preventing to achieve objectives	Controls required to achieve objectives	Resources <sup>5</sup>	Responsibility/ Accountability <sup>6</sup>	Timeframe/ Milestones <sup>7</sup>	Control/Action Outcome <sup>8</sup>
<b>Community Perception</b>	Inequity between paid and unpaid visitors	Use consistent messaging about community benefit and inclusivity.	Communications plan	Museum Manager / Front-of-House Volunteers	Ongoing	Positive public perception and equity maintained.
<b>Admissions Monitoring</b>	Families or groups entering under one admission	Increase staff monitoring and implement accurate head counts.	Visitor counters, supervision	Admin Coordinator / Volunteers	Immediate	Accurate attendance data and reduced misuse.
<b>Volunteer Capacity</b>	Volunteers struggle with larger crowds	Provide training and ensure adequate staff support during busy days.	Training resources	*Volunteer Coordinator (currently sits under admin officer and casual)	Ongoing	Confident and capable volunteer operations.
<b>Governance &amp; Priorities</b>	Focus on hires diminishes museum heritage priorities	Ensure curatorial activities remain budgeted and scheduled.	Budget planning, staff allocation	Museum Manager / Curator	Ongoing	Balanced focus between heritage and revenue activities.
<b>Events &amp; Marketing</b>	Event competition from other venues	Emphasise unique heritage environment and build collaborative partnerships.	Marketing campaign, partnerships	Events Coordinator / Marketing Coordinator	Ongoing	Maintained event bookings and visibility.
<b>Operations &amp; Insurance</b>	Increased insurance premiums from higher visitation	Conduct annual risk audits and maintain safety compliance.	Risk audit tools, safety training	GCC Risk Officer / Museum Manager	Annual review	Controlled insurance costs and risk mitigation.
<b>Site Security</b>	Vandalism or misuse due to open access	Improve staff and volunteer surveillance.	Security upgrades, staffing	Operations Supervisor / Council Risk Team	3 months	Enhanced site safety and reduced incidents.
<b>Funding &amp; Sponsorship</b>	Economic downturn affecting donations	Strengthen partnerships and build long-term donor relationships.	Fundraising tools, staff time Council's Sponsorship policy	Museum Manager / Admin Officer	Ongoing	Stable philanthropic support maintained.
<b>Strategic Evaluation (Control Measure)</b>	Need to test and evaluate long-term feasibility of free admission	Implement Free Weekend Admission Trial to assess operational, financial, and community impacts, with ongoing monitoring and data collection.	Operational staff, visitor tracking systems, marketing support	Museum Manager / Senior Management Team	6–12-month trial period	Comprehensive evaluation informs sustainable long-term admission strategy.



## **FREE LOCAL GENERAL ADMISSION**

### **PROJECT MANAGEMENT DOCUMENT**



## Document Control

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## **1 Project Definition**

### **1.1 Vision**

The vision for the Free Local General Admission initiative is to enhance community access, engagement, and participation at Griffith Pioneer Park Museum by removing the cost barrier to entry.

### **1.2 Objectives**

#### **1. Increase Community Access and Inclusion**

Provide Free Local General Admission on the first weekend of each month to make the Museum more accessible to local residents and visitors, removing financial barriers while maintaining operational sustainability.

#### **2. Encourage Local Engagement and Repeat Visitation**

Foster stronger connections between the Museum and the local community by encouraging regular visits and engagement during free weekends.

#### **3. Support Volunteer Development and Training**

Utilise free weekends as opportunities for structured volunteer development, including hands on training, mentoring, and supervised operational practice within a real visitor environment. These sessions will help build volunteer confidence, consistency, and skill retention while ensuring smooth operations during major events.

In conjunction with training activities, implement strategies to increase data collection and visitor feedback, such as encouraging volunteers to gather and log visitor statistics and promote completion of visitor surveys. This approach will strengthen both operational capacity and the Museum's ability to measure and improve visitor experience.

#### **4. Monitor and Evaluate Impact**

Implement data collection and visitor feedback mechanisms to assess the impact of the initiative on visitation patterns, community engagement, and revenue performance.

#### **5. Strengthen the Museum's Role as a Community Hub**

Position the Museum as a welcoming space that promotes connection, cultural exchange, and pride in Griffith's heritage.

#### **6. Promote Education and Awareness**

Provide increased opportunities for schools, families, and individuals to explore the Museum's exhibits and programs, supporting learning and cultural appreciation.

#### **7. Inform Future Strategic Planning**

Use insights gained from the trial period to inform future decisions on admission models, community engagement strategies, and volunteer programming.



### 1.3 Scope

#### 1.3.1 Inclusions

The scope of this project includes all planning, implementation, and evaluation activities required to successfully deliver and assess the Free Local General Admission initiative. The following elements are included within the project:

1. Program Design and Scheduling
  - Development of a structured free entry model applying to the *first weekend of each month*.
  - Coordination of operating hours, staffing, and volunteer availability for those weekends.
2. Volunteer Training and Support
  - Scheduling of volunteer induction and training sessions aligned with free weekends.
  - Supervised volunteer participation to enhance visitor experience and operational skills.
3. Marketing and Community Promotion
  - Development and delivery of targeted promotional materials (digital, print, and onsite).
  - Public communication outlining the initiative's purpose, schedule, and community benefits.
4. Visitor Experience and Programming
  - Provision of standard Museum access and experiences during free weekends.
  - Option to include limited special activities, tours, or demonstrations to encourage engagement. e.g. Halloween, Salami Long Lunch, etc
5. Data Collection and Reporting
  - Enhance of visitor tracking systems (manual counts, surveys, or digital check-ins).
  - Collection of demographic, feedback, and visitation data to assess engagement outcomes.
  - Preparation of reports summarising visitation trends, volunteer participation, and community response.
6. Stakeholder and Partner Coordination
  - Engagement with Council, volunteers, community groups, and sponsors as to be investigated.
  - Collaboration with Visitor Information Centre and other local partners for promotion and data sharing.
7. Financial and Operational Management
  - Monitoring of resource allocation, staffing levels, and operational costs associated with free weekends.
  - Evaluation of potential alternative revenue streams and financial impacts.
8. Evaluation and Review
  - Ongoing assessment of visitor numbers, feedback, and overall success of the initiative.
  - Preparation of a final evaluation report with recommendations for the continuation or adjustment of the program.





### 1.3.2 Exclusions

The following elements are excluded from the scope of this project to maintain clear parameters and ensure focused delivery:

1. Permanent Free Entry

The initiative does not include or imply a move to permanent Free Local General Admission. It is limited to the first weekend of each month only.

2. Special Events and Programs

Major Museum events (e.g. Action Day, Spring Fest, or ticketed programs) are excluded and will continue to operate under standard admission or event-specific pricing.

3. Membership

Memberships, membership; development, marketing, and related programs are outside the scope of this project. Any activities involving member recruitment, renewals, or benefit schemes will be managed separately through existing museum initiatives.

4. New Staffing Positions

The initiative will operate within existing staffing resources and volunteer capacity. No additional staff positions are funded or created under this project.

5. External Venue Hire or Private Functions

Free admission applies only to general public entry and does not extend to private events, venue hire, or commercial activities.

6. Extended Opening Hours

Museum operating hours remain unchanged; no additional opening days or after-hours sessions are included.

7. Long-term Financial Commitments

Any ongoing or expanded funding requirements beyond the defined pilot period are excluded and will be reviewed following the program evaluation.



### 1.3.3 Project Constraints

The following assumptions have been made in planning and developing this project. These underpin the successful delivery, monitoring, and evaluation of the initiative:

#### Operational Capacity

- Existing Museum staffing and volunteer resources are sufficient to manage visitor demand during free weekends.
- Adequate volunteer numbers can be maintained through active recruitment, training, and scheduling.

#### Financial Support

- The project will be delivered within current operational budgets, with no additional funding required beyond minor promotional or evaluation costs.
- Any loss of general admission revenue will be offset by increased visitor engagement, secondary spending, or Council support.

#### Visitor Demand

- Offering free entry on the first weekend of each month will result in a measurable increase in visitation and community participation without exceeding site capacity.
- Community Awareness and Promotion
- Marketing and communication efforts will effectively inform the community about the free weekend schedule and purpose of the initiative.

#### Data Collection Systems

- Suitable tools and processes (e.g. manual counters, surveys, or visitor logs) will be available to accurately record visitation and feedback data.
- Weather and Seasonal Conditions
- Normal seasonal conditions will allow for standard Museum operations during the trial period without significant weather-related disruptions.

#### Stakeholder Support

- Key stakeholders, including Griffith City Council, volunteers, will continue to support and promote the initiative.

#### Evaluation Period and Reporting

- The project will run for a defined trial period sufficient to collect meaningful data and assess community response before any future expansion is considered.



## 2 Project Organisation

### 2.1 Customers

The primary customers of the Free Local General Admission (First Weekend of Each Month) initiative are individuals and groups who visit or engage with the Museum. These customers represent a diverse cross-section of the local community and visitor market.

#### Customer Groups include:

1. **Local Residents**
  - Families, individuals, and community members from Griffith and surrounding districts who may not otherwise visit due to cost or accessibility barriers.
2. **Community and Cultural Organisations**
  - Local groups and societies with an interest in history, culture, and community development, who may partner or participate in Museum activities.
3. **Volunteers and Members**
  - Existing and prospective volunteers who gain training, engagement, and community connection through participation in the initiative.
4. **Council and Funding Bodies**
  - Griffith City Council and potential funding partners who benefit indirectly through increased community engagement, positive visitation metrics, and enhanced public value.

#### Customer Value Proposition:

The initiative provides customers with *free, regular, and inclusive* access to the Museum's heritage collections, exhibitions, and grounds. It promotes community belonging, learning opportunities, and pride in local history while positioning the Museum as an accessible and welcoming destination.

### 2.2 Stakeholders

Stakeholder	Interested in
Project Director	Ensures the initiative is delivered on scope, within budget, and on schedule; provides executive oversight.
SMT	Ensures alignment of the initiative with Council's vision, strategic objectives, and community engagement goals.
GPPM Committee	Provides advice and guidance on the planning, implementation, of free admission weekends.
Museum Team	Oversees operational readiness, visitor experience, volunteer coordination, and overall delivery of the initiative.
Volunteers	Support visitor services, provide guidance, and assist with engagement and operational tasks during free weekends; receive training and development opportunities.
Tourism Hub (Visitor Information Centre)	Promotes the initiative to community members; provides information and referral support.
Local Community	Provides feedback, input, and support; helps ensure the initiative meets community needs and expectations.
Adjacent Businesses / Local Tourism Operators	Receive information regarding free weekends to manage visitor flows and promotional opportunities.
Finance / Council Finance Team	Supports budget monitoring, tracks costs, and ensures financial reporting aligns with Council requirements.



WHS Officer	Ensures health and safety compliance for staff, volunteers, and visitors during free weekends.
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## 2.3 Responsibilities

### Project Director

The Project Director is responsible for:

- Defining the vision and high-level objectives for the project
- Monitoring the progress of the project including the requirements, timetable and budget
- Ensuring that major business risks are identified and managed
- Approving and advising on any changes to approved budget
- Resolving issues escalated by the Project Manager

### GPPM Committee

The Committee is to provide guidance and ensure that the Free Local General Admission initiative progresses according to plan. The committee monitors the project primarily through the review of periodic progress reports and does not have authority to execute operational tasks.

#### Key Responsibilities:

- Assist the Project in defining the project vision and objectives.
- Undertake quality reviews prior to the completion of each project milestone.

**Note:** The committee provides guidance, advice, and oversight only; all operational actions and implementation remain the responsibility of the Project Manager and Museum management team.

### Project Manager

The Project Manager is responsible for the day-to-day planning, coordination, and delivery of the Free Local General Admission initiative. This role ensures that the project objectives are met, risks are managed, and resources are used effectively.

#### Key Responsibilities:

- Plan, schedule, and coordinate all activities associated with the free weekend program.
- Manage resources, including staff, volunteers, and operational budgets.
- Facilitate marketing and promotional strategies to raise community awareness.
- Oversee visitor experience during free weekends, ensuring a safe, welcoming, and engaging environment.
- Coordinate volunteer recruitment, training, and rostering to support operational needs.
- Monitor project progress, collect data on visitation and community engagement, and prepare periodic progress reports for the Project Director and Project Control Group.
- Identify, assess, and manage operational risks, escalating issues to the Project Director as required.
- Ensure compliance with Council policies, WHS requirements, and any relevant regulatory standards.
- Lead evaluation of the initiative, providing recommendations for future iterations or improvements.

#### Authority:

- The Project Manager has full operational authority to implement the initiative within the approved project scope, budget, and timelines.



- All strategic guidance, policy decisions, and major budget approvals are made in consultation with the Project Director and SMT

### **Project Team Member (Subject Matter Expert)**

Subject Matter Experts (SMEs) are assigned to the project team to provide specialised knowledge, guidance, and support to ensure that the initiative is delivered effectively and aligns with best practice standards.

#### **Key Responsibilities:**

- Provide expert advice in their specific area of expertise (e.g., collections, exhibitions, volunteer coordination, visitor experience, marketing, or education).
- Review and contribute to project plans, policies, and procedures related to their area.
- Support the Project Manager in identifying operational risks, opportunities, and solutions.
- Participate in project meetings, offering technical or specialist input for decision-making.
- Assist in the development of visitor engagement strategies, learning programs, or communications as required.
- Contribute to the evaluation and reporting of project outcomes, providing insights and recommendations based on their expertise.
- Ensure that all activities within their remit comply with relevant regulations, standards, and Museum policies.

#### **Authority:**

- SMEs provide guidance, recommendations, and specialist input; they do not have authority to make operational or strategic decisions independently.
- Implementation and execution of operational tasks remain the responsibility of the Project Manager and Museum management.

### **Volunteers**

Volunteers play a vital role in supporting the operational delivery of the Free Local General Admission initiative. They assist in creating a safe, welcoming, and engaging experience for visitors while supporting the Museum's staff.

#### **Key Responsibilities:**

- Assist with visitor services, including welcoming and orienting guests, providing information, and answering general inquiries.
- Support tours, demonstrations, or special activities during free weekends as required.
- Help manage visitor flows, ensuring compliance with safety requirements and Museum procedures.
- Assist in the collection of visitor feedback and participation in data-gathering activities.
- Participate in volunteer training, induction, and briefings prior to free weekend operations.
- Report operational issues, incidents, or risks to the Project Manager or designated staff.
- Maintain a professional, approachable, and informative presence that reflects the Museum's standards and values.

#### **Authority:**

- Volunteers operate under the direction of the Project Manager and Museum staff.
- They do not have decision-making authority over operational or strategic aspects of the project.



## 3 Project Plan

### 3.1 Approach

The approach to implementing the Free Local General Admission initiative is **phased, controlled, and evidence-based** to ensure community engagement, operational readiness, and measurable outcomes. The initiative is designed as a pilot program, offering free entry on the first weekend of each month. This limited schedule allows the Museum to:

- **Manage visitor numbers** to maintain safety and operational capacity.
- **Train and prepare volunteers** to effectively support visitor services.
- **Collect and analyse data** to assess impact on visitation, engagement, and Museum operations.

#### Key Components of the Approach:

1. **Pilot Implementation**
  - Free admission offered exclusively on the first weekend of each month.
  - Operational processes, safety procedures, and visitor services scheduled to support peak demand.
2. **Volunteer Engagement and Training**
  - Structured induction, training, and briefing for volunteers before each free weekend.
  - Volunteers actively support visitor experience under the guidance of the Project Manager.
3. **Community Awareness and Promotion**
  - Marketing and communications to inform residents, schools, and visitors of free weekends.
  - Engagement with key stakeholders to encourage participation and support.
4. **Monitoring, Evaluation, and Reporting**
  - Visitor data collection, feedback surveys, and operational observations during each free weekend.
  - Analysis of results to inform decisions on potential future expansion or adjustments.
5. **Governance and Oversight**
  - Strategic guidance provided by the Project Director and GPPM Committee.
  - Operational delivery and decision-making remain the responsibility of the Project Manager and Museum staff.

#### Outcome:

This approach ensures that the initiative is delivered efficiently, safely, and effectively, maximising community benefit while providing actionable insights to guide future planning.



### 3.2 Overall Plan

The overall plan outlines the coordinated steps and phases required to successfully deliver the Free Local General Admission initiative. The plan balances operational readiness, community engagement, volunteer management, and evaluation to ensure a safe and impactful pilot program.

#### Phases of the Overall Plan:

##### 1. Planning and Preparation

- Finalise project scope, objectives, and governance structures.
- Identify and allocate required resources including staff, volunteers, and materials.
- Develop operational procedures, risk assessments, and health & safety protocols.
- Prepare marketing and communication strategies to promote the initiative.

##### 2. Volunteer Training and Operational Readiness

- Recruit, induct, and train volunteers to support free weekend operations.
- Conduct briefings and dry-runs to ensure readiness for increased visitation.
- Confirm operational logistics, including visitor flow, signage, and staffing schedules.

##### 3. Pilot Implementation (First Weekend of Each Month)

- Deliver Free Local General Admission to the public as scheduled.
- Monitor visitor numbers, engagement, and operational efficiency.
- Address any operational issues in real time under the guidance of the Project Manager.

##### 4. Monitoring, Data Collection, and Evaluation

- Collect visitor data, feedback, and volunteer observations during each free weekend.
- Analyse the impact on visitation, community engagement, and operational performance.
- Document lessons learned and identify opportunities for improvement.

##### 5. Reporting and Review

- Prepare periodic reports for the Project Director, Project Control Group, and relevant stakeholders.
- Review pilot outcomes against objectives, risks, and budget considerations.
- Provide recommendations on continuation, modification, or expansion of the initiative.

#### Key Principles of the Overall Plan:

- **Controlled Implementation:** Limiting free admission to the first weekend of each month allows for manageable visitor numbers and operational oversight.
- **Community Engagement:** Clear communication and stakeholder involvement ensure that the initiative meets local needs.
- **Data-Driven Evaluation:** Ongoing monitoring and reporting enable informed decision-making regarding the future of the initiative.
- **Governance and Accountability:** Roles and responsibilities are clearly defined, separating oversight from operational execution.

#### Outcome:

The overall plan ensures that the Free Local General Admission initiative is delivered effectively, safely, and sustainably while providing measurable insights into its impact on the Museum and the community.



### 3.3 Detailed Schedule / Timeline

The following schedule outlines the key milestones, tasks, and timing for the successful delivery of the Free Local General Admission initiative. The timeline is structured to ensure thorough preparation, controlled implementation, and effective evaluation.

Phase	Key Tasks	Timeline / Milestone	Responsible
<b>1. Planning &amp; Preparation</b>	<ul style="list-style-type: none"> <li>- Finalise project scope and objectives</li> <li>- Develop operational procedures and risk assessments</li> <li>- Prepare marketing &amp; communications plan</li> </ul>	December	Project Manager / Museum Management
<b>2. Volunteer Recruitment &amp; Training</b>	<ul style="list-style-type: none"> <li>- Recruit volunteers</li> <li>- Conduct induction and training sessions</li> <li>- Prepare volunteer rosters</li> </ul>	December and January	Project Manager / Volunteer Coordinator
<b>3. Pilot Implementation – Free Weekend</b>	<ul style="list-style-type: none"> <li>- Deliver free admission on first weekend</li> <li>- Monitor visitor flow and experience</li> <li>- Address operational issues in real time</li> </ul>	February –Ongoing (1st weekend of each month)	Project Manager / Volunteers
<b>4. Data Collection &amp; Monitoring</b>	<ul style="list-style-type: none"> <li>- Record visitor numbers and demographics</li> <li>- Gather visitor feedback and volunteer observations</li> <li>- Track operational performance and issues</li> </ul>	Each Free Weekend	Project Manager / Volunteers
<b>5. Evaluation &amp; Reporting</b>	<ul style="list-style-type: none"> <li>- Analyse data and prepare reports- Review outcomes against objectives and risks</li> <li>- Provide recommendations for continuation or adjustment</li> </ul>	After 3–6 pilot weekends (May to August)	Project Manager / Project Control Group / Sponsor
<b>6. Continuous Improvement</b>	<ul style="list-style-type: none"> <li>- Implement operational improvements</li> <li>- Update volunteer training and processes</li> <li>- Refine communications and engagement strategies</li> </ul>	Ongoing	Project Manager / Museum Team

#### Notes:

- Free admission is limited to the first weekend of each month to allow controlled implementation and accurate evaluation.
- Reporting and evaluation after multiple pilot weekends will inform decisions about the future of the initiative.
- Operational adjustments may be made in response to visitor feedback, volunteer capacity, or safety considerations.

#### Outcome:

This detailed schedule ensures that all aspects of the initiative from planning and volunteer preparation to execution, monitoring, and evaluation are delivered in a structured, accountable, and measurable manner.





### 3.4 Resource Plan

The Resource Plan identifies the **human, financial, and material resources** required to implement, manage, and evaluate the Free Local General Admission initiative. Resources are allocated to ensure operational efficiency, visitor safety, and successful community engagement.

Resource Type	Description / Purpose	Allocation / Notes	Responsible
<b>Human Resources – Staff</b>	Project Manager, Museum Management, operational staff	Oversee planning, operational delivery, and reporting; manage volunteers	Project Manager / Museum Management
<b>Human Resources – Volunteers</b>	Visitor services, tours, feedback collection, operational support	Recruit, train, and roster volunteers for each free weekend	Project Manager / Volunteer Coordinator
<b>Financial Resources</b>	Budget for marketing, promotional materials, minor operational costs	Limited allocation within existing operational budget; monitor expenditure	Finance Team / Project Manager
<b>Marketing &amp; Communications</b>	Digital and print promotion, signage, social media, community newsletters	Raise awareness of free weekends and engage local community	Project Manager / Communications Team
<b>Operational Materials</b>	Visitor information resources, signage, feedback forms, PPE if required	Ensure smooth visitor experience and safe operations	Project Manager / Museum Staff
<b>Data Collection Tools</b>	Visitor counters, survey forms, online feedback platforms	Collect visitation and engagement data for evaluation	Project Manager / Museum Staff
<b>Facilities &amp; Infrastructure</b>	Museum grounds, exhibition spaces, amenities	Maintain readiness and ensure safe and accessible visitor flow	Museum Management / Operations
<b>Training Resources</b>	Volunteer induction materials, training sessions, briefings	Prepare volunteers to deliver high-quality visitor experiences	Volunteer Coordinator / Project Manager
<b>Health &amp; Safety Resources</b>	WHS policies, first aid, risk assessments, emergency procedures	Ensure compliance and visitor/staff safety during free weekends	WHS Officer / Project Manager



### 3.5 Financial Plan

The Financial Plan outlines the projected costs, funding sources, and financial management strategies required to deliver the Free Local General Admission initiative. It ensures that the program is sustainable, monitored, and aligns with Council policies.

Cost Category	Description	Estimated Cost / Notes	Responsible
<b>Marketing &amp; Promotion</b>	Digital advertising, social media posts, signage, print materials	Limited budget allocation within existing operational marketing funds	Project Manager / Communications Team
<b>Volunteer Training &amp; Support</b>	Training materials, induction sessions, refreshments	Costs managed within existing volunteer program budget	Volunteer Coordinator / Project Manager
<b>Operational Costs</b>	Additional staffing hours, PPE, visitor management resources	Minimal; absorbed within current operational budget	Project Manager / Museum Management
<b>Data Collection &amp; Evaluation</b>	Surveys, visitor counters, reporting tools	Utilise existing tools where possible; minor consumables cost	Project Manager / Museum Staff
<b>Contingency</b>	Unexpected operational expenses during free weekends	Small contingency fund to cover unforeseen costs	Project Manager / Finance Team

#### Financial Management & Reporting:

- All expenditures will be tracked against the allocated project budget.
- Finance Team will review spending periodically and provide reports to the Project Manager and Project Director .
- Lost revenue from waived entry fees will be monitored and considered in the overall evaluation of the pilot program.
- The financial plan is structured to **minimise additional costs**, relying primarily on existing resources and volunteer support.

#### Funding Source:

- The initiative will be funded through **existing operational budgets**, with no additional external funding required for the pilot phase.

#### Outcome:

The Financial Plan ensures that the Free Local General Admission initiative is delivered **within budget**, with clear tracking and reporting mechanisms in place, enabling informed decisions regarding the sustainability and potential expansion of the program.

### 3.6 Risk Management Plan

As per attached Risk assessment and Risk Action Plan



## 4 Project Considerations

### 4.1 Risks

As per attached Risk assessment and Risk Action Plan

### 4.2 Issues

- Ensuring the initiative aligns with the Museum's reputation as a professional, welcoming, and educational institution.
- Maintaining consistent visitor experience across all free weekends.
- Coordinating volunteer availability and training to support high-quality engagement.
- Balancing community accessibility with operational and visitor safety requirements.

### 4.3 Assumptions

- Volunteers will be available and trained to represent the Museum professionally and consistently.
- Free entry will enhance the Museum's visibility and strengthen community connection.
- Visitors will respond positively, increasing awareness and appreciation of the Museum's heritage offerings.
- Marketing and communications efforts will reach the intended audience and reflect the Museum's identity.

### 4.4 Constraints

- Free admission is limited to the first weekend of each month to maintain operational control.
- Volunteer and staff resources are finite and must be effectively managed to maintain quality experiences.
- Visitor experience must be maintained within the physical and operational capacity of the Museum.
- All activities must align with the Museum's heritage values, policies, and WHS standards.

### 4.5 Levels of Engagement

Stakeholder Group	Level of Engagement	Purpose
Project Director / Director BCF	High	Oversight, guidance on maintaining reputation and alignment with Museum vision
/ GPPM Committee	Low	Monitoring, advice, and quality assurance; ensures alignment with Museum identity
Project Manager / Museum Management	High	Operational leadership; ensures consistent visitor experience and brand alignment
Volunteers	Medium	Deliver visitor-facing services that reinforce the Museum's welcoming and professional reputation
Local Community / Visitor Information Centre	Medium	Participate and provide feedback; strengthen Museum-community connection
Adjacent Businesses / Tourism Partners	Low	Information sharing; support the Museum's reputation as a regional cultural destination

CLAUSE	CL08
TITLE	Griffith Pioneer Park Museum Visitor Surveys
FROM	Jenny O'Donnell, Griffith Pioneer Park Museum Manager
TRIM REF	25/127595

### SUMMARY

Following the committee recommendation CL3 Recommendation (b) that a visitor survey be introduced for completion by patrons upon exiting the Griffith Pioneer Park Museum, the existing survey was reviewed and replaced with a new version.

### RECOMMENDATION

**That the Committee note this report.**

### REPORT

Following the committee recommendation that a visitor survey be introduced for completion by patrons upon exiting the Griffith Pioneer Park Museum, the existing survey was reviewed and replaced with a new version.

The new visitor survey is conducted via SurveyMonkey and is accessible through the website and QR codes located on-site. A paper-based version will also be introduced shortly. SurveyMonkey data indicates an estimated 84% completion rate, with the survey taking approximately two minutes to complete.

In addition to the visitor survey, the Museum has also implemented the following targeted surveys:

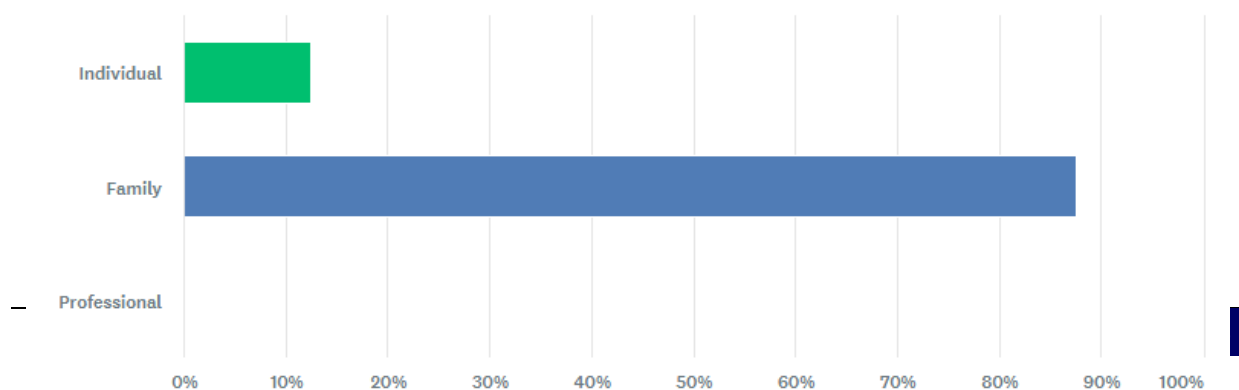
- **Membership Feedback Survey** – once-off data collection
- **Teacher Feedback Survey** – distributed following school excursions, as required

Planned surveys for **2026** include:

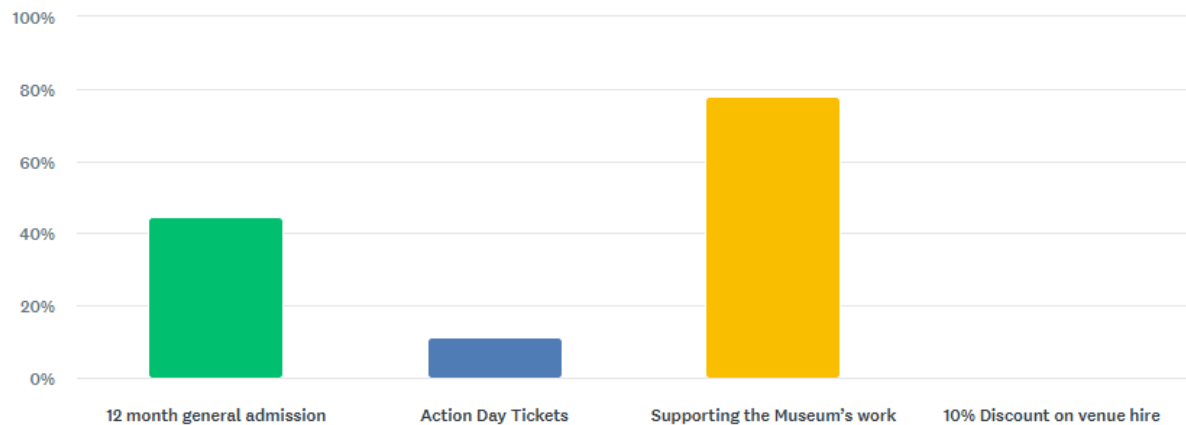
- **Post-Hire Feedback Survey** – to collect feedback from facility hire users
- **Action Day Feedback Survey** – to evaluate 2026 event experiences

### **Snapshot of Responses – Membership Feedback Survey**

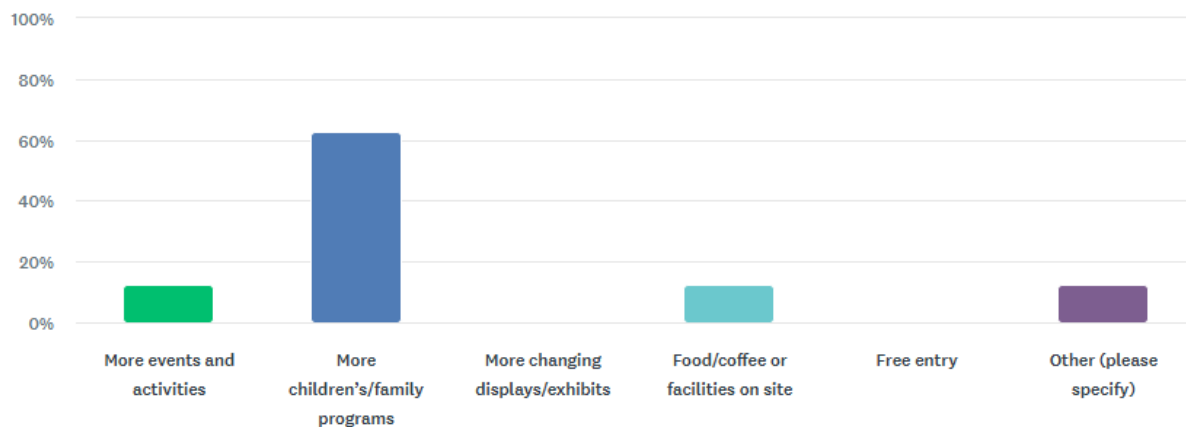
Q2 What type of membership do you hold?



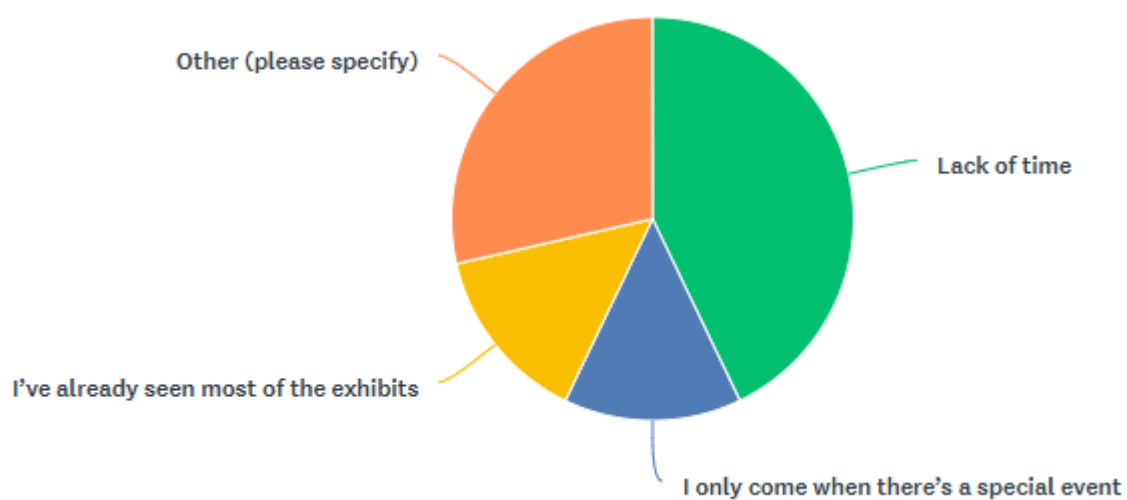
Q5 Which benefits of your membership do you value most? (tick all that apply)



Q9 What would encourage you to visit the museum more often?

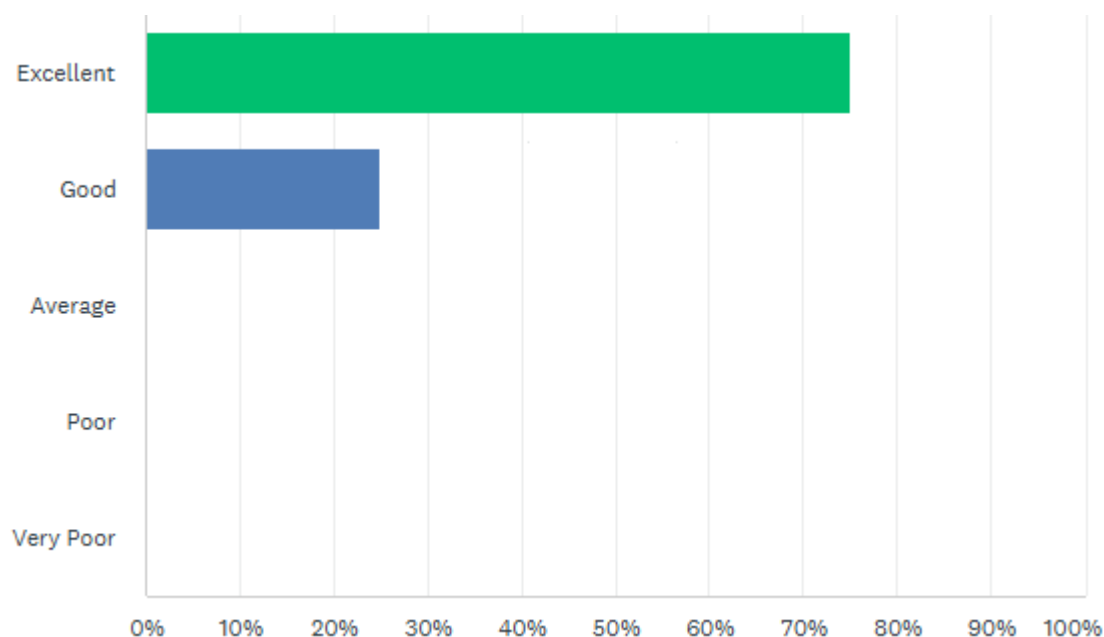


Q10 What stops you from visiting the Museum more often?

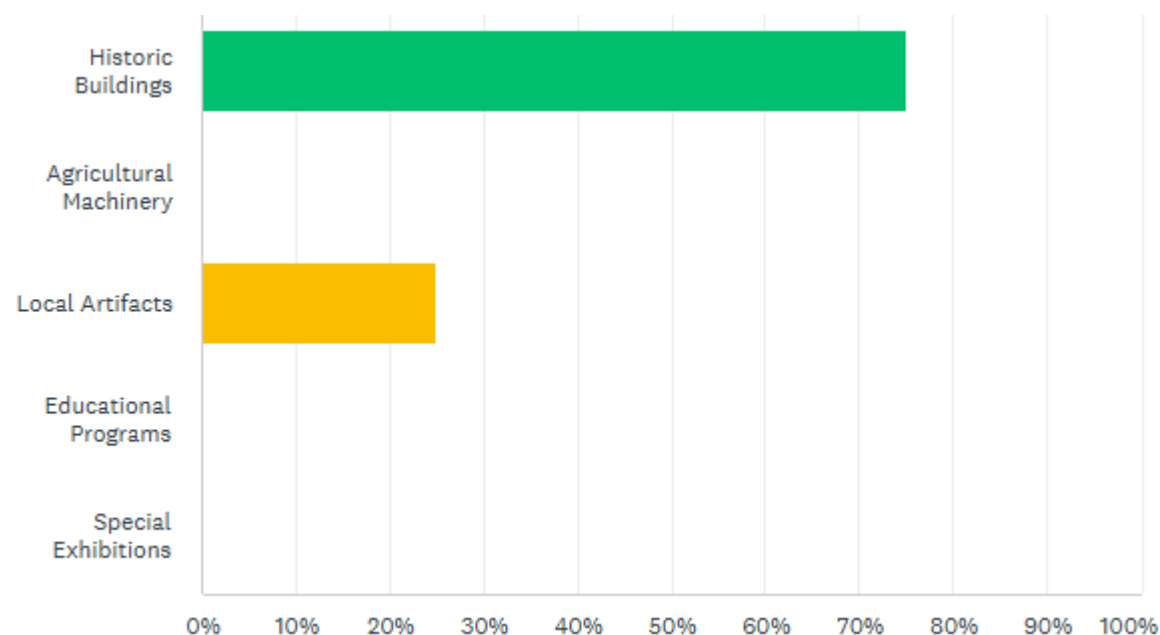


### **Snapshot of Responses – Visitors Feedback Survey (6 Questions)**

Q1 How would you rate your overall experience at the Griffith Pioneer Park Museum?



Q4 Which areas of the museum did you find most interesting? (Select all that apply)



### **LINK TO STRATEGIC PLAN**

This item links to Council's Strategic Plan item 4.4 Provide a range of cultural facilities, programs and events.

This report has links to Griffith Pioneer Park Museum's Strategic Plan.

3.1. Engage with locals, visitors, school students and community groups 5. Undertake annual surveys to benchmark visitor experiences and continue to understand and respond to market trends.

3.2.1 Invite participation, co-creation and exchanges of ideas with and for our audiences, including focus groups, consultation and user testing with communities

## **ATTACHMENTS**

Nil

**CLAUSE** CL09**TITLE** Quarterly Social Media Statistics (link to GPPM Strategic Plan 6.3)**FROM** Jenny O'Donnell, Griffith Pioneer Park Museum Manager**TRIM REF** 25/127180

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**SUMMARY**

Information for the Griffith Pioneer Park Museum Committee on social media statistics and link to the museums strategic plan.

**Social Media Report – Strategic Overview & Alignment****Quarterly Summary (July–September 2025)**

A total of 26 content posts were shared across the Museum's Meta platforms this quarter. While overall views, reach, and link clicks declined compared to the previous quarter (as expected following the Action Day promotional period), there was a notable increase in content interactions and followers, attributed to the appointment of a new admin employee with Meta access.

**Top Performing Posts:**

- Night Tour Photo – 17.6k reach, 234 likes
- Moment in History – 9.2k reach, 72 likes
- Pioneer Express – 5.4k reach, 7 likes

**Strategic Plan Alignment**

3. Deeper engagement with museum audiences. - 3.2 Develop innovative interpretation, forge connections, and commission creative programs with broad stakeholder involvement.

The social media activity supports this objective by inviting participation and co-creation through interactive posts and community-focused storytelling.

- Audience engagement has grown, with an increase in interactions (comment, likes and shares), demonstrating active exchange of ideas and participation from online audiences.
- Content has strengthened connections with key and emerging audiences, including schools, children, migrant communities, and youth, particularly through culturally themed and event-based posts. Reflected in increase in Facebook followers
- Regular posting of digital content enhances online access to the Museum's collections, programs, and events.

4. Tell the stories of Griffith and district residents, past and present

High-performing posts such as Moment in History, Pioneer Express, and community event features directly advance this goal by sharing and celebrating local stories and connecting audiences to Griffith's people, heritage, and culture.



*6.3 Marketing – 5. Develop a digital marketing strategy that includes social media, digital advertising, and website*

The quarter reflects ongoing progress toward a cohesive digital marketing approach, integrating social media engagement with website and event promotion.

The next quarter's focus on increased posting, link-click growth, and expanded reach aligns with this strategic goal of strengthening digital visibility and audience engagement.

**RECOMMENDATION**

**That the information be received.**

**ATTACHMENTS**

(a) GPPM - First Quarter Stats - Social Media [↓](#)

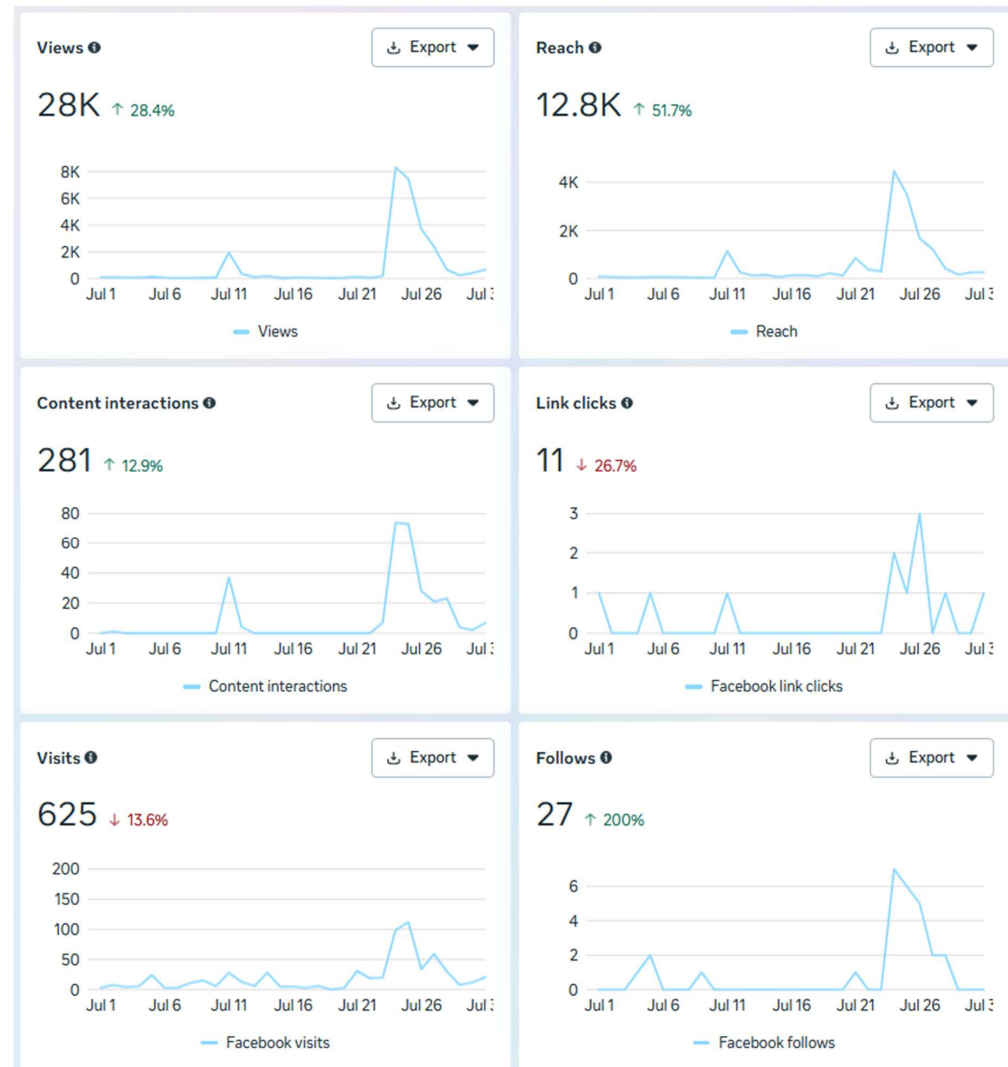
54

# July Meta Insights

1<sup>st</sup> July 2025 – 31<sup>st</sup> July 2025

5 Content Posts most successful was the Alpini Association photo with:

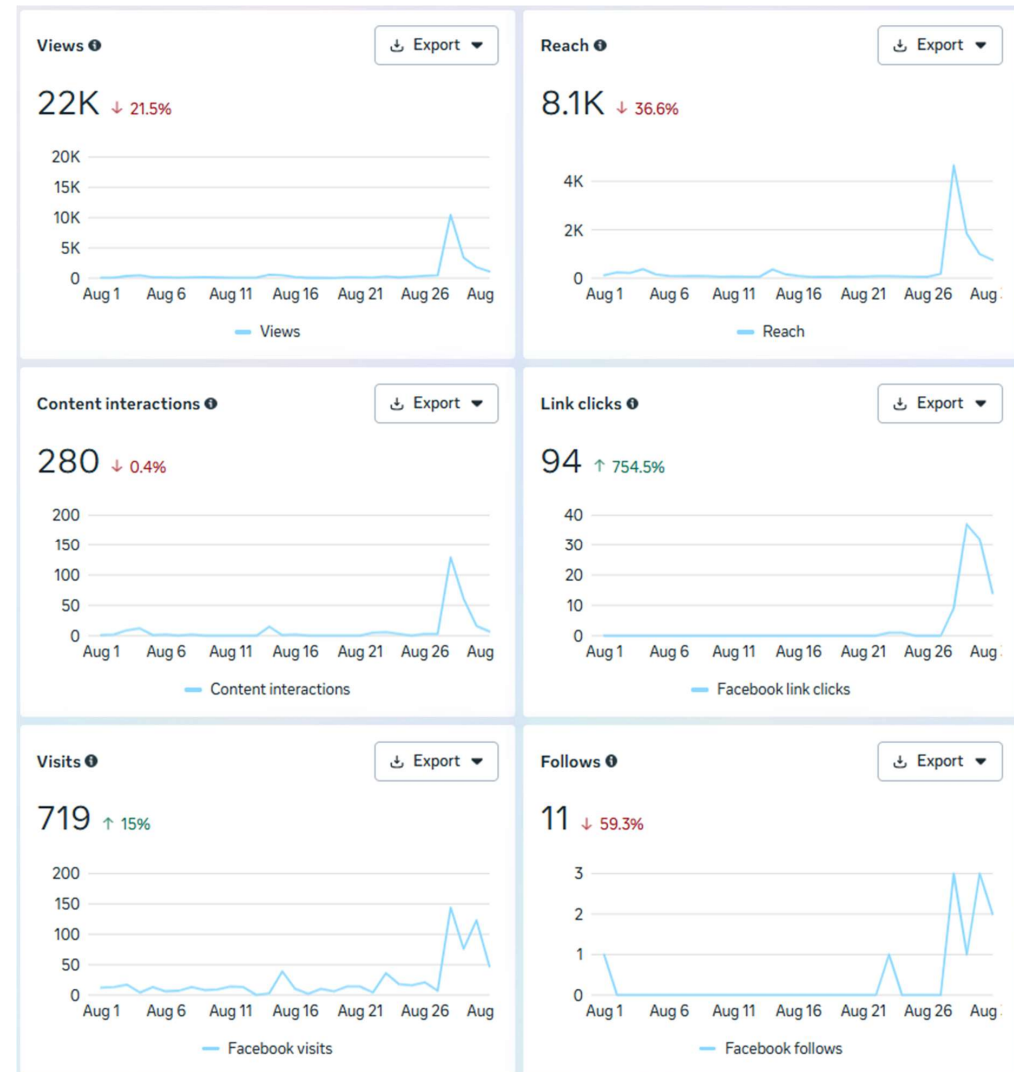
- 18921 Views
- 9063 Reach
- 123 Interactions



## August Meta Insights

1<sup>st</sup> Aug 2025 – 31<sup>st</sup> August 2025

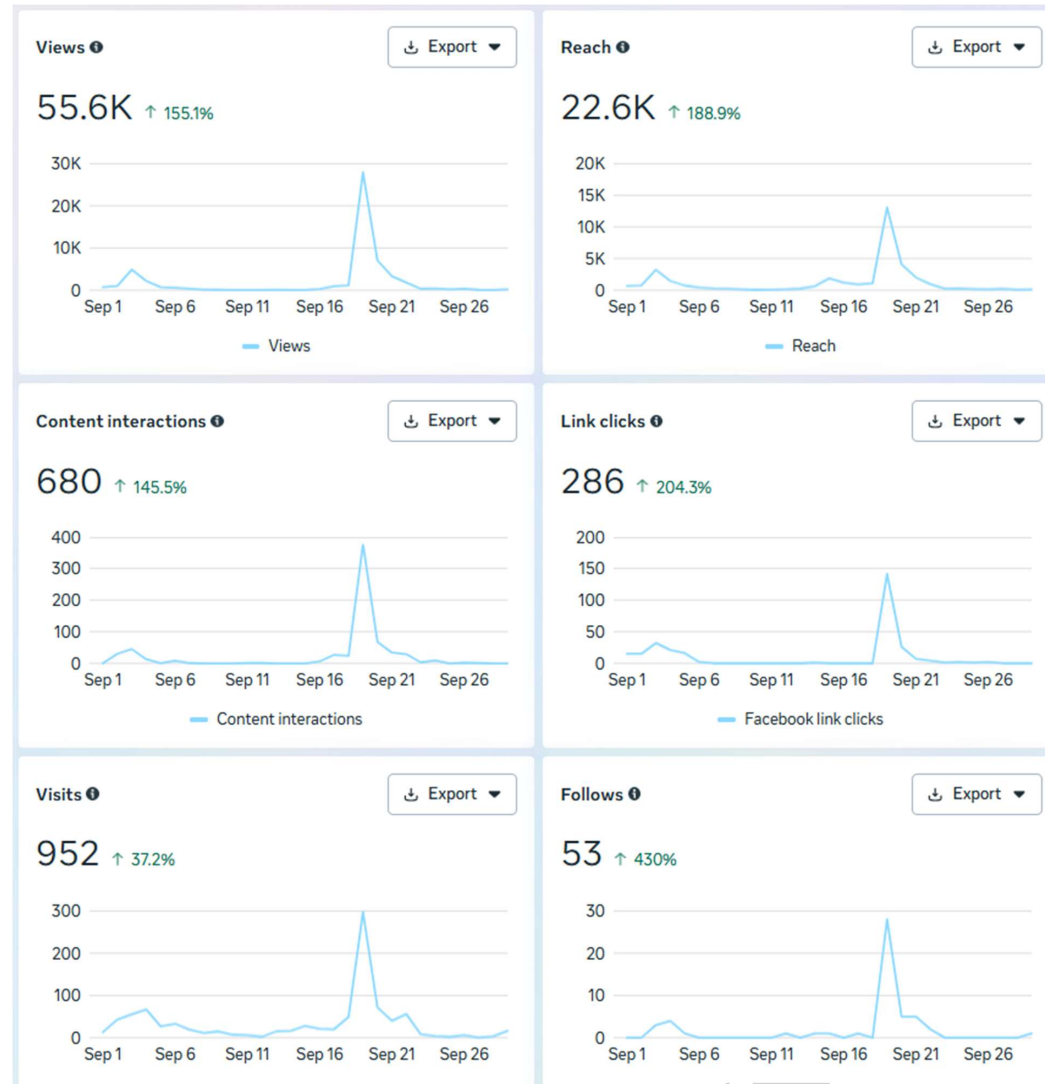
- 5 Content Posts, Taylor Swift was the most successful with :
- 5002 Views
- 2942 Reach
- 43 Interactions and
- 79 Link clicks (to website)



## September Meta Insights

1<sup>st</sup> Sept 2025 – 30<sup>th</sup> Sept 2025

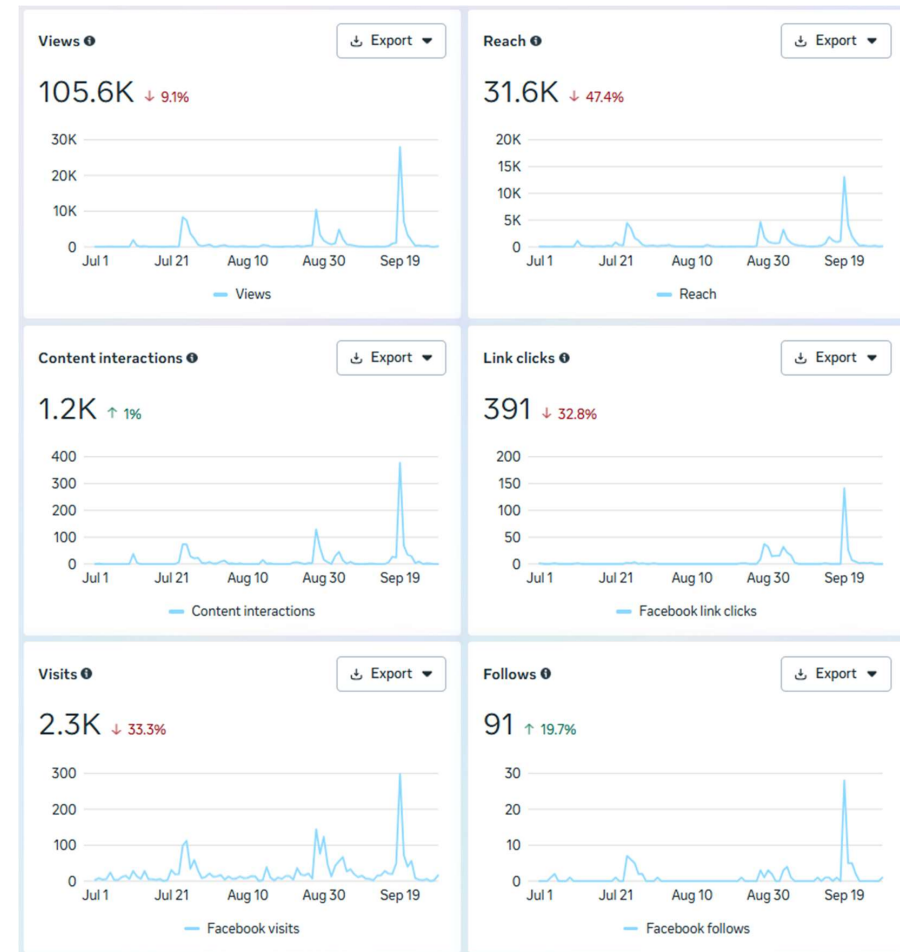
- 15 Content Posts most successful was the Night Tours photo with:
- 37,313 Views
- 17,582 Reach
- 301 Interactions
- 178 Link Clicks



## Quarterly Results

1<sup>st</sup> July 2025 – 30<sup>th</sup> Sept 2025

- 26 Content Posts most successful
- Highlighting:
  - Night tour with 17.6k Reach and 234 Likes
  - Moment in History 9.2K and 72 likes
  - Pioneer Express 5.4K with 7 likes
  - Views, Reach, link clicks and visits are all down on previous quarter 1<sup>st</sup> April to 30 June wish is expected due to Action day promo and
- Content interactions and Followers are most increased on previous quarter expected due to new Admin employee with meta access to action these items.



## Next Quarter Action Items

**Quarter 1<sup>st</sup> October 2025 -31<sup>st</sup> December 2025**

1. Increase content posts from 26 posts to 50 posts doubling the chance of posts to interact with.
2. Content interactions increase 5% from 1.2k interactions
3. Increase followers by 5%
4. Increase link clicks to sites like Bookable and website meet target of 0% or higher (currently -32.8%)

## Next Quarter Highlights

**Quarter 1<sup>st</sup> October 2025 -31<sup>st</sup> December 2025**

1<sup>st</sup> Oct – Chrysler Club Visit 180PAX  
12-25<sup>th</sup> Oct – Spring fest  
20<sup>th</sup> Oct – Dodge rally 80PAX  
31<sup>st</sup> Oct – Halloween!  
14 Nov – Volunteer Xmas  
Nov – Action Day Planning  
December – Christmas Related  
22 Dec- 4 Jan – Notice of Closure.

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CLAUSE CL10

TITLE Quarter 1, 2025 Visitation Statistics July-September (Excluding Cultural and Community Use)

FROM Jenny O'Donnell, Griffith Pioneer Park Museum Manager

TRIM REF 25/127416

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### SUMMARY

The first quarter of the 2025 financial year saw steady visitor activity at the Griffith Pioneer Park Museum. A total of 1,335 visitors attended between July and September, representing consistent engagement with the Museum's exhibitions and displays.

**Note:** These figures represent **general museum visitation only** — visitors entering the Museum specifically to view exhibits and displays. They do not include attendance for **cultural and community use**, such as events, programs, venue hires, or other non-exhibition activities.

#### 1. Monthly Attendance Summary

Month	Visitors
July	374
August	556
September	405

Average monthly visitation: 445 visitors  
Busiest month: August (556 visitors)

*Visitor attendance peaked in August, suggesting stronger tourism flow during that period, linked to the Taste of Italy Festival (these figures exclude the Italian Museum's Long Lunch event).*

#### 2. Visitor Demographics

##### Top visitor origins:

- **New South Wales/ACT:** 678 visitors
- **Victoria:** 357 visitors
- **Local (Griffith region):** 127 visitors

*These figures indicate a predominance of out-of-region visitors, underscoring the Museum's role as a key tourism destination within Griffith.*

##### Entry type breakdown:

- **Concession:** 804 (60%)
- **Adult:** 393 (29%)
- **Child Free:** 43 (3%)



*The dominance of concession entries highlights continued strong interest from seniors and group travellers, while adult visitation remains steady.*

### 3. Interpretation and Trends

Compared to past quarters, the Museum continues to attract a balanced mix of local and interstate visitors. The August spike reflects heightened tourist activity and possibly successful word-of-mouth promotion.

The Tourism Hub “Visitor Info Centre” remains the primary referral channel, as reflected in the data, emphasising the value of this partnership in promoting the museum.

### 4. Key Insights

- Visitor numbers remain consistent year-on-year, despite seasonal variations.
- Local attendance could be strengthened through community-driven programming and targeted promotion.
- August’s strong performance suggests opportunities for event alignment during peak visitation periods.

### 5. Recommendations

- **Enhance Local Engagement:** Introduce more family-friendly or community-led weekend programs to increase local attendance.
- **Marketing Focus:** Continue leveraging regional visitor centres and tourism networks for targeted advertising.
- **Data Tracking:** Expand data collection on group visits and repeat visitors to better measure long-term engagement.

### RECOMMENDATION

That the information be received.

### ATTACHMENTS

- (a) GPPM - Quarterly Visitation Stats - Dashboard [🔗](#)

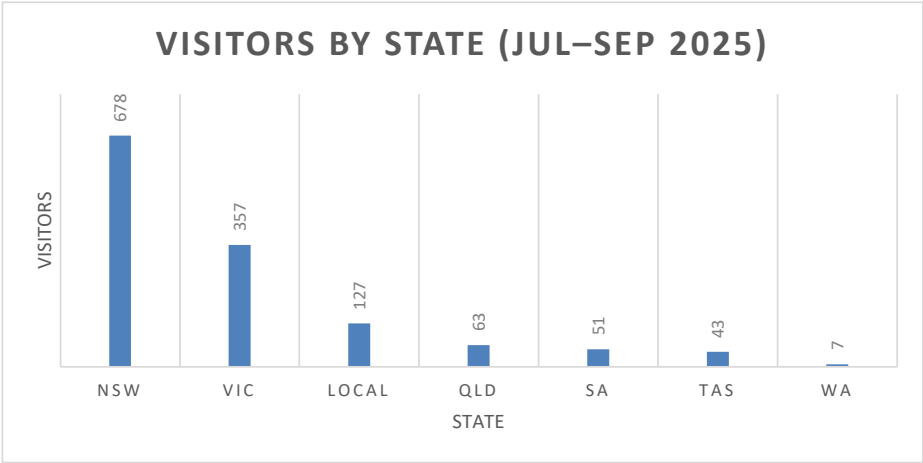
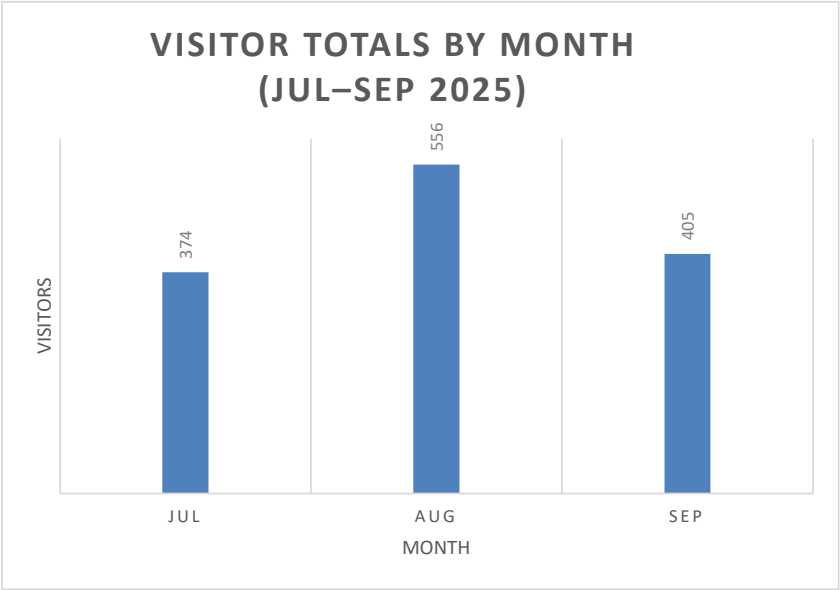
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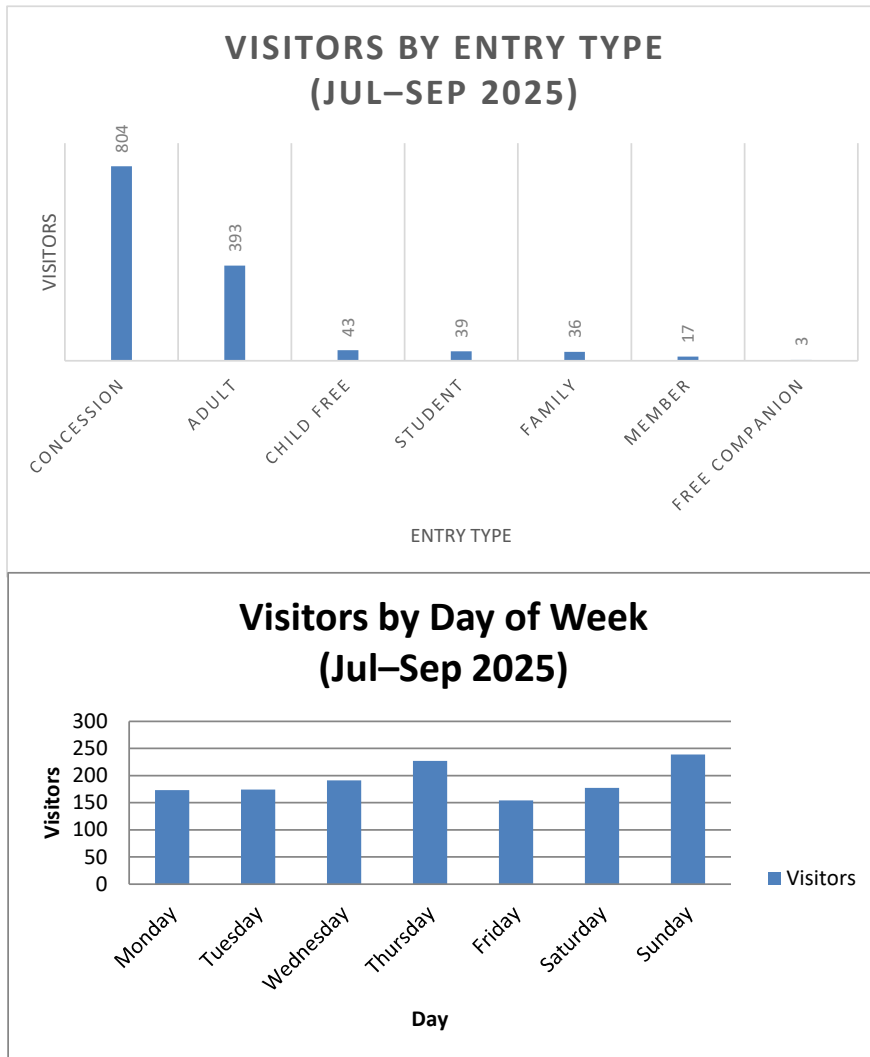
Griffith Pioneer Park Museum – Q1 Visitor Summary (Jul–Sep 2025)

Key Metrics

Total Visitors	1335
Local Visitors	127
Tourist Visitors	1208
Local Share	9.5%



### Griffith Pioneer Park Museum – Q1 Visitor Dashboard (Jul–Sep 2025)



**CLAUSE** CL11**TITLE** First Quarter Culture & Community Statistics (Jul-Sep 2025)**FROM** Jenny O'Donnell, Griffith Pioneer Park Museum Manager**TRIM REF** 25/127592

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**SUMMARY**

The first quarter of the 2025 reporting year reflects strong community engagement and solid visitation across the Museum's cultural and educational programs. Activity during this period demonstrates the Museum's ongoing relevance as both a cultural destination and a community gathering place.

A total of 4,054 participants attended activities and programs under the Culture & Community category this quarter.

**RECOMMENDATION**

The Committee note the report.

**REPORT****1. Cultural & Educational Visitation****School Excursions**

- **189 students and teachers** participated in structured education visits during the quarter.
- Programs delivered provided hands-on learning experiences in heritage, environment, and local history, maintaining the Museum's strong relationship with regional schools.

**Bus Groups / Tours**

- **144 visitors** attended through organised tourism groups and regional coach tours.
- Positive visitor feedback continues to affirm the Museum's appeal as a heritage tourism destination within Griffith's cultural offering.

**Narrandera Tourism Team Visit**

- A small delegation of **12** representatives toured the Museum as part of a regional tourism collaboration initiative, strengthening cross-promotional ties with neighbouring centres.

**Subtotal (Cultural & Educational): 345 participants**

**2. Community Use & Engagement****Regular Community Programs**

- **Play Group Mondays:** 614 attendees
- **MUGS (Ukelele Group):** 45 attendees
- **Art Group Mondays:** 52 participants

- **Art Group Thursdays:** 34 participants
- **Bike Café Thursdays:** 107 participants

These recurring programs continue to activate the Museum grounds weekly, fostering creative, social, and family-friendly engagement with the site.

**Subtotal (Community Programs): 852 participants**

### 3. Hires & Private Bookings

**Private Venue Hires:** 577 participants

**Wine Club Gatherings:** 180 participants

**RFSA Family Fun Day:** 100 participants

Venue hire activity remained steady through the winter months, with a mix of private celebrations, community functions, and group gatherings. These hires provide valuable revenue while promoting the Museum's facilities for wider public use.

**Subtotal (Hires & Private Bookings): 857 participants**

### 4. Events

#### Salami Long Lunch

- The highlight of the quarter, attracting **2,000 attendees**, demonstrating the Museum's continued success in hosting large-scale community events.
- The event contributed significantly to the Museum's visibility, regional visitation, and engagement with local food and culture.

**Subtotal (Events): 2,000 participants**

### 5. Summary

Category	Participants	Type
School Excursions	189	Education
Bus Groups / Tours	144	Tourism
Hires / Private Bookings	577	Hires
MUGS	45	Community
Salami Long Lunch	2,000	Events
RFSA Family Fun Day	100	Hires
Narrandera Tourism Team	12	Tourism
Play Group Mondays	614	Community
Art Group Mondays	52	Community
Art Group Thursdays	34	Community
Bike Café Thursdays	107	Community
<b>Total (Jul–Sep 2025)</b>	<b>4,054</b>	—

### **LINK TO STRATEGIC PLAN**

This item links to Council's Strategic Plan item 4.5 Improve access to local health and support services.

This report relevance to Griffith Pioneer Park Museum Strategic Plan (2023)

**3.1.** Engage with locals, visitors, school students and community groups

**6.4** Provide hospitality facilities that enhance the visitor experience to the Museum.

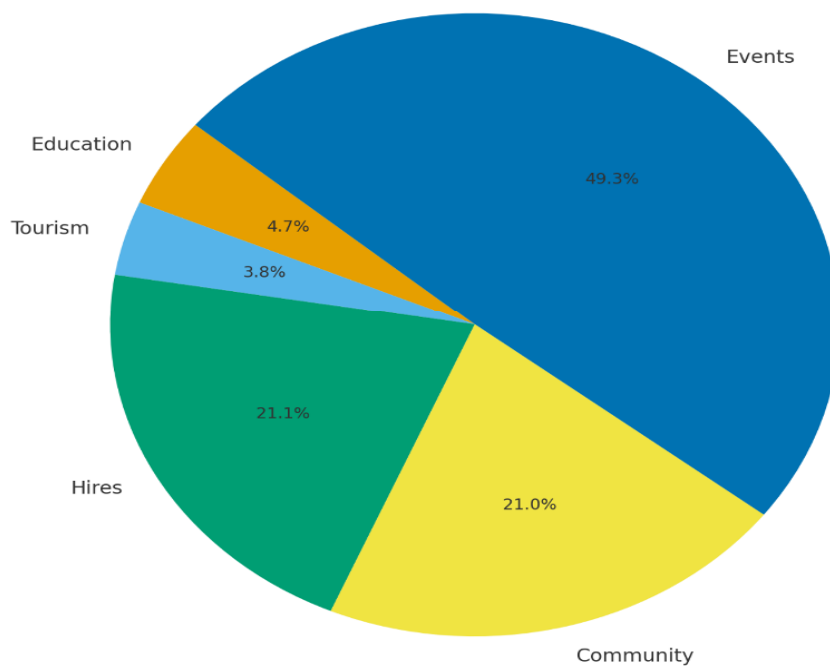
### **ATTACHMENTS**

- |     |  |    |
|-----|--|----|
| (a) | GPPM - QTR 1 Culture & Community Stats <a href="#">↓</a> | 66 |
| (b) | GPPM - QTR 1 - 2025 vs 2024 Comparison <a href="#">↓</a> | 67 |

### CULTURE AND COMMUNITY

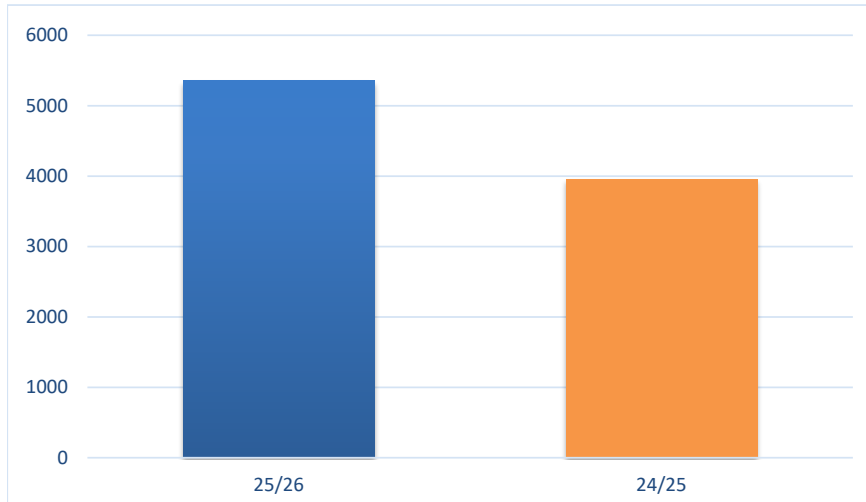
CATEGORY	Participants	Type
School Excursions	189	Education
Bus Groups / Tours	144	Tourism
Hires / Private Bookings	577	Hires
MUGS (Community Program)	45	Community
<b>Salami Long Lunch</b>	<b>2,000</b>	<b>Events</b>
RFSA Family Fun Day	100	Hires
Narrandera Tourism Team	12	Tourism
Play Group Mondays	614	Community
Art Group Mondays	52	Community
Art Group Thursdays	34	Community
Bike Café Thursdays	107	Community
Wine Clubs	180	Hires
<b>Total Participants (Jul-Sep)</b>	<b>4,054</b>	—

Participation by Type (Jul-Sep 2025)

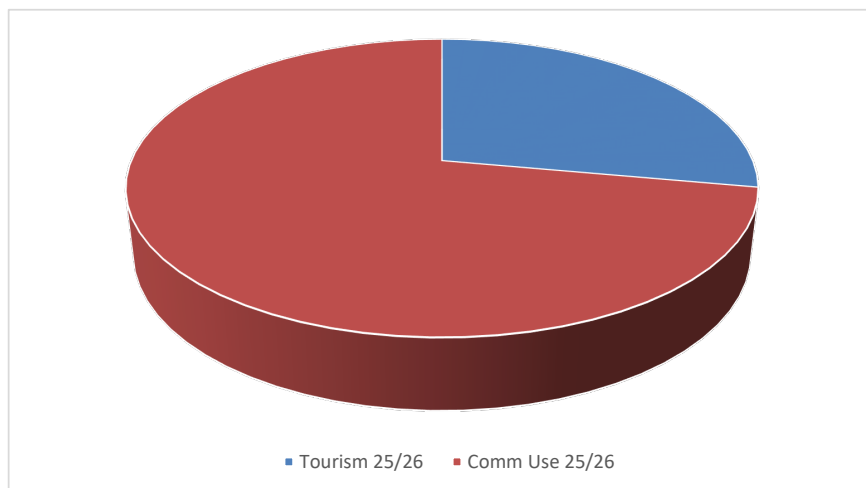


25/26 vs 24/25  
Visitation Comparison

Month	25/26	24/25
Jul	865	815
Aug	3082	2112
Sep	1405	1025

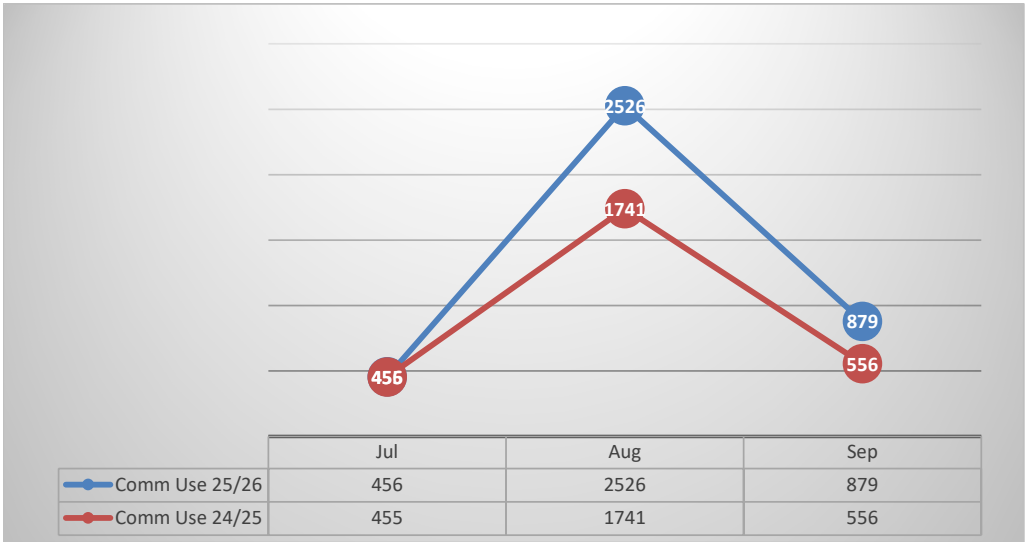
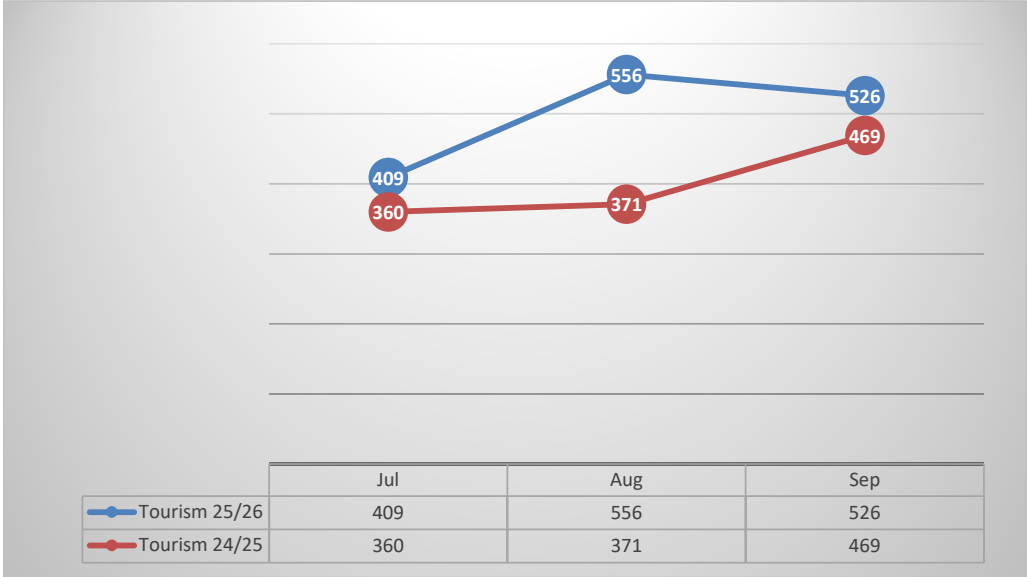


Month	Tourism 25/26	Comm Use 25/26	25/26 FY
Jul	409	456	0
Aug	556	2526	0
Sep	526	879	0



25/26 vs 24/25  
Visitation Comparison

Month	Tourism 25/26	Comm Use 25/26	Tourism 24/25	Comm Use 24/25
Jul	409	456	360	455
Aug	556	2526	371	1741
Sep	526	879	469	556





**TITLE** Outstanding Action Report

**TRIM REF** 25/122217

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**RECOMMENDATION**

The report be noted.

**ATTACHMENTS**

(a) Action Report - Griffith Pioneer Park Museum Committee [↓](#) 70

**ACTION REPORT****GRIFFITH PIONEER PARK MUSEUM COMMITTEE**

<b>Date of Meeting</b>	<b>Agenda Item</b>	<b>Action</b>	<b>Action Officer</b>	<b>Comment</b>
6 Aug 2025	<b>7.4 Italian Museum Feedback</b>	Jenna Thomas requested an update of the Italian Museum. In response, Councillor Shari suggested reaching out to the Museum and inviting a representative to join the Committee to provide regular updates. Jenny O'Donnell provided a brief update on the current upgrades being carried out at the Italian Museum.	Jenny O'Donnell	<b>6/11/2025:</b> Report to Committee Meeting 12 Nov 2025.
6 Aug 2025	<b>7.2 Moderated Email Group for Committee</b>	Denis Couch proposed the establishment of a moderated and closed email group for the Committee. The purpose of this group would be to facilitate continued discussion on matters related to the Griffith Pioneer Park Museum outside of the formal Committee meeting schedule. A similar proposal has also been made for the Scenic Hill Committee.	Matthew Hansen	<b>6/11/2025:</b> Further investigation is required into establishing a Council-endorsed volunteer chat group. Management has concerns regarding moderation to ensure compliance with Council's Code of Conduct, as well as potential WHS risks. Additionally, all chat content would need to be captured as official Council records within the information management system, raising privacy issues for volunteers and staff—particularly if information is requested under the Government Information (Public

				Access) Act.
6 Aug 2025	<b>CL05 2024/25 ANNUAL VISITATION &amp; INCOME STATISTICS</b>	Councillor Jenny Ellis requested that the first graph in the report be reviewed and corrected to ensure accuracy.	Jenny O'Donnell	15/08/25: Graph now starts at zero on the axis instead of the higher baseline.
6 Aug 2025	<b>CL03 LOCAL VISITOR STATISTICS - FREE ENTRY TO LOCALS PROPOSAL</b>	<p><b>RECOMMENDED</b> on the motion of Denis Couch and Jenna Thomas that :</p> <p>(a) A 12-month trial of free general admission for local residents to the Griffith Pioneer Park Museum be implemented. This trial will exclude special events, school excursions, annual members and user groups. At the six-month mark, a community-wide survey be conducted to assess the Museum's connection to and significance within the community.</p> <p>(b) A visitor survey be introduced for completion by patrons upon exiting the Griffith Pioneer Park Museum, to gather feedback on their experience.</p> <p>(c) A targeted marketing campaign be developed and delivered by the Visit Griffith team to promote and showcase the Griffith Pioneer Park Museum.</p> <p><b>SMT Comment</b> Should Council support the above</p>	Jenny O'Donnell / Matthew Hansen	<b>6/11/2025:</b> Report to Committee Meeting 12 Nov 2025.

		<p>recommendations: (a) The following process should be used to implement the trial:</p> <ul style="list-style-type: none"><li>• Council advertise an amendment to its adopted Revenue Policy for the 2025/26 making provision for the trial free general admission period for local residents (postcodes 2680 and 2681).</li><li>• Staff prepare a report for the next meeting of the Griffith Pioneer Park Museum Committee scheduled for 12 November 2025 detailing; any submission received regarding the amendment to the Revenue Policy, financial implications for the trial period of free general admission, implications for existing members who have paid memberships for the 2025/26 year, staff resource implications, if any.</li><li>• Trial to commence 1 January 2026. (b) Marketing activities for the Griffith Pioneer Park Museum are provided by the Marketing and Education Officer, Griffith Regional Theatre, Art Gallery and Griffith Pioneer Park Museum. A specific marketing campaign would require an identified funding allocation.</li></ul>		
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6 Aug 2025	<b>CL02 DONATION AND INSTALLATION OF GARDEN SCULPTURE - "THE WATER CARRIER"</b>	Mr Hansen advised that guidance will be provided to clarify the distinction between acquisitions that are museum collection items and those that are not exhibits but are instead placed on site at the GPPM. An update will be reported back to the Committee at a future meeting.	Matthew Hansen	<b>15/08/25:</b> A guide has been developed to clarify the distinction between acquisitions that form part of the Museum's collection and those that are not exhibition items but are placed on site at the GPPM. The Guide will be presented at the November Committee meeting.
6 Aug 2025	<b>CL01 UPDATE ON FORMATION OF THE FIRST NATIONS ADVISORY GROUP</b>	Councillor Shari Blumer requested that the draft Terms of Reference, along with the Agenda and Minutes of the Advisory Group meetings, be provided to the Griffith Pioneer Park Museum Committee.	Jenny O'Donnell	<b>15/08/25:</b> Draft TOR and Agenda were sent to the Committee. Minutes will form a part of the next GPPM Committee agenda.
30 April 2025	<b>CL07 STRATEGIC PLAN - OBJECTIVE 2 - MANAGE THE COLLECTION SUSTAINABLY</b>	<b>RECOMMENDED</b> on the motion of Robyn Turner and Councillor Laurie Testoni that:  (a) The Committee endorse the ongoing implementation of Strategy 2 with prioritisation of Actions 2.1 and 2.2 in Year 1.  (b) Council staff provide an update report on the audit process and initial findings at the next Committee meeting.	Emma Darcy / Jenny O'Donnell	<b>In Progress</b> – Audit report distributed.
30 April 2025	<b>GENERAL BUSINESS – ACCESS TO BUILDINGS</b>	<b>RECOMMENDED</b> on the motion of Robyn Turner and Denis Couch that the Committee seek clarification on access to buildings requiring	Jenny O'Donnell / Matthew Hansen	<b>6/08/2025:</b> Awaiting confirmation – report to the next Committee Meeting.  <b>6/11/2025:</b> Report to Committee 18 February

		works located on land subject to Aboriginal Land Claims.		2025.
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