
**GRIFFITH PIONEER PARK MUSEUM COMMITTEE
TO BE HELD IN THE COUNCIL CHAMBERS ON
WEDNESDAY, 18 FEBRUARY 2026 AT 4:00 PM**

- 1 Apologies
- 2 Confirmation of Minutes
- 3 Business Arising
- 4 Declarations of Interest
- 5 Items of Business
 - CL01 p7 Committee Member Agenda Item - Neil Dal Nevo
 - CL02 p10 Possible Future Attraction for Griffith Pioneer Park - Committee Member Agenda Item - Virginia Tropeano
 - CL03 p12 Q2, Visitation Statistics Oct-Dec 2025 (Excluding Cultural and Community Use)
 - CL04 p14 Q2, Community and Culture Statistics Oct - Dec 2025
 - CL05 p16 Implementation of the Free Local Entry Trial
 - CL06 p21 Springfest Catering Service
- 6 p24 Outstanding Action Report
- 7 General Business
- 8 Next Meeting

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.

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

PRESENT

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), Virginia Tropeano (Community Representative)

Absent: Desma Newman (Community Representative)

Quorum = 3

STAFF

Director Business, Cultural & Financial Services, Matthew Hansen, Griffith Pioneer Park Museum Manager, Jenny O'Donnell, Curator, Fox Darcy, Museum Administration Officer, Tabbitha Williams and Minute Secretary, Leanne Austin

1 APOLOGIES

Apologies were received from Councillor Shari Blumer, Peter Taylor (Community Representative) and Robyn Turner (Community Representative).

Mr Couch advised that Mr Taylor would be tending his resignation from the Committee due to other commitments.

2 CONFIRMATION OF MINUTES

RECOMMENDED on the motion of Dolf Murwood and Neil Dal Nevo that the minutes of the previous meeting held on 6 August 2025, having first been circulated amongst all members, be confirmed.

Jenna Thomas and John Nikolic entered the meeting at 4:01 pm.

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

Members making a less than significant non-pecuniary interest declaration may stay in the meeting and participate in the debate and vote on the matter.

5 ITEMS OF BUSINESS

CL01 PROPOSED MEETING DATES 2026

RECOMMENDED on the motion of Denis Couch and Jenna Thomas that the Committee note the proposed meeting dates for 2026.

Councillor Lou Testoni entered the meeting at 4:03 pm.

CL02 PROCEDURE FOR SUBMITTING ITEMS TO THE COMMITTEE MEETING AGENDA

Jenna Thomas requested that members are notified of the subsequent meeting date at least two weeks prior to ensure they have time to submit items for the Agenda.

RECOMMENDED on the motion of Michael Rohan and Jenna Thomas that the Committee note the information.

CL03 FIRST NATIONS ADVISORY GROUP UPDATE

RECOMMENDED on the motion of Denis Couch and Neil Dal Nevo that the information be received.

CL04 MUSEUM DONATION (NON-COLLECTION) GUIDELINES

RECOMMENDED on the motion of John Nikolic and Virginia Tropeano that the Committee note the implementation of the Donations Guideline (Non-Collection), associated procedures, and updated Donation Form / Deed of Gift now in operational use.

CL05 STAGE 1 OF THE ITALIAN MUSEUM UPGRADE

RECOMMENDED on the motion of Michael Rohan and Councillor Laurie Testoni that the Committee note the report.

CL06 LOCAL MEMBERSHIP INITIATIVES

RECOMMENDED on the motion of Virginia Tropeano and Denis Couch that the Committee note the report.

CL07 FREE GENERAL ADMISSION (LOCAL RESIDENTS) TRIAL

Discussion took place regarding the proposed free general admission trial for local residents, noting the documents prepared by museum staff allowed for a 12 month trial of limited periods of free general admission. The committee considered the intent of their recommendation to council was that the 12 month trial would allow for free general admission for the entire trial period. Council staff will review the proposal documents to align with this intent. It was confirmed School groups would be excluded from the free general admission trial and would be charged as a program.

RECOMMENDED on the motion of Virginia Tropeano and John Nikolic that:

(a) The Committee note the preparation of the Risk Management Action Plan – Free Entry

(October 2025) and the draft Free General Admission Project Management Plan, which outline the structured implementation and evaluation of the 12-month free general admission trial for local residents.

- (b) These documents be reviewed to ensure alignment with the Committee's intent that the trial consist of a continuous 12-month period of free general admission, and any changes be reported back at the next meeting.
- (c) Staff prepare a marketing campaign for the free trial, including costings, for consideration at the next meeting.

CL08 GRIFFITH PIONEER PARK MUSEUM VISITOR SURVEYS

RECOMMENDED on the motion of Neil Dal Nevo and Dolf Murwood that the Committee note this report.

CL09 QUARTERLY SOCIAL MEDIA STATISTICS (LINK TO GPPM STRATEGIC PLAN 6.3)

RECOMMENDED on the motion of Councillor Laurie Testoni and John Nikolic that the information be received.

CL10 QUARTER 1, 2025 VISITATION STATISTICS JULY-SEPTEMBER (EXCLUDING CULTURAL AND COMMUNITY USE)

RECOMMENDED on the motion of Denis Couch and Dolf Murwood that the information be received.

CL11 FIRST QUARTER CULTURE & COMMUNITY STATISTICS (JUL-SEP 2025)

RECOMMENDED on the motion of John Nikolic and Councillor Laurie Testoni that the Committee note the report.

6 OUTSTANDING ACTION REPORT

RECOMMENDED on the motion of John Nikolic and Denis Couch that the report be noted.

7 GENERAL BUSINESS

7.1 Salami Festival

Ms Thomas enquired if Council would consider closing the Museum to members of the public whilst the Salami Festival event is being held. Mr Hansen advised this would be considered, noting that this is an operational matter.

7.2 Halloween

Mr Nikolic advised that the Halloween event at Pioneer Park was very successful and suggested future night time events be held.

7.3 Catering Service

Ms Thomas requested that a report be presented to the next meeting regarding the viability of the Pioneer Park catering service.

7.4 Grant Funding

Ms O'Donnell advised that Council would be submitting an application to replace a damaged shed through the Crown Reserves Improvement Fund.

8 NEXT MEETING

The next meeting of the Griffith Pioneer Park Museum Committee is to be held on Wednesday, 18 February 2026 at 4:00 pm.

There being no further business the meeting terminated at 5:11 pm.

CLAUSE **CL01**

TITLE **Committee Member Agenda Item - Neil Dal Nevo**

FROM **Antoinette Galluzzo, Governance Officer**

TRIM REF **26/13407**

SUMMARY

Please find attached items for discussion, received from Committee Member Neil Dal Nevo on 29 and 30 January 2026.

Items to discuss as per email below:

- The issue of kangaroos accessing the museum area
- Prickly pear eradication program within the Pioneer Park boundary

RECOMMENDATION

For the Committee to discuss.

REPORT

As above.

LINK TO STRATEGIC PLAN

This item links to Council's Strategic Plan item 5.6 Promote Griffith as a desirable visitor destination.

ATTACHMENTS

- (a) Committee Member Request - Neil Dal Nevo - 29-30 Jan 2026   8

Antoinette Galluzzo

Subject: FW: Agenda - Griffith Pioneer Park Museum Committee - 12 November 2025

From: Neil Dal Nevo [REDACTED]
Sent: Friday, 30 January 2026 11:15 AM
To: Governance Mailbox [REDACTED]
Subject: Fwd: Agenda - Griffith Pioneer Park Museum Committee - 12 November 2025

Good morning,
Please add another item to the agenda re prickly pear eradication program within Pioneer Park boundary
Thank you and best regards,
Neil Dal Nevo

----- Forwarded message -----

From: Neil Dal Nevo [REDACTED]
Date: Thu, 29 Jan 2026, 11:51 am
Subject: Fwd: Agenda - Griffith Pioneer Park Museum Committee - 12 November 2025
[REDACTED]

Good afternoon, can the item regarding kangaroos mentioned in this earlier email be added to the agenda for our next meeting in February please.
Thank you and best regards,
Neil Dal nevo

----- Forwarded message -----

From: Neil Dal Nevo [REDACTED]
Date: Fri, 7 Nov 2025, 1:20 pm
Subject: Re: Agenda - Griffith Pioneer Park Museum Committee - 12 November 2025
To: Governance Mailbox [REDACTED]

OK, thank you

On Fri, 7 Nov 2025, 1:18 pm Governance Mailbox, [REDACTED] wrote:

Hi Neil,

You'll be able to raise this item under General Business at the Committee meeting, as the agenda has already been published.

Thank you,

Antoinette.

From: Neil Dal Nevo [REDACTED]
Sent: Friday, 7 November 2025 12:35 PM
To: Governance Mailbox [REDACTED]
Subject: Re: Agenda - Griffith Pioneer Park Museum Committee - 12 November 2025

Good afternoon,

Thank you for the agenda.

Is it possible to add another item please?

I would like the meeting discuss the issue of kangaroos accessing the museum area.

Thank you and best regards,

Neil Dal Nevo

CLAUSE **CL02**

TITLE **Possible Future Attraction for Griffith Pioneer Park - Committee Member Agenda Item - Virginia Tropeano**

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

TRIM REF **26/15561**

SUMMARY

Please find attached email received from Committee member Virginia Tropeano on Thursday, 5 February 2026.

RECOMMENDATION

For discussion.

REPORT

As per the received email.

GPPM Manager Comment:The Committee member's suggestion reflects strategic thinking that aligns with the Museum's longer-term planning for the site, and their contribution is appreciated. In parallel, staff have commenced preliminary, high-level strategic discussions and exploratory workshops with specialist projection and interpretation consultants to inform potential future immersive and after-hours attraction opportunities at Griffith Pioneer Park Museum. The Committee's discussion may include providing high-level insights on community interest, cultural representation and tourism potential, consistent with the Committee's Terms of Reference. Any formal consultation, feasibility assessment, funding development or delivery remains the responsibility of Council and staff under delegated authority and subject to endorsed priorities and resources.

LINK TO STRATEGIC PLAN

This item links to Council's Strategic Plan item 5.6 Promote Griffith as a desirable visitor destination.

LINK TO MUSEUM STRATEGIC PLAN

3.1.1 Develop dynamic exhibitions that resonate with locals and ensures there is always something new to see or do.

3.1.6 Develop experiences or activities that respond to youth audiences

3.2.3 Develop an annual exhibition program that sees a new temporary exhibition presented each year.

5.1.1 Diversify and increase revenue from retail, programs, workshops, commercial hires and tourist admission fees.

6.2 Create projects that act as a magnet to build audience and volunteer participation

ATTACHMENTS

(a) Committee Member Agenda Item - Virginia Tropeano - 5 Feb 2026   11

Antoinette Galluzzo

Subject: FW: Pioneer Park Museum Committee - Call for agenda items

From: Virginia Tropeano [REDACTED]
Sent: Thursday, 5 February 2026 2:10 PM
To: Governance Mailbox [REDACTED]
Subject: Re: Pioneer Park Museum Committee - Call for agenda items

Good Afternoon

I would like to have an Agenda item included for discussion at the Pioneer Park Museum Committee meeting.

Possible Future Attraction for Griffith Pioneer Park

Whilst visiting Swan Hill with Griffith Caravan Club last year, our group attended a spectacular and informative light show at the local Pioneer Settlement. There are two different 30 minute shows available on alternating days of the week. The amazing show that we viewed was "Legends of the Mallee", which intertwines the Mallee's past, present and future, and includes insights from the Wamba Wamba and Wadi Wadi people, European explorers' tales and the wartime contributions of the Women's Auxiliary Australian Air Force. The second show, which I would definitely be sure to view on a future trip to Swan Hill, is called "Heartbeat of the Murray". It journeys back 30 million years and then travels through time to witness the evolution of the modern-day Murray River.

I believe something similar to these shows at Swan Hill could be a great attraction for our Pioneer Park as we have such a wealth of history we could integrate into a light show. It could be something that would encompass the Wiradjuri people, the explorers who stood on Mount Binya and dismissed this region as unworthy of future occupation, the original station settlers, the arrival of irrigation, Bagtown, the Italian community, and right through to the present day. This may possibly be something that would qualify for grant funding and is also something that would attract visitors to the Park at night.

Kind regards
Virginia

Virginia Tropeano
[REDACTED]

On Wed, 4 Feb 2026 at 09:46, Governance Mailbox [REDACTED] wrote:

Good morning,

Can you please ensure any agenda items for the above-mentioned Pioneer Park Museum Committee meeting are sent to me, by COB Tuesday, 10 February 2026.

Kind regards,

CLAUSE	CL03
TITLE	Q2, Visitation Statistics Oct-Dec 2025 (Excluding Cultural and Community Use)
FROM	Jenny O'Donnell, Griffith Pioneer Park Museum Manager
TRIM REF	26/15808

SUMMARY

The second quarter of the 2025/2026 financial year saw steady visitor activity at Griffith Pioneer Park Museum. A total of 946 general visitors attended between October and December 2025, reflecting ongoing engagement with the Museum's exhibitions and displays.

Note: These figures represent general museum visitation only—visitors entering specifically to view exhibits and displays. They do not include attendance associated with cultural and community use, such as events, regular programs, venue hires, or other non-exhibition activities, which are reported separately.

RECOMMENDATION

That the report be noted.

REPORT

1. Monthly Attendance Summary

Month	Visitors
October	604
November	233
December	109

Average monthly visitation: 315 visitors

Busiest month: October

2. Visitor Demographics

Top visitor origins:

New South Wales/ACT:	517 visitors
Victoria:	138 visitors
Local (Griffith region):	122 visitors

The majority of visitors originated from NSW outside the local area, with strong interstate visitation from Victoria and Queensland, demonstrating the Museum's reach beyond the Riverina region.

Entry type breakdown:

- Concession: 564 (59.6%)
- Adult: 190 (20%)
- Family: 122 (13%)

The predominance of concession entries reflects strong engagement from seniors and eligible community members, consistent with the Museum's role as an accessible heritage destination.

3. Interpretation and Trends

Compared to previous quarters, the Museum continues to attract a balanced mix of local and interstate visitors. The strong result in October reflects heightened tourist activity with Springfest and the influence of spring travel patterns and group visitation.

The Tourism Hub/Visitor Information Centre remains the primary referral channel, reinforcing the importance of this partnership in promoting the Museum to regional and interstate audiences.

4. Key Insights

- Visitor numbers remain consistent year-on-year, despite seasonal variation.
- There is an opportunity to strengthen local attendance through targeted community programming.
- October's strong performance highlights the benefit of aligning events and marketing with 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 measure long-term engagement better.

[LINK TO STRATEGIC PLAN](#)

This item links to Council's Strategic Plan item 5.6 Promote Griffith as a desirable visitor destination.

LINK TO MUSEUM STRATEGIC PLAN

- 3 Deeper engagement with museum audiences
- 4 Tell the stories of Griffith and district residents, past and present.

ATTACHMENTS

Nil

CLAUSE **CL04**

TITLE **Q2, Community and Culture Statistics Oct - Dec 2025**

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

TRIM REF **26/15893**

SUMMARY

The second quarter of the 2025/2026 reporting year (1 October – 31 December 2025) reflects strong community engagement and solid visitation across the Museum's cultural, educational, and community programs. Activity during this period demonstrates the Museum's ongoing relevance as both a cultural destination and a valued community gathering place, supported by steady venue hire usage and a successful calendar of events.

RECOMMENDATION

That the Committee note the report.

REPORT

1. Cultural & Educational Visitation

School Excursions

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

Bus Groups / Tours

- 569 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.

Subtotal (Cultural & Educational): 716 participants

2. Community Use & Engagement

Regular Community Programs

- Play Group Mondays: 600 attendees
- MUGS (Ukelele Group): 47 attendees
- Art Group Mondays: 52 participants
- Art Group Thursdays: 30 participants
- Classic's Café Thursdays: 108 participants

These recurring programs continue to activate the Museum grounds weekly, fostering creative, social, and family-friendly engagement and reinforcing the site as an inclusive community hub.

Subtotal (Community Use): 837 participants

3. Hires & Private Bookings

- Private Venue Hires: 922 participants
- Wine Club Gatherings: 180 participants
- Regular Hire: 330 participants

Venue hire activity remained strong throughout the quarter, comprising a mix of private celebrations, functions, and group gatherings. These hires provide valuable revenue while promoting the Museum's facilities for wider public use and community connection.

Subtotal (Hires & Private Bookings): 1432 participants

4. Events

Major & Special Events Attendance

Date	Event	PAX
01/10/2025	Chrysler Rally	250
20/10/2025	Dodge Rally	80
25/10/2025	Camp Quality Rally	50
31/10/2025	Halloween Tours	195
29/11/2025	Italian Museum Launch Party	100

Subtotal (Events): 675 participants

5. Quarterly Participation Summary

Area	Participants
Cultural & Educational	716
Community Programs	837
Hires & Private Bookings	1,432
Events	675
Total Engagement (Q2)	3,660 participants

[LINK TO STRATEGIC PLAN](#)

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

[LINK TO GPPM STRATEGIC PLAN](#)

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](#)

Nil

CLAUSE	CL05
TITLE	Implementation of the Free Local Entry Trial
FROM	Jenny O'Donnell, Griffith Pioneer Park Museum Manager
TRIM REF	26/15156

SUMMARY

This report provides the Committee with an update on the implementation of the Free Local General Entry Trial, including marketing activity, operational implementation, visitation trends, community feedback, early learnings and emerging operational considerations.

RECOMMENDATION

That the Committee note the report.

REPORT

Marketing and Implementation

Marketing activity supporting the Free Local General Entry Trial has included promotion through Council's digital billboard network, internal Council communications, staff briefings, and a series of targeted social media posts. Community engagement across digital platforms has been positive, with feedback often referencing interest in expanded visitor experiences and site amenities.

Operational implementation of the trial included staff training, procedure development, and Front of House buddying arrangements between staff and volunteers across weekday and weekend operations. These measures were introduced to support consistency in visitor engagement, eligibility understanding and data collection.

To ensure a welcoming visitor environment and minimise psychosocial risks to staff and volunteers, Senior Management provided direction that Front of House personnel are not to challenge visitors regarding their interpretation of local eligibility. Staff and volunteers are instead recording observations and feedback for monitoring and evaluation purposes.

Visitation and Uptake

Since the commencement of the trial, 36 visitors have accessed the Museum under the Free Local General Entry initiative, comprising 21 adults and 15 children. This figure includes visitors who identified as local under the trial parameters, including those whose eligibility was not challenged in accordance with operational directives supporting a welcoming visitor environment. Visitation data is therefore considered indicative of early engagement trends rather than definitive postcode-based participation.

Community response has demonstrated varied perspectives. Some local visitors have expressed surprise at the removal of entry fees and indicated a preference to financially contribute, noting their desire to support the Museum's ongoing operations. These visitors voluntarily made donations during their visit. This behaviour suggests that sections of the local community continue to associate financial contribution with supporting the Museum's sustainability and perceived value as a cultural facility.

Feedback gathered through social media engagement and informal visitor commentary indicates that while cost of entry can influence accessibility, visitation interest also appears

to be influenced by available programming, visitor experiences and on-site amenities, including food and beverage offerings.

Observed Impacts and Community Feedback

Several operational observations have emerged during the trial period:

Some visitors residing outside the designated 2680 and 2681 postcode areas have identified themselves as local community members, including visitors from surrounding districts.

Some Griffith residents have expressed the view that Museum admission should remain paid, reflecting differing community expectations regarding entry pricing and perceived value.

Front of House staff have reported expectations from some clients that free local entry extends to free venue hire and other commercial services. This indicates some community misunderstanding regarding the scope of the initiative. Staff are attempting to manage these expectations as best they can without alienating these clients.

These observations are being documented to support future evaluation and policy development.

Operational Adjustments

To support clarity and operational sustainability, several adjustments have been implemented or are currently in development:

- Ongoing documentation of visitor feedback and operational challenges to support evidence-based evaluation.
- Review and transition of Membership structures to a Museum Supporter model, which is now being promoted to encourage community contribution and engagement.
- Review and reclassification of Community Group access arrangements to better align with the Free Local Entry framework.
- Development of internal guidelines to support consistent management of local group visitation and eligibility interpretation.

Evaluation and Early Learnings

The Free Local General Entry Trial represents an early-stage initiative designed to improve community accessibility while providing Council with data to support future decision-making.

Initial observations indicate:

- Early visitation uptake demonstrates modest but measurable local engagement.
- Removal of entry fees may reduce some access barriers for community participation.
- Voluntary donations suggest ongoing community recognition of the Museum's cultural and educational value.
- Early social media feedback indicates that programming opportunities, experiences and on-site amenities may be more influential than price in driving visitation.
- Clear communication regarding eligibility and service inclusions remains important to support visitor understanding and operational consistency.
- Ongoing monitoring and evaluation will continue to inform evidence-based recommendations regarding future access models and service delivery approaches.

Limitations of Trial Data

It is acknowledged that visitation data collected during the trial is subject to operational and behavioural variables. In accordance with directives to maintain a welcoming and non-confrontational visitor environment, postcode eligibility has not been formally verified. As

such, visitation figures should be interpreted as indicative engagement trends rather than precise demographic data. Further evaluation over a longer period may assist in identifying clearer participation patterns and community outcomes.

CONSULTATION

Consultation has occurred with Museum staff, volunteers and Senior Management during implementation and monitoring of the trial. Community feedback has been captured through visitor engagement, operational observations and social media interactions.

FINANCIAL IMPLICATIONS

The trial provides Council with an opportunity to evaluate alternative community access models while monitoring potential impacts on traditional revenue streams, including admissions, memberships, venue hire and retail activity. Data and observations gathered during the trial will support informed decision-making regarding long-term pricing structures, community engagement strategies and sustainable revenue diversification aligned with the Council's financial sustainability objectives.

[LINK TO STRATEGIC PLAN](#)

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.

The trial supports Council's strategic objective by exploring alternative community engagement models while monitoring impacts on revenue diversification and long-term financial sustainability.

Museum Strategic Plan Alignment

3.1 – Engage with locals, visitors, school students and community groups

Supports improved accessibility and encourages local visitation.

4.2 – Establish and build meaningful relationships with Griffith's migrant communities

Encourages inclusive access to cultural facilities and programs.

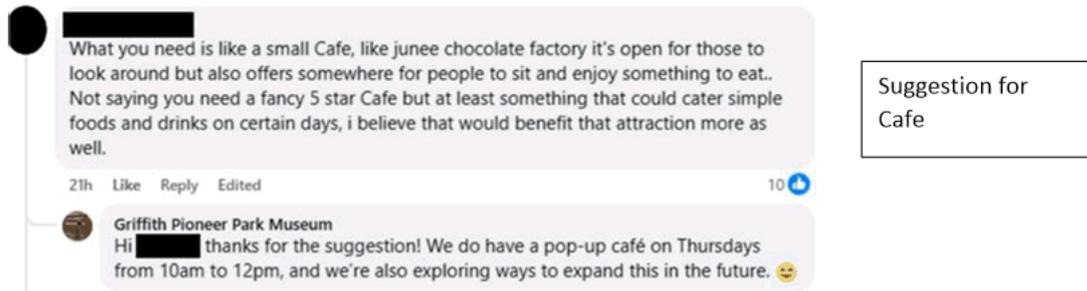
5.1 – Ensure the ongoing sustainability of the organisation

Provides evidence-based data to support future pricing, programming and revenue diversification strategies and supports review of policies and service delivery frameworks.

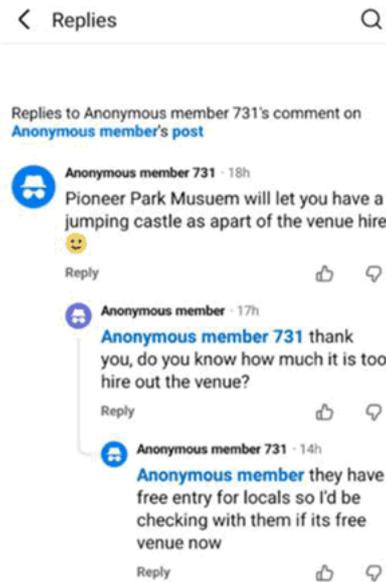
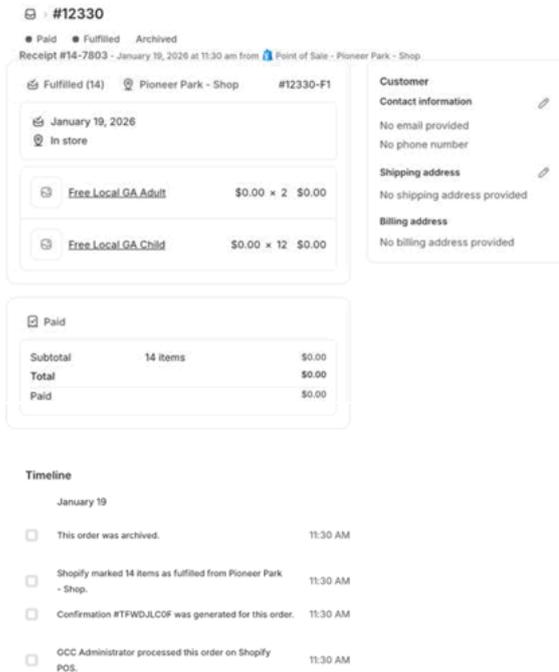
[ATTACHMENTS](#)

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|-----|--|----|
| (a) | GPPM - FLGE Supporting Info ↓  | 19 |
| (b) | GPPM - FLA - Implementation Strategy ↓  | 20 |

ATTACHMENT 1: FREE LOCAL GENERAL ENTRY SUPPORTING INFORMATION



Suggestion for Cafe



11/01/26: 4 adult visitors, 2 new 'locals' and 2 overseas visitors. Locals stated that they were all from 2680. Volunteer found it obvious that this was not the case.

16/01/26: Visitor Experience Survey Sheet – "Museum excellent" Additional comment: "Still, locals should pay something for entry, donated \$10."

19/01/26: Group visit of school holiday program (14) – Not booked, from West Wyalong and turned up expecting free entry. The teacher/assistants were from Griffith.

Non-confrontational free entry was given.

FREE LOCAL ADMISSION IMPLEMENTATION ACTIONS

FREE LOCAL GENERAL ENTRY TRIAL

NEXT STEPS

Monitoring and evaluation of the Free Local General Entry Trial will continue throughout the agreed trial period to support evidence-based decision-making.

Trial Period:

The Free Local General Entry Trial is being undertaken as a time-limited initiative to allow Council to assess community engagement outcomes, operational impacts and financial considerations. The trial period is currently scheduled to conclude following completion of a full evaluation review, (January 2027).

Review Milestones:

To support ongoing monitoring and governance oversight, the following review milestones are proposed:

Ongoing Monitoring:

Collection of visitation data, visitor feedback and operational observations through regular Front of House reporting and staff consultation.

Interim Review:

A progress review to assess emerging visitation trends, operational impacts and community feedback.

Final Evaluation:

Preparation of a comprehensive evaluation report at the conclusion of the trial period to inform future Council consideration of local access arrangements and pricing models.

Success Indicators:

Evaluation of the trial will consider a range of qualitative and quantitative indicators, including:

- Trends in local visitation and community engagement.
- Visitor feedback and perceived accessibility of Museum services.
- Impact on revenue streams including admissions, memberships/supporter participation, venue hire and retail activity.
- Operational sustainability and staff and volunteer experience.

Alignment with Council and Museum strategic objectives relating to community inclusion, cultural participation and financial sustainability.

These indicators are intended to provide guidance for evaluation rather than establish predetermined performance outcomes.

Implementation Actions:

Key actions to be undertaken during the remainder of the trial include:

- Continued collection and review of visitation data and operational observations.
- Finalisation of internal operational guidelines supporting consistent management of local group access and eligibility interpretation.
- Ongoing promotion of the Museum Supporter model to encourage voluntary community contribution and engagement.
- Continued review of communication strategies to improve community understanding of entry eligibility and service inclusions.

CLAUSE **CL06**

TITLE **Springfest Catering Service**

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

TRIM REF **26/15464**

SUMMARY

At the previous Committee Meeting, it was requested that a report be prepared regarding the viability of the Pioneer Park catering service. This report provides a financial overview of catering activity delivered during the Springfest visitation period from 10 October to 26 October 2025. The report focuses on income and expenditure associated with catering services during this period.

RECOMMENDATION

That the Committee note the report.

REPORT

1. Springfest Catering Activity Overview

During the Springfest period (10 – 26 October 2025), the Museum hosted several organised group visits through the Visitor Information Centre Ambassador Program.

Across the period:

- Total group bookings: **17 groups**
- Total estimated visitation: **539 visitors**
- Total combined entry and catering revenue: **Approximately \$19,086**

Of these bookings:

- **9 groups utilised catering services**
- Catering group sizes ranged from 25 to 51 visitors
- Total catering attendance (PAX served): 313 visitors
- Standard catering rate applied: \$30 per person

The majority of bookings included packaged experiences combining museum entry, train tours, and catering services.

2. Catering Service Offerings

During the reporting period, the Museum provided the following catering services:

Item

Entry & Guided Train Tour	\$18.00 per person
Morning/Afternoon Tea	\$12.00 per person
Lunch – Option 1 (Sandwiches, finger foods, dessert, tea/coffee)	\$30.00 per person
Lunch – Option 2 (Salads, meats, dinner roll, dessert, tea/coffee)	\$30.00 per person

Optional Orange Juice \$2.00 per person

3. Financial Performance – Catering Services

Catering Revenue

Total catering income generated during the Springfest period was \$9,390.00

Catering Expenditure

Total catering costs incurred during the reporting period were \$2,756.03

Financial Outcome

Total Revenue: \$9,390.00

Total Recorded Costs: \$2,756.03

Net Catering Surplus: \$6,633.97

4. Cost Considerations

The financial figures outlined above reflect direct food purchase costs associated with catering delivery during the Springfest period. Additional operational inputs contributed to service delivery include staff and volunteer labour contributions.

5. Service Delivery Observations

The Springfest catering service supported the Museum's capacity to host organised group visitation and provided an integrated visitor experience combining heritage interpretation, hospitality, and site programming.

Catering activity contributed to:

- Increased group visitation participation
- Extended visitor length of stay
- Additional operational income generation
- Enhanced visitor experience for coach and tour groups

Catering services delivered during the Springfest period generated additional operational income for the Museum and supported group visitation experiences. The financial outcome for the reporting period indicates that catering services contributed a positive surplus when considering direct food supply costs.

[LINK TO STRATEGIC PLAN](#)

This item links to the Council's Strategic Plan item 3.2 Ensure Council's financial sustainability through effective financial management that is transparent and accountable. This report also links to the Griffith Pioneer Park Museum Strategic Plan:

- 3.1 Engage with locals, visitors, school students and community groups
- 5.1 Ensure the ongoing sustainability of the organisation
- 5.1.1 Diversify and increase revenue from retail, programs, workshops, commercial hires and admission fees
- 6.2 Create projects that build audience participation
- 6.4 Provide hospitality facilities that enhance visitor experience

ATTACHMENTS

Nil

TITLE Outstanding Action Report

TRIM REF 26/17319

RECOMMENDATION

The report be noted.

ATTACHMENTS

(a) Action Report - Griffith Pioneer Park Museum Committee - 18 Feb 2025   25

ACTION REPORT**GRIFFITH PIONEER PARK MUSEUM COMMITTEE**

Date of Meeting	Agenda Item	Action	Action Officer	Comment
12 Nov 2025	7.3 Catering Service	Ms Thomas requested that a report be presented to the next meeting regarding the viability of the Pioneer Park catering service.	Jenny O'Donnell	04/02/2026: Report submitted for next meeting, 18 Feb 2026.
12 Nov 2025	7.1 Salami Festival	Ms Thomas enquired if Council would consider closing the Museum to members of the public whilst the Salami Festival event is being held. Mr Hansen advised this would be considered, noting that this is an operational matter.	Matthew Hansen	04/02/2026: It was noted that the Museum is a public facility and should remain open to the general public during the Salami Festival. Festival income supports the Italian Museum only, while general admission revenue contributes to broader Museum operations. Maintaining public access ensures equity of access and ongoing operational benefit to the Museum.
12 Nov 2025	CL07 FREE GENERAL ADMISSION (LOCAL RESIDENTS) TRIAL	RECOMMENDED on the motion of Virginia Tropeano and John Nikolic that: (a) The Committee note the preparation of the Risk Management Action Plan – Free Entry (October 2025) and the draft Free General Admission Project Management Plan, which outline the structured implementation and	Jenny O'Donnell / Matthew Hansen	04/02/2026: Amended implementation plan being rolled out as the start date was January 2026. The initial marketing campaign has already commenced with Council Communications and GPPM team. A marketing strategy is being developed and will be forwarded to SMT as per operational protocol.

		<p>evaluation of the 12-month free general admission trial for local residents.</p> <p>(b) These documents be reviewed to ensure alignment with the Committee's intent that the trial consist of a continuous 12-month period of free general admission, and any changes be reported back at the next meeting.</p> <p>(c) Staff prepare a marketing campaign for the free trial, including costings, for consideration at the next meeting.</p>		<p>An early update report is included in the 18 Feb 2026 agenda.</p>
6 Aug 2025	7.2 Moderated Email Group for Committee	<p>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.</p>	Matthew Hansen	<p>6/11/2025: 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</p>

				Information (Public Access) Act.
30 April 2025	GENERAL BUSINESS – ACCESS TO BUILDINGS	RECOMMENDED on the motion of Robyn Turner and Denis Couch that the Committee seek clarification on access to buildings requiring works located on land subject to Aboriginal Land Claims.	Jenny O'Donnell / Matthew Hansen	<p>6/08/2025: Awaiting confirmation – report to the next Committee Meeting.</p> <p>6/11/2025: Report to Committee 18 February 2025.</p> <p>04/02/2026: Query forwarded to Council's Corporate Property Officer and Native Title Coordinator for written response.</p>