

The HMAS *Sydney II* Memorial Advisory Committee
Presentation to City of Greater Geraldton Council Wednesday 7th June 2017
Proposed Amenities at HMAS *Sydney II* Memorial

Good evening,

My name is Trevor Ralph and I have been involved with the Memorial since 2010 when I became a tour guide.

I am President of the Geraldton Voluntary Tour Guides Association Inc.; I am also Chairman of the City of Greater Geraldton *Sydney II* Memorial Advisory Committee.

During my time at the Memorial I have seen tens of thousands of Visitors who are in awe of the beauty and solace of the Memorial.

The guides distribute postcards and bookmarks to the visitors to the Memorial for free. We also sell books of the HMAS *Sydney II* and post cards of the Memorial. Money raised from these sales is used to buy uniforms and other necessities for the Guides. In 2014 a substantial offer was made to the City for ground beautification project at the Memorial. This offer has not been taken up, therefore the offer has been withdrawn and may be used for other projects. We have no intention of commercial activity on a permanent basis at the site.

The Memorial is the Midwest's Major Tourist drawcard and the current facilities are totally inadequate. Bus tour companies are reluctant to bring tour buses to the Memorial as the facilities that we now have cannot cope with large numbers in a short time. As the bus companies operate on a tight timeframe, they are needing to move in quickly. It is inexcusable that these buses cannot visit the HMAS *Sydney II* Memorial because of the current public facilities.

We are custodians of a World Class Memorial and we must move into the future with a plan that fits the whole concept of the HMAS *Sydney II* Memorial site.

In Geraldton we are fortunate to have this Memorial to the 645 men who lost their lives on board the HMAS *Sydney II*. Our Memorial is World Class. As an ex-Navel person told a group of guides whilst visiting Geraldton on a recent cruise ship.

"This is the best Memorial to the men on a ship I have ever seen".

When questioned on this statement he said:

"There are no guns here. Nothing to remind us of war. This Memorial is for the men. It is magnificent".

I have here with me a Visitor Book that the Guides have kept at the Memorial.

The book is full of praise for our wonderful Memorial from the families of the lost sailors and visitors to the Memorial.

In keeping with the Memorial site we must build suitable facilities as designed by "Smith Sculptors" as passed without dissent by the HMAS Sydney Advisory Committee to the City of Greater Geraldton.

A cruise ship is due to arrive in Geraldton on Monday 18th September. It is expected that of the 2000 passengers that will arrive, approximately 1800 of those people will visit the Memorial. I would like to invite all Councillors to visit the Memorial on this day to see the experience offered to those visitors.

The concept of the plan was passed by full council (Part A) in 2014, however, as nothing has been forthcoming your advisory committee has once again brought this proposal back to council for urgent action.

In closing, I extend an invitation, to all councillors and staff to attend a tour at your convenience so you will gain a qualified impression of the impact the symbolism of this Memorial emanates.

Tours are conducted every day at 10.30 am

Look at this proposal as an investment to promote Tourism for Geraldton, not a cost.

Trevor Ralph

Chairman

HMAS *Sydney* II Memorial Advisory Committee

6th June 2017



GOVERNMENT HOUSE
WESTERN AUSTRALIA

Her Excellency the Honourable Kerry Sanderson AC
Governor of Western Australia

15 September 2016

Mr Trevor Ralph
President
Geraldton Voluntary Tour Guides Association Inc
PO Box 1378
GERALDTON WA 6531

Trevor
Dear Mr Ralph

Mid West Regional Visit 2016

Thank you and please thank the volunteer guides for taking the time to meet with me and my party at the HMAS Sydney II Memorial last week. Please pass on my sincere thanks to Mrs Mary L'Anson, and others, for their roles in facilitating arrangements.

I greatly appreciated your arranging for the beautiful wreath of wildflowers, which I was pleased to lay at the memorial, and thank you also for kindly gifting me a souvenir gift-pack, including the brooch. I have read the information with great interest.

The HMAS Sydney II memorial is an important and solemn place of commemoration and contemplation for local people and visitors alike, and I can see that your groups' guiding would greatly assist in interpreting and understanding the space. I was very pleased to both see the memorial, and to understand more about the design, which makes it both outstanding from an artistic viewpoint, and a place for solemn commemoration. And of course the site is very beautiful, which also provides a sense of peace.

I was impressed by the passion and professionalism of all of the guides, and I would be grateful if you could pass on my appreciation for their time, and for showing me and giving me the story behind the Memorial. I extend my very best wishes for the future endeavours of the Geraldton Voluntary Tour Guides Association.

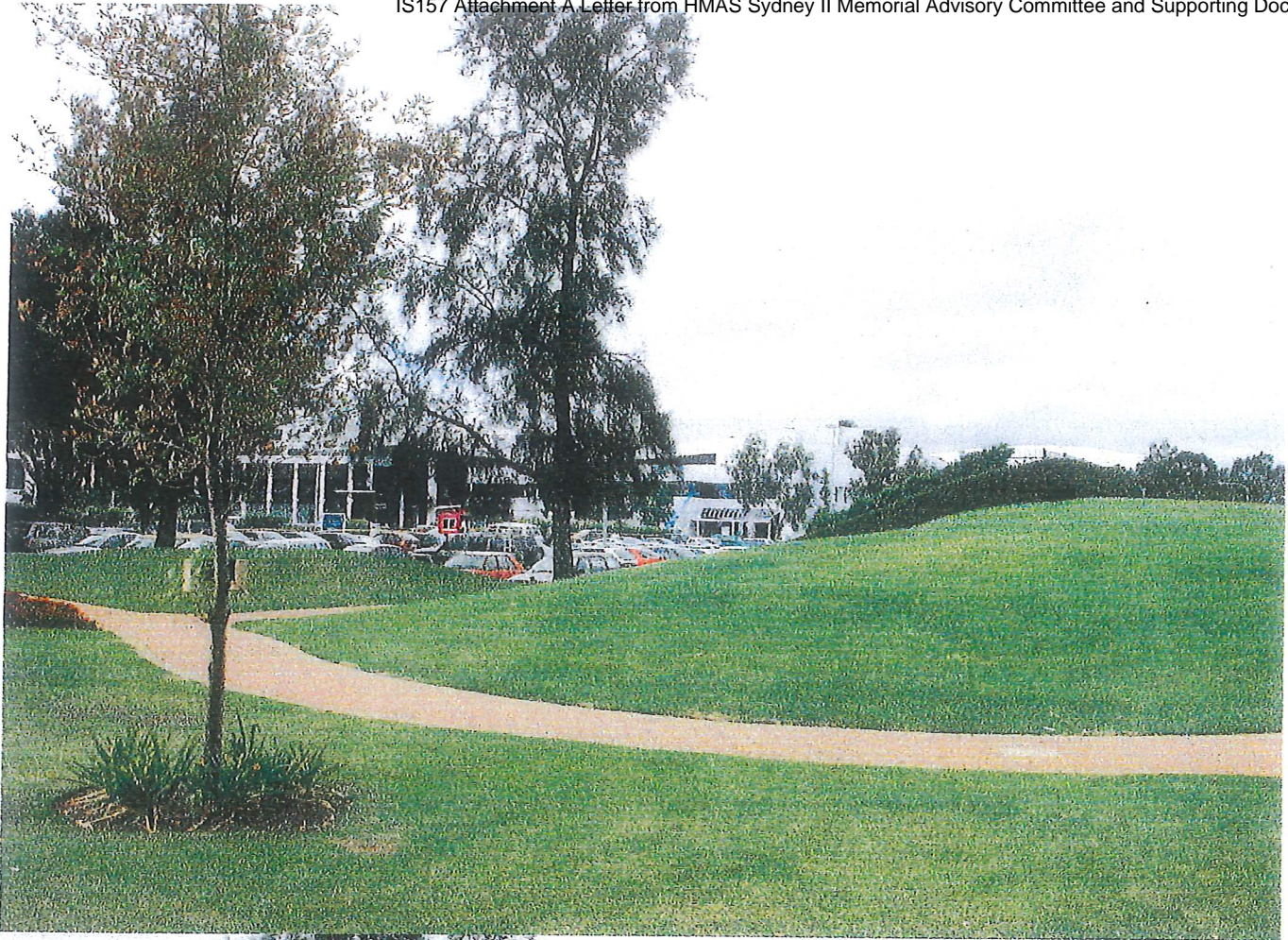
With warm regards and thanks.

Yours sincerely

Kerry Sanderson
GOVERNOR

Incorporates Public Amenities designed by
Smith Sculptors
which are appropriate for a non-invasive impact
of a Public Space

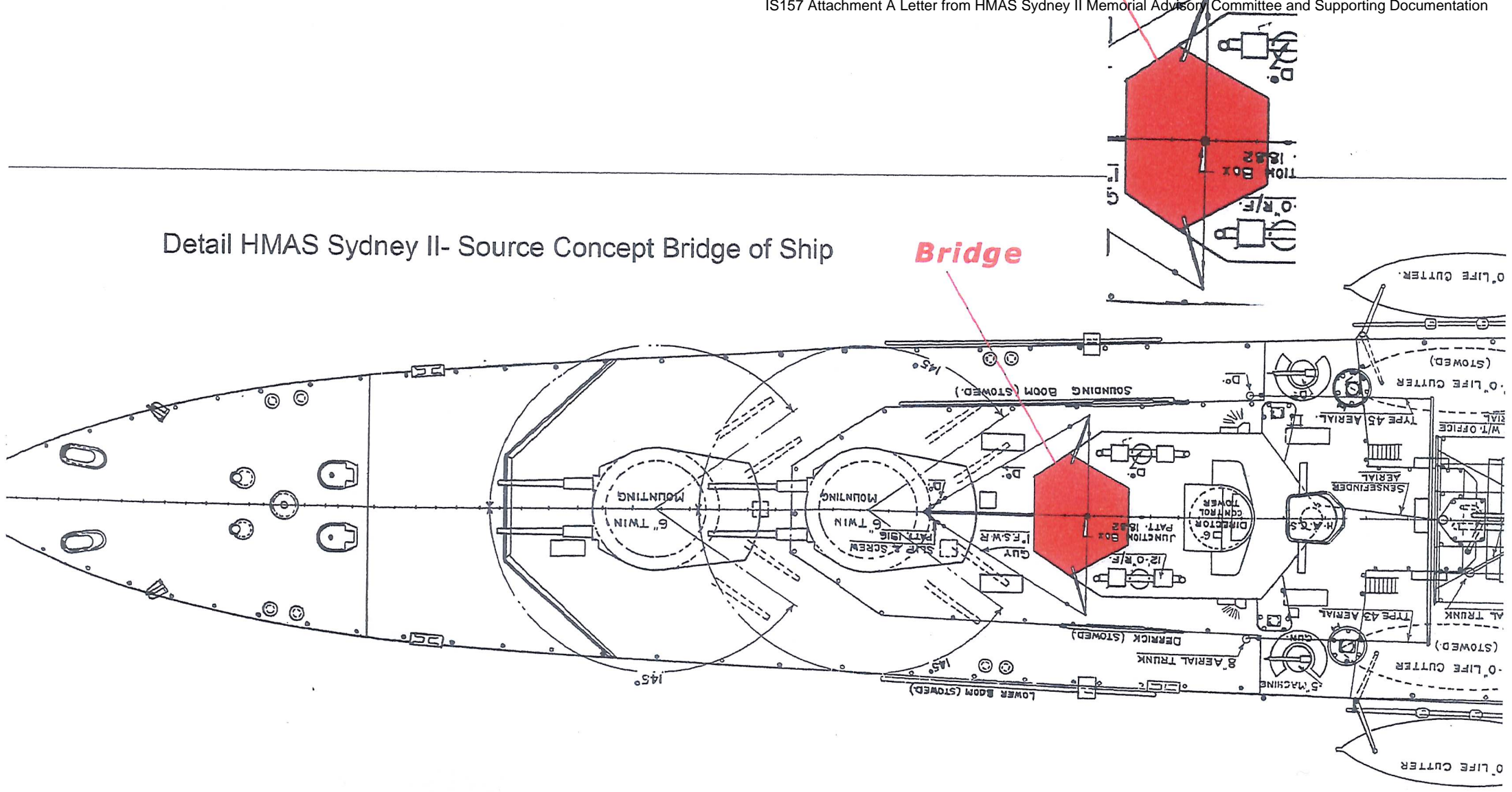




'Underground Toilets' - Burswood Park



Detail HMAS Sydney II- Source Concept Bridge of Ship



Sydney II Memorial Geraldton- [REDACTED] Rest and Contemplation area

[Signature]
Sculptors
Copyright



ER12/0001

D-14-85807

17 November 2014

HMAS Sydney II Memorial
Geraldton
Western Australia
AUSTRALIA

Dear HMAS Sydney II Memorial,

Congratulations on your 2014 Travellers' Choice Attractions Award for HMAS Sydney II Memorial! TripAdvisor®, the world's largest travel site, presents these awards in recognition of travellers' favourite things to see and do in destinations around the world.

We hope you'll take great pride in this win. Travellers' Choice Award winners are in the top 1% of hotels, restaurants, and attractions on TripAdvisor. The awards are based on candid feedback from travellers on TripAdvisor: more than 150 million reviews and opinions, and counting.

I'm delighted to send you these Travellers' Choice Award stickers to display in your ticket booth windows, gift shops, or anywhere you like, to show your visitors you're a winner. Congratulations again and best wishes for your continued success.

Sincerely yours,

Steve Kaufer

CEO and Co-founder

P.S. You can find more helpful marketing tools in your Management Center.



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Rankings Report – HMAS Sydney II Memorial –Geraldton WA

Prepared by: Joanne Smith

From: YaZoogle

Date: 5/6/2017

As requested. Please find below the latest STATS and other important rankings June 2017 – Review and results:

Trip Advisor

About:

World's Largest Travel Site. 500 million+ unbiased traveler reviews

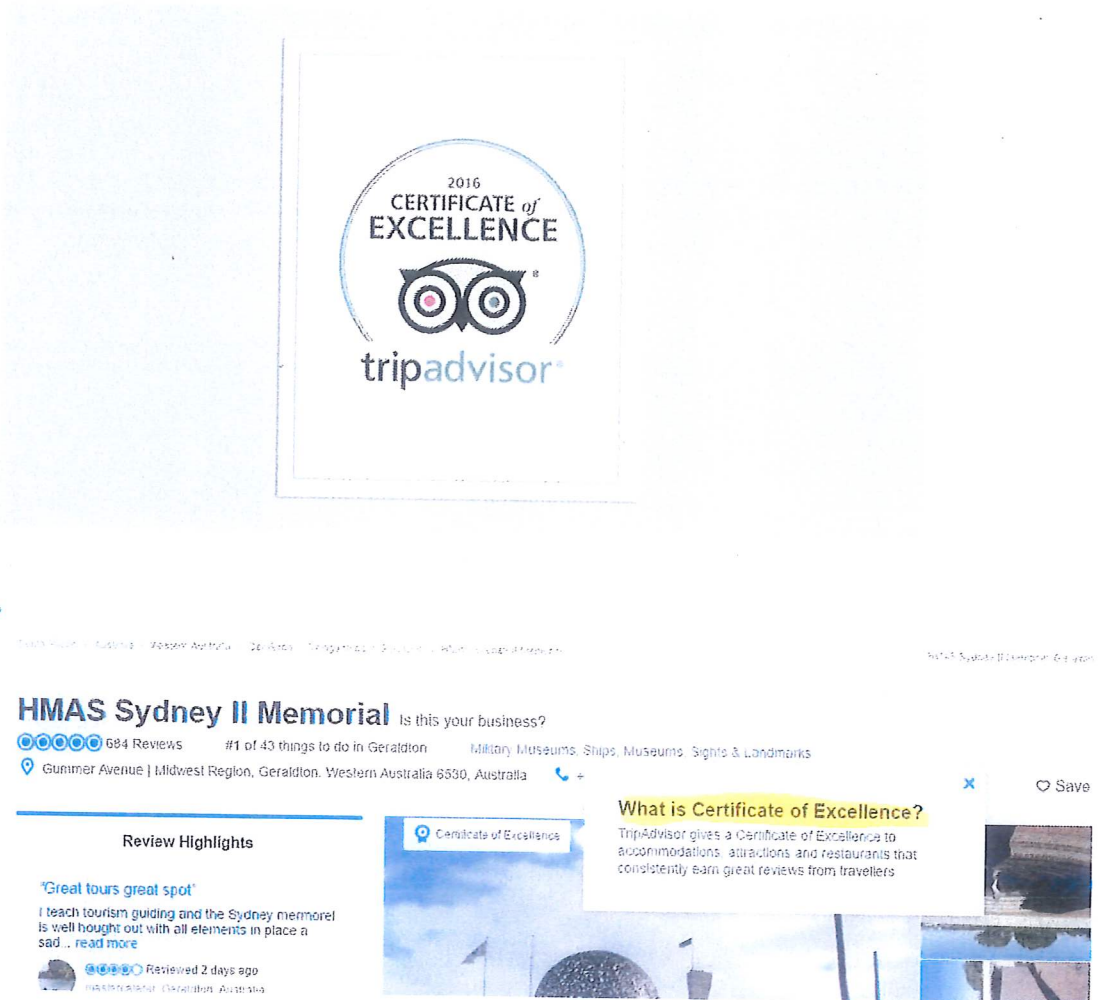
1) Certificate of Excellence

The HMAS Sydney II Memorial has been an extremely popular visitor review location on TripAdvisor with the latest Award being:

Awarded: 2016 Certificate of Excellence

What is a Certificate of Excellence?

TripAdvisor gives a Certificate of Excellence to accommodations, attractions and restaurants **that consistently earn great reviews from travelers.**



2) Average 5 Star Rating



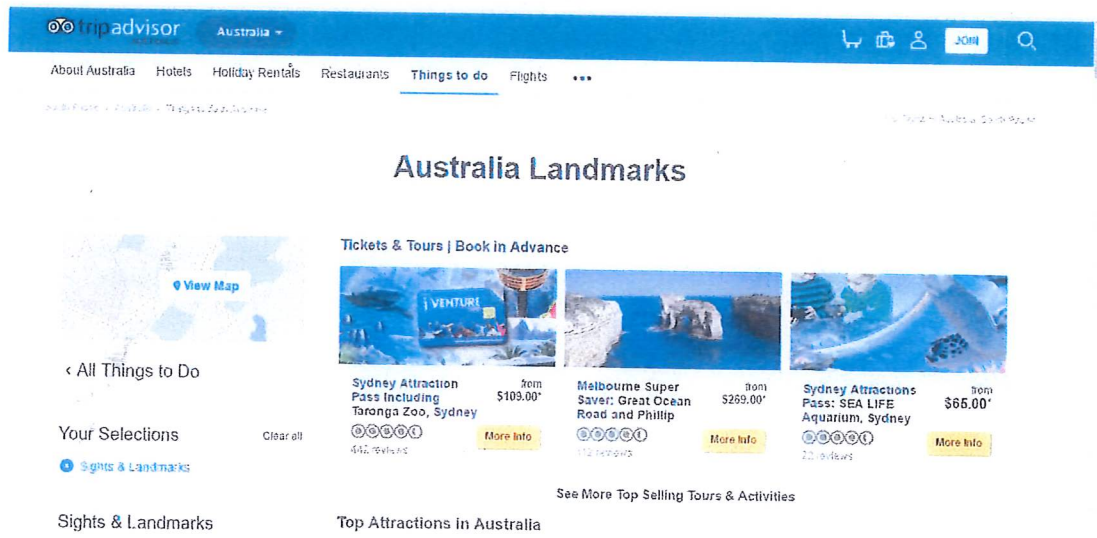
3). Positive comments and reviews

It has 684 posted reviews to date

[https://www.tripadvisor.com.au/Attraction_Review-g255365-d1052805-Reviews-HMAS Sydney II Memorial-Geraldton Western Australia.html](https://www.tripadvisor.com.au/Attraction_Review-g255365-d1052805-Reviews-HMAS_Sydney_II_Memorial-Geraldton_Western_Australia.html)

4) High TripAdvisor Website Placement

It is placed in the 'Top Attractions in Australia'



Under the Topic 'Top 30 attractions in Australia' – the HMAS Sydney Memorial has a ranking of '22'.

The Memorial is featured on TripAdvisor in a full length web page on their main website called 'Australian Landmarks' which covers all TripAdvisor Categories

This is a very important place to be located on their website as it makes it EXTREMELY EASY for new visitors to TripAdvisor who would be searching for things to do in Australia both locally, interstate or overseas and would be inspired to make a trip to Geraldton to visit the Memorial.

#1 of 2 Sights & Landmarks in Herberton
Historic Sites History Museums

2 booking options

HMAS Sydney II Memorial (Geraldton)
★★★★★ 684 reviews
#1 of 7 Sights & Landmarks in Geraldton
Military Museums Ships

More Info

Queen Victoria Building (QVB) (Sydney)
★★★★★ 3,864 reviews
#5 of 125 Sights & Landmarks in Sydney

More Info

This is especially important in respect of the positive reviews placed by visitors who have already visited the Memorial. In other words, if the Memorial was NOT listed on this page of 'Top Attractions in Australia' then the website visitor would only find it by doing local searches of towns or cities and the chances of overseas visitors finding the HMAS Sydney Memorial review page, would be very slim. Having it up front like this, on the Top 30 attractions in Australia, is giving it a status it duly deserves and no doubt is driving a lot of the Trip Advisor website visitors to click on the link in order to read the 686 reviews left on the site. These are all extremely positive and this in turn will encourage them to actually add it to their Australian travel itinerary. Thus, the City of Geraldton and the surrounding areas, get an add-on cost benefit, as a result of attracting these visitors, with their families and friends most likely following on, to visit the HMAS Sydney Memorial themselves.

View more

URL: <https://www.tripadvisor.com.au/Attractions-g255055-Activities-c47-Australia.html>



Bryce D
3

Reviewed 1 week ago

Remembrance

When you visit Geraldton Western Australia, you must see this memorial for Australian sailors from the H.M.A.S. Sydney.

It is extremely beautiful and architecture is astounding on this scale. There is beautiful outlook at the Geraldton town and harbour. The sunsets and sunrises are outstanding. There is an Beautiful black granit honour wall with all the sailors names on that stood there ground in an horrific sea battle in WW11. There is toilets and parking. Grassed aria with shady trees. This is a very humble surreal and tranquil place indeed. Lest we forget.

Show less



Ask Bryce D about HMAS Sydney II Memorial



artroomati
Adelaide, Australia
298 100

Reviewed 5 weeks ago

Memorial with emotion

This memorial was high on our list of places to see in Geraldton and it did not disappoint! The monument has been so thoughtfully created to remember the tragic loss of 645 lives aboard HMAS Sydney II during WWII. Sailors believe that seagulls at sea carry a dead sailors soul and there are 645 seagulls on the canopy of the memorial. If you are able to have a tour of the site it will benefit greatly and is highly recommended.

Show less



Louise T
41 2

Reviewed 18 April 2017

Beautiful Scenery

We were from Perth so the HMAS Sydney II Memorial Geraldton, reminded me of Kings Park but just a bit smaller. You can see the memorial from a lot of places in Geraldton. We went just after sunrise so it was getting dark yet there was still some streaks of light in the sky. The scenery was breathtaking and beautiful. The memorial is also very beautiful. the design and lighting was just.. indescribable..

This is definitely one of the places. I would strongly advise everyone to go see, when they're in Geraldton!

Show less



Haman R
3 3

Reviewed 11 April 2017 via mobile

Historical

This is one of the showcase tourist destinations in the Mid west! I love coming here and talking with the kids about the history and what they learn from the experience.

Thank Haman R

Memorial through the website using a Google search while visiting the Memorial itself.

On average the website is getting 157 visits a day

Monthly Statistics for May 2017		
Total Hits	67286	
Total Files	56325	
Total Pages	18621	
Total Visits	4872	
Total kB Files	2265416	
Total kB In	0	
Total kB Out	0	
Total Unique Sites	4042	
Total Unique URLs	1086	
Total Unique Referrers	559	
Total Unique User Agents	1012	
	Avg	Max
Hits per Hour	90	809
Hits per Day	2170	3663
Files per Day	1816	2649
Pages per Day	600	1106
Sites per Day	130	259
Visits per Day	157	192
kB Files per Day	73078	108451
kB In per Day	0	0
kB Out per Day		

Top 135 of 135 Total Countries											
#	Hits		Files		kB F		kB In		kB Out	Country	
1	25744	38.26%	23179	41.15%	1049956	46.35%	0	0.00%	0	0.00%	Australia
2	13562	20.16%	11002	19.53%	483739	21.35%	0	0.00%	0	0.00%	Commercial (com)
3	7376	10.96%	7294	12.95%	6018	0.27%	0	0.00%	0	0.00%	Unresolved/Unknown
4	4875	7.25%	4147	7.36%	195540	8.63%	0	0.00%	0	0.00%	Network (net)
5	3700	5.50%	944	1.68%	75381	3.33%	0	0.00%	0	0.00%	China
6	2578	3.83%	2271	4.03%	97059	4.28%	0	0.00%	0	0.00%	United States
7	890	1.32%	510	0.91%	22507	0.99%	0	0.00%	0	0.00%	Russian Federation
8	710	1.06%	366	0.65%	17026	0.75%	0	0.00%	0	0.00%	Malaysia
9	672	1.00%	643	1.14%	11898	0.53%	0	0.00%	0	0.00%	Montenegro
10	607	0.90%	543	0.96%	24541	1.08%	0	0.00%	0	0.00%	Canada

1	4	36.36%	hmas sydney memorial
2	2	18.18%	site: au monument
3	1	9.09%	geraldton memorial
4	1	9.09%	geraldton war memorial
5	1	9.09%	hmas sydney memeroial
6	1	9.09%	pool of remembrance
7	1	9.09%	waiting lady geraldton

Site Visitors stats for month of May 2017

1811 people looked at the HOME PAGE for example

Top 20 of 114 Total Entry Pages					
#	Hits		Visits		URL
1	2068	3.07%	1811	48.54%	/
2	269	0.40%	163	4.37%	/symbolism/
3	176	0.26%	129	3.46%	/feed/
4	160	0.24%	119	3.19%	/the-crew-honour-roll/
5	7240	10.76%	88	2.36%	/wp-cron.php
6	98	0.15%	77	2.06%	/artists-concept-the-pool-of-remembrance/
7	113	0.17%	62	1.66%	/construction-the-dome-of-souls/
8	101	0.15%	58	1.55%	/rotary-club-of-geraldton-congratulations/
9	110	0.16%	49	1.31%	/hmas-sydney-ii-about/
10	70	0.10%	37	0.99%	/useful-links-2/
11	81	0.12%	36	0.96%	/sanctuary-of-the-deep/
12	112	0.17%	32	0.86%	/about-the-artists/
13	84	0.12%	31	0.83%	/completed-the-wall-of-remembrance/
14	38	0.06%	31	0.83%	/news/
15	109	0.16%	29	0.78%	/completed-the-waiting-woman/
16	124	0.18%	27	0.72%	/completed-the-dome-of-souls/
17	110	0.16%	27	0.72%	/contact-us/
18	105	0.16%	27	0.72%	/geraldton-voluntary-tour-guides-about/
19	76	0.11%	26	0.70%	/completed-the-pool-of-remembrance/
20	86	0.13%	26	0.70%	/completed-the-stele/

Daily Statistics for May 2017																
Day	Hits		Files		Pages		Visits		Sites		kB F		kB In		kB Out	
1	2766	4.11%	2420	4.30%	587	3.15%	148	3.04%	226	5.59%	87883	3.88%	0	0.00%	0	0.00%
2	2713	4.03%	2163	3.84%	706	3.79%	161	3.30%	221	5.47%	82204	3.63%	0	0.00%	0	0.00%
3	1889	2.81%	1686	2.99%	519	2.79%	164	3.37%	205	5.07%	64260	2.84%	0	0.00%	0	0.00%
4	3405	5.06%	2196	3.90%	956	5.13%	192	3.94%	259	6.41%	108451	4.79%	0	0.00%	0	0.00%
5	3663	5.44%	1677	2.98%	1106	5.94%	167	3.43%	210	5.20%	88752	3.92%	0	0.00%	0	0.00%
6	1763	2.62%	1470	2.61%	488	2.62%	141	2.89%	167	4.13%	54695	2.41%	0	0.00%	0	0.00%