

# ANNUAL REPORT

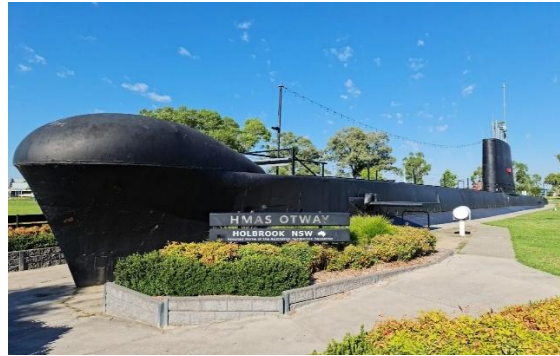


2024-25



ANNUAL REPORT

2024-25



CONTENTS

REPORTS

- President's Report
- Vice President Report
- Treasurer/Public Officer Report
- Membership Report
- Museum Curator's Report
- Development Report

• Committee

President - Michael White

Vice Pres – Terry Roach

Secretary - Ian Roberts

Treasurer - Geoff

Anderson

Membership - Carol

Wilson

Douglas Randell

Graham Collins

Roger Neill

Morrie Jeppesen

ANNUAL REPORT

OF

FRIENDS HOLBROOK  
SUBMARINE MUSEUM INC  
INC NUMBER 2201264



2025



For membership and newsletter enquiries contact the Membership Officer - Carol Wilson:  
[dolfin66wc@tpg.com.au](mailto:dolfin66wc@tpg.com.au)

Website:  
[holbrooksubmarinemuseum.com](http://holbrooksubmarinemuseum.com)

## President's Report

It is my pleasure to present the President's Report to the 2025 Annual General Meeting of the Friends Holbrook Submarine Museum Incorporated (FHSM Inc) for the past year. Our Vice-President, Commodore Terry Roach, joins with me in this annual Report. As members well know the FHSM was formed in 2019 as an Association with the object of supporting the Holbrook Submarine Museum and the accompanying Otway, B11, AE2 and other models in the Holbrook Submarine Park. In 2023 we incorporated under the Associations Incorporation Act 2009 (NSW), with its corresponding Regulations and adopted the Model Rules. We have endeavoured to be active in our support for the Museum for some six years now and, if I may say so, well done everyone who has helped.



### Office Bearers, Committee Members, and Patrons

At the AGM of the FHSM Association held on 6 August 2024 the following were elected to office and to the Committee respectively:

#### **Office Bearers**

President - Dr. Michael White OAM KC  
 Vice President – Commodore Terence Roach AM RAN Rtd  
 Secretary - Commander Ian Roberts RAN Rtd  
 Treasurer - Commander Geoffrey Anderson RAN Rtd

#### **Committee members**

Mr. Graham Collins



Mrs. Carol Wilson (Membership)  
Dr Roger Neill (Development)  
Dr. Douglas Randell  
Mr. Morrie Jeppesen (Honorary Curator)

Helen Wyatt and Life Member Thor Lund continued their support, with Thor continuing with his supervision of our web site as our Web Master. Heather Wilton continued her support as our representative in Holbrook with the Council.

Our Patrons, Commander Peter Horobin MBE RAN Rtd and Rear Admiral Peter Briggs AO (Mil), OAM (Civ) CSC RAN Rtd, have kindly continued in their roles. Apart from being our patrons, Peter Briggs has continued his good work on the AE1 Submarine Foundation with the current project to erect a memorial monument to AE1 on Mioko Island, in PNG, on the shore near where the wreck of AE1 lies between Rabaul and New Ireland. Peter Horobin has continued his good work in developing the Australian National Submarine Museum, a complex virtual museum project, and Helen Wyatt is working with him on that, including archiving material.

As the reports under show in more detail, an enormous amount has been achieved in improving the Museum where Morrie Jeppesen has worked hard in handling numerous visitor tours and steadily improved the exhibitions and facilities. Our finances have been carefully checked and controlled by Geoff Anderson and Roger Neill is steadily continuing with his 3D printing project of a unique model of AE2, and the Turkish Gun Boat Sultan Hissar (which shelled the AE2 and led to its needing to be scuttled in the Sea of Marmara in 1915). We will need a bit more financial support when Roger finishes making the models in order to move them to Holbrook and install them in the AE2 Control Room.

### **Incorporation of FHSM Inc.**

Thanks to the efforts of Geoff Anderson as our Treasurer and Public Officer the FHSM Inc meets the requirements of the NSW Office of Fair Trading, which is the NSW regulator for incorporated associations.

The financial report is being done separately by Geoff Anderson, but could I just report here that we are in a sound financial position and, thanks to our sponsors, have sufficient funds for the improvements to be made to the museum and, with a bit more funding, to transport to Holbrook and mount the display of the AE2 and Sultan Hissar models in the AE2 space. We are very grateful to our many supporters. I also acknowledge our wonderful Volunteers Working Bee organised by Gary Redmond that meets in Holbrook over the Australia Day



weekend each year and works on maintenance of the Holbrook Submarine Park including cleaning up and painting the Otway casing when needed.

### **Proposal by the IGA Store in Holbrook to take over the Commander Holbrook Memorial Park now Abandoned**

In September 2023 the owners of the IGA Store in Holbrook submitted a proposal to the Greater Hume Shire Council for the IGA to expand its premises and sales considerably and as part of that expansion it was required to increase the number of car parking spaces that would be available. The proposal for this car park increase was that the GHS Council acquire the Commander Holbrook Memorial Park, with the B11 model and the large memorial gates into the area and sell the land to the IGA for its car parking. At its meeting on 21 February 2024 the Council approved for the proposal to go forward for further consideration provided the IGA paid for the removal of the B11 model to the adjacent main Holbrook Submarine Park.

Terry Roach and I travelled to Holbrook and joined up with Morrie Jeppesen to look into the matter where we spoke with a number of people and media, including the owners of the IGA and a committee of the GHS Council, chaired by Cr Heather Wilton, who is chair of the Council's Museums Committee. We initially expressed our opposition to the plan to take over the Commander Holbrook Memorial Park but the majority of the Committee resolved, as it then seemed likely to go ahead whatever we did, that we would support it on condition that the IGA paid all of the expense of removing the model of B11, the Memorial Gates, the fence and garden etc to the adjoining Submarine Park near the Otway. The Council's initial approval was on this condition as well. Morrie found out that the Council had never submitted the 1971 dedicated Commander Holbrook Memorial Park to the NSW War Memorial regulatory body, which he subsequently did, so it became registered as a War Memorial Park on the NSW Government's Register.

The FHSM Inc Committee meeting on 6 May 2024 appointed Terry, Morrie and me to form an ongoing sub-committee to handle the matter and we wrote a full report about it which had wide circulation. We also met online with the Director of the NSW Veterans Department who expressed her strong opposition to the taking over a dedicated Memorial Park and wrote to the Greater Hume Council to that effect. Then in early July the IGA withdrew its application so the current situation with a dedicated Commander Holbrook Submarine Park is to remain as-is. The Council wrote to me about this withdrawal, for which courtesy I thank them.

### **Appointment of RAN Liaison Officer to work with FHSC Inc.**

As I reported to the 2024 AGM, at my written request the Chief of Navy, Vice Admiral Mark Hammond AO RAN, a former submariner, appointed Captain Stephen Blake, the Director of Submarines in Navy Office, Canberra, to be the



RAN Liaison Officer to work with the FHSM Inc for better connection about the museum having Collins class displays and also activating the fact that the RAN Submarine Squadron had been granted Freedom of Entry into the Holbrook City. There has not been much for Captain Blake to do so far and this will be the case until we get a space for a Collins Class display both in the park and extend the Museum building for an internal display. As the Collins boats will be undergoing major refits and modernisation during the coming years we need to start planning for this now and the Committee has appointed a Sub-Committee, chaired by Terry Roach, to take the lead in the new initiative. This can only be done in close cooperation with the Council of course.

**Conclusion**

In conclusion, I thank all the Committee members, the donors and the volunteer workers for their contribution over the past year. All of the current Committee have indicated their willingness to stand for re-election and I hope that the members will vote to re-elect them. If I am re-elected, I look forward to working with the Committee, the members, the Volunteers and the Council over the coming year as we all pull together to give our support to the many new projects that FHSM Inc and the museum currently plan.

*Michael White*  
**President**

**Public Officer and Treasurer Report**

**Public Officer**

The FHSM is Incorporated in NSW and the Public Officer responsible to NSW Fair Trading and the Australian Tax Office as the point of contact. The 2024 FORM A12 - T2 Annual summary of financial affairs – Tier 2 was submitted after the 2024 AGM and on completion of the 2025 AGM it will be submitted for the period July 2024 to June 2025.

**Friends Holbrook Submarine Inc Branch General Account  
 1 July 2024 to 30 June 2025**

<b>Opening Bank Balance</b>	<b>1-Jul-24</b>	<b>\$</b>	<b>9,499.12</b>
<b>Income</b>			
Membership		\$	837.50
Donations		\$	550.00
Interest		\$	82.70
Books		\$	147.60



<b>Total Income</b>		<u>\$ 1,617.80</u>
<b>Expenses</b>		
Miscellaneous		\$ 629.53
Printing/Postage		\$ 496.10
Bendigo Bank AE2 Project		<u>\$ 964.67</u>
<b>Total Expense</b>		<u>\$ 2,090.30</u>
<b>Money in Bank</b>	<b>30-Jun-25</b>	<u>\$ 9,026.62</u>
Held by Greater Hume Council		
Opening Balance	<b>1-Jul-24</b>	\$ 2,464.00
<b>Balance Total</b>	<b>30-Jun-25</b>	<u>\$ 11,490.62</u>
<b>Balance By Project Remaining</b>		
SIA Grant		\$ 2,782.18
AESMF Grant		\$ 1,840.00
Bendigo Bank AE2 Project		\$ 1,276.51
General		\$ 3,127.93
Held by GHC		<u>\$ 2,464.00</u>
	<b>30-Jun-25</b>	<u>\$ 11,490.62</u>

### Notes on the Accounts

**Membership** – membership fees, new and renewal, plus the costs associated with membership, promotions, and other expenses, such as life membership presentations etc. Further details are provided in the Membership report.

**Publication Printing and Sales, Postage and GHC** - Costs of local printing of books and publications for sale at the museum and online. Note, Museum sales revenue go to the HSM trust account held by GHC. Online sales are gross income including post and handling charges. There were only 3 book sales through the account generating an Income of \$147.00. This is offset by expenses of \$496.10 for Printing and Postage. The loss is covered by the remaining books for sale (stock in hand) plus sales generated at the museum where the funds of \$2,464.00 are held by the Greater Hume Council (GHC). Note: No update has been provided by the GHC since June 2024. The Sale value of publications and posters held at the Museum is \$920.00.



**Miscellaneous expenditure** - Fees charges and licenses for the FHSM website and data system and for internal FHSM systems improvements and items such as Zoom license.

**Special Donations and Specific Grants** - FHSM received specific donations to be applied to certain projects as defined by either a proposal put forward by FHSM or sourced to support a particular project. The following provides details of the funds received and the expenditure for the individual projects.

### **1. SIA Museum Upgrade Grant**

This Project commenced in 2020 to support the upgrade of the museum. There is currently a total of \$2,782.18 as of July 2022 and there has been no further Income or Expenditure since.

### **2. The AE 2 Replica Refurbishment Fund**

This fund was established to carry out internal work on the AE2 Control Room Replica at the museum. Additional lighting and audio works are planned and the replica has been moved next to the Museum.

Work conducted to date has been funded from a special Grant to the Greater Hume Council and there has been No income/Expenditure during the year against FHSM funds.

### **3. Bendigo Bank Community Donation Fund**

Bendigo Bank funding is being used the fund the AE2 Control Room 3D Laser replica model and associated exhibits including the Laser Printers. In 2024-25 there has been an expenditure of \$964.67 for Filament and parts. It is expected in the next financial year that the funds may be expended fully when the model is painted and fully put together.

Further funding may be required for Shipping of the Model to Holbrook and purchase of a display case.

### **4. Miscellaneous Expenditure**

Accounting for the major expenditure are the Zoom Licence and Microsoft Licenses.

*Geoff Anderson*  
Public Officer and Hon. Treasurer





## Museum Curator's Report

Since the last AGM in August 2024 the museum has been extremely busy and there are currently quite a few items awaiting cataloguing. These items are gradually being recorded and placed on display and some added to the eHive database.

The number of visitors to the museum for 2024 was 10,668. By the end of June 2025 the number of visitors was 9126 and the number of tours conducted was 7 for a total of 161.

A Lieutenant's Winter uniform with cap has been donated to the Wool Pack Museum for display in their Military Room. This was one of the excess uniforms we have. This reduces the number of our Lieutenants uniforms to about 10.

Since the switch in the hologram room has been replaced there has been no further problems with production of the holograms.

I am still trying to get the Officer of the Watch Panel installed in the control room and will keep trying as Ten Mile Engineering does not seem interested. New additions to the museum since the last annual general meeting include:

- *Otama's* Jolly Roger, this flag was kept in the aft mess and signed by all crew members during the last commissioning. Donated anonymously.



- A set of RN/RAN National Flags and White Ensigns to show the RAN links to the RN.

- A Collins launch coin (donated by the Submarine Association of Australia – South Australian Branch).
- Several USN Sub crests and a United States Boat flag.
- Canadian commissioning pennant (from an unknown RCN vessel.)



- An air drop Sonar Buoy.
- Boxes of books and brochures.

A new printed picture of the Self-Guided Tour QR codes is required for display near the rescue buoy. I currently have a steel post with an appropriate plate for the display; the size would be 45x60cm and I am still waiting for Greater Hume Council to get a hard copy printed to make it permanent.



I recently had a visit from the granddaughter of B11 crewman Acting Leading Stoker Soward. She presented to the HSM an original comic strip from a Melbourne Newspaper from 1955 with the story of the Submarine B11 and a copy of a BBC Radio Play on the B11 and the Dardanelles that was broadcast in 1958. The radio play has been entered in eHive and a copy sent to the British Submarine Museum. I am still researching the origins of the comic strip.



HMAS OTWAY Watch and Station Bill. Entered on eHive. eHive is a web-based collection cataloguing system used worldwide by hundreds of museums, societies and private collectors to catalogue objects, store images, manage acquisition information and publish their collections online.

The Australia Day weekend 2025 saw 110 former Submariners visit Holbrook for the Annual Reunion and Working Bee, organised by Garry Redmond. Work carried out on the *Otway* included:



- Touch up painting of the *Otway*.
- Rubbish removal under the casing.





- Repainting of the Propellers on the Duck's Arse.
- Repair to the cover of the starboard propeller shaft.
- Moving the control room Officer Of the Watch Panel from a box to a container in the museum.



*Morrie Jeppesen*  
Honorary Curator,  
Holbrook Submarine Museum

### Secretary's Report

Over the 2024-2025 year all of the routine administrative tasks have been attended to in the usual way.

*Ian Roberts*  
Secretary.

### Membership Report

As at the current date we have 92 Registered Members. Patrons: Rear Admiral Peter Briggs AO(Mil) CSC OAM (Gen) RAN Rtd, Commander Peter Horobin MBE RAN Rtd. Life Members: Roger Cooper, Thor Lund. Exempt: Cathy Mann, Greg Skinner, CDR John Goss, Dr Douglas Randell. Tim Dalrymple.

Ordinary Members: 45. Inactive Members: 38 (2021/23/24/25) Renewals will be sent to these inactive members and they be pressed to get their dues up to date. Overall, our membership has been quiet over the past 12 months but we would welcome New Members.

Membership is open to anyone with an interest in the museum, submarines, or submariners. **Membership is only \$50 for 3 years. or \$75 for 5 years. FAMILY MEMBERSHIP** – includes 2 adults and 2 school-aged children and is **\$75 for 3 years. AUSTRALIAN NAVY CADET'S (ANC)** membership is **\$15 for 3 years. SUBMARINERS AND SIA/SAA MEMBERS** -Serving



Submariners and current members of the Submarine Institute of Australia (SIA) or the Submarines Association of Australia (SAA) enjoy a 50% discount on the individual membership rate: *3 years = \$25, 5 Years = \$37.5*

**Funds Management:** All membership dues are deposited into the FHSM, Bendigo Bank and are distributed to HSM for approved development projects in consultation with the Curator and Museum management. Full reporting of funds management and distribution is available from the Treasurer and forms part of the annual report.

**Membership and Donations:** Can be made by direct deposit to the FHSM Inc Account. Bendigo Bank – BSB – 633-000. Account – 205052582 Reference: your name and New Member or Renewal. New members or Renewals can find Application Form on line at the FHSM website:  
<https://holbrooksubmarinemuseum.com.au/index.php/fhsm-membership-details/>

*Carol Wilson*  
Membership Officer  
[dolphin66wc@tpg.com.au](mailto:dolphin66wc@tpg.com.au)

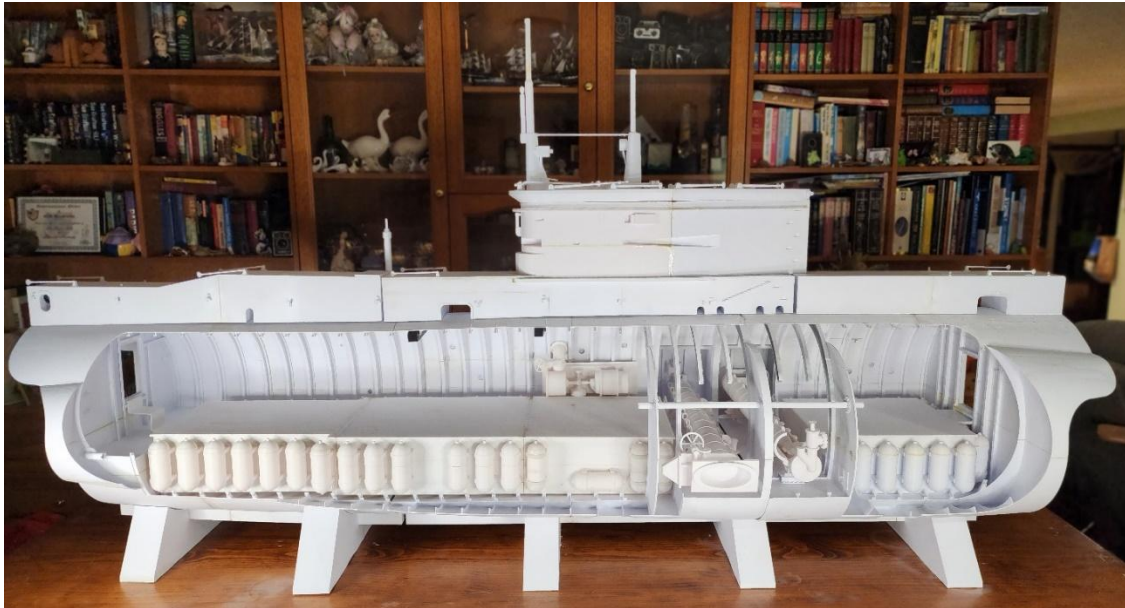
## Development Team Report

*By Roger Neill and Thor Lund*

### *AE2 Model Printing*

During the course of the past 12 months Roger's wife Sheryl has had two unexpected periods of hospitalization, both of which were followed by stays in Rehabilitation centres. This significantly impacted progress on the *AE2* modelling project. Progress has been made, however, with the following being highlights:

**3D Printing:** We have finished printing all the elements of the *AE2* model. This includes the hull and all the internal components which will be incorporated into the 1/10<sup>th</sup> scale cutaway model. The hull was printed as 24 individual segments. These have been assembled into three major sub-sections, which will ultimately be joined, along with the three sections of casing and the fin. The following image shows these major components laid out in their final configuration. The model covers the central portion of the hull between the two watertight bulkheads.



*AE2 Cutaway with some internal components in position*

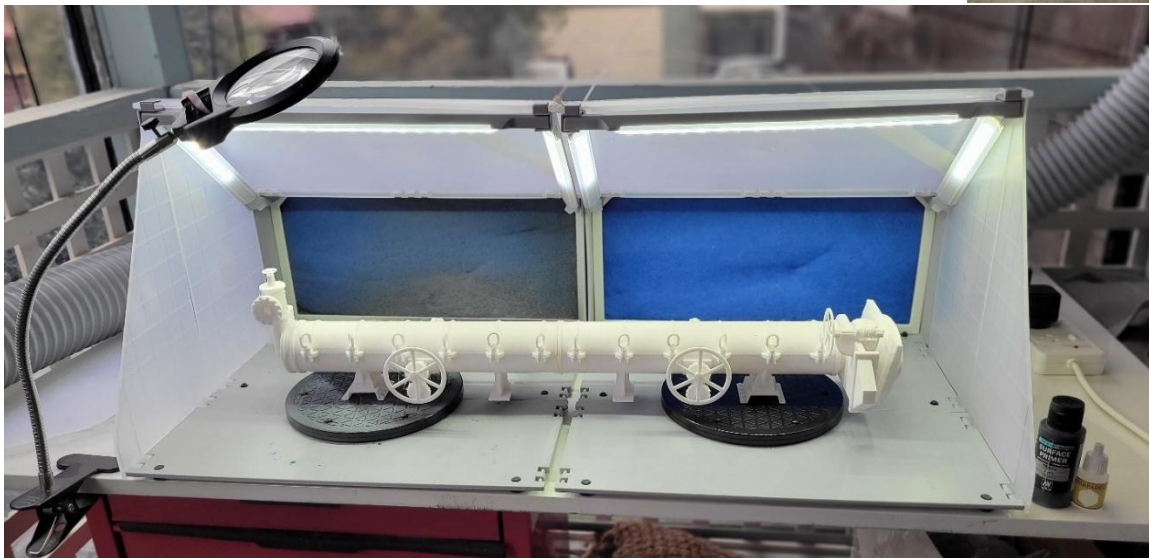


*Starboard side of the AE2 Model*

**Assembly Studio:** We have made a dedicated space, 4.8 metres long, which will enable us to undertake the final preparation, painting and assembly of the model. There are three zones in the studio: the largest space has a bench upon which the final assembly will take place (thanks to Geoff Anderson for organizing its donation); a general work area; and a painting area including a spray booth.

The image is of the fin being worked on in the studio. It has now been fully assembled and glued with the base fill-coat applied. Next step is a full sand, a coat of fill primer, final sand, top coat and then painting of the detailed components.

The spray booth has sufficient volume to accommodate the majority of the internal components of the model. Photo below is one of the midships torpedo tubes.



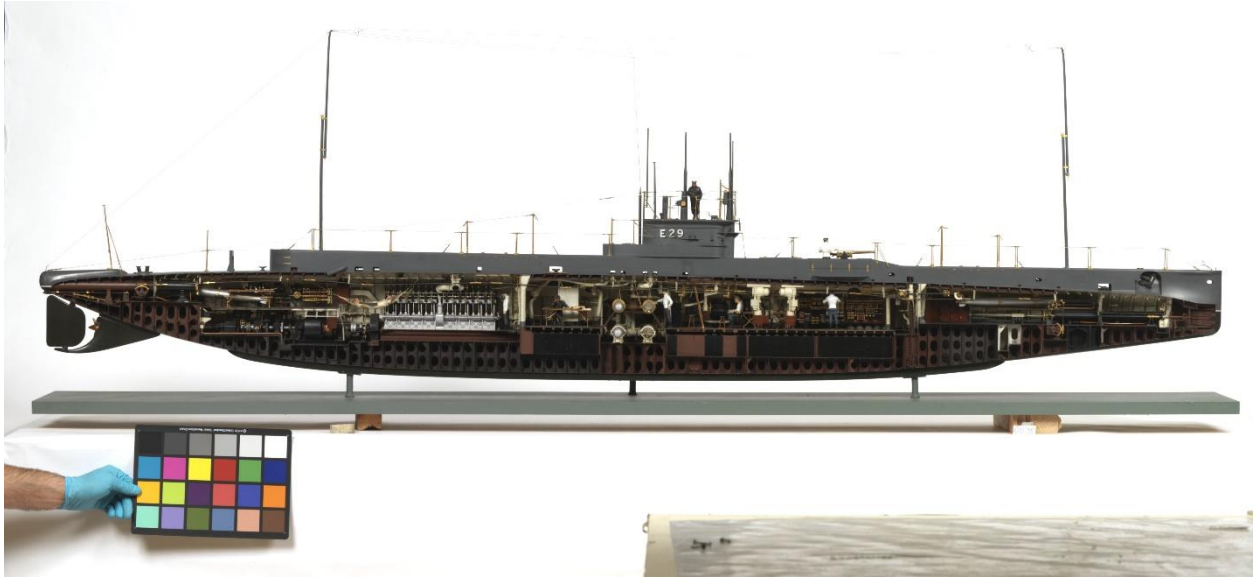
*Torpedo in Spray Booth*

## Paint Scheme

One of my (Roger's) biggest concerns has been getting the internal paint scheme right, or at least believable. When we undertook the internal survey in 2014 we found that, while some paint had survived, much of it was hidden by a thick layer of silt. The build specification includes minimal detail regarding paint schemes, so we are pretty much on our own when it comes to selecting colours.

The Imperial War Museum has given us access to a high-resolution photograph of its cutaway model of the *E29* Submarine. This will be of some assistance to

us in selecting representative colours, but our model is actually much more detailed than the IWM model so it isn't yet clear how much use it will be to us.

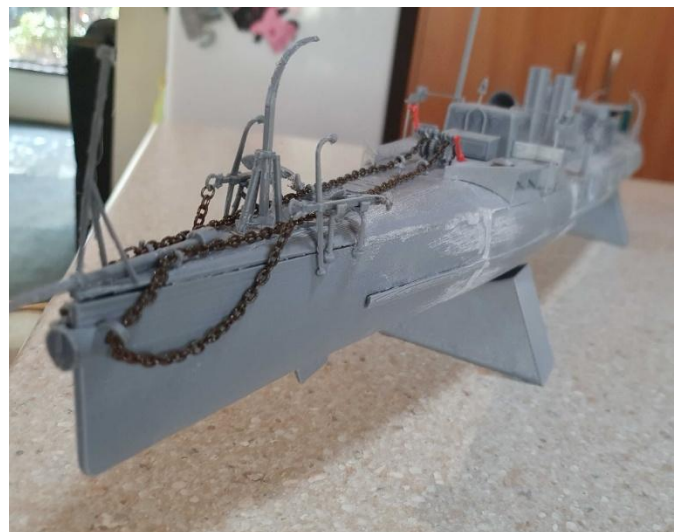


*The IWM E29 cutaway model*

We have the complication that we will need to incorporate some variation into the colour scheme, to help museum patrons differentiate between the various components. To that end I have been making unashamed use of Captain Ken Greig ('Should I leave the Kingston valves bronze, Ken, or paint them?'). Recently CMDR John Taubman, who is a local resident of the central highlands, has agreed to join our 'brains trust'. This will be of great value in the near future when I start the detailed painting. If anybody else would like to have an input in this regard, please let us know.

### ***SULTANHISAR***

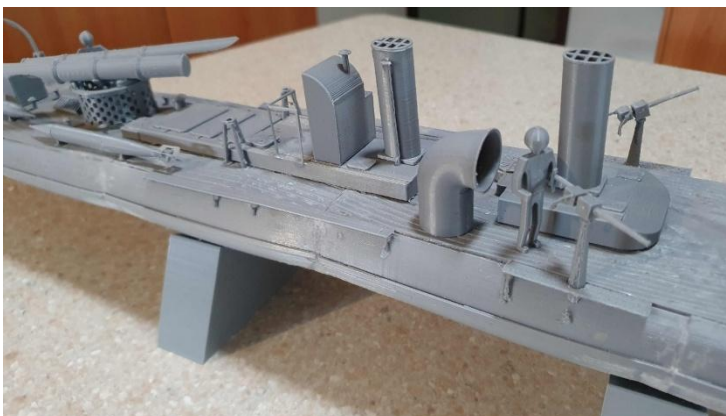
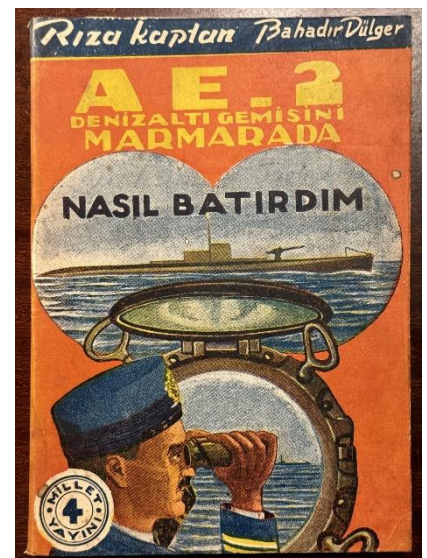
Steve Boyd has finished modelling and printing a 1/50 scale model of *Sultanhisar*. Our thought is to also print a model of *AE2* at the same scale and generate a diorama of the engagement between the two vessels.



## Sultanhisar 1/50 Scale Model



The following information was received from Selcuk Kolay: A book, written by Bahadır Dülger based on quotations of Captain Rıza regarding his sinking of the *AE2*, was published exclusively in Turkish in 1947. On page 31 of the book he mentions that they fired many shots at the sub as soon as they had her in their sights, many of them to no avail. But he thinks that one of the first shots fired from the *starboard* gun by "Edremitli" Omer (he even mentions this by gunner's name) has penetrated the sub according to the sound they heard. He further states that the sub dived right after this but came back to the surface again after a short while - probably because of the leak caused by the hit.



We have 'manned' the starboard gun and oriented it to be consistent with this direction of fire.

We are starting to think about colour schemes for the model of the torpedo boat. Rather fortuitously there is a near-identical sister ship *Drazki* in a museum at Varna in Bulgaria. We will be able to use this as a useful guide in choosing the painting scheme. (This boat is actually a composite of at least two vessels which were rescued 'just-in-time' from the scrappers in 1957).





© SHIPSPOTTING.COM

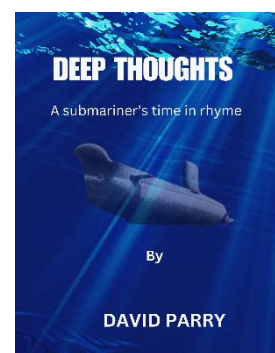
Image Copyright © Manfred Christian

## PUBLICATIONS

Over the past 12 months the Development Team have been working in support of several proposed publications as follows. With one possible exception these won't be FHSM publications as such, but we are of the view they are all very worthy undertakings, and we hope we will gain approval to promote them via the FHSM website.

Deep thoughts - Poetry book by David Parry (RN)

Sandy and Thor spent quite a bit of time helping our UK friends with the production and layout of the book which has 70 plus poems written by ex-Commander and submariner David Parry. Our input includes several cartoons and doing the layout work. The book has a poem on Holbrook in it and HSM / FHSM will receive a mention. It's expected the book will be



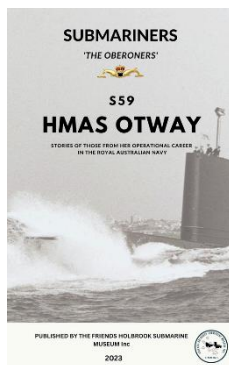
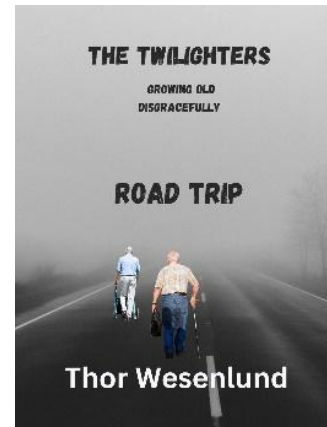


## Other Publishing Projects

The following publications are under consideration for development for future POD distribution. The support and sponsorship for each publication will be sought closer to time and pending agreement to proceed.

### The Submariner Series

Due to popular demand, this series of lyrical books will be rewritten and produced for online POD distribution. The books follow the adventures of two old submariners and have been rewritten to appeal to a broader audience and are titled The Twilighters. The first of these, the Road Trip is due for release on the POD market before the end of 2025

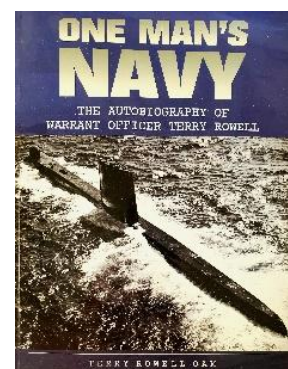


### Submariners -Otway

We are hoping to develop a 2<sup>nd</sup> edition with more detail and recollections on the move of the casing and fin to Holbrook as well as the work done in the museum in the early days. It is hoped that this will complete the story of Otway, its past crew and its links to Holbrook NSW. It will have the option to be available online or as a local print only pending FHSM decision to proceed or not.

### One Man's Navy –Terry Rowell

We have obtained the author's permission to prepare this substantial book into an online POD distributed format. We hope to complete the initial work by the end of 2025 for release in 2026. It will be sponsored by Bayview Publishing and a percentage of profits will be donated to FHSM.



### Australia's Submarine Heritage

This is a graphic art book featuring Sandy Freeleagus's artwork and drawings of the various types of submarines that have operated from Australia or served in the RAN. It also supports the wall hanging in the HSM museum. The book has researched details of the foreign boats that have operated from Australia and is likely to be a collectable for the artwork alone. Sponsorship of the project is currently in negotiation.



## Web Managers Report

### OVERVIEW

Our sponsor and tech support team from SAH have continued sponsoring the FHSM website and providing essential security upgrades. This has been a major factor in ensuring the website remains secure and up to date. Their help has been invaluable in these difficult times, and they have helped develop more robust metrics that will help with ongoing analysis and development of the website.

### Cyber Crime Activity

Australian Signals Corp has reported a 15 -20% increase in cybercrime over the previous period. To protect the FHSM website we have enhanced the security features over the past 12 months. The result has been no intrusions have been made but 1259 blocked attempts have been noted. We will continue to monitor and update the security patches on the website as the threats increase.

### QR Codes threats

The trend to use QR codes for scam and phishing intrusions required us to take steps to reduce the risk. During the year we moved all the museum QR codes behind the secure firewall on the website. We will continue to keep an eye on the physical icons around the museum with the Curators' help to ensure none has been replaced with bogus codes. Reporting is still available but requires a bit more work than previously and has not been included in this report

### Mail list threats

Non encrypted spreadsheet styled mail lists continue to be a source of malware and hacking by increasingly clever perpetrators. Many small organisations and charities have moved to secure membership systems whilst some find the prospects difficult or unaffordable. FHSM, being a small organisation maintains its member records on a spreadsheet. To help members improve their individual email security, we have prepared a short paper that will allow them to check their email systems and consider any necessary changes. Those members that are interested can email the Membership secretary for a free download copy.

## WEBSITE TRENDS 2024 -2025:

### Overview

The website continues to receive traffic from external sources, particularly from regional tourism websites and social media platforms. It's not clear how much the FHSM website plays in regional tourism but it does reflect a degree of interest in the museum and the friends as well as its online presence.



## Website Performance Summary

**Reporting Period:** Aug 24 – July 2025

**Source:** Web hosting analytics and internal monitoring

### Visitor Engagement (Jan–Jul 2025)

Metric	Total	Monthly Avg	Daily Avg
Hits	222,240	31,748	1,017
Files Served	185,545	26,506	798
Pages Viewed	106,929	15,275	272
Visits	29,458	4,208	91
Bandwidth Used	21.4 GB	3.06 GB	101.2 MB

### Traffic Insights

- Highest Traffic Month:**  
**March 2025** (39,826 hits; 10,207 pages viewed)  
 Possibly driven by events or outreach linked to the AE2 or 3D modelling initiatives.
- Most Consistent Growth:**  
 February to April showed steady growth in visitors and content engagement.
- Bandwidth Surge:**  
**April 2025** used **2.25 GB**, reflecting content-rich engagement (e.g. downloads, embedded media, or image-heavy pages).

### Referral Sources (Jan–Jun 2025)

Referral Site	Visits
Visit NSW (combined)	129
Facebook (all)	11
Visit Melbourne	19
Family Road Trip Blog	11
Visit Greater Hume	13

### Infrastructure & Content Updates

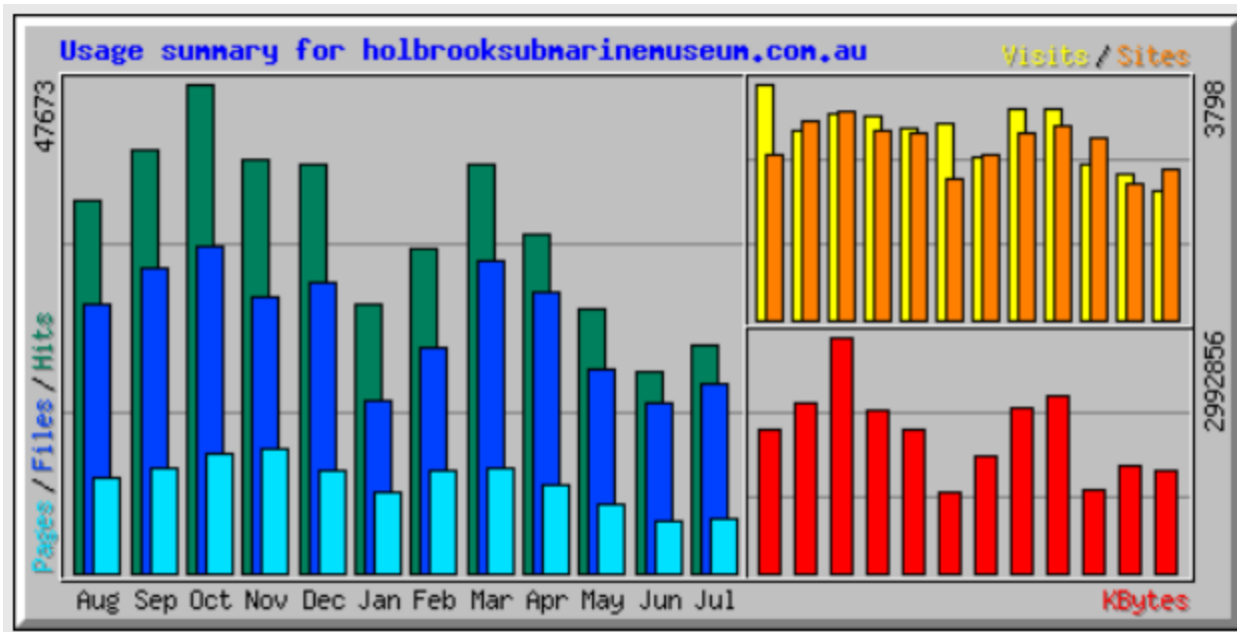
- Sponsorship:** Hosting and security support continues through SAH.
- QR Code Support:** 70+ codes moved behind a secure firewall with multilingual access.



- **Security:** No breaches recorded.

**SUPPORTING WEBSITE PERFORMANCE GRAPHS**

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jul 2025	717	598	174	66	2404	1308130	2062	5396	18545	22240
Jun 2025	655	551	164	78	2188	1358323	2342	4944	16549	19667
May 2025	827	638	216	80	2910	1059870	2482	6705	19786	25666
Apr 2025	1097	911	284	113	3112	2256647	3392	8533	27351	32929
Mar 2025	1284	984	329	109	3002	2077986	3391	10207	30507	39826
Feb 2025	1132	787	358	93	2665	1484825	2625	10024	22044	31703
Jan 2025	847	538	257	101	2269	1025596	3147	7970	16693	26280
Dec 2024	1286	915	324	99	2998	1829246	3087	10068	28381	39889
Nov 2024	1343	895	405	108	3046	2058967	3264	12164	26863	40296
Oct 2024	1537	1027	373	106	3349	2992856	3314	11584	31862	47673
Sep 2024	1377	993	338	101	3215	2152753	3044	10156	29797	41320
Aug 2024	1173	845	296	122	2656	1820228	3798	9178	26207	36376
<b>Totals</b>					<b>21425427</b>	<b>35948</b>	<b>106929</b>	<b>294585</b>	<b>403865</b>	





## QR CODE SCANS STATISTICS

Metric	Jan–Jun 2024	Jul 2024–Aug 2025
Scans in Period	265 scans	1,878 scans
Most Scanned Exhibit	HSM 3 Mk 8 Torpedo (116)	HSM 3 Mk 8 Torpedo (588)
System Limit Status	No issues noted	117 QR Codes / 10

### Yearly Growth Highlights

- **Growth Rate:** QR scans increased from ~500 to **1,878**, a **>300%** increase year over year.
- **Exhibit Interest:** Top-performing content remains **weapons, control systems, and external exhibits**.

### Top Performing QR Code Scans (July 1, 2024 – August 1, 2025)

Rank	Exhibit Name	Total Scans
1	HSM 3 Mk 8 Torpedo	<b>588</b>
2	OUTSIDE EXHIBITS – ENGLISH	244
3	B11 Outside Exhibit	148
4	Escape Suit (PDF)	128
5	Control Room 1	94
6	HSM 2 Oberon Weapons	77
7	Search Periscope	40
8	Fire Control System	39
9	Attack Periscope	38
10	The OMC	35

## INTERPRETATION AND INSIGHTS

The decreased traffic and engagement overall that is evident in the above statistics may indicate the lack of effective outreach and events information available on the website.

### Growth Trends:

There’s been a decrease in website visitors, pages viewed, hits, and bandwidth usage, indicating decreased interest and engagement.



### Popular Content:

The page views and hits peaks coincided with school holidays in NSW and Victoria as expected and could suggest the website is included in local trip planning for visitors. There was limited overseas visitor hits on the website.

### Engagement Patterns:

Overall engagement declined throughout the period with less engagement and fewer publications catalogue downloads. The website lacks the typical upcoming events and payment gateways for membership and publication sales making it difficult for the average first time or regular visitor to engage easily. The current FHSM website serves as a limited information site only at this stage. We will keep monitoring these metrics to ensure we maintain this momentum. We have scheduled regular reviews and content updates for November and May of each year.

## FUTURE DIGITAL DEVELOPMENT OBJECTIVE:

### Enhancing Visitor Engagement & Reducing Costs

We're hoping to move forward with two key digital projects this coming year. Firstly, replacing the paid QR platform with a free, self-hosted solution, and continuing the development of an AI-augmented tour guide. As part of FHSM's commitment to innovation and sustainability, we will continue working with the SAH team toward the following next-phase of digital development and initiatives for 2025–2026 as follows:

#### In-House QR Code Management System

##### **Current Status:**

The increased access and use of the 70+ QR codes within the museum and the outside precincts (see QR Scans Stats) suggests that we may need to expand the system. We are currently exceeding the limits of our QR Code system free plan (117 active dynamic codes vs 10 allowed), which would otherwise require a paid subscription of ~\$220+ per year.

##### **Transition to self-hosted QR code solution**

Transition to a self-hosted QR code solution that leverages our existing stable media library and web infrastructure would allow us more flexibility and control. The codes and support files will remain behind the website secure firewall, and we will operate and manage any changes through that portal.



**Advantages:**

- Automated generation of QR codes linked directly to our hosted media (PDFs, audio, files.)
- High-resolution image files (PNG, SVG) for print and digital signage
- Option to embed the museum logo and exhibit titles into the code
- Long-term flexibility – user guide and ownership transferred to FHSM

**Benefits:**

- **Zero recurring costs**
- **Permanent links** (ideal for plaques and long-life signage)
- **Simple to update or regenerate** if exhibits profiles change

## AI-Augmented Tour Guide

### Prototype in Progress

Over the last 12 months we have been working with SAH to build a **natural-language AI assistant** to enhance our on-site (QR responsive codes) and online visitor experience through the FHSM Website. It's been a difficult task with several hurdles not the least of which is the computer power required to meet the systems needs and time to do the R&D work. We must also point out that much of this is groundbreaking work, so it requires patience to achieve a good result

**Progress:**

- A working prototype has been built that can **join a Microsoft Teams call and answer questions** about submarine exhibits.
- Early tests show strong potential, with natural-language interaction and integration with our exhibit content.

**Current Technical Hitch:**

- The prototype occasionally hangs or becomes unresponsive during long sessions.
- This limits its reliability for real-world use at this stage.

**Next Steps:**

- We've received input and support from an external AI vendor to improve its robustness.
- Work is actively continuing to stabilise the system and expand the knowledge base.
- A controlled pilot may be considered for internal FHSM and curator testing use before limited public release and monitoring.



While the AI system is not yet ready for launch due to technical challenges, progress has been significant, and external collaboration is underway to bring it to production quality.

*Roger Neill and Thor Lund*  
Development Team



# Annual Report