

MEDIA RELEASE

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Hello Harbour Trust – Objects at the Harbour Trust are coming to life

Objects across Harbour Trust sites are coming to life and sparking conversations with visitors as part of the organisation's innovative new engagement approach.

Launching at North Head Sanctuary last October the "always-on" engagement tool enables visitors to have a text message conversation with recognised objects such as the Third Quarantine Cemetery, Plotting Room and Parade Ground. Through their conversation with the object, visitors can discover interesting information about the history of the site and what it was used for, discover points of interest and provide feedback on their experience.

The interactive AI conversation tool, enabled by UK company [Hello Lamp Post](#), allows visitors to text 'Hello' to any of the landmarks marked out by signs and enjoy a fun conversation with the object. Users are then able to have a unique text message conversation with the object.

Director of Marketing and Visitor Experience at the Harbour Trust, Kathryn Roberts, said the new program is another way the Harbour Trust is engaging with its community and sharing stories of its sites.

"This innovative and fun technology has provided another avenue for the Harbour Trust to connect with our community and visitors. It provides a simple and engaging way for visitors to discover more about Harbour Trust sites and also allows us to gain important insights into the visitor experience and obtain broad community feedback on Harbour Trust projects," she said.

"Following on from the success of our North Head Sanctuary pilot program, the Harbour Trust will now expand the project with objects across other Harbour Trust sites set to come to life in 2021," said Ms Roberts.

Tiernan Mines, CEO of UK based firm Hello Lamp Post, said the AI tool was unlike anything seen in Australia before.

"The Hello Lamp Post tool enables visitors to have a playful conversation with objects that have been brought to life while facilitating consultation and conversations that can help shape the future of an area.

"The tool also provides the opportunity for stories, history and other visitor information to be shared," said Mr Mines.

In the coming months, the Harbour Trust will implement the program across other Harbour Trust sites including Headland Park in Mosman; Sub Base Platypus in North Sydney and Cockatoo Island.

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Harbour Trust

