



ANNUAL
REPORT
2018
19

MAREEBA HERITAGE CENTRE

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MESSAGE

FROM THE CHAIR

Dear members,

Once again I have become involved with the Mareeba Heritage Centre after having retired from a public life of more than five decades.

The Centre is Mareeba District's Shop Window where, who we are, what we produce, our lifestyle, our history and the District's potential are displayed. Some visitors at a recent Convention in Mareeba were heard making very favourable comment of their visit and experience at the Centre.

The valuable financial assistance and co-operation of Mareeba Shire Council, the local community and businesses, are sincerely appreciated.

The tremendous efforts of Volunteers and Staff have resulted in another very successful year when 63 000 visitors passed through the Centre in 1918/19. This community is fortunate in having 45 volunteers who give of their time to greet and promote this district to visitors.

I sincerely thank the Committee members for their support and enthusiastic participation in the decision making for the Centre.

Sincerely,
Mick Borzi AM OBE
President
October 2019

FROM THE MANAGER

Dear Members,

2019 was a good year for the Mareeba Heritage Centre, full of progress and continued growth.

We're proud to be working with a wide range of dedicated individuals and organisations. From government through to the community, there's a genuine groundswell of interest in our Centre.

The Centre is stronger than ever due to our continually expanding community who comes together to donate time, resources, and talent in support of our mission.

This year alone, we recorded the highest number of visitors to the Centre in July; our Committee signed a further 3-year Memorandum of Understanding with the Mareeba Shire Council (MSC); we created a new business plan for 2020/23; installed solar panel and air-conditioning in the Visitor Information Centre; and our team continued their exemplary customer service achieving the TripAdvisor Certificate of Excellence Hall of Fame. This year we celebrated our successes over the last three years with our partners.

It was encouraging to see how much support the Centre has from the Mareeba community. We are thankful for the

continued support from the MSC through the provision of the land, funding of staff, sharing of the Visitor Information Centre and related operational costs and major capital works.

Next year marks the 25th anniversary of the Centre and we will also welcome our 1M visitor. Thanks to each and every one of you who have been with us. You have been an important part of providing a better future for Mareeba. A special note of thanks goes to our dedicated Committee and devoted Volunteers and Staff.

As we look back, we are so proud of what has been accomplished in the last year. We are learning that you have to be smart and try new things, to not be afraid to do something new. As we look ahead we are energised by the new challenges that await us, and the new ways we can keep giving back to our community and the wider region.

Our success is the community's success.

Sincerely,
Janet Greenwood
GENERAL MANAGER
October 2019

HOW WE HELP OUR COMMUNITY

2

Building community wellbeing and emotional health - by facilitating 11 000 Volunteer hours

3

Economic impact to the region - by representing over 180 tour operators, businesses and services

1

Connecting travellers to local businesses and services

- by serving 63 000 visitors

4

Positive contributor to the community - by achieving the TripAdvisor Certificate of Excellence Hall of Fame

5

Acknowledged as an important cultural place - by recognition from Queensland Museum, Statement of Significance

OUR MANAGEMENT COMMITTEE

We are led by an enthusiastic and committed Board who share their insights and expertise to help develop the Centre.

Their perspective, influence and networks are strengths that are critical in enabling our ability to serve the community through our operations and programs.

Mick Borzi

President

Louise Mahoney

Treasurer

Di-Pregl

Secretary

Maria Nastasi

Vice-President

Mary Graham

Member

Neil Sandall-Vear

Member

Sharon Wilson

Member

1 Full-time staff

2 Casual staff

+ 45 Volunteers

THE ORGANISAT

05

TION

At last a Visitors Centre that is an attraction in its self

Don't miss this unique Visitors Centre, you can spend hours here, looking around the museum, having lunch or afternoon tea as well as gathering information about the Atherton Tableland region from the more than helpful staff.

I loved this place - and I was once a Visitor Centre Manager. It ticked all the boxes for tourism awards

TRIP ADVISOR AUGUST 2019

2018/2019

HIGHLIGHTS AT A GLANCE

1. TRIPADVISOR

Awarded Certificate of Excellence Hall of Fame

2. 9157

Highest recorded visitors in a month

3. JAMIESON HOUSE

Official opening

4. LOST STORIES

of Mareeba Project launched

5. MAREEBA QUIZZARDS

First Annual Trivia Series

6. INTIMATE

Come with Mary After Dark Tours

7. INTERVIEW

Mary's Love Affair with our Museum

8. PROGRAM

Driver Reviver Campaign Site

9. AIR CONDITIONING

Installed in the Visitor Information Centre

10. SOLAR

120 panels installed

11. RETAIL SHOP

Point of Sale launched

12. BOARD

Understanding Good Governance Workshop

13. SAFETY WHS

Safety and Compliance Audit completed

14. TRAINING

Safety Audit Workshop

15. VISITOR INFORMATION CENTRE

Accreditation Awarded

16. EDUCATION

Teacher Open Day

VISITOR STATISTICS

FINANCIAL YEAR	2018/19
TOTAL	63 000
Decrease	2%

MEMBERSHIP

During the June quarter, membership entitlements were reviewed. No changes were made for the 2019/2020 financial year. Memberships for 2018/2019 members were at 100 members.

2019/2020 THE YEAR AHEAD

In 2020, the Mareeba Heritage Centre will invest in areas of customer service, functionality and partnership to more expansively support the region and better serve our community. Initiatives that we anticipate are:

- Mareeba Lost Stories Project, Stage 2 - photographic record of storytellers
- Future Proofing the Mareeba Heritage Museum - Sustainability Study
- Roof cover over picnic tables for use by tour and educational groups
- Volunteer Training in Customer Service and WHS
- Putting Art on the Table – public art project celebrating Mareeba as a tourist destination
- Museum Tobacco Display upgrade and improvement
- Design and development of the Mareeba Visitor Advantage Program

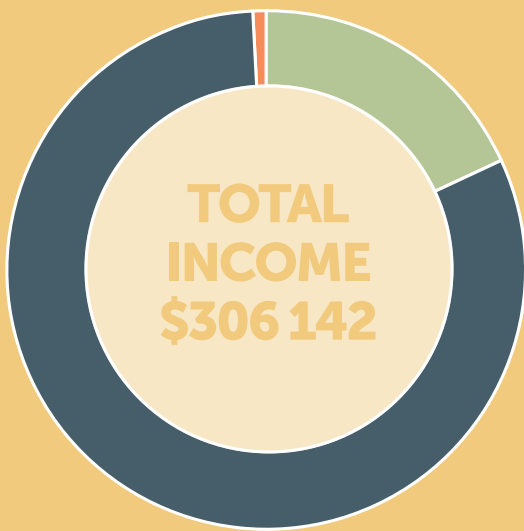
FINANCIAL SNAPSHOT

YOUR. GENEROSITY. MATTERS.

Thank you to all the volunteers, members, businesses, non-profits, foundations, clubs and state and local government who gave to the Mareeba Heritage Centre this past year.

Thank you for being a part of this amazing work we do.

INCOME & EXPENDITURE



- Grants/Donations/Contributions
- Miscellaneous
- Museum Membership

- Administration
- Operations

Our team values support our vision.

They are the essence of our identity and guide our behaviour and the relationships we have with our visitors and partners. They are:



United
We are one team



Positive
We are optimistic



Genuine
We are authentic



Valuable
We boost our region's economy



Innovative
We are creative thinkers



Community
We enable civic pride



Wellbeing
We foster community health

COMMUNITY-CHANGING VOLUNTEER TIME

In 2019, forty-five amazing volunteers gave 11 000 hours of their time to the Mareeba Heritage Centre. The estimated value of that volunteer time was \$464 750*. This value naturally helps the bottom-line, but more importantly, the dedication and commitment of our volunteers to our community, is immeasurable. Volunteers are needed for a variety of tasks:

- Greeting the regions Visitors
- Researching Information
- Historical collections management
- Planning and development
- General maintenance and cleaning
- And so much more.

If you are interested in learning how you can help, please call the General Manager.

MEMBERS-WORKING TO PRESERVE OUR HISTORY

Every day, because of members like you, the Mareeba Heritage Centre Volunteers, Staff and Board work tirelessly to preserve and promote our culture and heritage; and to motivate visitors and locals to explore the culture and diversity of Mareeba and surrounding region. You make our work possible and we are truly grateful.

THANK YOU...

...for taking action to ensure that our significant collections are preserved and that the Museum continues to be an important cultural venue. If you have any questions about what we are doing, our programs, your donation or your membership, please contact us.

*Based on Volunteering Queensland figures.



"Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in."

AUTHOR UNKNOWN

Great Museum, Heritage Centre and Tourist Information Centre.

Mareeba you have done yourselves proud with you Museum and Heritage Centre. Plenty of parking available, plenty of room for RV's. The staff are well informed, friendly and welcoming, they even came outside and told us to come through with our dog. The history of the area is well presented and informative, and the heritage static displays are an authentic representation of the past. Keep up the good work, Highly recommend spending a couple of hours there.

TRIP ADVISOR OCTOBER 2018



A Centenary Park

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