

# THE HERBERT RIVER MUSEUM GALLERY

A DOCUMENTATION OF THE CURRENT ATTEMPT TO  
ESTABLISH A MUSEUM IN THE HINCHINBROOK  
SHIRE

BIANKA VIDONJA BALANZATEGUI  
B.Ed., B.A.(Hons.) (J.C.U.N.Q.)

August 1989

M.Litt. in Museum Curatorship  
Material Culture Unit  
James Cook University of North Queensland  
Townsville Qld. 4810

## ABSTRACT

In 1864 the Herbert River and valley were discovered by George Elphinstone Dalrymple. Settled by peoples of various nationalities its populace has been dependant upon the sugar industry from earliest days. The industry has shaped the district's nature and course.

Celebrations to mark significant events in the district's history have often used historical displays, pageants and parades. These have divulged a remarkable array of well preserved historical items. The community has always reacted enthusiastically to these displays. The enthusiasm has frequently prompted investigations into the possibilities of a museum of some sort.

The Herbert River Museum Gallery project is the latest in a series of attempts over the years to establish a community museum.

The reasons for the failure of previous attempts; the birth of the Herbert River Museum Gallery project; its course and prognosis for the future are examined in this project.

## CONTENTS

	<u>Page</u>
Abstract	i
Contents	ii
Illustrations	iii
Preface	iv
INTRODUCTION	1
CHAPTER 1 <u>A Brief History of the Herbert River District</u>	4
CHAPTER 2 <u>Historical Displays, Parades and Pageants - Community Interest and the Museum Concept</u>	9
CHAPTER 3 <u>The Bicentennial Historical Display and the Herbert River Museum Gallery Project</u>	23
CHAPTER 4 <u>Planning for a Museum</u>	29
CHAPTER 5 <u>The Herbert River Museum Gallery - A Prognosis</u>	41
CONCLUSION	44
APPENDICES:    A - Report on the Feasibility of Establishing Herbert River Museum Gallery Hinchinbrook Shire.	49
A SELECT BIBLIOGRAPHY	85

## ILLUSTRATIONS

		<u>Page</u>
PLATE 1	The re-creation of a kitchen setting	13
PLATE 2	The re-creation of a dining-room setting	13
PLATE 3	The 'Jackson' house and frontage	15
PLATE 4	Dance dresses from the 1950s	21
PLATE 5	Underwear from early this century	21
PLATE 6	A dining-room setting	25
PLATE 7	Packing case furniture of the 1940s	25
PLATE 8	1942 Harley Davidson motor cycle	25
PLATE 9	A magnificent black dress and attendant dressed in period costume	25
PLATE 10	A suitable location for the Herbert River Museum Gallery situated in the main street of Halifax	34
PLATE 11	Council reserve for park and recreation (96)	36
PLATE 12	Property (2) tabled before Herbert River Museum Gallery Committee by Mrs. Gloria Cockburn	39

## PREFACE

To have the opportunity to document the birth of a museum has been a labour of great pleasure. Childhood visits to the dark and awe-inspiring halls of the former Queensland Museum are vividly remembered. There, dwarfed by the skeletal recreations of prehistoric creatures, I caught eye-level glimpses of mother-of-pearl artefacts, mummified fingers and shrunken heads. Afterwards, in the sunshine on a green and flowering terrace we partook of a much anticipated devonshire tea. This experience on our slack season visits from the northern canefields stirred a life-long fascination in all things old and musty and the places in which they are stored!

Memories of childhood Sunday lunches are of a meal spiced and drawn out by a father's tales of a childhood in

a distant land, war and flight to a new world through exotic sounding places as the Brenner Pass, Napoli, Port Said.... Photos in my mother's album of men and women with brown skins and accompanying stories of the British East India Company, Bombay and a grandfather who is said to have run away from an arranged marriage leaving behind his family and a palatial home in the foothills of the Himalayas ensured plentiful material for the imaginary world of a solitary child.

Not unexpectedly history became a favoured subject at school. I went on to become a teacher of history, both Ancient and Modern; completed a B.A. (Hons.) thesis on the displaced person canecutter experience; and have written a book on the same subject, which is soon to be published.

When I first became associated with the Herbert River Museum Gallery project only two meetings had been held. The enthusiasm of Cr. Violet Groundwater, the President of the committee and the calibre of her committee gave me reason to believe that this project had some likelihood of succeeding.

I spent April and May 1989 interviewing and talking to people who had been associated with earlier attempts to establish a local museum or who had organized or been involved in displays, parades and pageants over the years.

I sought to ascertain from these interviews and conversations what had been the:

- a) public reaction to the displays, parades pageants and suggestions of a museum for the district

b) availability of historical material

Conversations with Pam Markwell, Margery Reitano, Frank Dodsworth, William Barnes, Noel McSweeney and Robert Clark all gave me an appreciation of the problems faced by earlier attempts to establish a museum. Mr Dodsworth's and Cr. Barnes' opinions were valuable as they balanced Cr. Groundwater's infectiously optimistic viewpoint.

My interviews with Mrs. Fay Motti and Cr. Groundwater were most helpful and enlightening. Mrs. Motti had organized the local 1988 Bicentennial Historical Display which spawned a great public interest in the possibility of a local museum. Cr. Groundwater was able to inform me of her personal motivations; progress of the project to date; and her hopes and plans for the projected museum.

Interviews and conversations with people such as the Tranters of the Bacham Shire Museum, Ms. May Abernethy of the Material Culture Unit, James Cook University and Mr. Her Masters, who conducts a private museum in Abergowrie were informative in that those people were able to offer advice on what is required of a museum and of what problems a fledgling museum is likely to encounter. In addition it should be reassuring to the committee that the expertise of such people is available close at hand.

Mrs. Motti, Mr. Masters, Mrs. Markwell and Mrs. Reitano all attested to the wealth of historical material secreted in the district.

The recently compiled Local Historical Anthology Collection which includes much of Robert (Bob) Shepherd's writings on the history of the district provided me with

material for Chapter 1. The report produced by Mrs. Beth McGrath, the former Community Facilitator with the Country Centres Project was a great asset for writing Chapter 5. Equally satisfying was the fact that I was able, in return, to be of some help to her in the compiling of her report and that the report gives the Herbert River Museum Gallery project cause for optimism.

The only real problems I encountered was the usual one associated with oral history work and that is the unreliability of human memory; and the fact that in the limited time I had to complete the project I could not wait on the return of people who were out of the country or holidaying elsewhere who may have been able to provide me with a particular date I required.

I found most people magnanimous with information and documentation.

In conclusion I must thank Professor Barrie Reynolds for his encouragement and advice.



## INTRODUCTION

In the shadow of Hinchinbrook Island, scattered along the Herbert and Stone Rivers are the farms and communities that comprise the Herbert River district. The tropic Herbert valley with its waving cane fields, encircling mountains, and bountiful waterways has a rich and peculiar history to share. It is a history not appreciated enough by the locals and inaccessible to the visitor.

The Herbert River valley was first sighted in 1864 and settlement followed in 1865. From earliest days sugar cane has determined both the way of life and the nature of the district's population. The first crushing took place at Gairloch in 1872. Crushing at the most

historic mill in the district, the Victoria Mill, began in 1883.

In a most cosmopolitan community, the Italians and the Melanesians reflect the colorful and hard days of manual canecutting. Descendants still live here of both the Kanakas who were recruited from their island homes in the late 19th century to cut cane and of the Italians who were also brought to North Queensland from 1891 onwards to work under indenture in the cane fields. Other nationalities too have been attracted as sugar field labour.

The townships of prominence that emerged from the early settlements were Halifax and Ingham with Ingham taking precedence. A Divisional Board for the local government of the area was constituted in 1879. The names of those first board members: Stone, Neame, Scott, Jones reflect the predominantly Anglo-Saxon composition of the first settlement.

The years of 1964, 1979 and most recently Australia's Bicentennial year, 1988, have all been occasions when the Herbert River district celebrated as a community. Displays, pageants and parades were staged to highlight the way of life, work and leisure; the people, clothing, homes and technology of past days.

On those occasions the district's barracks and sheds, store rooms and cupboards revealed a secreted wealth of historical material in the most remarkable state of preservation.

The willingness of people to share their historic belongings, and the concern they have expressed that in

time these items will be lost to the district have prompted several attempts over time to start a local museum. The public reception of the displays, parades and pageants have always been enthusiastic and no more so than after the 1988 Bicentennial Historical Display when the Herbert River Museum Gallery project came into existence. In a period when the small town museum has become a popular concept and being mindful of all the factors that worked against previous attempts this present move to establish a museum looks set to succeed.

This project recounts briefly the pertinent history of the Herbert River district; it documents the past historical displays, pageants and parades and the consequent interest in a local museum that the events aroused; it describes the Bicentennial Historical Display and the origins of the Herbert River Museum Gallery project and it details the course of the project to date and offers a prognosis for its success.

1. A BRIEF HISTORY OF THE HERBERT RIVER DISTRICT

Proceeding up the Herbert River in July of 1882 Carl Lumholtz observed that 'The landscape gradually widens into a broad and flat valley with excellent sugar land, which is now thoroughly cultivated; a steam-plough even having recently been brought here.' (Lumholtz 1980: 73) Remarkably this dramatic change to the formerly heavily wooded landscape began just eight years prior to Lumholtz's visit. For it had only been on 10 February 1864 that the explorer, and at that time Queensland Land Commissioner, George Elphinstone Dalrymple had sighted the Herbert River which he named in honour of Queensland's first Premier, Robert George Wyndham Herbert (Queensland Country Life 13 February 1964 ). Within weeks of founding the Port Hinchinbrook (later Cardwell) settlement

Dalrymple led his exploratory party across the ranges to the Scott brothers' station of the Valley of Lagoons and back again, thereby opening the area for white settlement (Herbert River Express 5 May 1964: 1). Though this was the first crossing of the Herbert River valley by European people the area was already extensively inhabited by several tribes of aboriginal people who were described as being savage and cannibalistic.

Despite their reputed ferocity and acts of violence against white settlers the Aborigines soon became displaced people in their own homeland. The delicate balance they maintained with their environment was destroyed by the dramatic impact of white man: the large-scale felling of trees; the planting of agricultural crops; the introduction of domesticated animals. Their 'will to resist' was finally 'broken by dwindling food supplies, constant tension, violent death and general disruption of traditional life.' (Reynolds 1974: 161) By the time of Lumholtz's visit in 1882 some degree of 'letting in' of the Aborigines was occurring.<sup>1</sup> He wrote of a Mr. Gardiner on whose land a large number camped and who 'lived at his expense.' (Lumholtz' 1980: 77)

The McKenzie brothers and their sister have the distinction of being the first white settlers in the Ingham-Halifax-Macknade area, the sister being the first

---

1. 'Letting in': '...in small groups or in large the aborigines began to take up semi-permanent residence in camps on the ... stations exchanging labour and sex for food and relative security.' (Reynolds 1974: 161)

white woman settler in the district. They took up land at Gairloch naming it after their home in Scotland. They commenced sugar growing and the first crushing of sugar north of Townsville took place at their mill in 1872 (Queensland Country Life 13 February 1964).

Victoria Mill, owned by the Colonial Sugar Refining Company, is today the largest sugar mill in the southern hemisphere. Its first crushing was in 1883. Its methods have always been innovative and ahead of their time.

From the beginning of white settlement sugar cane cultivation has been the principal industry. A tobacco industry thrived for a time, cotton cultivation was attempted and cattle grazing, mining and timber felling have also been pursued since earliest days. The latter became quickly a significant source of state revenue. Lumholtz described how 'The valuable red cedar (*Cedrela*) grows in the dense scrubs along the rivers in Northern Queensland, and the timber is floated down the streams in the rainy season ... it is the only wood exported from Queensland.' (Lumholtz 1980: 73)

It has been sugar nevertheless that has provided the greatest impetus to the district's growth. This industry attracted the most varied of nationalities for plantation work including Melanesians, Japanese, Chinese and Malays. Among the earliest settlers were thought to be Scandinavians, Germans, Frenchmen and Italians. Large scale migration of Italians to the district began in the 1890s. Other nationalities that have left their mark on the district are Spaniards (predominantly Basques), Finns, Maltese and, after the Second World War displaced persons: Ukrainians, Yugoslavs and Lithuanians to name a few. Many of these migrants came or were brought particularly to work as field workers for the sugar industry. The

Melanesians or Kanakas, Italians and displaced persons all worked under indenture. Historically, bonded labour was regarded as the only means to maintain a constant and reliable workforce for an employ that was dirty, laborious and generally avoided.

Much of the district's earliest growth took place to the north-east of present day Ingham. The first sugar mills were at Gairloch, Bemerside, and Macknade. Dungeness on the coast became a regular port of call for ships running the line between Townsville and Cairns. Passengers were brought upstream on the Herbert River from Dungeness to the various small settlements along the river.

The town that evolved out of the earliest settlement was Halifax, nine miles from the coast. Fifteen miles from the coast was an overland telegraph station and hotel. The site was called Palm Creek or Sligo. It underwent a name change in 1878 when residents elected to name the settlement in the memory of a William Bairstow Ingham who met an untimely and grisly death at the hands of Torres Strait cannibals in that year. William Bairstow Ingham had established a plantation on the banks of the Herbert River in 1873 but left the district soon after (Local Historical Anthology Collection 900019:B: 3). Ingham was to become the dominant town after it was selected for both the north-south highway and railway routes (Local Historical Anthology Collection 90007:B: 9).

On 11 November 1879 the Hinchinbrook Divisional Board was proclaimed. The 326 inhabitants of the Herbert River valley now had local governing authority. 'Initial board members were appointed from the leading settlers' with Henry Stone as first board chairman and other known

members being Frank Neame, Stephen Jones and Walter Scott (Queensland Country Life 13 February 1964). In the first days of settlement farmers, large and small, were predominantly migrants from Great Britain while a small percentage were Australian-born. Hence the names of those first leading settlers were Anglo-Saxon. Other names of note were Campbell, Allingham, Atkinson and Cassady.

Descendants of those early pioneering families and of later settlers of various nationalities continue to bear witness to their forebears and to the part they played in moulding the district. Some do this by having considerable input into historical displays and community celebrations or by making accessible their historical belongings for others to enjoy. The descendant of one pioneering family has preserved the family homestead, furnishings and fittings and keeps all in immaculate condition. The house can be viewed by visitors. Another farmer, out of a wish to preserve local material history has developed a comprehensive private museum which he opens without charge to the public.

Over the years occasions of community celebration using historical displays, street pageants and parades of the fashions of the past abound. The occasions marked significant events in the district's history and paid tribute to memorable characters such as Dan Sheehan who wrote the famous poem 'A Pub without beer'. The Herbert River district is mindful of the material culture of its past days. Artefacts are plentiful and in a remarkably well-preserved condition. Several times over the years concerned community members have looked to establishing a museum to act as a custodian of this rich and colourful past so that it would be accessible to future generations.



2. HISTORICAL DISPLAYS, PARADES AND PAGEANTS - COMMUNITY INTEREST AND THE MUSEUM CONCEPT

The North Queensland region has produced numerous museums of varying standards and interest in recent times. The last two decades have witnessed a new interest shown by small country town communities in their local history. The desire to establish their own community museum has been a natural consequence. The largest of these is probably The James Cook Historical Museum at Cooktown, opened in April 1970 with some fanfare by Her Majesty Queen Elizabeth II. The Australian Sugar Industry Museum was opened in Mourilyan in July 1977 by the then State Premier Sir Joh Bjelke-Petersen. Recently it has undergone a complete refurbishment as a result of an infusion of a substantial Bicentennial grant from the

Commonwealth Government and reopened in 1988. The Eacham Shire Historical Museum opened in May 1977 and the Bowen Historical Museum in its new permanent home in 1979. Other museums to have opened in the last two decades are the Tin Pannikin, Herberton, and the Jillli Birra Aboriginal Museum, Kuranda.

In Ingham over the last 30 years historical displays, parades and pageants have been included in community celebrations especially those marking events of historical significance. Often as a result of the community's enthusiastic reception of these displays a move to establish a museum of some sort has been spawned. This follows the pattern of the 19th century where major international Expositions resulted in the creation of a museum. The Museum of Applied Arts and Sciences in Sydney and the Field Museum in Chicago are two such examples. In Ingham only one of the projected museums ever came to fruition.

One of the first historical displays that is still remembered locally was a Rotaryannes' display of Colonial Furniture Settings staged in the Belvedere Hotel. Though the organizer of the display cannot recall the exact year in which it was held she remembers that it was staged at the time of the annual community celebration of Maraka and in conjunction with a Rotary gathering hosted in Ingham (Reitano pers. comm.: 22 May 1989). Though the community reaction to this display is unknown its effect is remembered. In later years the organizers of the display would be requested to organize a similar display.

The year of 1964 marked a hundred years of white settlement in the Herbert River valley and celebrations

were various. One successful event was an Historical Pageant staged by the District Centenary Committee and St. Theresa's Agricultural College. Displayed was some very early equipment such as three ton ploughs, a steam traction engine and an early tractor with side plough.

The enthusiasm of the 2,500 people reported to have seen the display prompted '...proposals that efforts should be made to preserve permanently at least some of the very earliest equipment...' (Herbert River Express 16 July 1964: 1) The next meeting of the District Centenary Committee was going to discuss 'The question of the establishment of an outdoor museum in machinery and implements...' (Herbert River Express 16 July 1964: 1) and a possible site for same.

At a Rotary meeting held on 19 October 1965, over a year later, a decision was made regarding an Agricultural Museum at Abergowrie. 'It was decided to support this project in principal [sic]. Plans are at present being drawn up and further details will be considered at a future meeting.' (Ingham Rotary Club 19 October 1965: No.16) Noel McSweeney, a Rotarian of the time, recalls that Hec Masters, a farmer in Abergowrie, was the person trying to set up this Agricultural Museum (McSweeney pers. comm.: 15 June 1989). Thereafter the concept was never again given public mention until it came to fruition fifteen years later in Abergowrie on Hec Masters' farm.

One achievement of the celebrations of 1964 was the Hinchinbrook Shire Council's Centenary Year scheme to collect records and photographs dating back to the 1870s. It was hoped that a 'full set of photographs showing

industry, dress, transport and building standards for each period of 10 to 20 years' (Herbert River Express 4 February 1964: 1) would be gathered for display during the Centenary year. Thereafter they would form part of a Council collection.

The next memorable community celebration was the marking in 1979 of the 100 year anniversary of the proclamation of the Hinchinbrook Division on 11 November 1879. As part of these celebrations displays were held, most notably a 'museum' setting of rooms depicting life at the turn of the century. The display was assembled by Mrs. Marge Reitano together with Mrs. Joan Allingham. The Council approached Mrs. Reitano to mount the display in the Shire Hall, recalling that she had organized the earlier Rotary display of Colonial Furnishings. She called on Mrs. Allingham to help her because she had the knowledge required to classify the items into their historical periods. Because the Shire Hall offered a large display area this display could be on a larger scale than the previous one staged in the Belvedere Hotel.

Six rooms were assembled: bedrooms, nursery, kitchen, dining-room and drawing-room-parlour. The contents were lent by local families and included items from the earliest homes of the Herbert River district, one being the old Ripple Creek plantation residence.

The display also included a separate room of items of special interest including relics of the Yongala shipwreck, a Boer War memento and past issues of the Herbert River Express. Photographs and paintings and additional displays by Telecom, Australia Post, The Herbert River Canegrowers District Executive and other organizations and clubs all contributed to the impressive

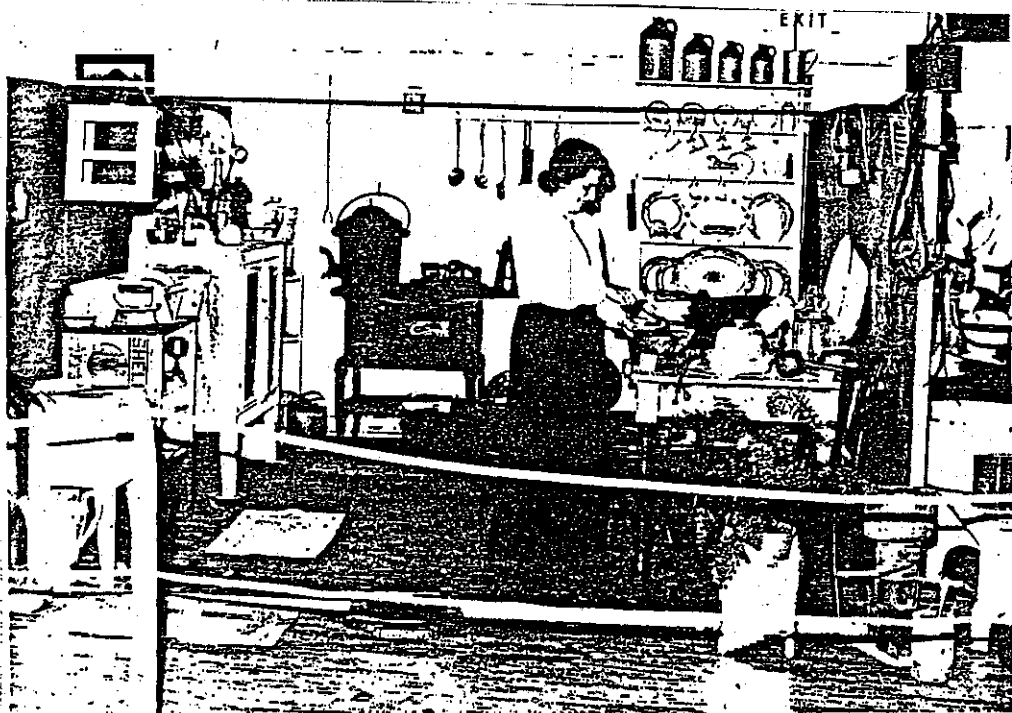


Plate 1: The re-creation of a kitchen setting

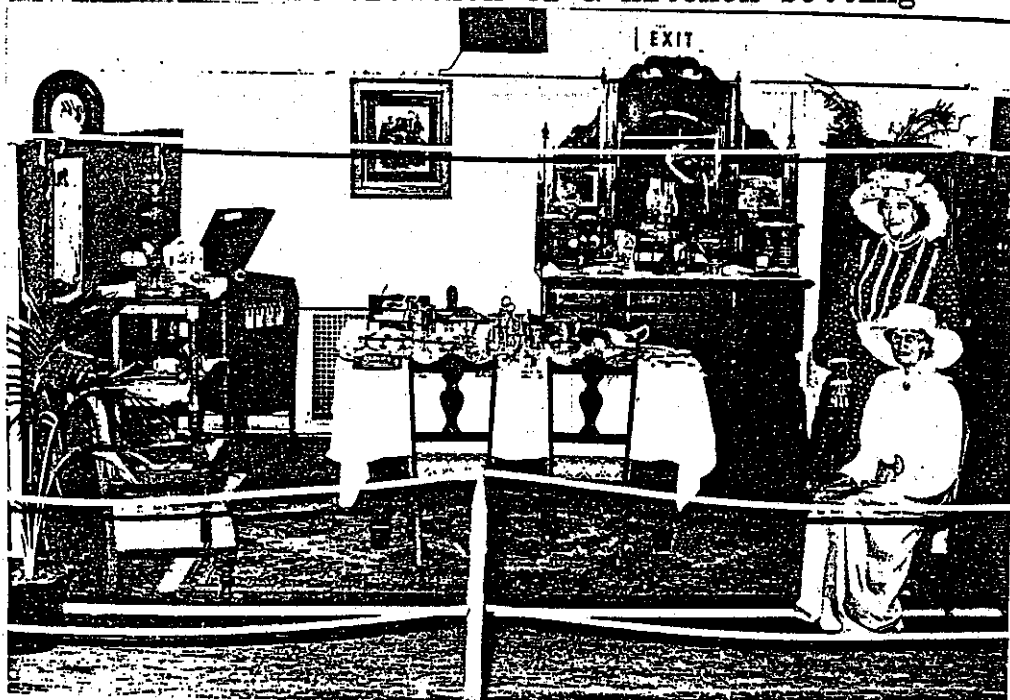


Plate 2: The re-creation of a dining-room setting

The Hinchinbrook Shire Council Centenary Display featured a 'museum' setting of rooms depicting life at the turn of the century. Mrs. Margery Reitano and Mrs. Joan Allingham are pictured dressed in period costume in the dining-room.

effect of this display.

Consequent to the obvious success of this display Mrs. Reitano was approached by the then Shire Clerk Mr. J. Pender. He told her that a number of people were interested in a museum being established but though a few were willing to be involved nobody wanted to take on the responsibility. Mrs. Reitano declined to become involved because she could foresee that all the responsibility would fall on her shoulders. She also envisaged far too many insurmountable problems among them:

- a) funding
- b) Ingham's flood-prone situation. A museum would have to be 'high and dry'. People would be too busy lifting their own belongings or those of relatives and friends in a flood to be concerned with the contents of a museum
- c) breakage. If an item is broken it can not be replaced
- d) the acquisition of items. Mrs. Reitano's experience is that once people find their heirlooms are admired they want to hold on to them (Reitano pers. comm.: 22 May 1989).

Nevertheless in late 1980 the Council decided that it would spend \$34,000 in 1981/1982 together with a State Government 1/3 subsidy of \$17,000 on a building to house a Folk Museum. The idea was to find an old Queenslander or a notable house and make it into a museum (Barnes pers. comm.: 24 May 1989). An old house of suitable structure and location was earmarked. However, in the 1981 Council budget discussions the concept was not mentioned. Robert Clark, the present Deputy Shire Clerk feels that priorities changed and the idea simply faded ( Clark pers.

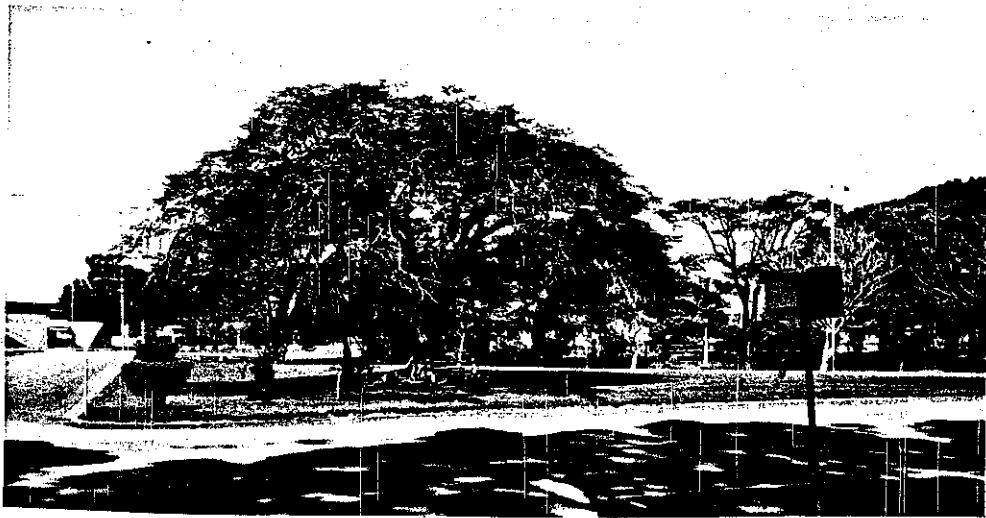


Plate 3:

'Jackson House' in the background, was considered as a possible location for a museum in 1980. The Council grounds in the foreground have recently been investigated for their suitability as a site for a museum gallery.

comm.: 26 May 1989). It had nothing to do with the availability or non-availability of a building. However the building was at the centre of an estate settlement dispute which was not settled until some years later. Mrs. Pam Markwell, a councillor who was enthusiastic about the 'Jackson house' because of its site and potential nevertheless regarded the fact that 'you couldn't pin people down to an inheritance which they may or may not get' as a major problem at the time (Markwell pers. comm.: 24 May 1989).

Mrs. Markwell perceives that not only were there problems particular to the time which prevented the attempt from being successful but problems which are ongoing which have to be faced if a museum is ever to become a reality. Primarily, the early 1980s was not a time when every town had a visible folk museum. Popular opinion now favours the small town museum. Hence then the idea was faced with apathy, what Mrs. Markwell refers to as the 'local disease'. The major problems she cites are:

- a) money
- b) acquisition of a building: a structure that is suitable and of reasonable size
- c) maintenance of a building. Though an old building may be able to be acquired very cheaply, it would require a lot of costly maintenance
- d) staffing. Mrs. Markwell can see that two or three people will be reliable, while the rest will fade after the novelty wears off
- e) loans and donations. If people do not feel it is going to be a viable proposition they are not going to become involved and they will not lend items if they do not think the



items will be looked after (Markwell pers. comm.: 24 May 1989).

Though the concept was never again given such concrete support by the local Council as in 1980, the idea continued to be discussed but the Council always found more 'needy' things to allocate money to. Councillor Bill Barnes feels that the problem of finance will always be a stumbling block. The only solution is to make any museum stand on its own feet (Barnes pers. comm.: 24 May 1989).

In May 1980 Hec Masters and two others were discussing what a shame it was that the history of the area was not being preserved (Masters pers. comm.: 29 May 1989). This discussion may perhaps have been prompted by the highly successful historical display of the previous year. Mr. Masters already had a few pieces of restored machinery at his home that people enjoyed viewing. People's responses to these old pieces always surprised him and he often wondered what would happen if he had more pieces for people to see. Within days of the conversation lorry loads of old machinery started arriving and over the years machinery has continued to be 'dumped' on him. He built a shed with a cement floor to house his exhibits and decided to have an official opening celebration. His main reason for inviting people to such an occasion was to enable them to observe the work he had done. Hopefully, their faith in him as the custodian of their artefacts would thereby be shown to be justified. The museum not only exhibits farm machinery but everything from sewing machines to books to soap to bassinets. He takes very seriously his duty to restore, document, exhibit, care for and acknowledge his donors. School visits are encouraged. He perceives his donors as

regarding him as a custodian in perpetuity and cannot foresee that he would donate any part of his collection to a civic museum (Masters pers. comm.: 29 May 1989).

In May 1986 the Hinchinbrook Historical Society and Museum (Inc.) was formed. Among other aims the Society hoped to establish a museum which would include a maritime section. It was perceived that the house chosen would need to be in town at a site obvious and accessible to tourists. At the time no such property was obtainable and even if it had been there was no available finance to purchase it. Mr. Frank Dodsworth, the former Treasurer of the Society, is of the opinion that the Society foundered because of lack of interest within the group itself and the wider community. Key members of the committee had disparate interests and opinions on what role the Society should fulfil. He feels that the chances of a museum being established are great if the planning group has:

- a) an entrée into the council
- b) the basics the Hinchinbrook Historical Society and Museum (Inc.) lacked, presumably: community interest; committed and single-minded committee members; a financial basis; and a suitable site for a museum.

He observes that the community is both rich with people who have a lot to offer and people who have material to give a museum. In the case of the former however he feels that 'you need to put a bomb under them!' (Dodsworth pers. comm.: 19 May 1989) to get them motivated and interested.

Though the concept of a museum for Ingham has been toyed with for over 30 years it never reached the public meeting stage prior to that held to form the Hinchinbrook

Historical and Museum Society (Inc.) in 1986. Firstly, according to Mrs. Markwell, though the idea was taking shape in 1980 it could not be taken to a public meeting because of the lack of a prospective venue (Markwell pers. comm.: 24 May 1989). Secondly, Mr. Dodsworth claims that over those years no formal meetings were held to gauge public interest because it was always felt that the concept would not attract community interest (Dodsworth pers. comm.: 19 May 1989).

The next public use of the word museum in relation to the Ingham community was the proposed conversion of the J.L. Kelly Memorial Hall. The ground floor was to be converted into a 250 seat theatrette with raked seating while the top floor was to be adapted for use as an historical centre. The restrictions of space meant that though the area 'will not allow it to be used as a museum as that term is commonly understood, the council sees its first steps as being the establishment of a collection of historical photographic history of the district.' (Herbert River Express 21 August 1986: 11) The conversion of the J.L. Kelly Memorial Hall was achieved but to date the upper floor has not been used for the stated intention. Councillor Vi Groundwater says that this is because the area is too small, has poor access, is too hot and receives too much afternoon sun. For all these reasons the area is not practicable for any display purpose (Groundwater pers. comm.: 8 June 1989).

Over the years the Scope Women's Service Club has held historical displays and parades. In the Shire Centenary Week it held a Fashions Through the Years function and, on the occasion of the Maraka Festival, it has held an Antiques, Arts and Crafts display that was well received. In a description of the display of 1987

it was stated that 'The range of material was very wide and encompassed items of Australiana from last century and items brought from overseas. Many items were extremely rare and have considerable historical significance.'  
(Herbert River Express 17 October 1987: 3)

On Thursday 14 May 1987 the Ingham High School Womens' Auxiliary held an impressive parade of fashions from around the turn-of-the-century to about 1950. The parade 'featured sleep wear, underwear, swimsuits, evening and day wear, wedding and ballroom gowns...' (Herbert River Express 16 May 1987: 1). The clothing and fashion accessories came in from all round the Herbert River district and in a magnitude and state of preservation that was truly remarkable. Mrs. Irene Maskell, Senior Mistress of Ingham High School, local author and compère of the parade was prompted to urge that the historic garments seen at the parade should be preserved (Herbert River Express 16 May 1987; 1).

The enthusiastic community reception of these historical displays, parades and pageants bear testimony to both a considerable community interest in 'old' things, and the generosity of people able to help in the lending of items. Furthermore they reveal the rich quantity of historical material concealed in the district.

Nevertheless despite these assets and the considerable discussion and planning over the years for a museum the Herbert River community has not yet been able to achieve the reality. The factors that have prevented this have been numerous and will need to be surmounted by any group that attempts to establish a museum in the future. The factors required are:



Plate 4



Plate 5

Among the many old and cherished clothes exhibited at the Ingham High School's ... womens' auxiliary fashion parade were dance dresses from the 1950s and underwear from early this century.

- a) council help or at least cooperation
- b) a building of potential in a flood free area .
- c) a sound financial base
- d) a committed and single-minded committee
- e) community support and interest
- f) credibility in order to overcome public apathy

Fortunately 1988, Australia's Bicentennial year, has kindled in communities right across Australia an awareness and appreciation of their heritage. Ingham as part of its Bicentennial celebrations held an Historical Display. Consequently, but this time with greater intensity and intent, a groundswell of enthusiasm for the concept of a community museum brought about the most serious and comprehensive effort to date to bring it to reality.

3. THE BICENTENNIAL HISTORICAL DISPLAY AND THE HERBERT  
RIVER MUSEUM GALLERY PROJECT

In 1988, Ingham's Community Bicentennial Celebrations Committee decided to organize an historical display similar to that held in 1979. Mrs. Fay Motti, the organizer of the display had taken part in that one and had been impressed by the reception it had received from the community, especially the children. She thought it would be equally successful in 1988.

She approached Mrs. Reitano the organizer of the previous display, who due to ill-health was unable to be involved but was willing to advise. Many of the same people who lent material in 1979 were approached and once

again they showed great generosity.

The display staged in the newly remodelled Shire Hall included seven recreations of rooms of the past and a display of antiques and memorabilia including aboriginal artefacts. The North Queensland Machinery Preservationists Club provided a display of vintage machinery supplemented by pieces from Hec Masters' private collection and Victor Lancini's restored 1942 Harley Davidson motor cycle. Mrs. Allingham once again was of considerable help in ensuring that the display items were consistent with the periods required. Attendants, dressed in period costume, moved behind the cordons bringing forward particular items of interest to show the public and to give information on the displays.

Open for viewing for a week the display was so enthusiastically received two extra night sessions were added. The display was described 'as one of the best and most comprehensive to have been staged in the North.' (Herbert River Express 29 September 1988: 5) Council Chairman, Rea Brown suggested that it could 'provide the inspiration for the community to look seriously at the possibility of a museum as a project for the future.' (Herbert River Express 27 September 1988: 3)

Cr. Brown and his Council came to office after the elections of 19 March 1988. One of the new Councillors was Mrs. Violet Groundwater. During her Council election campaign she stated that she was interested in achieving a museum of some sort for Ingham. Once elected she started looking for suitable sites and tried to enthuse the other Councillors. The subject was discussed at Council meetings at her request. A building had been offered for use as a museum and steps were taken to assess its



Plate 6

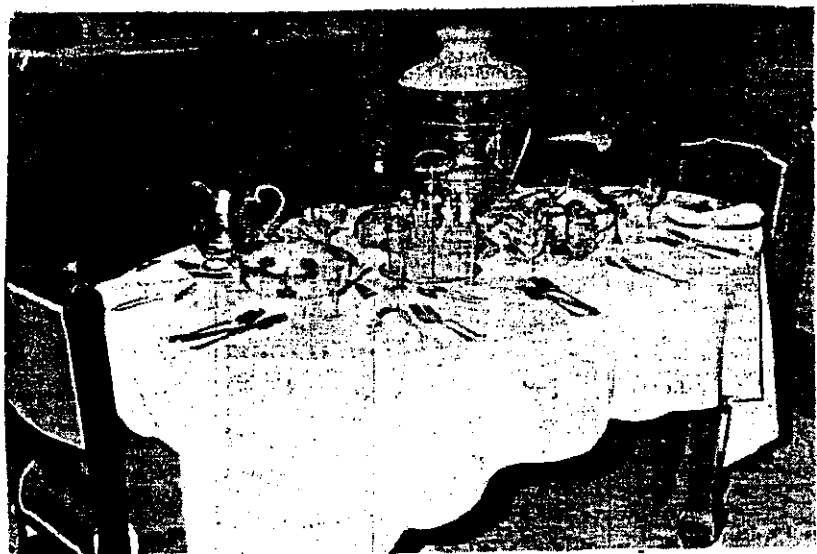
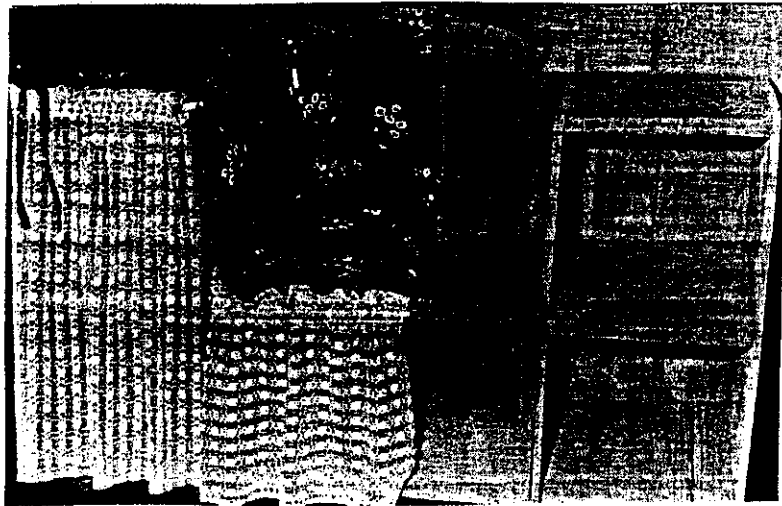


Plate 7



Plates 8  
and 9



At the Bicentennial Historical Display were exhibited items ranging from the finest silver of a dining-room setting from the last century, to the packing case furniture of the 1940s. The magnificent black dress and the 1942 Harley Davidson motor cycle are illustrative of the hundreds of lovingly restored items that were on display. The attendant, Mrs. Joan Allingham was dressed in period costume.

suitability. An architect advised that the building was unsound and also not in the style of old Queenslander that the Council had presumed it to be (Groundwater pers. comm.: 8 June 1989).

Meanwhile the Bicentennial Historical Display held in late September 1988 and its enthusiastic public reception gave the concept impetus. According to Cr. Groundwater "The enormous success of the recent Bicentennial Celebrations' historical display has generated a great deal of interest in the museum concept," (Herbert River Express 15 October 1988: 1). Mrs. Motti commented that the need for a museum in the Shire was highlighted by the fact that many other people who had no exhibited items on display, approached her to tell her of the artefacts they would be prepared to donate or loan to a local museum. Others had told her that because of the problem of storage of certain of their more precious possessions they had been contemplating selling or donating the items elsewhere (Herbert River Express 22 December 1988: 4).

A public meeting was called for Wednesday 19 October at the Shire Council Chambers. The planning for a future museum would begin then and a steering committee would be formed. In the newspaper article advertising this meeting the public was advised that 'it is understood that members of the Hinchinbrook Shire Council have agreed that there is an area of suitable flood-free Council-owned land available for use.' (Herbert River Express 15 October 1988: 1) That particular piece of land though picturesque and well positioned was unfortunately found to be of too small a size for serious consideration (Groundwater pers. comm.: 8 June 1989). See Plate 3.

Prior to the public meeting, Cr. Groundwater secured the Council's support. That support did not however extend to any financial commitment. Cr. Groundwater was anxious to obtain Council backing because she felt that with it the venture had more likelihood of succeeding: "I have come to realise the power of the council - if the council supports a project, you're half way there." (Groundwater pers. comm.: 27 April 1989)

Cr. Groundwater took to the meeting clear ideas on both what she perceived a museum should be and what it required. Firstly it should be:

a) 'a full museum which would be able to cover all aspects of life in this area and which also could give due recognition to all of the various countries and areas whose people have created the community as it is today.' (Herbert River Express 15 October 1988: 1)

b) and would feature 'changing displays to meet and stimulate community interest.'  
(Herbert River Express 15 October 1988: 1)

Secondly, she recognized that a museum required to be located in a flood free area and constructed of as fire-resistant material as possible. It also needed to be able to be secured against theft and vandalism.

The public meeting indicated enough public interest for the project to proceed. Discussed at the public meeting were:

a) the type of building required. It was decided that a Queenslander style of home would not be sought to relocate and restore but a '...new and appropriately designed structure...' would be required (Herbert

River Express 22 October 1988: 1).

- b) that it was vital for the building to be in a flood free area and constructed to offer security against fire and vandalism
- c) that \$250,000 - \$300,000 would need to be raised to bring the project to fruition
- d) that though it was appreciated that the Council could not provide any portion of that money that its support was essential
- e) that the Council's assistance be sought in determining a suitable flood-free piece of land
- f) that any museum established would have to rely on 'Friends of the Museum' type staffing
- g) that a steering committee would be formed from those present at the meeting (Herbert River Express 22 October 1988: 1).

Mr. Dodsworth describes this attempt to establish a museum as a "little fire. If you nurse it and blow on it, it'll take off." (Dodsworth pers. comm.: 19 May 1989) Though the momentum has been slow the fire is beginning to glow. The reason for this has been Cr. Groundwater's unwavering belief that the attainment of a museum is possible. In addition the Council is supportive; other councillors are involved; meetings are held regularly; work continues between meetings towards the achievement of the goal; and progress receives media coverage.

#### 4. PLANNING FOR A MUSEUM

After the public meeting held on 19 October 1988, the first meeting of the Hinchinbrook Museum steering committee was set for 14 December 1988. In the interval between meetings the Hinchinbrook Shire Council was advised of the committee's existence and asked what sites it had available. A substantial media release advised the public that the steering committee had been formed and of the conclusions of the public meeting.

The December meeting was held at the Shire Council Chambers and the election of office bearers took place with the President, Vice President, Treasurer and one committee member all being Shire councillors. It was decided to call the prospective museum the Herbert River

Museum Gallery. Its scope of interest would be circumscribed by the boundaries of the Hinchinbrook Shire. The objectives the committee hoped to achieve were discussed and decided upon. It planned to:

- a) promote and foster a museum
- b) preserve the social history of the Shire
- c) promote an Art Gallery (Minutes of Meeting 14 December 1988).

The committee also gave consideration to the fact that incorporation was needed as soon as possible so that fund raising could be undertaken.

Once again a substantial newspaper article appearing in the Herbert River Express a week later gave the community a comprehensive résumé of what had been discussed at the December meeting. The article also revealed that Cr. Groundwater was planning ahead and contemplating all avenues that could be pursued. She talked again of the Council's search for a suitable site, and mentioned that the project would attempt to attract State or Federal Government grants and would rely on public donations which it was hoped would be tax deductible. Her optimism and belief in the ultimate success of the project was highlighted here and elsewhere by her reference to the hope that a fulltime curator and assistants would be employed (Herbert River Express 22 December 1988: 4).

The newspaper editor at this time was a Mr. Bob Shepherd. He had come to the Herbert River district as a young man to work on the local paper and had made Ingham his home. Well-travelled and urbane he was widely respected for the conduct of his editorship and his commitment to the district. His guiding and encouraging hand was to be found behind many district schemes

particularly those of a philanthropic nature. His patronage was especially noteworthy because of its non-sectarian nature. His knowledge of the history of the district was considerable and that this history is recorded in written form is due in most part to him. An interesting feature of numerous editions of his paper was a local history segment illustrated with evocative photos of the past. Over the years he had been supportive of any moves to establish a museum.

Cr. Groundwater found him exceedingly helpful and encouraging in her discussions with him regarding the current museum project. He attended the public meeting and though absent from the first meeting was elected to the committee. In the minutes of the public meeting his contributions to the discussion reveal his considerable knowledge of the requirements of a museum and what processes have to be set in train for it to be achieved (Record of Meeting of the Ingham Museum Gallery 19 October 1988: 1-2).

Unfortunately Mr. Shepherd passed away on 2 February 1989 and a possible mentor and patron has been lost to the venture. Nevertheless the new editor of the paper is very supportive and continues to give good coverage of developments.

The next meeting was called for Wednesday 22 February at the Hinchinbrook Shire Council Chambers. At this meeting Tricia Murray, Development Worker with the Community Information Centre, having had considerable experience of the intricacies and pitfalls of Incorporation application was appointed 'to apply for Incorporation under the Associations Incorporation Act

1981 and prepare the necessary documentation.' (Herbert River Museum Gallery Minutes of Meeting 22 February 1989: 1)

Mrs. Murray advised that she had already approached the Department of Justice (Charities Section) for application forms for Approved Association status. She said that tax deductability for donations could be investigated later once the organization was incorporated. A temporary postal address was decided upon as well as a bank at which the organization would bank. At this stage no money is held by the committee and the small amounts of money required presently, are being 'lent' by generous members of the community.

Cr. Groundwater had invited to this meeting a Mrs. Beth McGrath, Community Facilitator with the Country Centres Project. The Country Centres Project, a Federal Government initiative, is designed to stimulate income, employment growth and adjustment in rural and provincial Australia with minimum Government intervention and expenditure (McGrath May 1989: 6). The C.C.P. uses an Enterprise Committee comprised of local people and a Community Facilitator. After a Regional Opportunity Statement has been prepared, looking at opportunities suggested by the community, opportunities with most promise undergo a feasibility study (McGrath May 1989: 6). The Herbert River Museum Gallery was one of the three opportunities that '...stood out as having definite economic potential.' (Herbert River Express 25 May 1989: 1) It had been Cr. Groundwater and members of the earlier steering committee who had submitted the opportunity to the C.C.P. At the meeting Mrs. McGrath 'offered her assistance in promoting the concept of a museum in the district.' (Herbert River Museum Gallery Minutes of



Meeting 22 February 1989: 1) She had also given Cr. Groundwater information on funding possibilities and led her to believe that \$1 for \$1 State Government subsidy was not out of the question.

Another councillor, Ken Heard had earlier drawn attention to a vacant building and land located in the main street of Halifax that was for sale. A motion moved by Reg Jillet, the Treasurer, was carried that subject to the organization being incorporated the amount of \$60,000 be offered to the owners to be paid over five years. Cr. Groundwater is particularly enthusiastic about this site. The brick building is comprised of two shop fronts with glass frontage; an attached house and two sheds (one off the ground) backing on to a park. There is an area that could be converted to hard standing for parking and another that could be used for an outdoor display of farm machinery. The atmosphere and appearance of Halifax lends itself to a museum as Cr. Groundwater (27 April 1989) says:

"...that's why I keep pushing for this Halifax bit. Halifax is the earliest settlement in the area and you've got the mango trees right down the centre, you've got the old wooden seats around them, I think the hitching place is still in front of the Post Office and there are ... a couple of very old shops on the other side of the street, you've got that really old-worldie type look."

Fundraising ventures were discussed and it was decided that at a later date a sub-committee would be formed to be responsible for fundraising. Reasonably realistic schemes were given consideration:

- a) a bingo sponsored by Long Pocket State School on the Herbert River Museum Gallery's behalf



Plate 10:

Of all those given consideration this site in the main street of the town of Halifax is the most suitable for a museum gallery. Negotiations to rent or purchase are currently in process.

- b) Service Club support
- c) a fundraising venture at Maraka Festival time
- d) a most popular Bar Attendant competition
- e) a New Year's Eve function
- f) a buy-a-brick campaign with Honour Board for large donations (Herbert River Museum Gallery Minutes of Meeting 22 February 1989: 1).

The next meeting held was on 14 May. The attendance numbers continued to be good with 11 people in attendance and three apologies. The major business was making the amendments to the Constitution as required by the Justice Department. As it stood the Constitution objects were not broad enough to warrant Public Appeal Status. Since the last meeting the organization had been granted the status of an Approved Association and with that a charity number. Cr. Groundwater was able to advise officially that the Herbert River Museum Gallery project had been selected to undergo a C.C.P. feasibility study.

The date of 22 May was selected for a visit by Professor Barrie Reynolds, Director of Material Culture Unit, James Cook University to assess the Halifax building for its suitability as a Museum Gallery. Several members would accompany him on the visit which was to be followed by a full meeting back at the Council Chambers.

One of those present at the 14 May meeting, Mr. Tom Mudie, had an alternative site for the group to consider. Owned by Council it is an out of flood area, and on the main highway. Though a prime location, a new building would have to be built. Mr. Mudie who along with Mrs. Motti had organized the Bicentennial Historical



Display informed the meeting that \$1,300 raised by the Display was available to the Museum Gallery once it looked a viable proposition. As regards the site at Halifax, after the last meeting Cr. Groundwater offered the owners \$50,000 but they are in disagreement, one demanding \$100,000, the other \$80,000. It is recognized that to buy and restore the building will cost in excess of \$200,000. Cr. Groundwater suggested that as the Governor is making a Vice Regal visit on 15 July he could launch the Public Appeal. That would certainly give the project credibility and publicity.

When Professor Barrie Reynolds came to Ingham on Monday 22 May he visited the three sites that had so far been scrutinized. He was able to make recommendations on all sites as well as give general suggestions as to:

- a) building structure; old versus new
- b) floor space required and suggested breakdown of space
- c) 'type' of museum envisaged
- d) 'target' group: locals versus tourists
- e) display type: permanent and changing
- f) funding: source and requirements
- g) contacts and sources of advice

The group would have found this visit informative and reassuring even though sobering in many respects.

The last meeting to date was held on Friday 9 June. Further business regarding the Constitution was carried out at that meeting and Mrs. Murray was appointed as Secretary of the Herbert River Museum Gallery for the purpose of Justice Department material. The Secretary was then instructed to acquire insurance cover for Public Liability for the organization for \$500,000. Mr. Merv

Cockrell offered to arrange a Common Seal.

Cr. Groundwater had managed to purchase from the Broncos Rugby League team three promotional products: a guernsey, bag and umbrella to raffle. In a town where the game of rugby league is staunchly supported the raffle is likely to be a resounding success. At the time of the meeting it was understood that the possible gross proceeds were set at \$3,000. A permit is required as it is being conducted as a major Art Union. A promotor and the Special Committee of four required were decided upon. Mrs. Murray was to proceed with the application in the days following.

A Mrs. Gloria Cockburn attending the meeting tabled a plan of a block she has available for sale on Victoria Mill Road. Though well sited it will be beyond consideration because while the Halifax property should be able to be obtained for \$80,000 or even less, the Victoria Mill Road property is selling for over \$100,000 and is without a suitable building on site for use as a museum.

Finally, Cr. Groundwater, said that a photographic display of an historical nature available in late September could be used by the Herbert River Museum Gallery project as a major fund raising effort. Cr. Groundwater envisages that the display could be opened with a wine and cheese evening. It has recently transpired that the \$800 fee applied to the display could be covered by the Bicentennial Display proceeds available to the Herbert River Museum Gallery project.

Since that last meeting the group has become incorporated and the Broncos promotional items have arrived. It now appears there is a \$4,000 ceiling on the

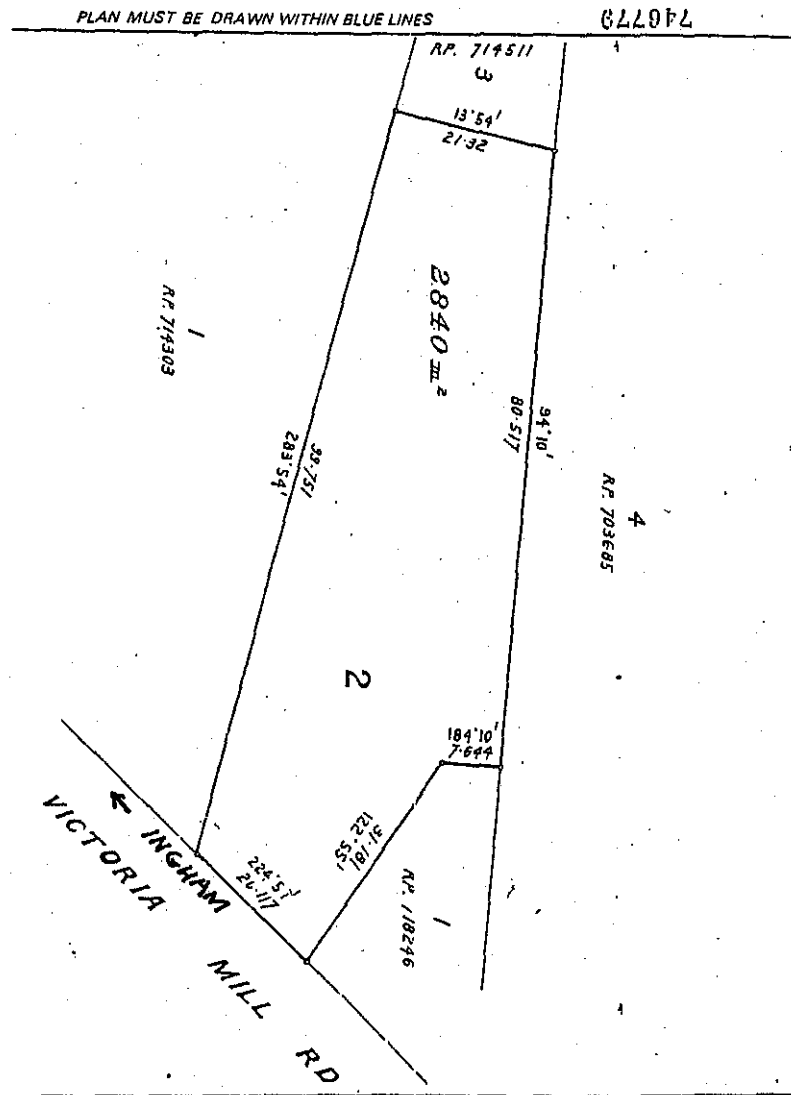


Plate 12:

Property (2) tabled before Herbert River Museum Gallery Committee by Mrs. Gloria Cockburn as a possible site for a Museum Gallery.

amount of money that can be raised. Tickets will be sold at a site at the annual Show. The Art Union will be drawn 7 August. The items to be raffled are being given good advertisement in the local paper and will be displayed for a week in a men's wear store in the main street. Cr. Groundwater is totally convinced of the chances of success of this first money raising venture. In addition small amounts of money are arriving. For example, Alex Belocchi, a jeweller, has been given gems to sell for the Herbert River Museum Gallery project. Unfortunately a Public Appeal will not be able to be launched by the Governor as Cr. Groundwater has proposed.

Meanwhile the 'Report on the Feasibility of Establishing Herbert River Museum Gallery Hinchinbrook Shire' was completed and presented to Mr. L. Duchon Office of Local Government, Department of Immigration, Local Government and Ethnic Affairs. One of three opportunities in the Cardwell/Hinchinbrook areas assessed, Beth McGrath described all three as looking 'certain to succeed' (Herbert River Express 25 May 1989: 5). The most valuable aspect of the C.C.P. Feasibility Study for the Herbert River Museum Gallery project has been the publicity and credibility it has brought the venture; a reason for optimism and recipe for success. The recommendations are succinct, clear and worthy of note by the group.

Enthusiasm is high for the Halifax site though still yet other alternatives are being investigated; the group is incorporated; fund raising is in train; and the C.C.P. Feasibility Study recognizes the venture as likely of success. Eight months after the Public Meeting which spawned the Herbert River Museum Gallery, the project is alive and well and gathering momentum.



## 5. THE HERBERT RIVER MUSEUM GALLERY - A PROGNOSIS

Beth McGrath in her 'Report on the Feasibility of Establishing Herbert River Museum Gallery Hinchinbrook Shire' concludes that '...the Steering Committee, are mindful of [elements necessary for ... success]. With additional planning, market research and the acquisition of further business skills, the enterprise should succeed.' (McGrath May 1989: 29)

Certainly all the factors required for the project to progress are in place:

- a) an enthusiastic and committed committee with a farsighted and ambitious president
- b) regular committee meetings
- c) Council backing with four councillors on

the museum committee

- d) realistic ideas on what is required of a museum building and/or site and of how much money can be outlaid for the purchase of same.
- e) practical money raising ventures, some of which are already in train
- f) frequent media coverage of developments
- g) credibility and considerable community interest and curiosity

However if the momentum is to continue Cr. Groundwater will have to maintain her enthusiasm and that of the committee. All of the progress the project is making is due to her. She will need to be unflagging in her commitment if the project is to succeed. Subcommittees will need to be formed to handle the various aspects of the project such as finance so as to involve other interested people and so broaden the pool of available and willing helpers. This will also take some of the load off Cr. Groundwater who at present is masterminding most ideas and doing all the work involved in realising those ideas. In Mrs. McGrath's recommendations for the project she suggests that it be mindful of the fact that 'many community based initiatives fail after the first year.' She is of the opinion that great dedication will be required to get the project beyond the 'first flush of enthusiasm' (McGrath May 1989: 5). Any small museum representative will affirm this. After the initial excitement it is only a very dedicated few who stay with the museum.

Committee members need to familiarize themselves with other small museums. At present it is probably not untrue to comment that most have too grandiose and

unrealistic expectations of the shape their future museum will take. A visit to another small museum or a lecture by a visiting small town museum worker would be a sobering and educative experience. Mrs. Josie Sheahan, the Council Librarian, has purchased for the library various good books on the small museum topic. As yet members of the committee have not read those. Though it was suggested at the Public meeting that contact be made with other small museums in order to draw on their expertise, it was never done. The members of the committee will soon need to give some thought to their individual roles in the future museum. The committee will ultimately be making decisions on staffing and staff training. It is obvious that as none of the committee are familiar with museums and their procedure the members will require training also (McGrath May 1989: 15).

It would be unrealistic to assess the visitor potential of a future museum in terms of as yet unrealized (and perhaps never to be) tourist developments at Dungeness and Taylor's Beach. Mrs. McGrath suggests that research is required into 'the numbers and types of potential users of the facility' (McGrath: May 1989: 5). Again a talk to other small museum representatives such as Eacham or Bowen would be enlightening. It would not be wise to assume that much of the expenditure required to establish the museum, or even monies needed to meet the future running costs will ever be able to be met by entrance fees. Nevertheless once the museum appears a viable proposition a lot of work will be required to attempt to link into the itineraries of established tours passing through the Hinchinbrook Shire and to come up with other innovative ways to attract visitors to the museum.

Since the Herbert River Museum Gallery has such accessibility to the Material Culture Unit, James Cook University, it should make full use of that expertise, for the training of volunteers and most importantly, with help in the formulating of a collection policy. Cr. Groundwater and others such as Mrs. Sheahan and Mrs. Motti have good ideas on what they want a museum to do but to avoid conflicts of interest and inevitable problems with potential donors a collection policy drawn up by a professional would ensure consistency and offer a device to handle difficulties diplomatically.

It is being suggested that a portion of any building that is acquired for a museum will be used as an Art Gallery to exhibit Art Society works and travelling exhibitions. It is understood by the committee that art galleries more readily attract government funding than museums and of course this is perceived to be an advantage for the project. It is to be hoped that the gallery would be run as a separate entity and that the requirements of the gallery would in no way compromise the conduct and integrity of the museum.

Mrs. McGrath's first recommendation is that the enterprise should adopt a business plan to aid in its commercial development (McGrath May 1989: 5). At this stage no projected schedule of fund-raising events has been prepared. All that has been discussed is the possible nature of future fund-raising ventures. Nevertheless the group is distinctly advantaged by having as its Treasurer, Reg Jillet a retired bank manager. He should be able to advise on the profitable management of the money raised.

The project shows great potential as recognized and affirmed by the C.C.P. Feasibility study, and it certainly

looks as if this latest venture to establish a museum in Ingham will succeed. This success will be attendant on the group recognizing the problems it is yet to face and actively seeking and being receptive to advice both from professionals and other small museums.

### CONCLUSION

Eight months on from the date of its inception the Herbert River Museum Gallery looks set to become a reality. Unlike its predecessors this project has the ingredients for success. It has both a farsighted, enthusiastic person who is willing to take responsibility for the project and several suitable locations for a museum available to it for consideration.

The established museum hopes to reflect not only the cosmopolitan population of the Herbert River district but the diverse industries that have given it life. Members of families bearing the names of the earliest pioneers have shown interest in the project. Displays,

pageants and parades held over the years have revealed a wealth of historical material held by these people and others upon which the museum will be able to draw.

In a time when the small town museum is commonplace the Herbert River Museum Gallery project is regarded as a credible and worthwhile enterprise. As the community looks to the tourist industry as the fitting way of attempting to inject a renewed vitality and sense of prosperity into the district a museum is seen to be an added drawcard to encourage tourists to remain longer.

Historical displays, pageants and parades have always incited great enthusiasm in the community and have frequently stimulated moves to investigate the possibilities of establishing a community museum. Nevertheless it was the Bicentennial Display of 1988 that prompted the most successful effort to date. The time was ripe, with communities right across Australia finding themselves inspired in 1988 with a new desire to discover and reveal the history of their areas. The Herbert River district has decided that the museum best permits its history to be made available to locals and visitors alike.

The Herbert River Museum Gallery project is currently holding a major Art Union and is continuing negotiations for the rent or purchase of a suitable building in the charming and historical township of Halifax. The Shire Council has already shown itself to be committed to the project and Cr. Groundwater, the originator, continues to be enthusiastic and full of initiative and drive. The committee comprises people from various walks of life, each with valuable skills to contribute to the enterprise. As of June the group is incorporated.

If the group remains mindful of the reasons why earlier attempts to establish a museum faltered and is willing to seek and accept advice from professionals and other small museum workers this project should succeed. The Herbert River district may very well have its own and very special museum by December 1990.<sup>1</sup>

- 
- 1.. Unfortunately the Museum committee has not been able to negotiate suitable terms of rental or purchase with the owners of the favoured site (see Plate 10, page 34). Still keen to have the museum in Halifax, the committee is now investigating a property that is of interest to the National Trust. It has three shop fronts; area for expansion and is for sale at \$135,000. Terms of payment are negotiable.



APPENDICES

APPENDICES

APPENDIX A

REPORT ON THE FEASIBILITY  
OF ESTABLISHING  
HERBERT RIVER MUSEUM GALLERY  
HINCHINBROOK SHIRE

PRESENTED TO: MR L DUCHON  
OFFICE OF LOCAL GOVERNMENT  
DEPARTMENT OF IMMIGRATION, LOCAL GOVERNMENT  
& ETHNIC AFFAIRS  
BELCONNEN ACT 2616

PREPARED BY: BETH MCGRATH  
COMMUNITY FACILITATOR  
HINCHINBROOK/CARDWELL SHIRES  
COUNTRY CENTRES PROJECT

MAY 1989

## TABLE OF CONTENTS

	Page No
<b>A. EXECUTIVE SUMMARY</b>	4
<b>B. RECOMMENDATIONS</b>	5
<b>C. FEASIBILITY STUDY</b>	
<b>1. Introduction</b>	
1.1 Overview of the Country Centres Project	6
1.2 Hinchinbrook/Cardwell Shires Project	7
1.3 The Region-Location, Climate, History	7
1.4 Herbert River Museum Gallery Opportunity	9
<b>2. Technical Feasibility</b>	
2.1 Building	11
2.2 Trained Staff	13
2.3 Stock	15
2.4 Security	18
<b>3. Market Potential</b>	
3.1 Marketing Direction/Targets	19
3.2 Marketing Methods	22
3.3 Pricing/Competitors	23
<b>4. Commercial Feasibility</b>	
4.1 Management and Structure	24
4.2 Financial Considerations	24
<b>5. SWOT Analysis</b>	
5.1 Strengths	27
5.2 Weaknesses	27
5.3 Opportunities	28
5.4 Threats	28
5.5 Key Success Factors	28
<b>6. Conclusion</b>	29
<b>D. APPENDICES</b>	
<b>E. REFERENCES</b>	30

### ACKNOWLEDGEMENTS

The Community Facilitator gratefully acknowledges the assistance of Mr Eric Wilson, Manager of the Development Bureau of Hinchinbrook/Cardwell Shires and the members of the Community Enterprise Committee for Hinchinbrook/Cardwell Shires.

The professional assistance of Ms Joan Ciastkowski, Clark Hummerston Bailey is also gratefully acknowledged.

### DISCLAIMER

Liability howsoever arising as a consequence of use or reliance upon any advice, representation, statement, opinion or conclusion expressed herein is expressly denied by the Community Facilitator, Beth McGrath, all members of the Community Enterprise Committee, the Development Bureau of Hinchinbrook/Cardwell Shires and Joan Ciastkowski Clark Hummerston Bailey.

## A. EXECUTIVE SUMMARY

Under the brief provided by the Commonwealth Department of Immigration, Local Government and Ethnic Affairs for the Country Centres Project, the Community Facilitator, with the guidance and assistance of Joan Clastkowski of Clark Hummerston Bailey has examined the technical feasibility, market potential and commercial feasibility of establishing the Herbert River Museum Gallery in Hinchinbrook Shire.

Our major findings are as follows:

Currently, the tourist sector of Hinchinbrook Shire plays little significance in its economic base. The Shire is situated just north of Queensland's largest provincial city, Townsville, and south of North Queensland's premier destination, Cairns.

Many Australians are seeking holidays or tours which offer something different. Specialists look for tours offering activities compatible to their chosen interests.

Hinchinbrook Shire, and other areas close by, offer vast tracts of virtually untouched areas of natural beauty - waterfalls, mountains, trails, wildlife in its natural state, rivers, gorges, waterholes, white water - something many other parts of Australia, and other parts of the world can no longer offer.

At present the Region has very little in the way of developed support attractions to its undoubted natural beauty.

The Region has been experiencing a period of negative growth and needs to broaden its economic base away from the monoculture of the sugar industry. The Country Centres Project for the region established that at present the most suitable form of development was for sensitive tourism and the exposure of this Region's diverse and interesting history would be a compatible opportunity.

There are skilled professionals nearby, working in this field, within the Department of Material Culture at James Cook University, Townsville. There expertise is available to assist and monitor the project

The conclusion drawn is that the enterprise has potential. However, the recommendations contained herein should be noted.

\*\*\*\*\*

**B. RECOMMENDATIONS**

1. The enterprise shows much potential and should be investigated further. It should proceed to a Business Plan to assist its commercial development.
2. Extra market research is required into the numbers and types of potential users of the facility.
3. Few constraints appear to affect the successful operation of the venture. The entrepreneurs, in this case the Museum Committee, do need to adopt a collection policy which reflects the diverse cultural history of the Region.
4. Income will need to be generated by the Museum so that it is to be able to meet quite significant repayment amounts, if a building is purchased.
5. Many community based initiatives fail after the first year. The Museum Committee will need to be a strongly dedicated group if the venture is to succeed beyond the first flush of enthusiasm.
6. Other museums in North Queensland have offered to assist this venture in a variety of methods. Such assistance should be accepted.
7. Locally, the area should enlist the support and advice of Bianka Vidonja Balanzategui, a Post-Graduate student at James Cook University's Department of Material Culture.

\*\*\*\*\*

## C. FEASIBILITY STUDY

### 2. INTRODUCTION

#### 1.1 Overview of the Country Centres Project

The Country Centres Project (CCP) was launched in 1986-86. It is one of a number of initiatives funded by the Commonwealth Department of Immigration, Local Government and Ethnic Affairs (DILGEA) in relation to the Government's 1986 Economic and Rural Policy Statement. The initiatives are designed to address some of the pressures and problems being experienced by the peoples, communities and industries of rural and provincial Australia. The CCP is directed at stimulating income, employment growth and adjustment with minimum Government intervention and expenditure.

The primary aims of the CCP are twofold: first to assess the social, economic adjustment and development potential of particular non-metropolitan and their surrounding areas; and second, to identify viable opportunities through broadly based community processes that emphasise self-help principles. These processes are based on a "bottom-up" approach. This allows community residents maximum opportunity to participate in identifying and assessing opportunities, constraints and requirements within a strategic framework that emphasises possible future directions for their local area.

In each region, the CCP involves a three-phase operation:

Phase 1: Establish a broadly based Enterprise Committee comprised of local people; and,

Engage a Community Facilitator.

Phase 2: Prepare a Regional Opportunity Statement, based on opportunities submitted from the community.

Phase 3: Assess the opportunities and prepare feasibility studies for those with most promise.

### 1.2 The Hinchinbrook/Cardwell Shires Country Centres Project

The Shires were one of three regions in Australia identified under the 1988/89 CCP. All were regions affected directly by the policy of listing the Wet Tropical Rainforests of North Queensland as World Heritage areas. Phase 1 of the CCP for Hinchinbrook/Cardwell commenced in mid-January 1989; Phase 2 commenced in March/April 1989; and Phase 3 commenced in the latter half of April 1989. The Hinchinbrook/Cardwell Community Facilitator was advised that three opportunities were considered suitable for proceeding to the feasibility study stage.

This feasibility focuses on one of these opportunities: the establishment of the Herbert River Museum Gallery in the Region. The opportunity was submitted to the CCP by members of the proposed Museum Steering Committee, and in particular, its Chairman Cr Vi Groundwater.

### 1.3 The Region: Its Location, Climate and Brief History

Hinchinbrook Shire is located mid-way between two important Queensland growth centres, Townsville and Cairns. It is approximately 120 kilometres to Townsville from the major centre Ingham, and 250 kilometres to Cairns. The Shire includes the area from Bambaroo Creek in the south, north to the Cardwell Ranges, west to the Dividing Ranges and natural attractions such as Wallaman (the longest drop of a water fall in Australia) and Jourama Falls. It includes the coastal areas such as Lucinda and Forrest beach. The Shire is close to the Barrier Reef and the Palm Island Group are quite accessible offshore.

The climate is tropical - hot, wet summers with a winter dry period. Average yearly rainfall for Ingham is 2048 mm and 125 wet days are recorded annually.

The Region was settled in 1868 by Smith and Hawkins with cattle. The first sugar plantation was begun in 1871 by the McKenzies and the Neame brothers settled the same area shortly afterwards. Solomon established the first store at Bemerside (close to present day Halifax) in 1871. Up until 1881, a line of small ships ran between Townsville and Cairns with Dungeness rising in importance as a regular port of call. After 1881 a paddle steamer brought passengers upstream on the Herbert River, from Dungeness.



Almost since the Shire's development the principal industry has been sugar cane cultivation. There have been 6 sugar mills in the area - Gairloch, Bemerside, Macknade, Hamleigh, Ripple Creek and Victoria. The first Victoria Mill crushing was in 1883. The Colonial Sugar Refining Company, which owned the plant, used machinery and methods far ahead of any others in the North at that time. The Victoria is now the largest sugar mill in the Southern Hemisphere. By July 1870 5000 acres on the Lower Herbert had been taken up for cane growing. Many of the first settlers came from Cardwell during the '70s as it had poor sandy soil incapable of producing good sugar. Cotton was experimented with in 1872 and dairying also was tried. Tin mining began at Kangaroo Hills in 1885 and the ore was sent to Ingham for distribution. In 1909 mining activity increased further with the development of the Running River silver and lead mines.

Sugar has dominated the Region's economic and social progress. Other industries were promoted at various times during its history e.g. Tung Oil derived from the nut of the Aleurites Tree, a native of China, was advocated in 1932 because of its use in paints and rust proofing processes. Tourism also received occasional impetus. Queensland Government Railways made an attempt with Channel tourism. They ran rail motors from Townsville, which linked with buses to Lucinda, then a Channel cruise in the Hinchinbrook Passage. It was dropped in 1932. In 1930, Wallaman Falls were promoted as "worthy of Cook's Tours", after the Queensland Main Roads Commissioner and the General Manager of Northern Railways made a tour of the attraction. Regrettably, nothing came of it.

The town of Ingham was established in 1878 and a Divisional Board was constituted for the Local Government of the area in 1879 when the population was 326. In 1891, an agreement was made between the Australian and Italian Governments for the migration of Italians to North Queensland to work in the cane fields - to replace Kanaka labour. Many of the Italians settled in the Herbert Area and their descendants provide an attractive cultural bonus for the region. As well the descendants of significant numbers of Spanish, including Basques, Yugoslavs, Finns and other European nationalities required for sugar work, are scattered throughout Hinchinbrook Shire.

Hinchinbrook Shire does not have a significant tourist sector in its current economic base, yet it has a wealth of relatively untouched and unspoilt natural beauty, which is under exposed. e.g. The Weekend Australian, May 13-14, 1989 carried a 5 page review of Queensland, titled Holiday Queensland. The total description of Hinchinbrook Shire is quoted in full:

"North into canefield country and the town of Ingham offers a turnoff to Australia's largest single drop waterfall, Wallaman Falls (278m), some 50km inland. Sugar grown in the Ingham district is loaded for shipping from Lucinda Point's 6km long jetty. About 20km off the point and accessible by launch is Orpheus Island, a national park with plenty of forest and birdlife that also sports a small, upmarket resort."

A recent (March, 1989) issue of The Road Ahead, the RACQ monthly publication was devoted to the Magnetic North Region of the State, which includes Hinchinbrook Shire. The article did not mention one attraction either manmade or natural, within the Region.

In 1988, according to the Queensland Tourist and Travel Corporation (QTTC), Australia welcomed 2.249 million overseas visitors. Of these, 524,813 went to Queensland, giving that State a market share of 23.33% compared with 18.33% in 1987. The QTTC, formed in 1979, has found that since its inception visitor nights in Queensland have increased by 70%, from 43 million visitor nights to 73 million visitor nights in 1987. At present Hinchinbrook Shire does not appear to be benefitting from the Queensland tourism boom, possibly because it offers little in the way of support services and developed resources, to its undoubted natural attractions.

It is still within Australia that Queensland's major tourist market originates, with many Australians perceiving it to be the place for annual holidays, or business combined with holiday activities. Hinchinbrook Shire should be able to attract some of those visitors. However, as the CCP found the Shire does need to add attractions if it wants to receive any benefit from increasing Queensland tourism.

#### 1.4. The Herbert River Museum Gallery Opportunity

The impetus to establish a local history museum originated directly out of the Hinchinbrook Shire's Bicentennial Historical Display. This was held for one week in September 1988 in the Shire Hall in Ingham and was received enthusiastically by local residents. So much so, that a groundswell of public opinion has resulted in the current moves to establish the Herbert River Museum Gallery.

The original display was organised by a committee of five, chaired by Mrs Fay Motti ( a person without formal qualifications in the field but an abiding love of all things old and their preservation ), who was the driving force. It took six months to organise, with the last two months being an almost full-time ( unpaid ) position for Mrs Motti. The display featured room settings, with authentic items for each particular type and period e.g. nursery, bedroom, dining room, laundry, young man's, kitchen. As well the centre of the Hall displayed all the handcrafts of the past - laces, linens, embroidery, tapestry etc. Also the exhibition incorporated photographs and general memorabilia collected locally. All the exhibits were obtained from Hinchinbrook Shire residents and loaned for the occasion. The entrance fee was \$1.00 and the response was overwhelming.

Consequently, a number of local residents expressed the wish to donate permanently their displayed items to a local facility such as a Museum. Accordingly, a public meeting was held and out of that has grown the present Steering Committee, Chaired by Cr Vi Groundwater. Mrs Fay Motti is also a member of the Committee as are a number of other Hinchinbrook Shire residents who are concerned to see their past properly preserved. They include Mrs Josie Sheehan the Shire Librarian and Mrs Tricia Murray, Community Worker with the Ingham Community Information and Support Centre.

## 2. TECHNICAL FEASIBILITY

The successful operation of The Herbert River Museum Gallery requires the following elements:

- (i) the availability of a suitable building;
- (ii) suitably qualified and trained staff;
- (iii) items available for display; and
- (iv) appropriate security for items.

### 2.1 BUILDING

In The Management of Small History Museums, Guthe refers to a history museum as "the institution that assembles, preserves and interprets smaller moveable objects which have historical meaning". The quarters for housing such objects should be "reviewed in terms of security, accessibility, space requirements, capital outlay and maintenance costs".<sup>1</sup> Further, Guthe states the following minimum space requirements:

- ..40% of floor space for public exhibit halls
- ..40% collection filing rooms
- ..20% staff/service/maintenance rooms.

As well, half to three-quarters of the collection should be filed in drawers etc not open to members of the general public.<sup>2</sup>

Guthe also feels that "before deciding on a building an architect should check it out for the nature and extent of repairs. Annual maintenance costs should be estimated".<sup>3</sup>

1. The Management of Small History Museums. Carl Guthe. 2nd. ed. Nashville, American Association for State and Local History, 1964.

2. *ibid*

3. *ibid*

The West Australian Museum publication Handbook for Small Museums, edited by Seddon Bennington, states that a museum is said to be " in simplest terms, a place for studying and displaying material evidence of our past and of our environment. For a local museum " past " means local history , both Aboriginal and European and " environment " means local natural history ". 4. Accordingly, the collection " should be stored in secure conditions where the risk of damage is minimal - must be suitable, weatherproof, insect-free, protected against fire, high light levels, adequate storage space and secure against unauthorised entry ". 5.

Brian Bertram in Display Technology for Small Museums feels that " siting is immensely significant if visitor numbers are necessary for survival, because as far as popularity of museums is concerned, siting is more important than content. Non-metropolitan museums depend greatly on tourists for their attendance figures - tourists are the key to success ".6. As well he notes that " most small museums are sited in buildings which were not designed as museums, and therefore have to make do with something less than an ideal situation ".7

The Steering Committee for the Herbert River Museum Gallery are at present examining the option of purchasing premises at Halifax, a small town within the Shire and one of its early settlements. The town does have an historic feel and background. The buiding concerned is quite substantial, constructed of brick and comprises two large shopfronts, a small dwelling and two raised storage sheds. The land is two blocks which run down to the banks of the Herbert River. The premises have not been occupied for a number of years and consequently are in need of maintenance and general repairs. It is for sale for \$100,000, but the Museum Committee feel this could be negotiated to \$80,000. Obviously, the town of Halifax is not in excessive demand for real estate. Prices in Ingham a more expensive area for flood-free blocks, and this land is stated to be such, is \$20,000+. As the shops have been vacant for some time it indicates that the price is quite negotiable. The Queensland State Government would provide dollar for dollar subsidy if certain conditions are met and the group prove they are likely to be viable.

Other facets to be considered in the overall acquisition include shelving, lighting both natural and artificial, display cases, filing systems and drawers for storage areas, security grills, safes, strong rooms, car parking, garden and outside area maintenance.

4. Handbook for Small Museums. Ed. by Seddon Bennington. Perth, WA Museum, 1985.

5. *ibid*

6. Display Technology for Small Museums. Brian Bertram. Sydney, Museums Association of Australia, 1982.

7. *ibid*

However, the Museum Committee needs to think of the present and future needs of the community as a whole. A local museum is not a private property but rather, a public trust and accordingly as many options as possible should be examined, for the building to house its collection. These could include the following:

..it may be better to buy some flood-free land and build premises. In this case the Museum Committee would be advised to contact the Ingham Potters' Society who have successfully obtained their own premises and, in fact are looking for ways to expand their enterprise after only three years operation.

..the Museum Committee could look at renting, or " borrowing " premises, rather than burdening themselves with a large debt. Other facilities which have adopted this principle include the present Townsville Museum, opened in September 1985 and which pays a " peppercorn rent " to the City Council for the section of the old Magistrate's Building which it occupies. Similarly, Bowen Historical Society/Museum which is accorded the status of " role model " for small Queensland local history museums. The Bowen Harbour Board provided its second premises - the top floor of a building they no longer required, again for the customary " peppercorn rent ".

..James Cook University, Townsville has a Department of Material Culture, headed by Professor Barry Reynolds. The Museum Committee have contacted Prof. Reynolds to assist them in the decision making process of building selection, and they should be guided by his expertise. As well a post graduate student of this department lives locally - Bianka Vidonja Balanzatequi - and her guidance should also be sought. Advice from any local architects should be developed as well.

..Philanthropic donation of suitable premises should be encouraged also. A suitable building might be able to be moved to a good location, if it did happen to be in an unsuitable area.

..There are many service and community clubs in Hinchinbrook Shire. If their labour was pooled over a couple of weekends and with supervision from the builders amongst them, a kit home type building could be erected quite quickly e.g. Nu-steel, Logan Homes etc.

..Fittings, fixtures, lighting, security etc are all essential items, but many could be obtained from donation, borrowing, making-do. e.g. Townsville Museum opened with stock displayed behind rope cordons.

## 2.2 QUALIFIED STAFF

In ideal circumstances the Herbert River Museum Gallery should aim to employ a trained curator. However, of the Museums contacted during the course of this feasibility study only two were able to afford them, and in one case the person was a manager rather than a trained professional. They were:

(i) James Cook Museum, Cooktown, North Queensland, owned and operated by the National Trust of Queensland employs a manager, Mr Ian McKenna. Mr McKenna stated that as he was responsible for absolutely everything in the Museum's operation - from signwriting, money collection, conservation and repairs, and toilet cleaning - the employment of a trained professional was a waste of expertise, and a good practical manager was required, more than anything else. The Museum is the Trust's second most financially successful property in Queensland, and Mr McKenna's salary is paid from Brisbane headquarters.

(ii) The Australian Sugar Industry Museum at Mourilyan, south of Cairns employs a full-time curator on a salary of close to \$30,000 a year. The funding for this museum comes from the Sugar Industry and a Bicentennial Grant. Because of a local Court Action it was difficult to ascertain much further information about the staffing situation at this facility.

The North Queensland branch of the Queensland Museum, situated at Reef Wonderland, Townsville also has access to trained staff.

Other museums which function quite efficiently in North Queensland, yet do not employ any professionals, but, rather, rely on trained volunteers and in one case, the use of University students during the summer vacation - to give the volunteers a well-deserved break, include:

(i) Cairns Local History Museum, situated in the City Place in the Central Business District, opens seven days per week and is staffed by volunteers.

(ii) Townsville Museum, situated in part of the old Magistrate's Building, opens seven days per week and is staffed by volunteers. As well, students from the Material Culture Department at James Cook University take over this role during their summer vacation to give the volunteers a break. A museum in Hinchinbrook Shire should be able to tap into this pool of expertise also.

(iii) Bowen Historical Society/Museum relies completely on its pool of approximately fifty volunteers. It opens every day except Saturday.

At this stage of the Herbert River Museum Gallery's development the Steering Committee could consider two options for its staffing arrangements:

1. Because the site of the proposed venture is conveniently close to the Department of Material Culture it should use its undoubted resources and expertise to train a pool of volunteers, thus eliminating a large factor from the Museum's budget i.e. the salary of a paid curator. Locally based Blanka Vidonja Balanzategui could be of great assistance.

2. The proposed venture could endeavour to attract funding from a variety of sources to pay for a trained curator. As the Sugar Industry Museum pays \$30,000 to its curator, that becomes a significant amount for a community based local history facility to acquire, on top of its building funding.

Staff of the enterprise would need to know something about most of the following procedures:

- ..handling money/entrance fees/sale of publications
- ..security/lighting/fire/shoplifting/keys/safes/
- ..insurance arrangements/banking
- ..accessioning/registering/cataloguing
- ..public relations/information for tourists
- ..local history
- ..familiarity with stock
- ..first aid
- ..know all contact points/networks
- ..genuinely like meeting people/enthusiasm
- ..cleaning/caretaking
- ..simple conservation/restoration
- ..seek/suggest diversification in the Museum's activities
- ..changing displays/seeking new acquisitions

The Museum Committee would obviously be vitally concerned with all aspects of staffing and volunteer training. Its members, therefore would need training also as none of them have ever run a venture such as this before. The time they can devote to this would need to be considered. The Constitution they adopt on Incorporation ( this has been applied for and as of late May not received but expected shortly ) will need to spell out specific roles and duties in the area of staffing, and responsibility for same.

### 2.3 STOCK

In Handbook for Small Museums the stock of a museum is suggested " to make it special to reflect special qualities of a region; therefore it should have specific limits in its aims and objectives " 8. Elizabeth Willis relates that the Esperance Museum ( town population 6440, cf Ingham 5200 )" contains displays on Dutch exploration of the coast, natural history, destruction of Skylab, plus colonial history." 9.

8. Bennington. op cit

9. Elizabeth Willis. Information Sheet No. 1. Museums and Community Education. Museums Assoc of Australia, 1982.



Ian McKenna of the James Cook Museum, Townsville, feels however, that a local history museum must take every item as it comes in. Specifically, if an item fits the period, but came via Perth to the Museum at Cooktown it should be accepted.

The Herbert River Museum Gallery has already been given a number of items which are being safely stored at present. The successful Bicentennial Exhibition demonstrated that many items are available locally which represent the Region's diverse local history.

Augusta, in Western Australia, started its museum operation with five hundred items acquired over a ten year period. From early indications, Hinchinbrook Shire residents should overwhelm this sort of collection figure. However, Augusta had specific objectives in its collection policy. These were:-

- ..distinctive theme
- ..statement of the theme
- ..communication of the theme
- ..variation of displays

Conditions for an object's acceptability were:-

- 1.Space
- 2.Appropriateness to the overall theme,
- 3.Worth - historical significance
- 4.Provenance - history of the object
- 5.Physical characteristics/conditions

These conditions need to be kept in mind by the Herbert River Museum Gallery Committee. Generally, an object's significance, according to The Handbook For Small Museums is "enhanced by documented history, its place in the past and its physical condition".<sup>10</sup> The Museum should develop an active policy rather than waiting for gifts, and the collection must reflect the story of hardships, failures and mistakes of the past as well as successes. They need to be accurate, well-researched and present a well-rounded view of the past.<sup>11</sup>

Hinchinbrook Shire has an interesting and diverse history; it is well over one hundred years old. Even that fact alone will assure a wealth of significant material. If a flood of items are donated to the Museum, it is worth bearing in mind that "a collection without records cannot properly be called a museum. A Day Book must be used and a temporary receipt issued for every item"<sup>12</sup>. ( See Appendix One for Recommended Marking Procedures for Specific Objects ).

10. Bennington.Op cit

11. Bennington .Op cit

12. Where Is Grandma's Teapot: Record Keeping for Historical Museums. A. Cordato et al. Rev .ed. Museum Studies, Uni. of Sydney, 1982.

The Museum Committee must ensure that the stock that is acquired is kept in suitable storage and display conditions. Stock that is continually on display will obviously suffer degradation from such exposure. The Department of Material Conservation and Restoration at the Western Australian Museum feels that the "major cause of artifact deterioration is unsuitable storage and display conditions. The most significant factors in the environment for museum artifacts are temperature, relative humidity, air contamination, light, insects, mould, bacteria and dust".  
13.

Stock could be obtained in a variety of ways as suggested below:-

- ..permanent outright donations actively sought from the local community.

- ..permanent loans - again these could be encouraged from the locals.

- ..short term loans. for special exhibitions, occasions

- ..buying stock

- ..special touring exhibitions e.g. the Robes of Power, seen in a number of Queensland local history museums, which originated from Canada.

- ..Narrogin, a small town in Western Australia provides a showcase specifically for school children to fill with displays e.g. pressed flowers/plants, stamp collections, artifacts etc. It is changed every few months. There are approximately 2500 school children within the Shire and with a few enthusiastic teachers, the same sorts of displays could be organised here.

- ..oral history collection. Because the resources are finite, the need is urgent and it is a supplement to other more traditional sources. As the Oral History Association of Australia states: "It aims to preserve highly perishable data and is a picture of the past in people's own words". 14.

- ..active, well-known locally, collection policy.

- ..possible sponsorships e.g. from the CSR Company which has benefitted enormously from its involvement with the local sugar industry for over one hundred years.

13. Conservation and Restoration for Small Museums 2nd. ed. Compiled by the Dept. of Material Conservation and Restoration, WA Museum, 1981.

14. Oral History Handbook. 2nd. ed. rev. Oral History Association of Australia, SA Branch, 1985.

## 2.4 SECURITY

" The first rule of any museum is that the collection should be stored in secure conditions where risk of damage is minimal " 15. The organisers of the Herbert River Museum Gallery will have to consider some of the following security aspects for the correct operation of the venture. It is by no means definitive.

## Fire:

- ..staff need to know where fire appliances are and how to use them.
- ..know what to do to clear building in the event of fire.
- ..checking no smoking rule enforced.
- ..removal of rubbish and waste material on daily basis
- ..windows/doors closed when not in use
- ..end of day backup checks
- ..staff training

## Security:

- ..during opening hours - showcases, surveillance, equipment for specific items, perhaps closed circuit television or at least mirrors.
- ..after hours - outside lighting, building perimeter security, motion detection within the building.

## Insurance:

- ..it is worth noting that Townsville Museum had to install a burglar alarm system, before the collection could be insured.
- ..Public Liability
- ..Building and Contents - fire, other hazards etc
- ..Voluntary Workers Policy
- ..Workers Compensation
- ..Cash on Premises, Cash to Bank
- ..Museum Collection

Bowen Historical Society/Museum has acquired two strong rooms from donations from local banks. They are 4 metres by 3 metres approximately, and the Herbert River Museum Gallery will need to give consideration to similar acquisition.

15. Bennington. Op Cit

### 3. MARKET POTENTIAL

Time restrictions precluded rigorous research into the potential size of the market for the Herbert River Museum Gallery. Based on preliminary findings it does appear that there would be some demand from locals, particularly school children, and visitors to the area for a professionally managed and operated social history museum within Hinchinbrook Shire. At present there are no museums, or facilities where knowledge of the Shire's beginnings can be obtained apart from basic information at the Tourist Information Centre operated by the Development Bureau, or by referral to a small collection in the local library.

Preliminary research examined the following procedures:

- (i) Directions/targets for marketing strategies
- (ii) Types of marketing methods
- (iii) Pricing

#### 3.1 MARKETING DIRECTION

Other Museums report the following users:

..The Bowen Historical Society/Museum feels they attract an equal share of locals and tourists to their facility. Local schools are also strong supporters and users.

..Townsville Museum has found a strong market from tourists, and a smaller but significant use by schools. This museum offers corporate membership to schools for \$25.00 per year.

..James Cook Museum, Cooktown because of its location is strongly geared to the tourist market.

..Cairns also is used extensively by tourists.

..Australian Sugar Industry Museum, Mourilyan has many local schools using its facilities as well as tourists.

Brian Bertram stated that " non-metropolitan museums depend greatly on tourists for their attendance figures - tourists are the key to success. Tourists on holiday are the tourists most likely to be looking for something to do and are therefore the most likely to visit museums by chance." 16.

The Herbert River Museum Gallery could therefore target two broad groups - tourists and locals:

**Tourists:**

..The Herbert River Museum Gallery will need to look at this broad group, covering amongst others - local, national, international, young, old, wealthy, poor, disabled, healthy, etc - and break it down into specific targettable sectors.

..Mr Eric Wilson of the Development Bureau for Hinchinbrook/Cardwell Shire estimates that 120,000 tourists drive through the area each year. 10,000 call at the Information Centre on Townsville Road in Ingham seeking specific answers to queries about the attractions, both natural and developed, of the area. Mr Wilson felt that another 20,000 seek similar information in the town or its surrounds. The Bureau also operates a centre in Tully, 100 kilometres north, in Cardwell Shire, which does not have a local history museum. 8-9,000 tourists seek information from this facility.

..Other tourists pass through on organised tours such as those offered by Tekin Pty Ltd. Visitors are taken through Ingham, Halifax, Lucinda then depart for a cruise through Hinchinbrook Passage. This company runs 160 buses a year, average occupancy 35. As well they take 30 school excursions from Townsville, average occupancy 50. Queensland Day Light Rail run 42 tours per year with an average of 100 who link to the cruises. Total potential tourists from this operation number 11,300.

..The Herbert River Museum Gallery could look at tapping into this already established tourist operators route. Tekin passes through Halifax, the site of the proposed venture at this stage of its development. The Museum could look at the possible provision of a morning- tea break there, with an inspection of the facility. Contact should be made with Tekin.

..Obviously Tekin are not the only bus tours which pass through Hinchinbrook Shire. Many others pass through the area and such operators are continually seeking new attractions to add to their ranges. With Hinchinbrook Island, Australia's largest and most beautiful, island National Park very close offshore to Halifax, many potential visitors could be attracted by combining attractions.

..Visits could be organised from specific groups in Townsville and other North Queensland centre with historical bases such as Historical Societies or National Trust groups e.g. Charters Towers, Bowen, Cairns, Innisfail etc. Such groups have strong networks and are always keen to visit other regions to compare notes etc.

16. Bertram.Op cit

..Following on from the above, Historical Tours could be organised, rather in the Tasmanian style. As the Community Facilitator, Beth McGrath noted in the Opportunity Statement for Hinchinbrook Shire, compiled in April 1989, the Shire has many " grand hotels " which are absolute treasures and could be promoted in a package tour. One sympathetic hotel owner seeking a diversified activity needs to found, and rooms could be simply refurbished in the " old-style ". Combined could be a walk to the historic Dalrymple Gap area. These could be one night stays in the establishment stage.

..The Region is renowned locally for its ethnic cuisine, but regrettably, few outside the area are aware of this attraction of Hinchinbrook Shire. An excellent meal, Italian in flavour, or whatever, could be added to the above tour to give it an added bait.

..The Museum's collection policy, yet to be detailed may produce interesting targets e.g. it does have a history strongly linked to a number of ethnic groups, and this multi-culturalism could be promoted through its collection to other specific national groups in other regions.

#### Locals:

..Members of the local community will be attracted to a variety of exciting, changing Museum activities, and therefore the facility should not become too dull and set in the " Do Not Touch " mode.

..Following on directly from the above it should have " Touch Items "; they could be duplicate objects which are not easily damaged by excessive handling. The response to such a provision would be enthusiastic from more than simply school children.

..Specific exhibitions with an opening gathering of members and invited guests.

..There are 31 educational institutions within the Region, from kindergartens to secondary schools. As well there is an Annexe of Townsville TAFE which hopefully will become autonomous soon. Skill share Centre and the Endeavour Foundation Centre. Like Townsville Museum, they should be offered the chance to become corporate members. Mr Keith Werder, Principal of Ingham State High School feels the facility will be well received and used by schools within the local area.

..Esperance Museum has a Schools Liaison Committee, and has produced quiz booklets, and established a Junior Naturalists Group which meets every second Sunday and investigates shells, birds, wildflowers, etc. Not all children like to play sport for their sole source of recreation, and such a group would offer the children of the Shire something different. It could be a Junior History Group. The Film/Television/Drama years at the Secondary Schools could undertake to make a film using the Museum's resources.

..The Museum could have pioneer days, when volunteers adopt clothes of the past. Activities could be centred around Queensland Day - June 6th, Heritage Week - mid April each year, Australia Day, Italian National Day etc. Craft demonstrations could be organised to attract local visitors. Old style meals, even as simple as billy tea and damper could be offered.

..Loans could attract teachers who wish to borrow non-fragile items for specific classes.

### 3.2 MARKETING METHODS

A range of marketing methods should be adopted including the following:

..The Museum need to critically assess and examine other museums already in operation in North Queensland. Most when contacted during the preparation of this report issued invitations to visit the particular facility to gain first hand knowledge.

..The Museum may decide to adopt a logo for use on its stationery letterheads, brochures or any advertising material. The Committee should examine those used by other local museums.

..Townsville Museum advertises in Townsville This Month and the Herbert River Museum Gallery may need to consider paid advertising. Publications such as the National Trust Journal and Heritage could be suitable.

..Their brochures should not be expensive in the initial stage of this venture. They should be placed with all local hotels, motels, resorts, the Information Centres in Ingham and Tully, The Townsville Information Centre and a number of accommodation facilities beyond the local area such as Mission Beach, Cardwell and Cairns and Townsville. The Museum should become a member of the Development Bureau.

..If the venture is sited at Halifax, two large display signs at least, will need to be erected at the Bruce Highway giving clear directions for the Museum's location.

..The building itself will need some identifications, and the Committee should seek professional advice on all signs in an effort to ensure that those produced are in keeping with the nature of the enterprise, and not of the Used Car Lot type.

..Good coverage can be obtained by using local press for special events. The Herbert River Express is most supportive of local enterprise, as is the Townsville Bulletin. Both should be contacted as should local television and radio stations.

..Any specialist organisations and groups, listed in 3.1 should have letters sent to club secretaries outlining the Museum's activities. Discounts to such groups for a certain number in a booking could be offered.

..If the Museum is able to offer research facilities this should be promoted throughout the local area and further afield. Bowen Historical Society/Museum has this facility and uses it as a fund-raising mechanism. Universities, historians, those seeking family history, ( a large and growing interest in Australia and a number of genealogical organisations could be contacted ) schools, would all be potential users of such a resource.

### 3.3 PRICING/COMPETITORS

#### a. Townsville Museum:

Membership Fees-Annual	Single	\$10
	Family	\$15
	Corporate Sponsors, Schools	\$25
Admission Fees	Adult	\$1
	Children/Pensioners	.50

#### b. James Cook Museum, Cooktown:

Admission Fees	\$4
Concession to National Trust Members	

#### c. Bowen Historical Society/Museum

Membership Fees-Annual	\$5	
Admission Fees	\$2	
Children/Pensioner Concession		
Research Fees		
	Adult/Hour	\$5
	Child/Hour	.50



#### 4. COMMERCIAL FEASIBILITY

##### 4.1 MANAGEMENT AND STRUCTURE

The Herbert River Museum Gallery is obviously only in early planning stages, and at the time of preparation of this report it had not yet received its incorporation. However it does have an active Steering Committee who meet regularly and adopt correct meeting procedures and structure. Cr Vi Groundwater, as noted previously is chairing the Committee and Mrs Tricia Murray is the secretary.

The Townsville Museum has adopted a Management Committee with a basic Executive of President, Vice President, Secretary, Treasurer. As well they have a Newsletter Editor, a Membership Co-ordinator and Roster Secretary.

The Council of Australian Museum Associations publishes a Code of Ethics for Art, History and Science Museums. ( See Appendix Two ) . This is held in the local Hinchinbrook Shire Library and should be referred to by the Committee, as a general guide to assist members in making decisions about the ethical issues which they may be confronted. It spells out quite clearly and succinctly the minimum requirements for museums, however small they may be and all requirements are considered essential.

Professional support and assistance for the establishment of this enterprise would need to be, and indeed at the time of this report's preparation was being sought from the Department of Material Culture at James Cook University. Professor Barry Reynolds from the Dept. had been invited to assess potential sites for the venture. The guidance of Bianka Vidonja Balanzategui, Master's Degree student should also be encouraged.

##### 4.2 FINANCIAL CONSIDERATIONS

There are a number of options the Herbert River Museum Gallery can consider before it chooses its location. See 2.1 for full details on the Building and method of acquisition. At the time of this report's preparation the Committee were considering purchasing a building for a negotiable figure of \$100,000, but which they wished to acquire for \$80,000.

There are a number of alternatives the Committee might consider in raising this figure, and for smaller necessary items for the Museum's operation:

**Grants:**

..Queensland State Department of the Arts offers a dollar for dollar subsidy for building provision, either new or refurbished, provided very strict guidelines are adhered to, and the Committee should be aware of following these.

..The Federal Department of Arts, Sports, Environment, Tourism and Territories also offers subsidies for the further development of facilities such as this venture. It also has very specific guidelines to be met. ( See Appendix Three )

..Queensland State Government's Small Museums Grant, for a maximum of \$3,000. Mirani Museum, near Mackay received \$2000 lately. ( See Appendix Four ).

..Sheraton Breakwater Trust offers grants to community groups within the region. Townsville Museum has received funding from this source for shelving.

..The National Estate offers grants for research purposes only, but this may be an area the Herbert River Museum Gallery with its diverse cultural background could examine.

..Following this line, the Office of Multicultural Affairs may provide some assistance with funding.

..Townsville Museum receives a \$5,000 grant from the City Council each financial year. Approaches should be made to Hinchinbrook Shire Council for similar sponsorship and support.

.. Bowen Historical Society/Museum received a \$50,000 grant as part of the Bicentennial celebrations.

**Self Fund Raising:**

The Museum will have to raise a quite substantial amount of money in a variety of methods, to match in particular the dollar for dollar grants if it decides to continue to obtain its own building. It will also have quite significant fixed annual costs which will have to met e.g. insurance, maintenance, possible salary of a curator, electricity, telephone etc. Methods of obtaining income could include:-

1. Bank Loan and the repayment figures on a standard \$40,000 commercial loan are listed below:

Loan period	5 years
Interest rate	19%
Monthly repayment	\$1037.62
Yearly repayment	\$12451.46
Total Repayment	\$62257

2. Because of such costs, above, philanthropic donations should be actively sought from the wealthier Hinchinbrook Shire citizens, who have gained by their historical association with the region.

3. Corporate sponsorship or donations from companies such as CSR who have gained enormous benefits by their association with Hinchinbrook Shire for such a long period of time.

4. Encourage the whole community to fund-raise by such activities as "buy-a-brick, floorboard, window-pane etc".

5. Seek assistance from service clubs and other community organisations.

6. Encourage Hinchinbrook Shire Council to support the project in a variety of ways e.g. the Parks and Gardens section could assist with maintenance of this area of operation. The Roads section could assist with parking areas, etc.

7. Once established, the Museum could supplement its income in a number of ways including:

..Front counter sales which could include the following book sales, including any publications from James Cook University, other sympathetic publications by local authors e.g. the Friths, Irene Maskell etc, better quality postcards, letter cards, prints etc

..Offering research facilities and "user pays" principle.

..Admission fees/membership fees/corporate fees.

..Sale of donated, duplicated items.

..Higher admissions for special events.

..Use of volunteer labour force.

## 5. SWOT ANALYSIS

Internal strengths and weaknesses and external opportunities and threats for the enterprise include the following:

### 5.1 STRENGTHS

- Strong and committed team behind the opportunity, in this case, the local Steering Committee.
- Ready access to a dedicated team of professionals in the Department of Material Culture, James Cook University.
- Locally, a Graduate Student of the above Department, is available and willing to assist the project's development.
- Subsidised funding available.
- Community has already strongly supported the concept during the Bicentennial Celebrations in the Region.

### 5.2 WEAKNESSES

- Being a community based enterprise, it needs a strong and dedicated Committee.
- Lack of other significant, promoted and developed attractions within Hinchinbrook Shire.
- Debt level will be significant and fixed annual costs will be high.
- Volunteer staff will have to be trained.

### 5.3 OPPORTUNITIES

-The history of Hinchinbrook Shire, and the neighbouring Cardwell Shire, is not exposed in any way at present, apart from irregular tours of the Ingham Cemetery. Many tourists are interested in the Regions they visit for more than their natural attractions.

-The Region has many " grand hotels " which are under-utilised at present. There is an opportunity for packaged History Tours to the Region, incorporating the Museum.

-The recent Country Centres Project identified sensitive tourist related ventures as the most desirable method for Hinchinbrook Shire to broaden its economic base. This venture is the type of opportunity perceived by the Community Enterprise Committee as offering great benefit to the local community and having an excellent chance of success.

### 5.4 THREATS

-If the venture was a purely commercial enterprise, its local competitors would be aggressive and unhelpful, quite the opposite to the impression gained by the Community Facilitator. All the " competitors " were very helpful and welcomed the attempt to establish such an enterprise in Hinchinbrook Shire. All invited the Steering Committee to visit their particular facility.

-In the 077 Area Code three museums are listed in the Yellow Pages, and one of those is at Mt Isa.

### 5.5 KEY SUCCESS FACTORS

The following key success factors are required for a viable local history museum to be established in Hinchinbrook Shire.

#### 5.5.1. Technical

- (i) Suitable building to operate from.
- (ii) Trained staff, probably volunteers.
- (iii) Acquisition of stock by various methods.
- (iv) Security of building/stock/staff.

5.5.2. Marketing

- (i) The Museum must be directed at specific groups.
- (ii) A variety of low-cost marketing methods could be used.

5.5.3 Commercial

- (i) The acquisition of suitable subsidised funding.
- (ii) Use of voluntary labour.

6. CONCLUSION

The principal elements necessary for the success of the Herbert River Museum Gallery have been addressed, albeit briefly, during the course of this feasibility study.

Initial indications show that the entrepreneurs, in this case the Steering Committee, are mindful of their importance. With additional planning, market research and the acquisition of further business skills, the enterprise should succeed.

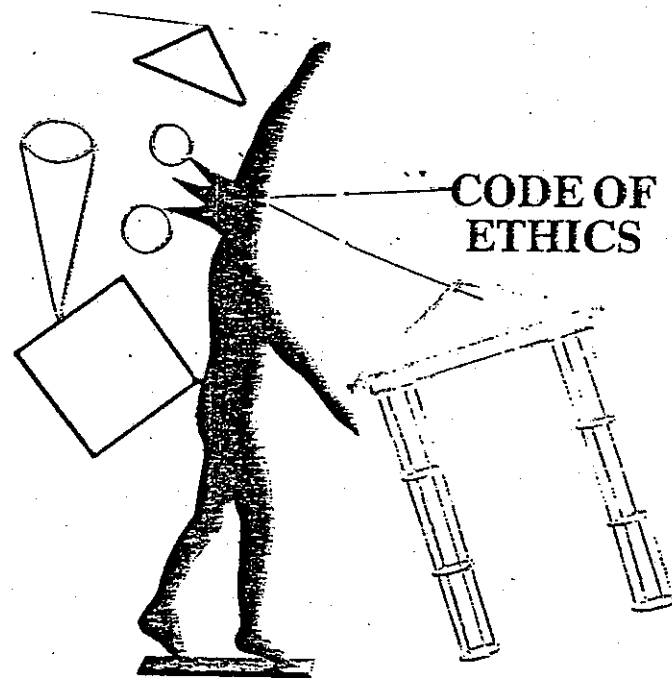
\*\*\*\*\*

RECOMMENDED MARKING PROCEDURES FOR SPECIFIC OBJECTS

6.

MATERIAL	SPECIAL CONSIDERATIONS	POSITIONING OF NUMBER	PRE CLEAN	BASE COAT	NUMBERING MATERIALS		TOP COAT	COMMENTS
					white	black		
BONE, IVORY	avoid extremely porous areas and any area which is flaky	Items are often oddly shaped. Place number in an inconspicuous, but accessible place, e.g. at rear, close to base	2	yes	1	1	yes	When numbering small, fragile ivory items a clean glove should be worn on the hand which holds the piece
BOOKS		On inside front cover at bottom near the spine. If covers and end papers are marbled or there are detailed or important art works, then the first available plain page should be numbered	1	no		2H pencil light pressure	no	Scrapbooks, sketchbooks etc should be numbered on several pages as they are often cheaply bound and pages may separate from the binding. All loose pages or sheets should be numbered

111 UNDPK 1WU



**CODE OF  
ETHICS**

-COUNCIL-OF AUSTRALIAN MUSEUM ASSOCIATIONS





Department of

THE ARTS, SPORT, THE ENVIRONMENT, TOURISM and TERRITORIES  
and  
AUSTRALIAN SPORTS COMMISSION

COMMUNITY RECREATION AND SPORTING FACILITIES PROGRAM  
APPLICATION FORM 1988-89

Information to Applicants

This application form details the basic information required from all applicants, and should be prepared after consulting the Program guidelines and selection criteria. If there is insufficient space to provide a complete response to any question, please attach additional sheets. Applicants may wish to enclose further material in support of the application, including any feasibility study undertaken, concept plans or project tenders.

*V. Good detailed*  
The nominated contact officer should be familiar with details of the project, and be able in future to provide up to date information on the status and progress of the project during its conduct.

Where necessary, further information will be sought from applicants to expand upon details provided on this form. The nominated contact officer will be contacted in such cases.

Completed application forms should be returned to:

Assistant Director  
Recreation Development Section  
Sport and Recreation Branch  
DASETT  
GPO Box 787  
CANBERRA ACT 2601

General enquiries regarding the Program or the completion of this form may be made to 062 741853.

ALL APPLICATIONS MUST BE RECEIVED WITHIN THE DEPARTMENT BY  
FRIDAY 20 JANUARY 1989.

APPENDIX FOUR

MORE THAN 40,000 YEARS OF CREATIVITY AT OLD ART GALLERY

The Inspired Dream: Life as Art in Aboriginal Australia at the Queensland Art Gallery traces the cultural continuity of Aboriginal art from pre-history to the present day. The exhibition, which closes on 26 February, is presented in association with the Museums and Art Galleries of the Northern Territory.

X More information from Celestine Doyle, Queensland Art Gallery, (07)840 7303.

MUSICA VIVA PREMIERE ON THE GOLD COAST IN 1989

The Musica Viva organisation, which this year will present over 2000 concerts and performances by international and national ensembles throughout Australia, will also offer its first subscription concert series on the Gold Coast, thanks to sponsorship by the Gold Coast developer, the Raptis Group Limited.

More information from Musica Viva, (02)212 6866.

MIRANI MUSEUM RECEIVES GOVERNMENT GRANT

The Pioneer Valley Museum at Mirani, west of Mackay, has received a grant of \$2200 from the State Government under the Financial Assistance for Local Museums Scheme.

X More information from the Press Secretary to the Minister for Local Government, (07)224 2404.

MAN OF LA MANCHA VISITS LYRIC THEATRE

The musical, "Man of La Mancha", will open at the Lyric Theatre in Brisbane on 25 February.

Y More information from Mary-Anne Weston, Performing Arts Trust, (07)840 7444.

## E. REFERENCES

### Books and Related Material:

Code of Ethics for Art, History and Science Museums. Council of Australian Museum Associations, Kingston ACT, 1985.

Local History: A Handbook For Enthusiasts. G.M. Hibbins et al. Sydney, Allen and Unwin, 1985.

The Management of Small History Museums. Carl E. Guthe. 2nd ed. Nashville, American Association for State and Local History, 1964.

The Marking of Objects. P. Townley. Museums Association of Australia, NSW Branch, 1984.

Handbook for Small Museums, ed. by Seddon Bennington. Perth, WA Museum, 1985.

Oral History Handbook. 2nd ed. rev. Oral History Association of Australia, SA Branch, 1985.

### Museums Association of Australia. Information Sheets.

- N.2 - Plaster Models
- N.3 - UV Light Filters
- N.4 - Educational Programmes
- N.5 - Paper Conservation
- N.6 - Care of Textiles
- N.7 - Care of Textiles
- N.8 - Collection/Preservation of Insects
- N.9 - Childrens' Clothing, 1850-1920
- N.10 - Natural History Displays in Local Museums
- N.11 - Treating Old Iron
- N.12 - Mixing Chemicals Safely
- N.13 - Public Relations/Contacting Your Local Press
- N14 - Acid Free Material/Adhesive Tapes

Display Technology For Small Museums. Brian Bertram. Sydney, Museums Association of Aust., 1982.

Where Is Grandma's Teapot: Record Keeping for Historical Museums. Rev. ed. A. Cordato et al. Museum Studies, Uni. of Sydney, 1982.

Guide To Label Writing. Museums Association of Australia. NSW Branch, 1986.

Conservation and Restoration For Small Museums. 2nd. ed. Compiled by Dept of Material Conservation and Restoration, WA Museum, 1981.

**Government Departments:**

Commonwealth : Arts, Sport, the Environment, Tourism, Territories  
: Rainforest Unit, Cairns

State : Arts Department

**Universities:**

James Cook University, Townsville. Department of Material Culture. Ms May  
Abernethy, Technician. Ms Bianka Vidonja Balanzategui, M.Litt. Student.

**Museums:**

Bowen Historical Museum Inc  
Townsville Museum Inc  
Cairns Museum Inc  
Australian Sugar Industry Museum Inc., Mourilyan  
James Cook Museum, Cooktown Inc  
Gympie Historical Museum Inc

\*\*\*\*\*

A SELECT BIBLIOGRAPHY

## A SELECT BIBLIOGRAPHY

### 1. PRIMARY SOURCES

- 1.1 Interviewees, questionnaire respondents and informal informants
- 1.2 Minutes of Meetings - Herbert River Museum Gallery
- 1.3 Ingham Rotary Club, Weekly News Bulletin

### 2. SECONDARY SOURCES

- 2.1 Books, Pamphlets, etc.
- 2.2 Journal, Magazine and Newspaper Articles
- 2.3 Unpublished Material

1. PRIMARY SOURCES

1.1 Interviewees, questionnaire respondents and informal informants

(i) Taped interviews:

V. Groundwater	27 April 1989
L. Abernethy	5 May 1989
F. Motti	15 May 1989

(ii) Hand recorded interview:

H. Tranter	6 June 1989
------------	-------------

(iii) Telephone conversations:

F. Dodsworth	19 May 1989
M. Reitano	22 May 1989
P. Markwell	24 May 1989
W. Barnes	24 May 1989
H. Masters	29 May 1989
N. McSweeney	15 June 1989

(iv) Conversation:

R. Clark	26 May 1989
----------	-------------

(v) Question sheet completed:

V. Groundwater	8 June 1989
----------------	-------------

1.2 Minutes of meetings - Herbert River Museum Gallery

Record of Meeting of the Ingham Museum Gallery held at the Hinchinbrook Shire Council on Wednesday 19th October, 1988 at 5.15p.m.

Herbert River Museum Gallery. Minutes of Meeting held on 14th December, 1988 at Hinchinbrook Shire Council Chambers, at 5.15p.m.

Herbert River Museum Gallery. Minutes of Meeting held on 22nd February, 1989 at Hinchinbrook Shire Council Chambers, at 5.15p.m.

Herbert River Museum Gallery. Minutes of Meeting held on 14th May, 1989 at Hinchinbrook Shire Council Chambers, at 5.15p.m.

Herbert River Museum Gallery. Minutes of Meeting held with Professor Reynolds, Lecturer in History, James Cook University. Held Monday 22nd May, 1989 at Hinchinbrook Shire Council Chambers, at 3.30p.m.

Herbert River Museum Gallery. Minutes of Meeting held on 9th June, 1989 at Hinchinbrook Shire Council Chambers at 5.30p.m.

1.3 Ingham Rotary Club, Weekly News Bulletin

No. 16 19 October, 1965.

2. SECONDARY SOURCES

2.1 Books, Pamphlets etc.

Bennington, S. (ed.)

1985 Handbook for Small Museums, Western Australian Museum, Perth.

Bertram, B.

1982 Display Technology for Small Museums. Museums Association of Australia, N.S.W. Branch.

Department of Material Conservation and Restoration.

1981 Conservation and Restoration for Small Museums, Western Australian Museum, Perth.

Lumholtz, C.

1980 Among Cannibals, A.N.U. Press, Canberra.

Reynolds, H.

1974 Settlers and Aborigines on the Pastoral Frontier, in Lectures on North Queensland History, James Cook University.

Stephens, S.E. and Cilento, R.

1976 Introduction to Cooktown and District; and its Museum, National Trust of Queensland.

2.2 Journal, Magazine and Newspaper Articles

Cooms, A.

1988 'Profiling a local Shire Councillor', The Herbert River Express, December 29.

1988

'Councillors back plans for \$100,000 shire museum and gallery', The Herbert River



Express, December 22.

- 1964 'Detailed Planning Now for Sites for Memorial Cairns, Plaques', The Herbert River Express, May 5.
- 1988 'Each visit brings more to be seen', The Herbert River Express, September 29.
- 1987 'Fascinating exhibits shown', The Herbert River Express, October 17.
- 1964 'Historical Shire's Centenary Year', Queensland Country Life, February 13.
- 1988 'Historical display may focus on a Ingham Museum', The Herbert River Express, September 27.
- 1964 'Interest of Former Residents Attracted by Old Photographs Plan', The Herbert River Express, February 4.
- 1988 'Museum concept for Wednesday meeting', The Herbert River Express, October 15.
- 1988 'Museum-gallery concept draws interest', The Herbert River Express, October 22.
- 1989 'Museum Profile. The Eacham Historical Museum', N.Q.-Muse, 1.
- 1989 ''Negative thinking' will hinder Shires' progress', The Herbert River Express, May 25.
- 1986 'Now it's turn of Kelly Hall for its redevelopment', The Herbert River Express, August 21.
- 1987 'Old Fashion Fun', The Herbert River Express, May 16.
- 1964 'Outdoor Museum of Implements Being Proposed', The Herbert River Express, July 16.

1989 'Three 'opportunities' identified in  
Hinchinbrook/Cardwell Shires', The Herbert  
River Express, May 25.

2.3 Unpublished Material

Local Historical Anthology Collection,  
Herbert River District Centenary, Collection  
Code 900019:B.

Local Historical Anthology Collection,  
The Waving Canefields of the Valley,  
Collection Code 90007:B.

McGrath, B.  
1989

Report on the Feasibility of Establishing  
Herbert River Museum Gallery Hinchinbrook  
Shire Country Centres Project, Hinchinbrook/  
Cardwell Shires.

Vidonja Balanzategui, B.H.

1985

The Gentlemen of the Flashing Blade: The  
Displaced Person as Canecutter in Post World  
War 11 North Queensland, BA(Hons) thesis,  
James Cook University of North Queensland.