

MMHN Inaugural Corporate Partners Program 2023

MMHN in Summary

Melbourne Maritime Heritage Network (MMHN) is a non-political, not-for-profit, member-based umbrella organisation (a network) established in 2019 bringing together individuals and stakeholder groups from maritime industry maritime heritage, education, tourism, corporate and community sectors sharing a commitment to foster greater recognition of Melbourne's rich maritime heritage and maritime industry sector - past, present and future.

MMHN Vision

- **Achieve stated Objectives.** See <https://mmhn.org.au/maritime-melbourne/>
- Grow public awareness through events and forums
- Support maritime and heritage sectors stakeholders and organisations in their work
- Promote and support maritime-based tourism - including regional museums and Cruising industry
- Promote and support maritime industry sector - including skills and training capability and new technologies eg. logistics, aquaculture and energy
- Disseminate information through the MMHN website, monthly MMHN Updates and emerging technologies <http://www.mmhn.org.au>
- Forge relationships with State, Federal and Local government, relevant agencies, and industries

MMHN Achievements - 2019-2023

- World-renowned Patron backed by an enthusiastic and expert Board of 10 representing all facets of the maritime sector - heritage, maritime industry, law, education, tourism and Navy
- Firmly-based governance structure, a sound Constitution, a comprehensive compliance regime, registration as charity, and deductible charitable gift recipient status <https://mmhn.org.au/about/>
- Well-respected monthly electronic MMHN Update reaching 50,000 people throughout our network.
- A regular column in *Docklands News*
- Membership of wide range of heritage stakeholder and maritime sector organisations in Australia and overseas including Australian Maritime Museums Council, the International Congress of Maritime Museums, Offshore & Specialist Ships Australia, The Navy League, World Shipping, Committee for Melbourne

Navy Historical Association, Maritime Lawyers and the Australia Ocean Energy Group (AOEG)

- Relationships with Federal, State and Local government, agencies and responsible authorities.
- Relationships with related sectors - TAFEs, Universities, Schools, Seafarer Services, Heritage, Tourism, Unions, Recreational Boating
- Awards: 2021 Short-listed by the History Council of Victoria for Historical Advocacy in 2021; 2022 Awarded grants from two philanthropic organisations delivering accurate historical information maritime heritage for the wider public and targeting youth in order to grow maritime enthusiasts of the future.
- Inaugural MMHN/OSSA Childrens' Maritime Art Exhibition,

Evidence of MMHN Success

MMHN's success may be attributed to the Board's energy and skill in activating the untapped enthusiasm amongst individual heritage stakeholders by building awareness in Government the public realm that maritime heritage, the maritime industry sector are undeveloped 'assets' critical to our prosperity - past present and future. Evidence includes:

- Formal submissions See <https://mmhn.org.au/advocacy/>
- Forums, meetings and presentations to government and relevant organisations
- Advice, Assistance, Letters of Support to government for heritage stakeholder groups
- Facilitating referrals, restoration and re-location services for maritime archives and artefacts
- Events Program (constrained by pandemic) See <https://mmhn.org.au/mmhn-events/#past-events>
- Facilitating and initiating Maritime Heritage Research projects
- Youth Engagement - University Internship Program, Maritime Skills & Training advocacy, Childrens' Book Project, Inaugural Childrens' Art Exhibition

Sustaining the momentum

MMHN will maintain the momentum. In 2023 we are launching the inaugural **MMHN Corporate Partners Program**. MMHN is of course intent on achieving the stated MMHN objectives and more broadly, further enhancing international, interstate and domestic recognition for our multi-faceted maritime sector. We will capture and optimize the latent economic and cultural value within in the maritime sector - past, present and future.

Corporate support via the **MMHN Corporate Partners Program** will sustain this development. Benefits to MMHN inaugural Corporate Partners will include:

- **Advocacy to Government and other relevant bodies** - Facilitating collaborations, generating greater public and governmental awareness of the cultural and economic significance.
- **Brand Presence and promotional opportunities** - Acknowledgement on all MMHN materials and events including MMHN website, MMHN Monthly Update, MMHN-badged events, co-facilitation of partner events. Most

importantly the proposed Maritime Experience Centre in Docklands and proposed re-imagining Station Pier in Port Melbourne

- **Research – Promotion and publications** - Advocating, initiating and aligning with relevant heritage and cultural, tourism, maritime industry organisations including the adoption of new technologies to creatively disseminate information related to maritime heritage and maritime industry innovation. eg. virtual and immersive experiences.
- **Reputation** MMHN is well-respected, successful voluntary network, known to be effective across many community and corporate sectors. Collaboration or association with MMHN is useful. MMHN plays a key role the community and the wider economy.

The **MMHN Corporate Partners Program** identifies 6 key corporate sectors
Within each industry sector, a single corporate entity will be invited MMHN to partner with us:

- | | | |
|------------------------------------|--------------------------------|---------------------|
| 1. Shipping & Logistics | 3. Development | 5. Tourism |
| 2. Maritime Industry | 4. Recreational Boating | 6. Docklands |

We trust that you will agree to participate in and support the inaugural **MMHN Corporate Partners Program** with a tax deductible grant of \$10,000.
Register your interest here: <https://mmhn.org.au/funding-programs/>



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