

National Alpine Museum Australia (NAMA)

Report to MBRA AGM May 20, 2025

During the last 12 months there has been consolidation of the significant developments & improvements in previous years that have provided vastly enhanced experiences both for attendees & on-line as well as greatly increased NAMA's profile. The major developments & activities are summarised below:

- Grimus memorial statue – Completed, installed & unveiled
- Major focus last year was on 100 years of skiing in cooperation with BSL, the Chamber & ARV & the 25 year anniversary of NAMA.
- This year, focus will be on 75 year anniversary of the Ski Patrol & Team Buller 40 years.
- Security of tenure – 10 year Site Licence & on-going funding contribution from ARV confirmed
- Increased number of fee-paying requests for images
- “Chairlift Talks” by prominent local identities at the 5pm Wednesday evening Apres sessions were a great success & will be continued during 2025 snow season. They contributed to increased & more diverse visitation; up 42% with 4,500 visitations despite early closure of the season.
- Digital usage increased by 82%.
- Buller Ski Lifts involvement & sponsorship is noted & appreciated
- Annual Report & Business Plan sent to ARV in March.
- Aurel Forrass book – Mark Ashkanasy is working on draft. NAMA to be point of sale.
- NAMA to be point of sale for SCV book on Schuss.
- Buller Arts asset acquisition – still on hold pending winding up of Buller Arts
- Media exposure increased including: The Age, ABC, Snow Action, Outback Magazine, Australian Geographic, Great Australian Walks.
- Considerable uploading of collection to eHive, film restoration & online presence
- Heritage program, Australia's Alpine Album & restoring old films are underway.
- The AGM on 24/2/2025 confirmed the following Board Members:

Chair Jon Hutchins

Deputy Chair Genevieve Fahey

Treasurer Neil Bower

Secretary Wendy Magee

Curator Michelle Stevenson

General Steve Thompson, Katie Balfe, Stuart Worn, Mark Ashkanasy, Noel Landry, Gavin Jackman, Ron Edwards (MBRA rep.)

- NAMA will be open daily from 12 30 – 5pm. NAMA will also be open for extended hours in peak periods, school holidays & on those few ‘bad weather days’ we have at Buller.
- Please visit the all new NAMA during the winter season. I am sure you will be impressed & look forward to your feedback.

Ron Edwards

7/5/2025