

Name of Library	Mackay Regional Council Libraries
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Title of project/innovation/initiative	Production of the book: <i>Then & Now: Celebrating 150 years of Mackay's history</i>
Date initiated	October 2011
Date completed	November 2012

The issue/challenge

To produce a 'Then & Now' styled publication to coincide with Mackay's Sesquicentenary.

Project details

Mackay Regional Council Libraries Heritage Collection and Corporate Communications staff worked collaboratively; and in conjunction with Local Historian, Mrs. Berenice Wright, to produce a pictorial coffee table style book to commemorate Mackay's Sesquicentenary. Over 100 images were selected from Mackay Regional Council Libraries and regional Museum photograph collections. Extensive research and descriptive information was undertaken, and a local photographer was commissioned to capture the 'now' image as a comparison.

The 140-page book reflects the progression and growth of Mackay – from a sugar-growing area to a vibrant, prosperous economic powerhouse, featuring articles and images highlighting settlement, significant people and places and art-deco buildings.

Mackay Regional Council's Corporate Communications Team formatted and prepared the book for printing. Printing occurred during October/November 2012. Corporate Communications and Library Services worked together to plan, market, launch, and distribute the book. Timeframes and project milestones were met throughout the project and communication between all involved was extremely effective.

'Then and Now' – the official Mackay 150 commemorative book was launched Friday November 23, 2012 by Mayor Deirdre Comerford. The launch was well attended, and a successful media campaign contributed to impressive sales at all council Libraries and Customer Service Centres. 5000 copies of the limited edition book were sold in three (3) months.

Mackay Regional Council recently received a 2013 Keep Queensland Beautiful Heritage and Culture award for 'Then and Now'; and its M150 Heritage Awards.