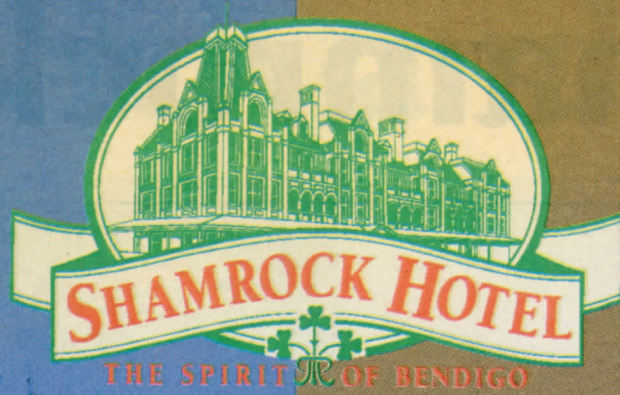
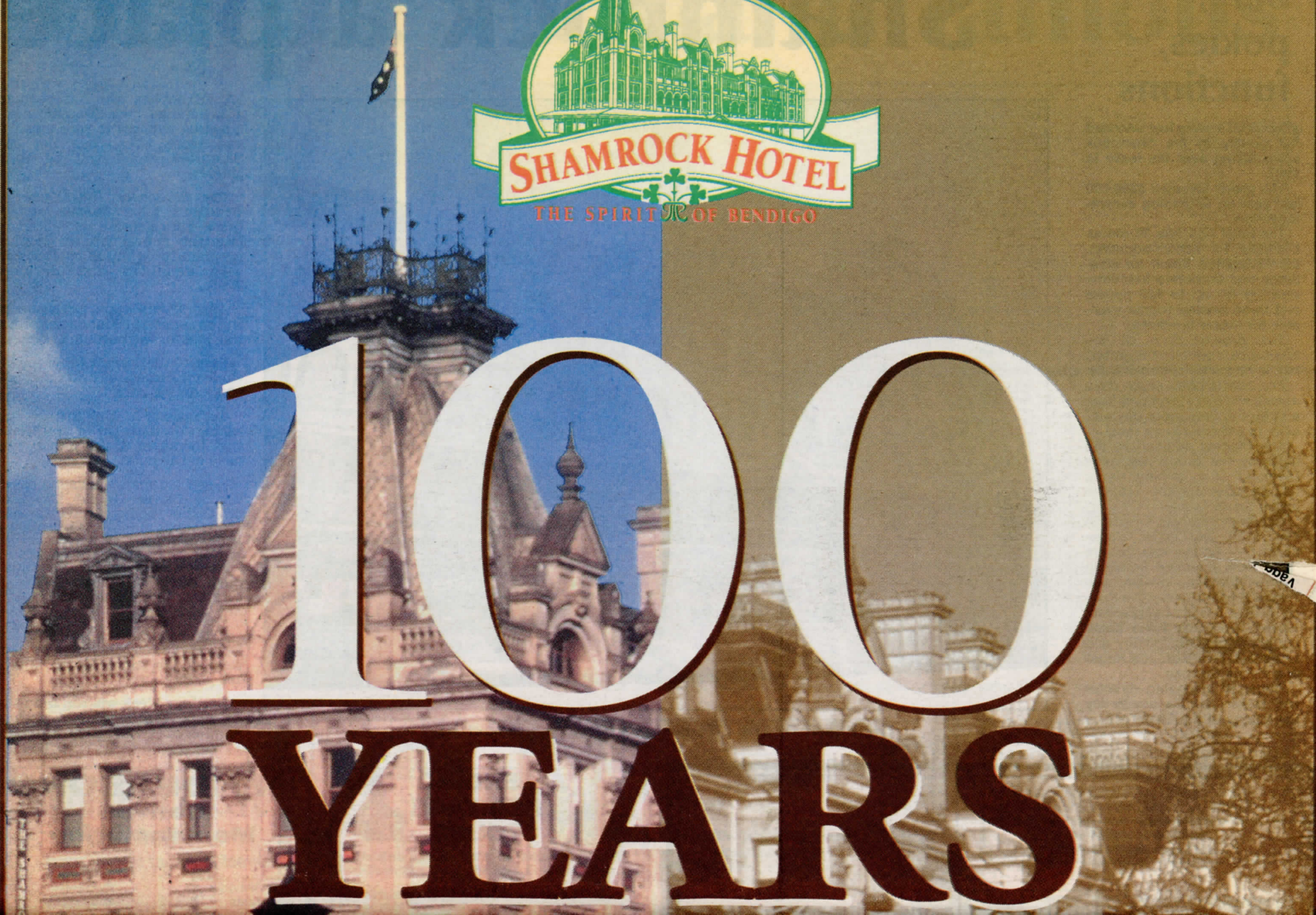


• SHAMROCK HOTEL •



1000

YEARS





YEARS

What a Century

Supplement to the Bendigo Advertiser
Saturday, April 26, 1997

ADVERTISING FEATURE

SHAMROCK HOTEL CENTENARY

Bars, pokies, functions

CLOVER Hotels has invested greatly in the Shamrock since taking over the lease in 1992.

The group invested \$300,000 last year on upgrading accommodation.

The hotel now has 30 rooms available for accommodation, the Federation Room for weddings and corporate functions catering for up to 140 people and three smaller rooms available for lesser functions.

The ground floor of the Shamrock, formally the public bar, is now the Shamrock Cafe.

The cafe is open seven days a week and has everything from a cup of coffee and a piece of cake to a three-course meal.

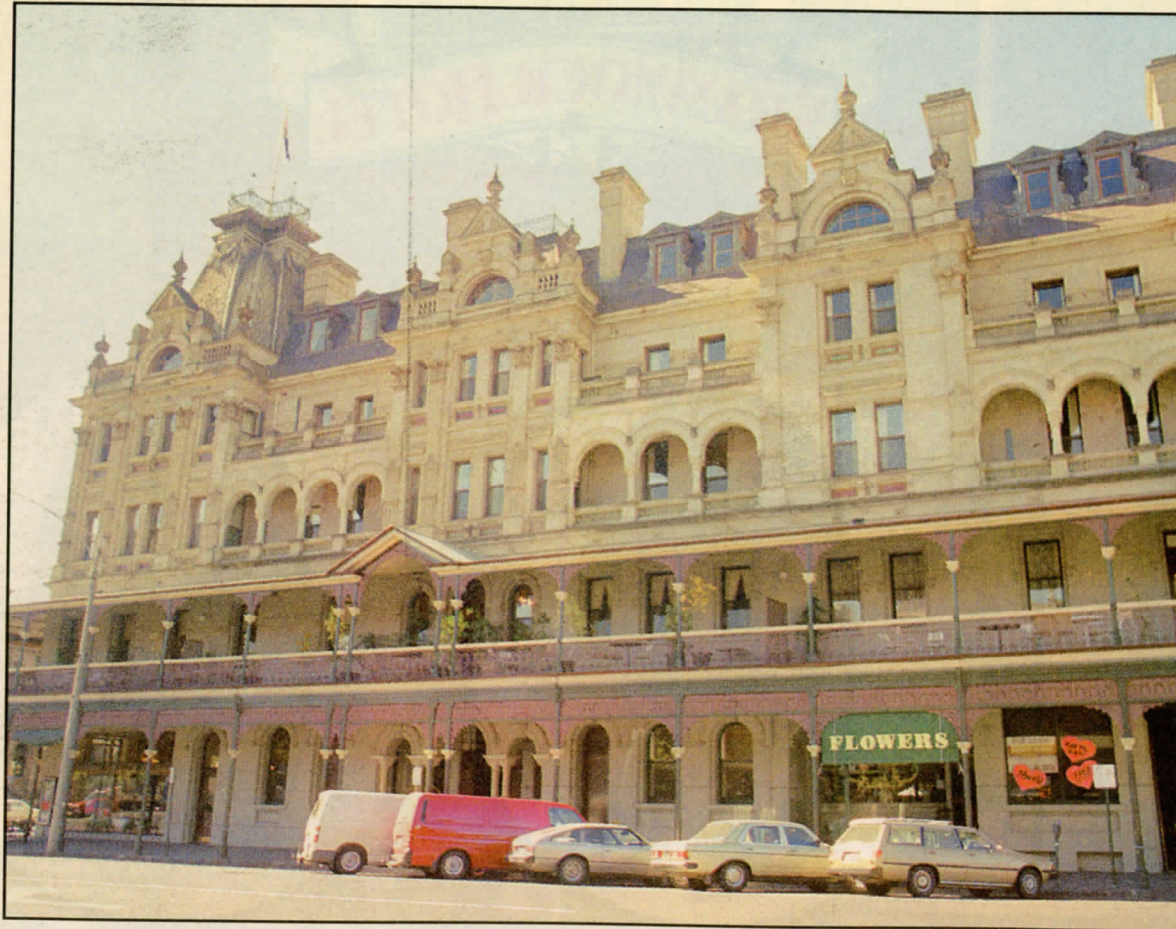
The biggest addition to the hotel by the group has been Diamond Lil's gaming room, named after former licensee Joyce Smith.

Clover Hotels was formed in 1992 with four equal shareholders — Robert and Denyse

— have operated hotels in country Victoria, Lindsay and Yeonsoon Bourke run the Prince Albert Inn in Launceston, Andrew and Sue Anne Lamb are partners in Hospitality and Leisure Enterprises, and Roger and Penny Gorman.

Roger is managing director and looks after the day-to-day operations of the Shamrock.

Shamrock a place



THE HEART OF THE CITY Bendigo's celebrated Shamrock Hotel.

ASK anyone who has been to Bendigo, "which building left a lasting memory in your mind?", and more often than not the Shamrock Hotel will be their answer.

The Shamrock Hotel, one of Bendigo's most famous attractions, will celebrate its centenary later this month with an exciting program to be run in conjunction with Bendigo's first Heritage Week.

April 30 will mark 100 years to the day since the foundation stone was laid for the current building.

Part of the week's program includes a display of hotel memorabilia dating back to 1897.

Organisers of the display are asking for the loan of any items that members of the public may have of the hotel.

Roger Gorman, managing director of Clover Hotels, the proprietors of the hotel, said the loan of any items for the week would be of great value.

"Anything from photographs, menu cards, souvenirs or old furniture will be greatly appreciated," he said.

"The celebrations not only are for the Shamrock Hotel, but of Bendigo life and achievements of 100 years."

Heritage Week will run from the April 26 to the May 4 with a number of events on the program.



BENDIGO HERITAGE TOURS

CENTRAL DEBORAH GOLD MINE: "See, hear, touch and feel what an authentic Bendigo Gold Mine is like — above and below the ground. The highlight of a visit to Bendigo.

VINTAGE 'TALKING TRAM TOUR': Enjoy the sights of Bendigo, hear about its famous people and buildings, and...

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HERITAGE
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CENTRAL DEBORAH GOLD MINE: "See, hear, touch and feel what an authentic Bendigo Gold Mine is like — above and below the ground. The highlight of a visit to Bendigo.

VINTAGE 'TALKING TRAM TOUR': Enjoy the sights of Bendigo, hear about its famous people and buildings, while riding on a vintage 'Talking Tram' and visit the historic depot on route.

*Congratulations to the Shamrock
for your 100th Birthday*

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for tour times and details



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THE site of the Shamrock Hotel has been associated with the story of Bendigo since 1854.

The current hotel is the third of the name on the present site.

The first building on the site was a restaurant called the Royal Exchange which was opened in early 1854 by Joseph Carncross.

The Theatre Royal was built on to the restaurant, where the first theatrical production in Bendigo was staged.

Carncross sold the theatre-restaurant to two Irishmen, William "Billy" Heffernan and John Crowley.

The men obtained a liquor licence and constructed a concert hall called The Shamrock Concert Hall which opened in March, 1855.

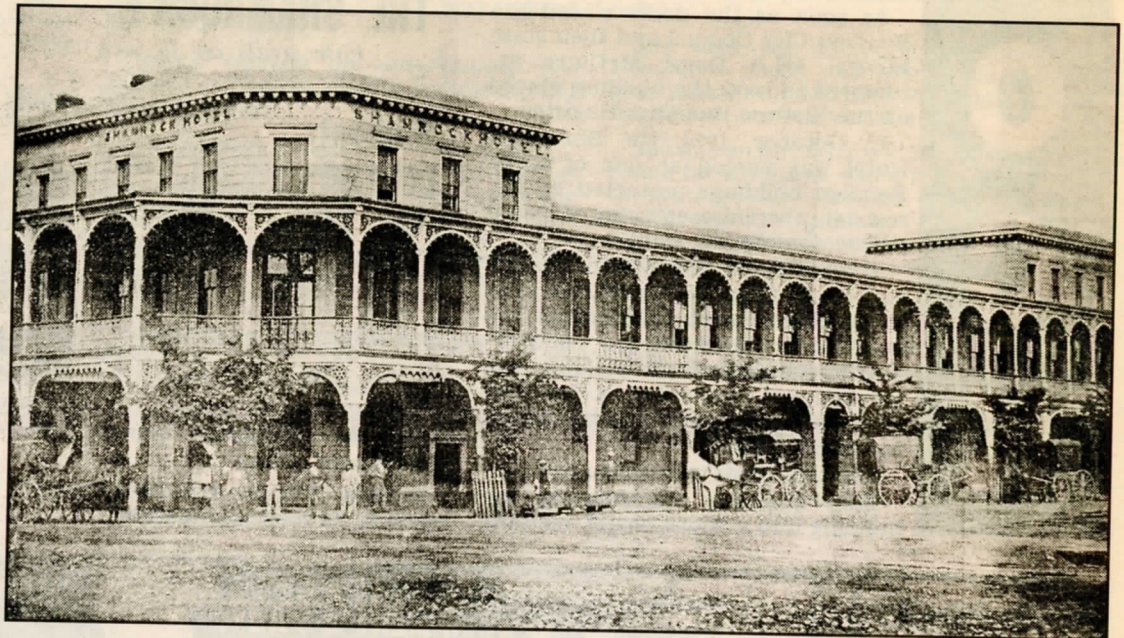
The Shamrock had a permanent conductor and orchestra, its own theatre company and top performers from around the area.

"Nothing outside London could match it," an English writer claimed.

Disaster struck though on Christmas Day, 1857, when a fire destroyed the hotel.

However, Heffernan and Crowley decided to rebuild the Shamrock bigger and better.

The second Shamrock had everything — 30 bedrooms, pri-



THE SECOND SHAMROCK Demolished for the more imposing structure built in 1897.

vate parlors, a huge commercial room, dining rooms, bars, a smoking saloon and a bowling alley in the basement.

However, in 1869 the Heffernan-Crowley partnership ended.

Heffernan continued as the owner of the Shamrock but

other ventures caused him to heavily mortgage the Shamrock.

Following a costly lawsuit Heffernan lost the Shamrock to investor Alfred Joseph.

New buildings constructed along Pall Mall in the late 1880s were more modern and grand than the existing Shamrock.

Joseph and his partner wanted to match these buildings so the second Shamrock was demolished in 1896, with the third and current Shamrock unveiled in 1897 containing 100 rooms and costing the equivalent of \$1.5 million at today's value.

However, Heffernan and Crowley decided to rebuild the Shamrock bigger and better.

The second Shamrock had everything — 30 bedrooms, pri-

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third and current Shamrock unveiled in 1897 containing 100 rooms and costing the equivalent of \$1.5 million at today's value.

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SHAMROCK HOTEL CENTENARY

**S
H
O
C
K**

but the heart returns to Bendigo

IN SEPTEMBER, 1974, Bendigo went into a state of shock.

The city's most famous building, the Shamrock Hotel, was to close.

The previous owners, Coulter's Hotel Pty Ltd, had decided to go into voluntary liquidation with debts of approximately \$85,000.

As soon as the doors closed the Bendigo City Council and then state Liberal MLA Daryl McClure attempted to have the building placed on the Historic Buildings Register.

In October, 1974, the Shamrock Hotel was named as one of seven Bendigo buildings protected by the register, therefore ensuring it could not be demolished.

The combined efforts of the council and Mr McClure then persuaded the State Government into buying the building for \$213,000.

After purchasing the building, the Government appointed a Bendigo advisory committee to advise on the building's future.

Different ideas were discussed.

They included transforming the building into a youth hostel, meeting



rooms for community groups and government offices.

In June, 1975, the committee finally made to its recommendation.

The committee recommended to the Government that the building should re-open as the Shamrock Hotel.

The Government accepted the committee's recommendation and restoration commenced.

The balcony was the first to be restored followed by the Pall Mall and Williamson Street frontages.

The roof also was replaced.

While the restoration of the building was being undertaken, it was announced Melbourne hotelier and hotel broker John Stoddart had bought the hotel's lease.

Stoddart and his wife, Norma, committed \$300,000 and the Government about \$2 million as the Shamrock was restored to its former glory.

After being closed for seven years the Shamrock Hotel opened its doors again on April 14, 1981.

The hotel was re-opened by the then Premier, Mr (later Sir Rupert) Hamer.

At the time, John Stoddart summed up the saving and reopening of the Shamrock Hotel by saying "this event will put the heart back into Bendigo".

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of memories

The main focus of the week will come on April 30, with a parade from the Town Hall to the Shamrock Hotel, a re-enactment of the opening of the hotel, a centenary dinner and the Shamrock Hotel Ball.

The centenary dinner will give 100 invited guests the chance to dine in the historic Federation Room of the hotel.

Mr Gorman said that the proceeds of this dinner will benefit Bendigo's historic landmarks.

"We will be presenting a \$10,000 cheque to the National Trust Australia for the restoration of heritage buildings in Bendigo, such as the Joss House for example", he said.

The Shamrock Hotel Ball will also be held Wednesday, April 30.

The ball, to be staged at the City Hall, will see entertainment from Irish comedian Brian Doyle and the Emu Creek Bush Band.

Famed corporate comedian Campbell McComas will be MC for the night.

Tickets for the ball can be bought at the hotel for \$45.

All proceeds of the ball also will go to the heritage trust for the restoration of buildings in Bendigo.

Another highlight will be the Shamrock Hotel Music Hall.



A melodrama based on political events in Victoria will be staged in the tradition of the Shamrock music hall of the past.

In association with the celebrations for the Shamrock Hotel, artist Michael McCarthy has produced a painting of the hotel.

Limited edition prints of this painting are on sale from the hotel for \$15.

For any information about the celebrations, contact the Shamrock Hotel or the Bendigo Visitor Information Centre, Pall Mall.

LOOKING IN AND OUT The fine workmanship which went into building the Shamrock is shown in these pictures of the impressive balcony.



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To the team at the Shamrock Hotel
*"Congratulations
on your Centenary"*

GB Carlton.

One of the world's great brewers.

*'From one great tradition to another,
congratulations on reaching your century'*



To the team at the Shamrock Hotel

***"Congratulations
on your Centenary"***

The Grand Old Lady of Bendigo is looking sensational.

We hope that we look as good on our
centenary in 93 years.

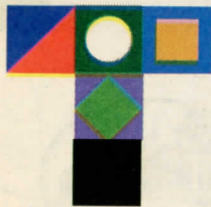
HAVE A WONDERFUL BIRTHDAY!

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*"Congratulations to the Shamrock on
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*Come along and play your favorite
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ten victoria

*are proud supporters of
Local People &
Local Heritage.*

1897

1997



SHAMROCK HOTEL CENTENARY

Diamond Lil – she became a legend



DIAMOND LIL Joyce Smith.

THE Shamrock Hotel has had a number of proprietors over the last 100 years, but none of them have been more flamboyant or had more character than Joyce Evelyn Smith.

Her husband Gerald Goudy Smith bought the hotel in August, 1952, for £70,000.

A few years earlier while in Bendigo on their honeymoon, Gerald had told Joyce one day he would own the Shamrock.

They sold their hotel in Lismore and moved to Bendigo to run the hotel of their dreams.

After Gerald died in 1959 aged 56, Joyce stayed on as licensee.

According to Bendigo author David Horsfall, Joyce would do anything to keep her patrons happy.

"Joyce thrived on entertaining her patrons either by singing or playing the piano," he said.

Her patrons called her "Diamond Lil" behind her back due to the number of diamond rings she wore on everyone of her fingers.

Joyce remained in the hotel until 1973 when Coulter's Hotel Pty Ltd took over as licensee.

She lived on in Bendigo until she died in 1979.

Joyce is still remembered for her generosity.

She went out of her way to support Bendigo's needy and often contributed food packages to the poor and supported a number of local organisations.

She was on the auxiliary of the Mirridong Home for the Blind, was a life governor of the Bendigo Base Hospital, contributed to Mt Alvernia Hospital and was the only woman in Australia at the time to be a patron of a Sportsmen's Association.

The legend of Joyce Evelyn Smith is still remembered today with the gaming room adjoining the Shamrock named "Diamond Lil's" after this notable Bendigionian.



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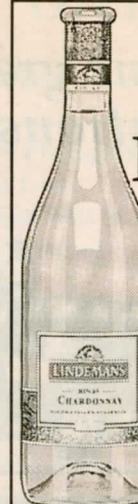
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on achieving
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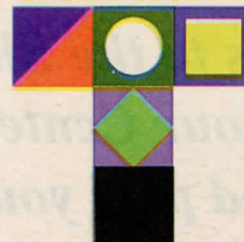


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SHAMROCK HOTEL CENTENARY

With the rich and famous

MANY distinguished guests have visited the Shamrock Hotel.

Royalty, State Governors, judges and famous entertainers have seen the splendor of the hotel.

The first famous guest dates back to 1861, when John King, survivor of the ill-fated Bourke and Wills expedition, dined at the hotel's second site, on his return to Melbourne after his rescue.

The Shamrock Hotel played a major role in the federation of Australia.

In 1898 there was a meeting in the Shamrock, which featured future Prime Minister Alfred Deakin and Bendigo lawyer and politician Dr (later Sir) John Quick.

Sir John's speech at the meeting on the Constitution helped pave the way for Federation.

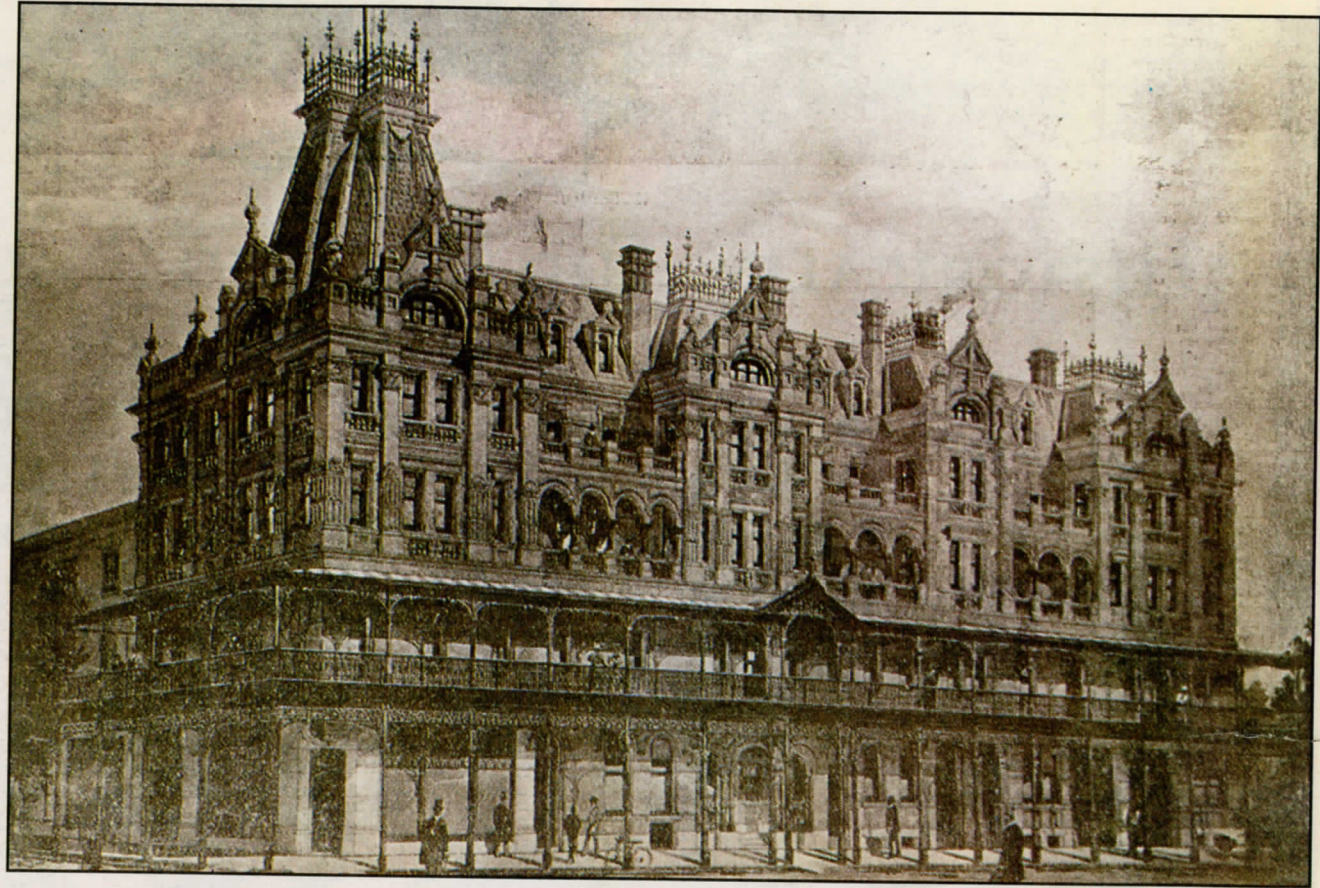
The room used for Sir John's address is now called the Federation Room.

One of Australia's most famous opera singers Dame Nellie Melba performed at the Shamrock.

According to legend, one night when Dame Nellie was sleeping she was awoken by the chimes of the post office clock.

The chimes disturbed her so much that she asked for them to be turned off.

No one knows whether or not this is the reason the chimes stop at 11 pm and start again at 6.15 am.



Story of a grand hotel

The Shamrock Hotel has inspired a number of books over the years.

To celebrate the centenary of the current building, Bendigo historian and former Advertiser writer David G. Horsfall has authored a book on the famous hotel.

Information from David's book *Story of the Shamrock* has been used in the research of this supplement.

Story of the Shamrock will be launched at the Shamrock Hotel Centenary Ball on April 30 at the City Hall.

DAYS OF GREATNESS The Shamrock soon after Sir John Quick's speech

Congratulations to the
Shamrock
on their
100th birthday

WE WISH THEM
CONTINUING SUCCESS

NEWSPAPER
NEWSAGENTS



Garry and Jenny Angus and staff of Pall Mall News and Lotto congratulates the Shamrock Hotel on their centenary.



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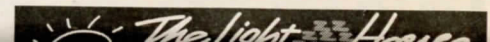


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PETER

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ON YOUR CENTENARY**

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every week



Emma Minnie Boyd *Afternoon Tea 1888 oil on canvas*

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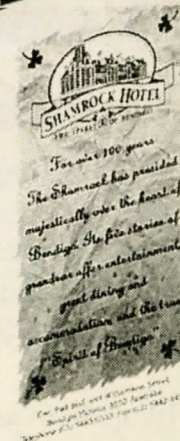


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ACKNOWLEDGMENTS

- ♣ The Staff of the Shamrock Hotel
- ♣ Myer
- ♣ Bendigo Tourism, Board, Staff and Volunteers
- ♣ Students and Teachers of the Bendigo Regional Institute of Tafe
-Tourism and Hospitality-
- ♣ Ten Victoria
- ♣ The Mayor, Immediate past Mayor, the Executive and Staff of the City of Greater Bendigo.
- ♣ Bendigonians too numerous to mention who have assisted in various aspects of the Shamrock Centenary and inaugural Bendigo Heritage Week

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