

# **Sandhurst Trustees Bendigo Easter Festival.**

The Bendigo Easter Festival is the Premier Festival attraction  
in Victoria.

The aim of The Bendigo Easter Festival is to increase awareness of, and attendance at the Bendigo Easter Festival amongst regional, intrastate, and interstate audiences by 2006.

## **Bendigo Easter Festival – Australia’s oldest festival... ..**

Gold, gold, gold. The year of 1871 was a great year for Bendigo. Parks were laid out, trees lined the streets. Although acknowledged as starting in 1869 the Easter Festival was considered an annual event by 1871.

Under brilliant illumination the whole of the Camp Reserve (now Rosalind Park) was filled with a bewildering variety of groups, exhibits and individuals all eager to be involved in such a worthwhile cause. There were sports meetings, theatricals, bazaars and instrumental items as well as dancing and carnival rides. On Easter Monday, as it is today, there was a grand procession that included a variety of bands.

1871 also marked the first year that the Chinese joined in the festivities. Originally the Chinese participated in the procession by dressing in richly embroidered costumes, and carrying colourful banners in all shapes and sizes, which were specially made for them in China.

In 1889, the Chinese were given their traditional place in the Parade, the end. They created a wonderful spectacle with their colourful costumes, banners and flags, and in 1892, Loong, the dragon appeared. The Bendigo Easter Festival had been fortunate in that it had such a lively Chinese community in its midst.

At the time of course, Bendigo was known as Sandhurst, and it was not until twenty years after the first Easter Festival that the town was known as Bendigo. These days with sponsorship from the Sandhurst Trustees, the Festival is known as the Sandhurst Trustees Bendigo Easter Festival.

132 years later, the Sandhurst Trustees Bendigo Easter Festival has had many changes. But loyal followers have never been disappointed. This year people saw the traditions upheld with family entertainments and not Loong, but Sun Loong, meaning new dragon, a 100m long Imperial Dragon who was created to take the place of the aging Loong.

### **Target Market:**

The figures provided from the recent survey give a very sound indication of our current market breakdown and indicate the areas which need further development and the importance of our local market.

☞ The largest group attending the BEF: 57% aged between 20-59 years, with 51% being over 40 years of age. Total sample: Females 52%/males 48%.

☞ 69% of the attendees were from the Bendigo City and region, with 16% from Melbourne and 11% from other parts of Victoria.

☞ The main motivation to attend the festival was to (1) participate in children's activities and (2) because it was a community event.

☞ The overall satisfaction with the event was rated at 4.2 on a 1-5 scale (% being highly satisfied)

☞ Attendees were least satisfied with the price of the services (3.4 on a 1-5 scale) and most satisfied with the range of services (4.0 on a 1-5 scale were 5 is highly satisfied.)

☞ The event that the highest number of attendees intended (or did) to attend was the gala parade.

☞ On a scale of 1-5 where 5 is most likely, the average response to the question of whether they would attend the BEF 2004 was 4.2 which indicates a high likelihood of repeat visits.

#### Strategy:

- To present a consistent corporate image of the Festival
- Promote the historical aspect of the Festival, & Bendigo
- Utilise the image of the Dragon and promote the Chinese community involvement
- Promote the Festival as a unique community based Easter family event, with quality attractions and performances
- Promote the excellent facilities of the city and surrounds
- To link with Bendigo Tourism & Information Centre and Goldfields Tourism in promoting the event
- To increase promotional opportunities in the Melbourne Metropolitan area
- To link with the Bendigo Artistic and Cultural communities
- To further develop links with local business.

#### Implementation.

Activity	Local/VFR	Business	Intrastate
Utilise the Passport and Postcards programme to encourage the local market and the VFR potential	*	*	
Website to be continually upgraded with latest updates on artists, e-postcards and local happenings in the development of the Festival.	*	*	*
Utilise local Radio with interviews, and media releases of artists and developments.	*	*	
Articles in Focus, and Artznewz.	*		

Develop a professional Media Kit.	*	*	*
Press advertising with the Advertiser (sponsorship) to include Volunteer recruitment, programme, and float participation.	*	*	
Encourage residents to volunteer for festival. This will increase word of mouth activity.	*	*	*
Brief the Volunteer Resource Center.	*		*
Promote strongly the local community involvement in story and pictorial form especially through newsletter and media.	*	*	*
Place brochures, info with Tourist information centers across Victoria.		*	*
Develop a Television campaign with regional network, and include news story as part of package.	*	*	*
Utilise the links with Tourism Victoria through Tourism Bendigo PR Unit.			*
Article in RACV magazine		*	*
Promotional material to Federation Square Information Centre, Melbourne Immigration Museum, and Chinese Museum.			*
Contact and promote through Chinese Studies unit at Melbourne University, and EFL programmes at Deakin University (Melbourne, Geelong, Warrnambool) also through BRIT, Secondary College, and Latrobe locally.	*		*
Metropolitan Radio to be considered in Four-week lead up to event.			*
Encourage Interviews with Committee Members on development of Events.	*	*	
Utilise the Tourism Ambassadors at street level during the Festival to provide information on locations, times of events, and forthcoming attractions to Local Festival goers and Tourists.	*	*	*
Produce a Corporate Video of the Chinese history with the Festival for use on air, at information centres, and educational institutions.	*	*	*