



MINUTES

Committee of Management ~ Bendigo Easter Fair Inc.
Thursday 10th October 2002, 6:00 pm
Bendigo Easter Fair Office, Hargreaves St, Bendigo.



Meeting opened at 6:04pm

Attendance

Barry Rochford, Rachel Lowe, Maree Murphy, Fay Buerger, Gloria Turner, Leo Gray, Shane Collihole, , Kylie Howell, Brad Van Doren

Apologies

Bill Wilton, Brett Henderson, Geoff Cartwright

Moved:	Maree Murphy
Seconded:	Gloria Turner
Carried	

Special Guest Speaker

- **Kathryn McKenzie.**

Executive Manager of Tourism and Events, Greater City of Bendigo City Council to speak on Tourism

Kathryn McKenzie was welcomed to the table by Barry Rochford.

Kathryn spoke in detail of the market research conducted in conjunction with Bendigo Tourism and Events. While acknowledging that the research results may be debated, she quoted several notable elements.

- 95% of respondents were "locals".
- 65% spent \$50 or less for the day.
- 75% spent \$100 or less.
- 70% have been to the festival ten times or more
- Kathryn also advised the committee that Tourism research figures indicated the availability of accommodation during the Easter period.

Based on these facts Kathryn felt that Bendigo Easter Fair did not currently meet criteria that describe a "Tourism focused event". An event description hierarchy produced by Tourism Victoria was discussed and BEF placed on the 3rd tier, as a 'Developing event'.

Tourism Victoria - Event Hierarchy

Hallmark Event

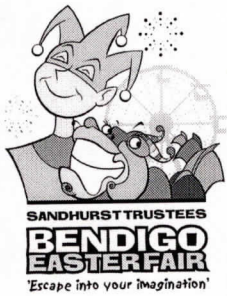
Internationally recognised tourist event. eg Wangarratta Jazz festival

Established Event

Annual event with a significant financial impact on the community and a major Tourism Focus eg. Ballarat Begonia Festival

Developing Event

*Event with potential to become a larger event and appeal to tourist market.
Eg: Bendigo Easter Fair.*



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Kathryn moved on to discuss the potential of BEF, citing market research evidence that 93% of participants felt the festival offered quality events. Referring specifically to the Chinese component of the Festival's history, Kathryn was very enthusiastic about the cultural, community and tourism prospects that a dynamic future can hold for the event.

The follow elements were recommended as necessary to the festival for its development in a tourism direction:

- Invite key tourism/government stakeholders to view festival.
- Develop tourism focused strategic plan and declare it to relevant stakeholders
- Conduct comprehensive market research in 2003 to aid develop of strategic direction
- Work with accommodation venues and Tourism Bendigo to develop "travel packages"
- Investigate closer working relationships with "umbrella events" to develop amore consolidated festival

Barry Rochford thanked Kathryn for her time .

Action: "That Bill Wilton's resignation be accepted, and letter of thanks issued in recognition of his participation as committee member of BEF "

3.2.1 Motion: "Approve payment of Bills as tabled"

Moved: Maree Murphy
Seconded: Shane Collihole
Carried

3.2.3 Motion: "Pending sponsorship; To accept Bachelor Girl as a substitute for Rachel Kane for Friday night live entertainment, and approve the Saturday night event concept as tabled"

Moved: Maree Murphy
Seconded: Shane Collihole
Carried

3.2.4 Motion: "That the negotiation of a compromised site holders fee be allowed 'Squeezers' and 'Australian coffee co' in retrospect to the poor circumstances of there site allocation"

Moved: Shane Collihole
Seconded: Rachel Lowe
Carried

3.2.6 Motion: "Pursue 10% Gross takings of the Rotary Arts Show for town hall lease in 2003"

Moved: Faye Buerger
Seconded: Maree Murphy
Carried

Next Meeting: Thursday 24th October, 6pm

Closed 8:15pm