



## Bendigo Easter Fair Incorporated Committee of Management Meeting – January 30 2003

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### 1. Attendance and Apologies

Barry Rochford, Maree Murphy, Brett Henderson, Rachel Lowe,  
Fay Burger, Geoff Cartwright, Kylie Howell, Peter Robertson.

Apologies : Brad Van Doren

Absent : Leo Gray

### 2. Minutes of Previous Board of Management

That the minutes of 16<sup>th</sup> January are a true account of the meeting.  
Unanimously approved – matters arising to be  
dealt with within agenda items.

### 3. General Business

#### 3.1 Marketing Co-ordinator

##### 3.1.1 Membership Launch

- Combined membership/Festival launch moved from the planned 25<sup>th</sup> of Feb to the 18<sup>th</sup> of Feb depending on the availability of Simon Mulqueen. Scheduled 10am, Festival office, meeting rooms.
- Membership database needs to be revised – problems with updating & merging existing databases. Membership mailout together with the newsletter and invitation to proceed ASAP.
- Gold theme, Kylie to contact Lesley Cox Dance School re entertainment (to create a media photo opportunity). Rooms to be booked, launch to be organised, food, etc. **Action Kylie.**

##### 3.1.2 Simon Mulqueen Life Membership

- Committee approved Simon's life membership nomination. **Motion;** moved Brett, seconded Barry.
- Kylie to negotiate with Lisa Ruffel re Gold Key Ring.
- Life Membership Certificate should also be produced.
- Violee to be invited. **Action Kylie.**

##### 3.1.2 Marketing Report

Kylie presented her Marketing Report

- Program cover mock up – delete Cupie Doll, re jig front page graphics.
- Kylie to organise web site to be on-line asap, without Major Event sponsors. Web site development contract in second year of a 3 year contract.

## 3.2 Event Co-Coordinator

### 3.2.2 Lap Top repair

Find out how much the cost of repair would be. **Action Peter**

### 3.2.3 Public Liability Insurance

- Held over for general discussions later in the meeting.

## 3.3 2003 Festival Review - current status of all activities

### 3.3.1 Festival Opening

- Boardwalk restaurant booked for Thursday night, 17<sup>th</sup> April and Sunday 20<sup>th</sup> April, 2003. Food and drinks to be booked, mailing list of around 200 invitees to be produced. Guest speaker to be organised. Music and Raffles to be organised. **Action Peter.**
- Schweppes stage needs to be negotiated and booked. **Action Peter.**

### 3.3.2 Coliban Water Day at the Lake

- Peter to follow up with Leo re "big name bands" in case Bachelor Girl is a no go. Peter has links with "Taxi Ride". **Action – Peter.**
- Kylie to inform Vision Australia (Rachel Beer) that the Committee agreed on a fee of \$4 per child for the Easter Egg Hunt and a gold coin donation for the breakfast. **Action – Kylie**
- Peter to check that the "Drug Free Power Lifters" have been invited to participate. **Action – Peter**
- Helicopter rides and Sky divers involvement need to be re negotiated. Establish if their planned involvement is under the auspice of the Festival.

### 3.3.3 Food and Wine Festival

- Barry informed the meeting of discussions with Council re the use of Rosalind Park. Informed the meeting that Council's preferred re location site for the Event would be Bull Street, Town Hall, LyttletonTerrace precinct.
- Committee resolved to accept the relocation of the Event for this year due to the drought and that the Council be aware that extra costs that may occur should be Council's responsibility. A letter outlining the above to be sent to Andrew Paul, C.E.O. of Council ASAP. **Action – Barry.**
- Fay nominated 2 volunteers to talk to Bull Street traders to seek their involvement in the Wine & Food Day. Presentation package needs to be developed. **Action - Fay & Peter.**
- Sponsorship for this event has not been finalised. Ron Poyser has been approached (\$7,000), Telstra Countrywide rejected our sponsorship proposal but intimated they would like to be involved at a lesser contribution in an area more targeted to their core business. **Action - Peter & Kylie**

### 3.3.4 Cavalcade

- Peter informed the meeting that a Sponsorship package had been put to Strathdale Radio for \$2,200. Waiting for their response – decision due Monday 3<sup>rd</sup> February.

### 3.3.5 Chinese Spring Festival

- Fay informed Meeting that the full amount for Multi Cultural Community Grant (\$9,500) had not been totally successful. Peter has learnt \$2,000 has been recommended. Minister still has to sign off on this amount. Fay to instigate a meeting with Joan at the Dragon Museum.

### 3.3.6 Fireworks and Parades

- Tenders for the Fireworks have been reviewed internally and with the input of an independent pyrotechnic expert. Southern Cross was the successful tender. Unsuccessful tender's to be advised in writing. **Action - Peter**
- A Meeting to be convened with Wild Life Protection re native fauna safety issues at Lake Weerona. **Action – Peter**
- Gala Parades – Brett, Maree and Fay to meet Friday 31<sup>st</sup> January re parades.
- Formal request was made by Geoff Cartwright to provide the Police Troopers a fee of \$300 for their involvement in the parade. (Monday Parade only). Troopers willing to have a static display in Bull Street extension after the parade. Request approved by Committee. \$300 to come out of Parade Contingency Budget.

### 3.3.7 Children's Wonderland

- Initial planning of the day's events completed.
- Meeting adjourned at this point, Committee members did a site inspection of the Town Hall Precinct as a precursor to a final plan for the event. Peter to obtain detail maps of the area showing power, sewerage etc outlets. Firm up entertainment bookings. **Action - Peter**

### 3.3.8 Site Holders

- Peter to schedule a meeting to discuss previous/new site holders with Brett. **Action – Peter.**

### 3.3.9 Entertainers

- Brad and Peter have developed an initial list of entertainers for the event. Final list and contracts to be completed when Brad returns from illness.

### 3.3.10 Budget

- The Meeting resolved that a detailed analysis of the Festivals overall budget be instigated. An internal meeting with Maree, Brett and staff was planned for 4pm Friday 31<sup>st</sup> January 2003. Results to be conveyed to committee members. **Action – Maree, Brett, Peter & Brad**

### 3.3.11 General

- The Australian Film Television & Radio School has approached the Festival to screen final years students work (90 minutes) – 2 sessions Saturday and Sunday of the Festival (at no cost). Initial investigations for Campbell Theatre and equipment requirement have begun. Possible Telstra Countrywide support. **Action – Peter & Brad**

## 3.4 2003 Festival Review - current status of all activities

### Marketing/Sponsorship

- Kylie presented her Marketing Sponsorship Report together with a Promotional Media timeline.

### 3.4.1 Raffle

- Urgent need to contact Leo re status of the Raffle – in particular the major prize of a flight in an F1 11. **Action – Kylie**

- 3.4.2 **Office Stationary**
  - Decided to use all existing stationery until they run out before phasing in new logo. Fay queried "Postage Paid" on envelopes. Bulk mailouts, for numbers over 50 to individual postcodes attract bulk discount.
- 3.4.3 **Committee Shirts**
  - Samples and costs to be sourced ASAP. **Action Kylie & Fay**
- 3.4.4 **Trophies**
  - List of all trophies associated with Festival to be developed 2 quotes to be obtained. **Action - Kylie**
- 3.4.5 **Newsletter**
  - To be finalised by Monday 3<sup>rd</sup> February and mailed out with membership forms. **Action – Kylie**
- 3.4.6 **Web Page**
  - See "Marketing Report 3.1.2"
- 3.4.7 **Signage**
  - Re vamped signs are at printers. **Action - Kylie**
- 3.4.8 **Key generic campaign**
  - Refer tabled Promotional Timeline.
  - Single flyer to be produced outlining "What's on for Children". Suggest half of the cost of production could be negotiated with "Vision Australia".

### 3.5 **Committee General Business**

- 3.5.1 **Emergency Management Plan**
  - There is a need to review and update the existing policy in line with this years events. A meeting with all associated emergency services to be organised 6 weeks from the event. **Action – Peter**
- 3.5.2 **An Incident Policy**
  - There is also a need to develop a procedure to handle unforeseen incidents. In particular inappropriate behavior. **Action – Peter**
- 3.5.2 **Security**
  - Security matters were raised which highlighted the need for additional numbers. Extra support is needed from Council. Request to be added to the Chairman's letter to Council.
- 3.5.3 **Insurance's**
  - Barry outlined current findings re Public Liability and Workcover. Still general confusion re Committee's responsibility and liability, particularly with sub contractors potential claims etc. More information to be sourced. **Action - Barry & Peter**
- 3.5.4 **Meetings**
  - Schedule of Meetings was agreed too. Weekly meetings commencing on 13<sup>th</sup> March through to the Festival. Commencing at 6pm.

### 4. **Date of next meeting**

- 4.1.1. **Thursday 13<sup>th</sup> February 2003 – 6pm.**

**Meeting Closed at 8pm**