

Premier Sponsors



Major Sponsors



Key Sponsors



The fireworks were, without any bias, nothing short of spectacular. They exploded and fizzed across the sky for more than 15 minutes in a colourful and varied display. In short it was great. Oh and it was **FREE!** -

Bendigo Advertiser letter to the editor

"There are queues for everything" Mr Mulqueen said of the Dramatic Surge in Visitors -

■ **Bendigo Advertiser**

Tens of thousands of people used any vantage point they could gain to watch the 132nd parade, the culmination of Bendigo Easter Fair.

■ **Bendigo Advertiser**

"People called us for event programs, they really identified Coliban Water as being integral to the Day at the Lake" (Carolyn Stanford of Coliban Water commenting on the effectiveness of the Festival Sponsorship to their promotional campaign)

SANDHURST TRUSTEES BENDIGO EASTER FAIR



2001-2002 Annual Report

The people behind the 2002 Festival

Committee of Management

President	Mr Simon Mulqueen
Vice President	Mr Steve Pearson
Secretary	Ms Maree Murphy
Treasurer	Mr Peter Nisbet (resigned July 2002)
	Mr Brett Henderson
Committee Members	Mr Geoff Cartwright
	Ms Lisa Ruffell
	Mr Bill Wilton
	Mr Paul Henderson
	Ms Tammy Davis (resigned July 2002)

Staff

Marketing & Sponsorship Coordinator	Ms Kylie Howell
Event Coordinator	Mr Brad Van Doren
	Mr Brett Henderson (resigned 28.02.02)

Life Members

Ms Violee Myers - Davey AOM
Mr Norman Quin
Mr Vincent Walshe
Mr Les Rodda
Bendigo Chinese Association
Sandhurst Trustees

Honorary Accountants Honorary Solicitors Auditors

Mulqueen Griffin & Rogers
O'Farrell, Robertson & McMahon
Seeber, Washington & Robertson



SEEBER WASHINGTON & ROBERTSON

CHARTERED ACCOUNTANTS

To: The Members
Bendigo Easter Fair Incorporated
P.O. Box 36
BENDIGO VIC 3552

INDEPENDENT AUDIT REPORT

SCOPE

We have audited the attached financial statements, comprising Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows and Notes to the Accounts, of the Bendigo Easter Fair Incorporated for the year ended 30th June 2002. The committee of management is responsible for the preparation and presentation of the financial statements and the information they contain. We have conducted an independent audit of these financial statements in order to express an opinion on them to the members of the Association.

Our audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial statements are free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial statements are presented fairly in accordance with applicable Accounting Standards and other statutory requirements so as to present a view which is consistent with our understanding of the Association's financial position and the results of its performance and cash flows.

The audit opinion expressed in this report has been formed on the above basis.

AUDIT OPINION

In our opinion, the financial statements of Bendigo Easter Fair Incorporated are properly drawn up:

- So as to give a true and fair view of the Association's financial position as at 30th June 2002 and of its operating result and cash flows for the financial year ended on that date; and
- In accordance with the provisions of the Associations Incorporation Act 1981.

EMPHASIS OF MATTERS

Without qualification of the audit opinion expressed above we draw the members' attention to the following matter. Under the terms of our audit engagement it has not been possible to verify the ownership and net realisable value of Plant & Equipment recorded in the accounts at a written-down value of \$16,834. The committee of management has reviewed this matter and has determined that the net realisable value for Plant & Equipment currently exceeds, or is equivalent to, the carrying amount recorded in the accounts.

Dated: 7th August 2002


SEEBER WASHINGTON & ROBERTSON

135 McCRAE STREET, BENDIGO, 3550.

P.O. BOX 404, BENDIGO, 3552

TELEPHONE: (03) 5441 0999. FACSIMILE: (03) 5441 0950

Notes to the financial statements for the year ended June 30 2002

	2002	2001
Note 4a - Reconciliation of Cash Held		
Cash at the end of year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:		
Petty Cash Float	(3.49)	100.00
Bendigo Bank - Lucky Envelope a/c	54.16	61.56
Bendigo Bank - Raffle a/c	22.85	47.15
Sandhurst Trustees - Investment a/c	40.77	268.38
NWCC - Operating a/c	(132.00)	11,887.73
Bendigo Bank - Operating A/c	(906.42)	-
	\$ (924.13)	\$ 12,364.82
Note 4b - Reconciliation of Net Cash from (used in) Operating Activities to Net Operating Result before Income Tax		
Net Operating Profit (Loss)	928.33	8,979.77
Add: Non-Cash Items		
Depreciation Expense	4,703.00	3,409.00
Changes in Assets & Liabilities		
Decrease (Increase) in Accounts Receivable	7,026.30	(26,850.11)
Increase (Decrease) in Accounts Payable	(21,006.07)	23,292.32
Increase (Decrease) in GST / PAYG Liabilities	930.39	2,648.62
Loan from Council	-	(15,000.00)
Net Cash from (used in) Operating Activities	\$ (7,418.05)	\$ (3,520.40)

A Report from the President

It is with great pleasure that I present my report to the Members of Bendigo Easter Fair Inc (BEF) for the year 2001/ 2002. The Festivals132 year.

In 1984, I joined the BEF and was invited to stand for the committee, in a seven year stint I served as an ordinary Committee Member, Treasurer and Vice President. In 1999 I decided it was time to get involved again as I was fairly critical of some of the problems that had distracted the committee. Three years later I believe that the Committee has come to terms with the problems and is much more focused. There is, however, room to further develop and refine our operation. I am convinced that reverting to a position where by employing our own staff and running our own office, thus having positive control over our own destiny, has proved to be the right move. I am also convinced that the minimum staffing level to effectively run the organisation is two full time appointees, an Event Coordinator and a Marketing & Sponsorship Coordinator, with a council administrative assistant in the weeks leading up to Easter.

In the past three years I feel the Committee has significantly improved the Festival in a practical sense and in regard to public perception. My focus, and that of the committee, has been to enshrine the Festival as a family orientated event with a high component of good quality free entertainment. This has been warmly embraced by the Bendigo community and visitors to the city during the festival.

The financial contribution of the Festival to the local economy should not be under estimated, nor should the enormous contribution of the volunteers who come together in the form of a committee to make sure it all runs smoothly. The fact that six of the ten committee members are not renominating for the coming year is an indication of the huge commitment required on a year round basis.

Our organisation faces many hurdles in the future, the cost of public liability insurance and its capacity to destroy the festival is real and cannot be underestimated. The degree of apathy which exists in the public domain also has the potential to undermine the Festival, many in our community, both businesses and individuals alike, are of the view that the Festival will simply happen as it has for the past 132 years. This is simply not the case and we rely on hundreds of voluntary man hours to get the Festival up and running each year.

There are many businesses that don't support the Festival, businesses that should, big businesses like the major fast food chains, department stores and supermarket as well as the smaller local businesses such as restaurants, motels, food outlets and pubs, even general retailers, all of whom are huge beneficiaries of the Festival yet fail to contribute to the cost of running it. Although we have been successful in bringing a number of businesses into the fold, I feel probably one of the biggest disappointments or if you like frustrations during my three years as president, has been the inability to convince more business proprietors to support this event. In 2002 I was also disappointed with the total lack of any contribution from the state government. This was a government supposedly committed to the 'bush' but despite meetings and submissions and the attendance for the past two years of the Tourism Minister, and enormous support from our local member Jacinta Allan, the State Government provided nothing.

On a personal note perhaps the biggest achievements of my period as president of BEF has been obtaining the ongoing commitment of the City of Greater Bendigo. Its support of the Festival not only 'in kind' but with cold hard cash has been set at sixty thousand dollars per annum, plus I understand there are additional funds set aside by council as

contribution toward the Festival's enormous public liability insurance premium. Council's support is critical to the events ongoing survival. I would like to thank Andrew Paul, Chief Executive Officer of the city for his ongoing commitment to the Festival.

The success of the 2002 Festival can be attributed to hard work by the committee and by the staff;

- Financially we have been able to increase the sponsorship of the event from the corporate sector which has helped offset the lack of Government contribution this year.
- The major alteration to this years Festival was the change we adopted in regard to the Torchlight Procession and the Fireworks. This was designed to provide a difference between the two processions and involve the Bendigo Trust's Trams. The crowds in attendance at these two events were enormous, estimated at approx thirty thousand people, and this I feel vindicated the committee's foresight and courage.
- We embarked on a membership drive, and although successful we feel there is further potential to grow our membership base.
- Public response to the 2002 Festival was very positive and there were only a handful of minor complaints (approx six – ten) which when viewed in terms of overall crowd numbers, is a great endorsement of the activities conducted.
- Our financial status, given huge obstacles this year, shows the enormous commitment of the committee to be fiscally responsible and live within the confines of our income. Financial responsibility is perhaps one of the major legacy's of the past three years and an important focus for all future Management Committees.

To our major sponsor Sandhurst Trustees again I thank them for their exceptional support. To all our other sponsors large and small, my grateful thanks as it is impossible to run a festival of this size, with a predominance of free entertainment for a broad cross section of the community, without the funding these sponsors provide. The Bendigo Chinese Association must also be congratulated on once again delighting the crowd with their processional regalia and annual parading of the magnificent Sun Loong.

Thanks also to our staff Kylie Howell and Brad Van Doren for their efforts and also to Brett Henderson who held the Event Coordinator role until a couple of weeks prior to Easter. A special thank you as always must go to Violee Myers – Davey AOM who in her eightieth year with BEF gave substantial time in selling raffle tickets.

To the Committee for their hard work and long hours throughout the year and their efforts over Easter in coordinating events, A BIG THANKYOU! Again to my own family and my own staff for the assistance they have given me in enabling me to put in the enormous amount of time involved in the preparations for the Festival and likewise to the families of the Committee of Management members.

To you the members, I thank you for giving me the opportunity to lead the organisation for the past three years and thank you all for your support during that period. I wish the new president and the new committee every success in the coming year and wish the organisation well in the future.

Simon A Mulqueen
President
Bendigo Easter Fair Inc

Notes to the financial statements for the year ended June 30 2002

Note 1 - Accounting Policies

These financial statements are a general purpose financial report prepared for distribution to members to satisfy the account keeping requirements of the Associations Incorporation Act 1981 and the rules of the association.

The following accounting standards and other mandatory professional reporting requirements have been applied:

AAS 1 : Statement of Financial Performance
AAS 5 : Materiality in Financial Statements
AAS 6 : Accounting Policies
AAS 10: Revaluation of Non-Current Assets
AAS 15: Disclosure of Operating Revenue
AAS 28: Statement of Cash Flows

No other applicable accounting standards or mandatory professional reporting requirements have been intentionally applied.

The financial statements are based on historical costs and do not take into account any changing money values or current valuations of non-current assets. Where necessary, comparative year information has been reclassified to achieve consistency in disclosure with the current financial year amounts.

Note 2 - Plant & Equipment

Items of plant & equipment are initially recorded at cost and then depreciated over their estimated useful lives. A combination of straight-line and diminishing value methods of depreciation are used. The committee of management has reviewed the value of plant & equipment recorded in the accounts and has determined that the net realisable value of each item is equivalent to or exceeds the carrying amount of that item.

Note 3 - Co-Operative Fund Raising Program

Included in the Statement of Financial Performance is the following Income & Expenditure from the Co-Operative Fund Raising Program:

	2002	2001
Income		
Festival Raffle	22,567.00	23,186.60
Spinning Wheel	6,081.50	7,362.40
	28,648.50	30,549.00
Expenses		
Festival Raffle	2,455.45	10,699.95
Spinning Wheel	2,531.50	3,713.76
Distributions to Charities/Groups	12,164.05	10,555.98
	17,151.00	24,969.69
Net Income	\$ 11,497.50	\$ 5,579.31

Statement of Cash Flows for the year ended June 30 2002

	2002	2001
Cash Flow From Operating Activities		
Receipts from Customers (excluding GST)	295,108.95	232,709.70
GST Received from Customers	26,236.22	17,455.90
Payments to Suppliers (excluding GST)	(233,375.56)	(184,786.62)
GST Paid to Suppliers & ATO	(25,305.83)	(14,807.28)
Payments to Employees	(69,770.83)	(54,161.76)
Interest Received	314.33	583.69
Bank Charges & Interest	(625.33)	(514.03)
Net Cash from (used in) Operating Activities (Note 4b)	(7,418.05)	(3,520.40)
Cash Flow From Investing Activities		
Payments for Plant & Equipment	(5,870.90)	(9,917.91)
Net Cash from (used in) Investing Activities	(5,870.90)	(9,917.91)
Cash Flow From Financing Activities		
Proceeds from Loans	-	-
Net Cash from (used in) Financing Activities	-	-
Net Increase (Decrease) in Cash Held	(13,288.95)	(13,438.31)
Cash Held at beginning of year	12,364.82	25,803.13
Cash Held at the end of year (Note 4a)	\$ (924.13)	\$ 12,364.82

Marketing & Sponsorship in brief

2002 was an extraordinary year for the Bendigo Easter Fair, with many changes and spectacular successes. A new corporate image for the Festival in conjunction with an enormous amount of publicity surrounding the Gala Parade sparked considerable interest in the event. Subsequently corporate sponsorship reached an all time high, with every event in our portfolio supported by local, national or even international organisations. In a cycle of success breeds success the enormous support lead to the best Easter Fair in many years, the quality of the entertainment was higher, the marketing was consistent and the organisation presented a united and professional image.

Over the past three years the Festival has grown in quality and stature and yet still lacked an identifiable brand and thus a consistent marketing message. It was this that was foremost on my priority list when I began my position with the Festival in August 2001. In conjunction with the Committee we introduced a new logo and further developed the Easter Fair characters to form a recognisable 'brand'. The focus for the year was to lift the bar and integrate a common image for the Festival across all marketing mediums, a new web page, business cards, letterhead, envelopes and consistent advertising are but a few of the 2002 innovations.

Bendigo Easter Fair is celebrating its most successful year ever as far as corporate support is concerned. For the first time ever the Festival sponsored every event in its repertoire! Translating into a 68% (forty thousand dollar) increase in sponsorship, it has been an extraordinarily successful year and one that has enabled a higher quality event in both entertainment and marketing terms. A combination of staff changes, improved training, consistent marketing and a more professional image have all contributed to this exceptional result.

New to 2003 the Bendigo Easter Festival was the membership drive; a package of member discounts from local businesses and a coordinated marketing campaign. Although we didn't reach our targets for membership we did manage to increase the membership base by 67%. Given that it was the first year that a membership drive had been attempted for some time, I am confident that the concept will gain momentum and membership will increase more dramatically in 2003.

All in all the Festival was sensational, helped along by gorgeous March weather! People were out in hordes to visit an enormous array of entertainment and to participate in endless activities. In fact all events recorded bigger crowds than ever before, and the atmosphere was exceptional. With planning already underway, and such an exceptional platform from which to spring from, I personally guarantee that the next Easter Festival will be the biggest Bendigo has ever seen!

Finally I would like to thank all of the Committee for dedicating their personal time and resources to the event. Particularly Simon who has provided me with invaluable leadership and resources over the past twelve months, his absence from the 2003 committee will be a notable one. In addition I would like to thank Brett and Brad (staff of the Festival) for their continued support and inspiration. My first year with Bendigo Easter Fair has been an absolute delight, due on large to an exceptional management team and not one but two talented colleagues.

Kylie Howell
Marketing & Sponsorship Coordinator
Bendigo Easter Fair Inc

Events in brief

The 2002 Bendigo Easter Fair was a resounding success across the board, but specifically from an event co-ordination perspective. The festival under went some exciting changes which have enhanced the Festival and provided a platform from which to launch a bigger and stronger event in 2003.

The biggest shift in event programming was our increased focus on Lake Weeroona. The decision to alter the Torchlight procession route may have been a break in tradition, but it breathed new life into the parade with crowds in excess of 30,000 lining McCrae Street on Sunday night. The link between the procession and the "Fireworks Extravaganza" has always been strong, and the new route allowed amazing crowds to converge on lake Weeroona, where the fantastic back drop transformed the fireworks into an exceptional event.

The links with the lake were further strengthened on Friday where the "Coliban Water Day at the Lake" spread its festive wings across Weeroona as it develops into *the* place to be on Good Friday. The incorporation of the Drug-Free Power lifters and Lanier skydiving spectacular gave the crowds a wonderful diversity of entertainment that we are already planning to expand in 2003.

The crowds were not restricted to Lake Weeroona. The cavalcade of trams and transport grew to over 70 entrants on a perfect Saturday in Pall Mall. The roar of nitro powered remote control cars and a special appearance by Steven Richards complemented a variety of music and roving entertainment on a day that began a non-stop weekend of entertainment and sun in Rosalind park and the CBD.

The Easter Festival had its challenges during 2002. The Gala Parade faced an up hill battle only 8 weeks from Easter, when just 2 floats had been nominated for the big day. The community spirit that typifies the Bendigo Easter Fair shone brighter than ever as a rally of support produced over 70 entries and a wonderful day.

Several staff successions presented problems that could only be over come by long hours contributed by staff and committee alike. Personally, taking the role of Event co-ordinator 4 weeks for from Easter was a challenge that I could not have completed without an incredible amount of support from everyone involved. Specifically, the experience, hard work and guidance of Simon was invaluable in overcoming the hurdles faced by my ill-timed appointment and I thank him for his continued support. Brett's decision when leaving the Easter Fair office, to step onto the committee held him in high stead, but the hours he continued to put into the festival were extraordinary. The ongoing support of Kylie, the committee and many others was also exceptional and I extend the warmest thanks to you all.

Much the wiser for living Easter Fair 2002, it is with great delight that I, with Kylie and the committee, now look to the future. The expectations set by this year's event will only be satisfied when 2003 is bigger, brighter and better than ever.

Mr Brad Van Doren
Event Coordinator
Bendigo Easter Fair Inc

Statement of Financial Position for the year ended June 30 2002

	2002	2001
Current Assets		
Petty Cash Float	(3.49)	100.00
Bendigo Bank - Spinning Wheel a/c	54.16	61.56
Bendigo Bank - Raffle a/c	22.85	47.15
NWCC - Operating a/c	-	11,887.73
Sandhurst Trustees - Investment a/c	40.77	268.38
Accounts Receivable	32,667.48	39,693.78
Total Current Assets	32,781.77	52,058.60
Non-Current Assets		
Plant & Equipment - at cost (Note 2)	68,369.71	62,498.81
Less: Accumulated Depreciation	(51,535.00)	(46,832.00)
Total Non-Current Assets	16,834.71	15,666.81
Total Assets	49,616.48	67,725.41
Current Liabilities		
NWCC - Operating a/c	132.00	-
Bendigo Bank - Operating A/c	906.42	-
Accounts Payable	11,782.55	32,788.62
GST / PAYG Liabilities	3,579.01	2,648.62
Total Current Liabilities	16,399.98	35,437.24
Non-Current Liabilities		
Loan from Council	-	-
Total Non-Current Liabilities	-	-
Total Liabilities	16,399.98	35,437.24
Net Assets	\$ 33,216.50	\$ 32,288.17
Equity		
Retained Earnings	32,288.17	23,308.40
Add: Net Profit for the year	928.33	8,979.77
Total Equity	\$ 33,216.50	\$ 32,288.17

Statement of Financial Performance for the year ended June 30 2002

	2002	2001
Revenue		
Donations	2,024.05	4,837.88
Grants	100,000.00	108,600.00
Memberships	8,959.53	6,249.09
Parade/Procession Entry Fees	877.73	835.00
Poster/Program Advertising	10,963.64	2,750.50
Site Fees, Entry & Tender Fees	33,906.36	40,956.85
Sponsorships	98,659.08	58,800.00
Sundry Income	43.76	3,241.49
Reimbursements & Refunds	-	740.00
Tea House Lease	4,000.00	2,000.00
Co-Operative Fund Raising Program (Note 3)	28,648.50	30,549.00
Interest Received	314.33	583.69
Council Loan Contribution	-	15,000.00
	288,396.98	275,143.50
Expenses		
Accountant/Auditors	2,525.00	1,700.00
Cash Floats & Petty Cash	226.91	1,109.52
Administration	1,803.54	365.50
Advertising & Marketing	20,258.10	8,137.29
Catering	4,638.61	3,994.00
Cleaning & Waste Removal	-	3,377.82
Consultants Fees	4,113.98	1,207.50
Donations	-	907.40
Electrician Costs	2,548.00	2,958.35
Electricity	307.94	472.40
Equipment Lease & Servicing	5,249.00	5,492.30
Equipment Hire	11,108.35	24,746.63
Factory Rental	7,800.00	-
First Aid	2,600.00	2,200.00
Insurance	45,970.28	14,569.07
Internet & Telephone	1,677.14	1,401.27
Materials for Procession	-	7,521.09
Merchandising	1,220.45	-
Miscellaneous	1,577.24	106.93
Office Supplies	3,491.68	3,552.53
Postage	1,401.94	1,734.97
Printing & Graphics	15,444.54	18,516.10
Prizes & Trophies	7,489.26	5,162.00
Rates	576.40	465.82
Refunds	-	395.45
Security	1,869.00	1,818.18
Signwriting	2,460.00	4,834.05
Travel & Accommodation	321.62	3,128.08
Volunteers Expenses	100.00	1,308.09
Artists Fees & Entertainment	42,857.83	57,429.55
Salaries & Wages	69,770.83	54,161.76
Superannuation	5,581.68	4,497.36
Co-Operative Fund Raising Program (Note 3)	17,151.00	24,969.69
Bank Charges & Interest	625.33	514.03
Depreciation	4,703.00	3,409.00
	287,468.65	266,163.73
Net Operating Profit	\$ 928.33	\$ 8,979.77

2002 Bendigo Easter Festival Events in review

The Coliban Water Day at the Lake



the many activities that children enjoyed.

Entertainment was the key feature of the Festival. The stage was filled with a variety of entertainers from near and far. Bands played everything from covers to originals, Jazz, Blues, Folk and anything in between. As the sun rose and the air warmed crowd numbers ballooned with the entire area in front of the stage blanketed from 11.30am onwards. Between acts the Coliban Water Show entertained the crowd and was one of

The Lanier Skydiving Spectacular



Weeroona Oval and Good Friday were new to the Lanier Skydiving spectacular in 2002, contributing to the events success. Crowds witnessed a sky of colour as each parachute opened and was filled in a second from the rush of air. Gliding to the drop zone the jumpers faced a myriad of tasks. Target landing, Rocking Chairs and Turf Surfing are only a few of the competitions that were won and lost during the day.

The Mount Alvernia Mercy Hospital Park -A- Nation



The shade of enormous trees, soft grass under foot and the sweet sounds of Bendigo's talented musicians permeating through the air characterised Easter Saturday in Rosalind Park. Music came from every warp of life including rock and roll, jazz, blues, folk and even funky dancers from a local school. Crowds thrived on the huge variety, often relaxing in the park for hours at a time as musicians entertained them.

The Ron Poyser Cavalcade of Trams & Transport



popularity each year, and is fast becoming a key stone event for the Festival.

The Ron Poyser Cavalcade of Trams & Transport saw a multitude of Classic, Veteran and Vintage cars lined up against a backdrop of clear skies and historical Pall Mall buildings. In a year of firsts for the Cavalcade, Steven Richards, V8 Supercar Driver spent hours signing autographs and speaking to the crowd and a remote controlled car demonstration roared around the track. The Cavalcade continues to grow in

2002 Bendigo Easter Festival *Events in review*

The Mount Alvernia Mercy Hospital Park -A- Nation (Teddy Bears Picnic)



Two thousand Children, hundreds of Teddy Bears, Humphrey B Bear and one thousand free chocolates characterised the Mount Alvernia Mercy Hospital Teddy Bears Picnic! Children were in heaven and the smiles only broadened when Humphrey took centre stage! But the fun didn't stop there a Mecca of children's entertainment followed. Geoff Roberts and the Cooee Characters, the Jelly bugs and Unique Creatures, are only a few of the entertainers who played to the delight of the enormous crowd.

The Torchlight Procession *brought to you by the Bendigo Marketplace and Dragon City Marshals*



A new route, trams from the Bendigo Trust and record crowds were features of the 2002 Torchlight Procession. Families jostled for position along Bendigo's historical streets. They were waiting for the biggest Torchlight Procession ever! Everything glowed, sparkled or lit up against a blanket of darkness. Children were enchanted by Cinderella, Bananas in pyjamas and an endless array of fire trucks with lights flashing. Rejuvenated by the

extensive changes in 2002, the procession will only improve in stature over the next few years.

The Lanier Fireworks Extravaganza



A new location at Lake Weeroona and bigger crowds than ever before, marked the most successful fireworks display ever. The Lake was filled to capacity; people were literally packed from the edge of the water to the edge of the road and back again. As the crowd settled in for the show, the first shots were fired. Ooooooohhhhhhs and aaaaahhhhhhs clearly audible as colour saturated the dark skies. A sensational combination of air and ground shots all choreographed to a classical rendition of the Wizard of Oz made for a truly remarkable display. The fifteen minute show was action packed and clearly delighted the tens of thousands of people surrounding the lake.

The Parmalat Gala Parade



Despite a tumultuous beginning the Parmalat Gala Parade was an enormous success. Residents and visitors alike lined the street from 8.00am to make sure they secured their favourite viewing locations. The sun was bright and the skies were blue as if in recognition of this enormous undertaking. Floats impressed all those who looked on, equalling the outstanding precedent set in 2001.

Bendigo Easter Fair would like to thank the following Corporate Members

Platinum Members:

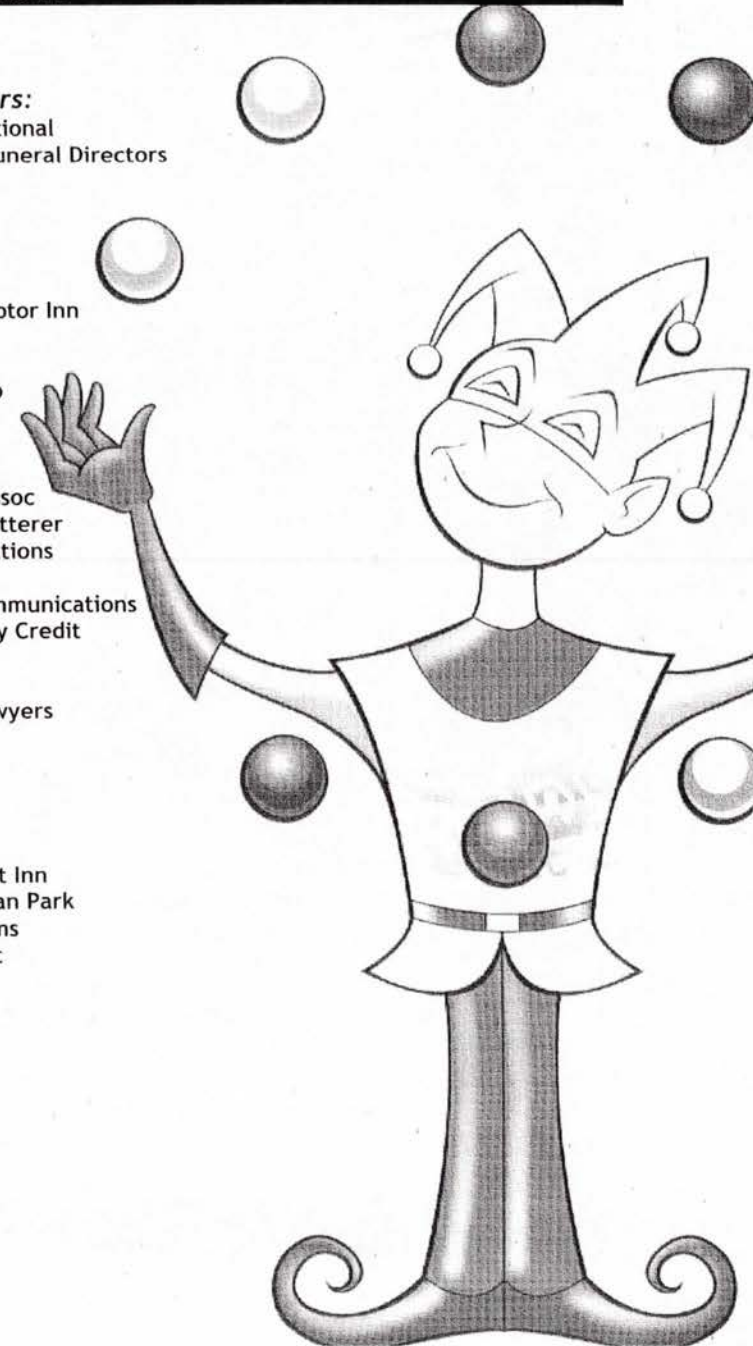
All Seasons International
Mulqueen Family Funeral Directors

Gold Members:

Bendigo Advertiser
Bendigo Colonial Motor Inn
Bendigo Trust
BGA Architects
Brian Dunn Bendigo
Cohen Kirby & Iser
Coliban Water
Country Design
Darryn Mawby & Assoc
Dungey, Carter, Ketterer
Gillies Retail Operations
Imperial Palace
John Haythorn Communications
North West Country Credit
Red Rooster
Rising Sun Hotel
Rogers & Every Lawyers
Tweed Sutherland

Silver Members

Bendigo Haymarket Inn
Central City Caravan Park
Digital Copy Systems
Jo Joes Restaurant
Ron Poyser Motors



Bendigo Easter Fair 2002 Membership Drive

Bendigo Easter Fair Inc. is wholly owned by its members and therefore considers a strong membership base key to its future success and vitality. However numbers have continually decreased in recent years, driving the requirement for a revitalised membership process and a new coordinated marketing campaign, both of which were successfully implemented in 2002. Members were offered additional benefits including discounts at many local businesses and a chance to win one thousand dollars. The integrated package of new benefits and coordinated marketing proved to be an enormous success, increasing membership by 67% from 140 members to 232.



Grants 2002

Vic Health \$11 000



A Report from the Treasurer

Due to the recent resignation of the Treasurer it has fallen to your President to give an overview of the Financials of Bendigo Easter Fair for 2002. When I rejoined Bendigo Easter Fair in 1999 the results for the 2 previous years had shown an overall loss of over twenty six thousand and the organisation was on the verge of insolvency. Although we are not in the business of making huge profits we must be financially responsible. Each of the past three years we have delivered a responsible budget and a profit and loss statement in the black.

This year was very tough, but the support of council in the face of a public liability insurance premium blowout demonstrates councils commitment to our festival and the value placed on it by the community. The additional thirty thousand dollars to cover insurance has affected the figures (grants).

Specifically this year we have faced many challenges, not the least of which being in the staffing department. In mid 2001 we changed the administrative structure to include two full time professional staff members an Event Co-ordinator and a Marketing & Sponsorship Co-ordinator, this has increased our wages commitment by approximately fifteen thousand. In 2001 we saw the need for storage facilities for the BEF floats and equipment, a full year of rent payable on our storage facilities appears in this years Profit & Loss statement at seven thousand eight hundred dollars. Despite increasing our budgetary allowance for insurance from fifteen thousand to twenty thousand dollars we have found that the costs have blown out by thirty thousand dollars which as mentioned the council has contributed to, in addition to the agreed sixty thousand dollar annual grant. We have allocated more to marketing and advertising this year and I am sure you will agree the logo and image of Easter Fair has improved dramatically and is becoming widely recognised. Kylie and the Committee have developed this concept to create and project the fun atmosphere of the fair and we feel this contributed greatly to the crowd numbers at the 2002 festival and the ground swell of corporate support.

On the income side we now boast a turn over of some two hundred and ninety thousand dollars (Excluding GST) a record year in this regard, ahead last year by some fifteen thousand, and this is one hundred and thirty thousand dollars up on the 1999 result. To achieve this we have managed to attract more members, we now have approximately two hundred and fifty members including corporate members, up almost two hundred on three years ago, contributing almost nine thousand dollars to the festival. Grants are up on last year but this is in part due to councils insurance contribution, sponsorship is up forty thousand dollars, advertising revenue from the poster/program is also well up on 2001. It is interesting to note that we have received absolutely nothing from the State Government in this year's financials and despite that fact have been able to maintain a positive cash flow position. In regard to equipment, our organisation now owns a number of substantial items such as Violet (Kewpie Doll from the Sydney Olympic Games) the Bananas Float also from the Olympics, aluminum staging, giant puppets, stalls and various materials and resources which can be used for many years to come. We are also able to lend various items to other community groups.

Overall I view the financial as very positive and I recommend the Financial Statements to you, they reflect an accurate picture of the organisation and what your committee of management has achieved in the 2001/02 year.

Simon Mulqueen
President (On behalf of the Treasurer)
Bendigo Easter Fair Inc

Bendigo Easter Fair would like to thank the following Sponsors

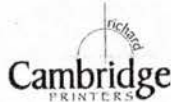
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Cooperative Fundraising Raffle

Every year Bendigo Easter Fair coordinates cooperative fundraising activities in order that the festival, in conjunction with many local community groups can raise much needed funds. As has been the case for many years in 2002 the raffle was the primary tool for cooperative fundraising. All prizes were proudly donated by Bendigo businesses enabling a much more successful fundraiser. In past years prizes were paid for from the funds raised. In fact in 2002 the raffle raised more than twenty three thousand dollars which was subsequently shared between more than twenty five local community groups. The raffle's enormous success can be attributed to the support of Bendigo's businesses and a multifaceted marketing campaign.

Participants & Beneficiaries

Australian Navy Cadets
Bendigo Family Equestrian Group
Bendigo Bonsai Club
Bendigo Bowls Club Inc.
Bendigo Braves
Bendigo Diggers Football Club
Bendigo Health Care Group
EJ's Marching Club
FASCOLC
Bendigo Festival of Cultures Inc.
Flora Hill Primary School
Future Connections
Golden City Soccer Club Inc.
Golden City Collectors Association Inc.
Hargreaves Mall Traders
Kangaroo Flat Community Group Inc.
Kangaroo Flat Football Club Inc.
2nd Kangaroo Flat Scouts
2nd Kangaroo Flat Venturers
Kookaburra Turf Indoor Cricket Club Inc.
Kyneton Daffodil and Arts Festival Inc.
Lansell Y Service Club
Quarry Hill Golf Club
Sing Australia
Bendigo Spinners, Weavers and Handcrafts Group Inc.
Victorian Welsh Male Voice Choir Inc.
Wildlife Rescue and Information Network Inc.
Bendigo Sports and Entertainment Group



Raffle Sponsors

