

The Sandhurst Trustees Bendigo Easter Festival



Volume 1

Newsletter Date: January, 2003

Bendigo Easter Festival launches into 2003

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Bendigo Easter Festival will launch the new look event on February 25, 2003.

According to Mr Barry Rochford, Chairman of Bendigo Easter Festival the event is taking on a new persona.

'With so many events changing and evolving we thought it was appropriate to give the community a sneak preview of what is coming up' he said.

The Festival launch will unveil the 2003 theme

**'Bendigo:
A golden past
and a golden
future'**

'Bendigo - a Golden Past & a Golden future' and will

feature outlines of new events and key happenings over the Easter weekend.

'We encourage all of our members to come down and have a look at what

the Committee have achieved" said Mr Rochford.

The launch will include dancers from Lesley Cox Dance School, and a special presentation of a life membership to Mr Simon Mulqueen.

The launch will take place in the Bendigo Public Library Building at 10.00am (old senior citizens rooms) on February the 25th, 2003. Refreshments will be provided.

Welcome to our 2003 sponsors

Bendigo Easter Festival would not exist if it were not for the contribution from businesses throughout the state. The 2003 event welcomes many new sponsors as well as those returning from 2002.

Bendigo Easter Festival has welcomed many new sponsors for the 2003 event. Digital Copy Systems have joined with Lanier to present the biggest

fireworks display Bendigo has ever seen. The bed shop Bendigo will be wowing midnight crowds, becoming the newest sponsors of the Torchlight Procession.

Minit Computer Service have proudly taken on sponsorship of the BIG BAND occurring on Good Friday night.

Darryn Mawby will be sponsoring the Chinese entry into the Parade,

facilitating a bigger and better display.

Bendigo Easter Festival would also like to welcome the events retuning sponsors: Sandhurst Trustees, Coliban Water, Mount Alvernia Mercy Hospital, Lanier, Parmalat, the Bendigo Advertiser, Southern Cross Ten, 3BO/ STARFM and Richard Cambridge Printers.

*"Bendigo—
A Golden
Past &
Golden
Future!"*

Events out of Rosiland Park due to the Drought!

Due to drought conditions, Bendigo Easter Festival will relocate events previously planned for Rosiland Park.

The drought has left the grounds dry and damaged, and in desperate need of repair once the rains come.

As such Council have informed Easter Fair that all high impact recreation will be removed from the Park. It is believed that this policy will not only reduce the damage inflicted on the park it will also speed up its ultimate recovery.

Bendigo Easter Festival holds a multitude of events in Rosalind Park, including traditional events like the Teddy Bears Picnic. In addition to new events such as the inaugural food and wine event scheduled for Easter Saturday in the Park.

Both of these events will now be moved to the area surrounding the Town Hall and Bull/ Hargreaves Street.

While this move has been prompted by the drought the Festival's Committee

see it as a positive for the event.

"It's an opportunity for us to try new locations and build events in a different environment". Said Mr Rochford, Bendigo Easter Festival President.

It is envisaged that events will return to the Park in 2004.

"The move is only a temporary one to allow the Park time to recover" Said Mr Rochford.

Please contact the Festival office for more information

"Call Bendigo Easter Fair if you would like to help organise the 2003 Festival"

New staff for the Festival

Due to new career opportunities and an interstate move both of the Festival staff have decided to move on. As such the Bendigo Easter Festival has employed a new Manager .

Mr Peter Robertson has had extensive experience in the events management field and has worked in various positions over the years.

'I am really looking forward to the challenges that coordinating the Festival will offer.' Said Mr Robertson.

Mr Robertson has spent the past two weeks working in the office with the current staff.

'It has definitely been a learning experience. You don't realise the work behind such an enormous event until you sit down and actually start plowing through it" He said.

Although Easter is fast approaching much of the Festival's framework is already in place. The events have been planned and scheduled and a substantial portion is already confirmed.

"While much has been done, it seems to me that there is always a shortage of hands on deck during Easter. I would really appreciate the assistance of anybody who is keen to become involved in organising the event" Said

Mr Robertson.

The Committee of Management are ecstatic about the new staff member.

According to Mr Rochford, Bendigo Easter Festival President, Peter will be a real asset to the organisation.

'It's a bit of a coup really, Peter just happened to be looking for work at the same time we needed new staff. His experience will be invaluable to the event" Said Mr Rochford.

Anybody interested in volunteering for the Festival should contact the office on 5434 6462.

The New Membership Campaign

The Bendigo Easter Festival Membership Drive is on again. In 2003 it has bigger and better discounts.

Become a Member today, save money while you actively support Bendigo's biggest tourism event.

Ruffell Family Jewellers – 20% off storewide

Jacqui E – 15% off Storewide

Santons – 10% off spare parts

The Gallery Café – 10% off coffee & cake or Devonshire tea

Hume & Iser – Top dog card, a multitude of special offers

The bed shop – Valued customer card discount

Imperial Palace – 10% discount on eat in or delivery meals

The Light Switch – 10% discount storewide

Warehouse Sales Electrical – Maximum discounts storewide

Bendigo Curtains & Manchester – 10% discount storewide

Beeps Auto Parts & Accessories – 10% off storewide

Digital Copy Systems - \$5.00 off a 200 copy photocopy card (33% discount)

The Green Carnation – 10% discount storewide

Bendigo Magic Toy Kingdom – 10% discount storewide

Scu Bar – Free venue Hire and your first drink free on a Saturday night.

Membership is only \$15.00 and can be purchased from the Bendigo Easter Festival Office. Application forms can be obtained from any participating store.

Conditions Apply—see brochure for details

Bendigo Easter Festival keeps an eye on the environment

Bendigo Easter Festival has implemented a wildlife friendly policy for the 2003 event.

In conjunction with the Wildlife Rescue Information Service, Bendigo Easter Festival has implemented a process to ensure the safety of the wildlife at the Fireworks.

The fireworks are held at Lake Weeroona, a location densely populated by native birds. Obviously the fireworks disrupt the normal environment and can cause

the birds to become stressed.

In order to minimise the impact of the event on the wildlife several new initiatives will be implemented.

- **Wildlife Rescue Information Service** will be present with a qualified wildlife officer to attend to any injured animals.

- Warning shots will be fired while there is still enough light to enable birds to find alternative homes for the night.

- Warning shots will be fired just prior to the event to clear remaining wildlife from the area.

- Any products that are potentially harmful to wildlife have been banned from the display ie: plastic shells that leave debris.

Bendigo Easter Festival are pleased to be working with the Wildlife Rescue Information Service.

“Become a Member of the Sandhurst Trustees Bendigo Easter Festival.

*

Save money in Bendigo businesses

*

Actively support Bendigo's largest tourism event”

**Conditions Apply—see brochure for details*

Bendigo Easter Fair Inc

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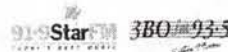
Escape into your imagination

Please support the following businesses who are sponsors and supporters of the 2003 Festival

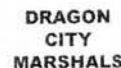
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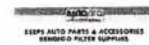
Membership Sponsors



JACQUIE



TOY KINGDOM



Supporters

Victoria Police, Vic Roads, Victorian Ambulance Services, Country Fire Authority, Norm Simpson Electrical, St Johns Ambulance, 15th Transport Division, Bendigo Dry Cleaners.

Watch this space for new member discounts!