

PROPOSAL for

Dandenong Community Cemetery Open Day Celebration

Sat 16th Feb 2013 11am - 4pm

1. Our Partners *With the permission and support of the Southern Metropolitan Cemetery Trust our vision of a fun, educational and Community Awareness will be successful for all in attendance. With support from the Lions Club, Local Masonic Lodge, representatives from all faiths, Greater Dandenong Council, SMCT staff & (sales?), representatives from Funeral Directors, and stonemasons, Dandenong and District Historical Society, Hearse Car Club of Victoria.*

Our Vision for the day:

- An official opening of/announcing the name change of "Dandenong Community Cemetery" CEO SMCT
- Mini historical tours
- Location assistance for those trying to find loved ones
- In the horseshoe drive, an assortment of hearses over the ages
- A BBQ (lions club cooked) and bottled water for sale, single flower sales, Devonshire tea
- Pamphlets/ advertising for FODC recruitment and other paraphernalia from other representatives, show bags?
- A non-denominational service to commemorate those who have passed
- Expressions of interest/booking for full tours , dates TBA.
- Posters/ power point presentations etc of where the cemetery started, now and where its going - future plans

2. Goals with Measures

- Increase numbers and awareness of our Friends Group
- Community participation in database information, photos, family trees etc.
- Community awareness of the uniqueness of the cemetery and its availability, future sales
- Fundraising for FODC Re restoration plans, Tour bookings for 2013

3. Event Day Training

- Food Handling, First Aid, OH&S /Worksafe action plan

4. Promotional Plans

- Community Radio, Local Papers, Internet via facebook, posters in local shopping precincts, newsletters ads - Historical society, other friends groups, genealogists, council, lions club, masonic lodge, ancestry.com?, word of mouth, community noticeboards, signs at the cemetery itself, (on fence??)
- Advertising to start 1st week in Jan if possible, or as soon as proposal accepted by trust.

5. Event Celebration/Reflection

- With an official short speech from CEO to the community announcing the new name, and the Mayor of Dandenong saying very few words at the beginning and a short dedication, by a celebrant, to the loved ones who have passed, that has all faiths taken into consideration at the end, this will be a respectful, politically correct, non boring, educational and fun day.

6. Evaluation

- Sales of fundraising items/ applications for membership / tour bookings will show success for FODC
- Database information will also show strong support/interest
- Queries re sales etc to SMCT will show success to trust
- Interest in restoration / recognition by general public will show success to cemetery, trust and FODC

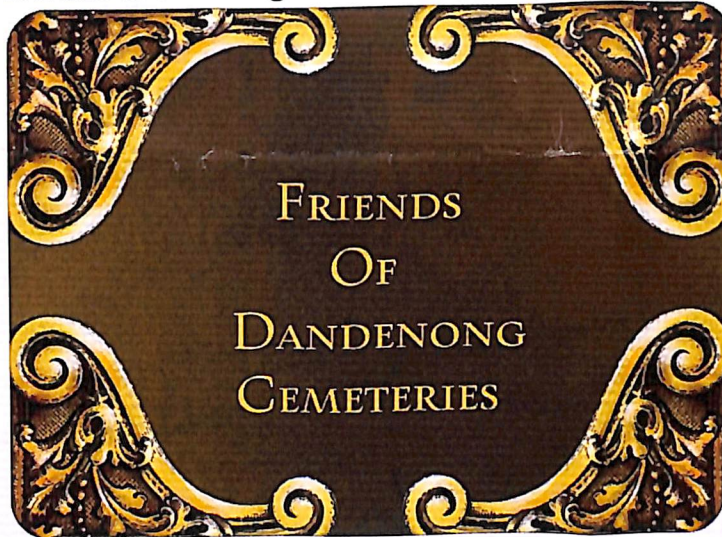
Assembly Point Public

ANNOUNCEMENT

ASSEMBLY TIMES

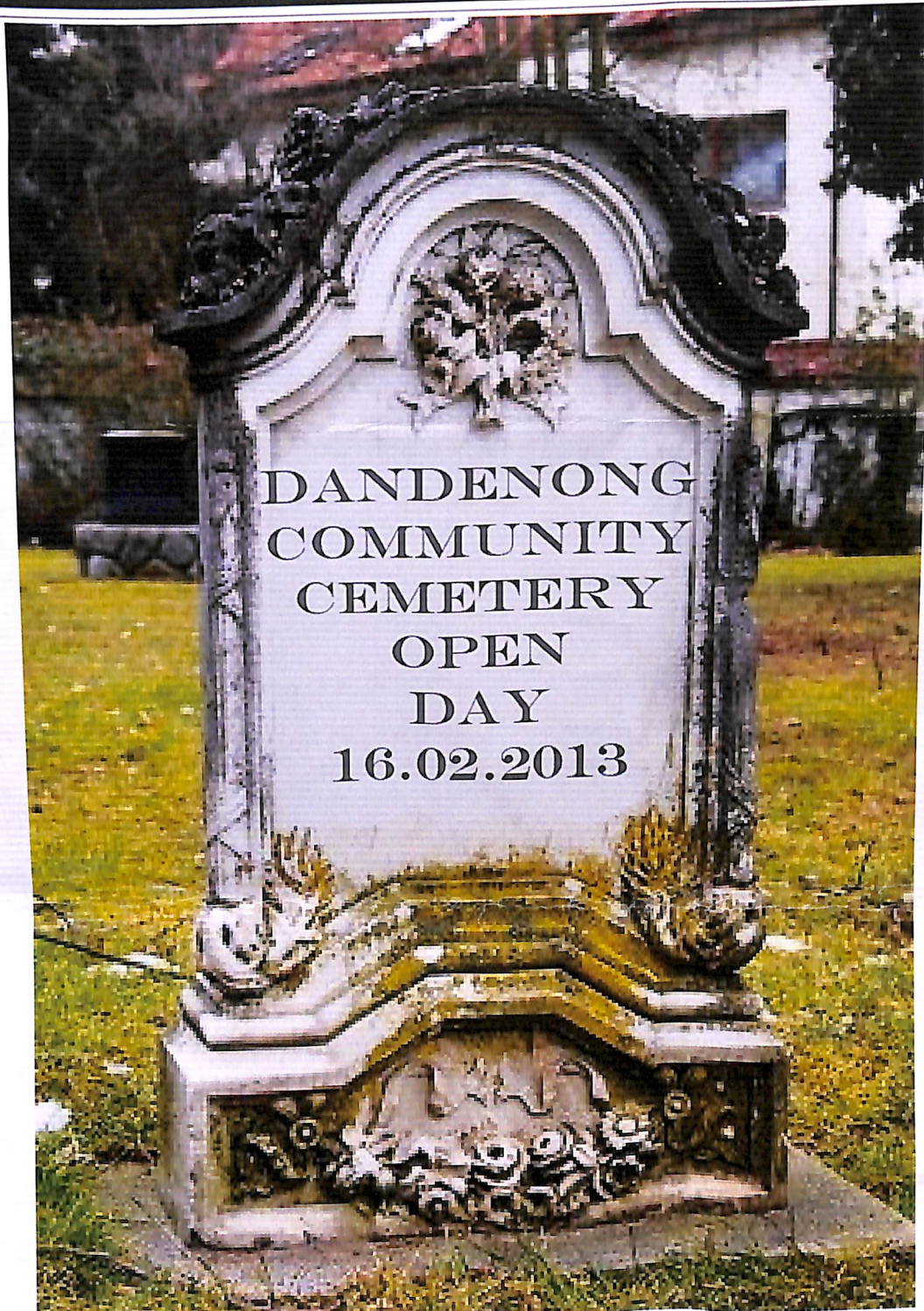
Additional Comments

- **The need to confirm this date is needed asap as the many different faith groups, and funeral directors will need to be alerted to this date, taking into account future burials/services that could possibly be booked on that day can be advised of what is happening.**
- **With Christmas in the middle of this, a lot needs to be organized in a short time, advertising, availability of other groups who have offered assistance. Most of this has been started but is awaiting date confirmation.**



Sample flyer for shop windows etc





Come join us 11am - 4pm

historical, interesting,

respectful

Free Entry

BBQ

Tours



 **SOUTHERN METROPOLITAN CEMETERIES TRUST**