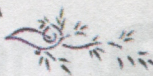


**SOUVENIR
PROGRAM**

WELCOME BACK TO BALLARAT



BALLARAT *BEGONIA* **FESTIVAL**

6-15 **M**ARCH
1 9 9 8

The Courier

BALLARAT EST. 1867

BALLARAT BEGONIA FESTIVAL MARCH 6 - 15 1998

A feast of entertainment

Ballarat is blooming — a picture of Autumn splendour as the city welcomes more than 100,000 visitors for the annual Begonia Festival.

The focal point of the Festival — the world renowned tuberous begonias (183 named varieties) are in full bloom and have taken pride of place in the spectacular Robert Clark Conservatory where they remain for the duration of the Festival.

The 10-day Festival offers more than its name suggests with a new and revitalised program offering value for money and a captivating array of entertainment.

The amazing Floral Carpet, roving musicians, the theatre production *Barnum*, a series of open gardens, photographic exhibitions, antique and garden fairs and a fun run/jog/walk/ride around Lake Wendouree with Olympic marathon runner, Steve Moneghetti are among this year's highlights.



Colour and fun for all ages are key elements of the Begonia Festival.

The Food Fair promises to be a feast for the senses with more than 20 sites offering a mouth-watering array of fabulous foods. Flavours, aromas and styles from around the world will tempt and tantalise. From the exotic to the more traditional there will be something for everyone to enjoy.

And for those who can't get through the day without a cup of coffee, mobile cap-

puccino carts will provide a satisfying brew at various locations through the gardens. And of course the Festival would not be complete without the wonderful Devonshire teas run by the marvellous Festival Volunteers.

Come and stay a while and chat to the volunteers over a delectable scone at the Garden Fair and The Robert Clark Centre. This year the Food

Fair, along with the Garden attractions, will be open until twilight on both Friday 6 and Saturday 7 March as well as normal opening hours from 10 - 6 on the other days of the Festival.

For many the 1998 Begonia Festival will be a new experience and for others a journey of rediscovery as all are invited to "Come Back to Ballarat", the birthplace of the Australian Spirit.

Festival tradition endures

After 46 years the Ballarat Begonia Festival is re-introducing some of its early traditions which have helped make it one of the longest running and most popular festivals in Australian history.

In 1998 visitors who have encountered the fun of the festival are being invited to Come Back to Ballarat and experience the birthplace of the Australian Spirit.

The city's new Eureka Stockade centre stands as a permanent reminder of Ballarat's place in history and will be opened to the public in conjunction with the Festival, on Friday, March 6.

Once again fresh flowers will adorn the city's magnificent Floral Carpet along with more than 50,000 dried flowers.

Ballarat's magnificent collection of Tuberous Begonias remain the centrepiece of the Festival. This year the Begonia display has returned to a traditional layout. The collection looks likely to be expanded with plans for a new Begonia in honour of the late Diana, Princess of Wales

The Begonia Festival story so far . . .

The seeds of the Ballarat Begonia Festival were sown 46 years ago when a group of community minded residents devised a program of events, drawing on the region's floral, ar-

tistic and historical strengths.

In 1998 the program has grown substantially but organisers have never lost sight of its aims — to provide a community celebration which

showcases all Ballarat has to offer from the arts and antiques to entertainment, exhibitions *Begonias* and *Barnum* (this year's theatre production).

The City's premier

event has undergone many organisational changes through the years but the Festival still belongs to the community which continues to provide enormous support to make it a success.



Bargain Prices!

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BALLARAT BEGONIA FESTIVAL MARCH 6 - 15 1998

A Gold Pass means even better value

There's never been a more affordable time to visit Ballarat than during the 1998 Begonia Festival when a new ticketing initiative will ensure an inexpensive outing for both families and individuals.

After the successful trial of a new ticketing system in 1997, the Ballarat Begonia Festival will again offer adult, concession and family tickets that are affordable for everyone in 1998.

Each of the tickets include entry to:

- Eureka Stockade centre
- The Conservatory — Begonia Display
- Festival Garden Fair including Floral Carpet
- Fine Art of Craft Exhibition

- Apex Art Show
- Ballarat Fine Art Gallery
- The Gold Museum
- Theatre Concession
- Souvenir Program

A Festival Adult Ticket will cost \$12.00 (value \$36); Festival Family Ticket \$25.00 (value \$90); Festival Concession Ticket \$10.00, and Festival Child's Ticket (5 -16 years) \$4.00. Children under five are free.

As in previous years, Festival visitors will still be able to buy tickets for single attractions and can choose to visit the various displays over a number of days.

With so many wonderful attractions located throughout Ballarat the

3 B A

Myer bus will again transport visitors free of charge to all Festival events. On the hour, from 10 am - 4 pm the bus will leave the Railway Station, travel along Lydiard Street to the Art Gallery, then onto the new Eureka Stockade Centre followed by the Gold Museum and then stop right in the centre of Ballarat at, where else, Myer! The final stop is in Gillies Street, right behind The Robert Clark Centre for the Botanical Gardens.

MYER

Floral carpet is a Festival favourite

One of the early traditions of the first Ballarat Begonia Festival will be re-introduced this year when fresh flowers will be used along with 50,000 dried Helichrysum flowers and 800 bunches of statice to form the Floral Carpet.

Early Floral Carpets were made from fresh flowers and were designed to closely resemble actual carpets.

The 1998 Floral Carpet designer, Ross Adams, says in recent years fresh ferns and plants have been used to frame the carpet, but this year fresh flowers will be incorporated, allowing a much larger picture..

This year's floral carpet measures 14.6 metres across and 11 metres down and is elevated to highlight the design which Ross describes as an Australian adaptation of European tapestry.

The essence of Ballarat is captured in the carpet creating a scene from the Eureka incident which uses a Eureka sail emulating Ballarat's new Eureka Stockade centre and combining the stars of Eureka and flower motifs to create a "handcrafted" border".

The inaugural Ballarat Begonia Festival in 1953 provided the catalyst for what has become a labour of love, involving thousands of hours of volunteer work.

The most labour intensive part of the project begins in early February when volunteers spend an estimated two thousand hours filling the endless frames which make up the overall picture.

Tens of thousands of flowers are especially grown, hand picked and painstakingly wired to form a new design each year — a concept which has become an integral part of the Begonia Festival and continues to be a major visitor drawcard.

The 1998 Floral Carpet, supported by Prime Television and Ballarat's Regent Multiplex, will form the centrepiece of the Begonia Festival's Garden Fair on the shores of Lake Wendouree.

Begonias: centrepiece of the Festival

Ballarat's world famous collection of Tuberous Begonias with their vibrant colours and magnificent blooms have returned to The Robert Clark Conservatory heralding the countdown to the 1998 Ballarat Begonia Festival. More than 80,000 bedding plants will be flowering in Ballarat's boulevards and Botanical Gardens to coincide with the Festival. A major feature of the displays will be the use of non-stop begonias, which flower continuously from February to April.

The traditional collection of Tuberous Begonias (183 varieties) forms the centrepiece of the annual community Festival.

The Begonias are being showcased this year in a large central tiered display in the middle of The Conservatory. In line with the Festival's theme "Come back to Ballarat — the birthplace of the Australian



Ballarat's world famous collection of Tuberous Begonias will again draw thousands to the Robert Clark Conservatory.

Spirit", the display will return to a traditional layout similar to that used in early displays prior to The Robert Clark Conservatory (1995).

The 1998 display will be complemented by surrounding groups of non-tuberous begonias, allowing visitors to compare the modern collection of hybrid

begonias with many of the parent species displayed around the edging.

The Begonia Display (one of six displays held each year) opened on February 14 and will remain at The Conservatory until April 26.

It will be open every day of the Begonia Festival from 10.00am to 6.00pm.

BALLARAT BEGONIA FESTIVAL MARCH 6 - 15 1998

The Robert Clark Conservatory

This spectacular glass structure which stands 13 metres at its highest point has become a landmark of the Ballarat Botanical Gardens and allows visitors to walk amongst breathtaking floral displays including the City's world famous Begonias.

The Robert Clark Conservatory, purpose built for seasonal floral displays has taken the lead in Conservatory design in Australia.

Its features include a unique glazing system, retractable shading screens and computer monitored temperature and humidity controls which enable the environment to be manipulated through a full range of climatic extremes from the tropics to deserts.

A visit to The Conservatory is always a colourful and inviting experience no matter what season. The interior requires new



The Robert Clark Conservatory's unique design and features provide ideal conditions for the Begonia Display.

landscaping every eight to 12 weeks to co-incide with the six unique seasonal displays.

The Conservatory, the third glasshouse to be built on the site since the Ballarat Botanical Gardens were established in 1867 was designed by project architect, Peter Elliott and has been

recognised by the Royal Australian Institute of Architects for its architectural excellence.

The adjoining Robert Clark Centre is the administrative headquarters of the Ballarat Begonia Festival and provides meeting rooms and exhibition space for local horticultural groups and

Focal point of the Ballarat Botanical Gardens

the Friends of the Botanical Gardens.

A retail Gardens Shop and Information Service is also included.

For the people of Ballarat and the 100,000 visitors who flock to Ballarat each year for the Ballarat Begonia Festival, the Begonia Display remains in The Conservatory until April 26, opening every day.

One of the most inspiring aspects of The Conservatory is the chance to stroll amongst the flowers, allowing a far more intimate view of the delicate blooms which grace this rare attraction.

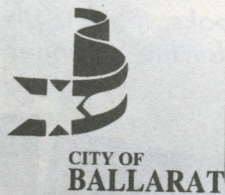
Ballarat's renowned Botanical Gardens

Located opposite picturesque Lake Wendouree, the Ballarat Botanical Gardens are characterised by their bountiful bedding displays, statuary collections, avenue plantings and landmark heritage and contemporary architecture.

More than 80,000 seedlings are planted each year to create two major floral bedding displays timed to be at their peak in March and October.

Transformation of the former Ballarat police horse paddock into a botanical garden began in 1858, two years after the municipality was formed.

A competition for the garden design was launched and plans were made to construct a road on the west side of Yuille's Swamp (Lake Wendouree) to be known as Wendouree Parade.



The 1860s saw the establishment of the principal tree plantings which give the Gardens their distinct character.

Plants and seeds were received from the Melbourne and Geelong Botanical Gardens and a substantial propagation program was under way.

The Ballarat City Council and the people of Ballarat have continued to develop and preserve the Gardens with the addition of a number of notable features.

These include The Robert Clark Centre comprising a state of the art walk through floral conserva-

Transformation of the former Ballarat police horse paddock into a botanical garden began in 1858, two years after the municipality was formed.

tory, the Ballarat Tramway Museum, the Statuary Pavilion (housing Ballarat's finest collection of marble statuary), the Prime Ministers Avenue, the Craft Cottage (formerly Adam Lindsay Gordon's abode) and the Sequoiadendron Avenue — listed on the National Trust Significant Trees Register.

In 1994-5 a detailed conser-

vation analysis and master plan was undertaken to ensure the future management and development of the Gardens would be in accord with the shared objectives of the community, the National Trust, Council and the Historic Buildings Council.

In the 1990s the Ballarat Botanical Gardens has retained their sense of beauty and tranquillity in an open setting designed for public enjoyment.

The Gardens are the home of the annual Ballarat Begonia Festival, play host to the Arts in the Park Program from January to April and complement six uniquely different floral displays presented in The Conservatory.

Guided Tours are conducted by the Friends of the Ballarat Botanical Gardens on the second Sunday of each month at 2pm.

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Lies
By David Williamson

March 26 to 28, April 2 to 4
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DIRECTOR MICHAEL COOPER



Garden Fair has plenty to offer

Set in a village atmosphere on the shores of Lake Wendouree opposite the award winning Conservatory and beautiful Botanical Gardens, the Festival's Garden Fair will cater to gardening, leisure and outdoor enthusiasts over an exciting ten day period from March 6.

This is where we live...



and competitions.

The stunning Floral Carpet will form the centrepiece of the Garden Fair.

In addition, selected private gardens will be open to the public and garden tours will be offered.

This year the Garden Fair will again focus on healthy aspects of gardening and the great outdoors, encouraging visitors to participate in demonstrations and activities and promoting a "hands on" approach to gardening.

An enhanced range of products and services will be available encompassing such things as garden books and publications, horticultural education and tours, outdoor furniture and land-care.

Sponsored by Prime Television, Your Garden and Central Highlands Water, the Garden Fair brings together the skills and expertise of the Ballarat and surrounding communities.

Bigger, brighter and better, the Garden Fair has an expanded program to meet the needs of all gardeners — big and small, young and old.

Garden Fair will provide visitors with an artistic and innovative look at gardening. Come and experience new and different ideas for your garden, demonstrating interesting products and design concepts.

It doesn't matter if you're a professional, hobby or novice gardener — the Garden Fair has something of interest to everyone with information, handy hints, advice and demonstrations from gardening experts, a huge range of exhibitors,

FREE Gift to the value of \$120*

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Forever Gold looks at the geology of gold and how man-

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Learn how gold is formed in nature, how it is used and its impact on world history.

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BALLARAT BEGONIA FESTIVAL MARCH 6 - 15 1998

Eureka Stockade Centre relates turbulent history

Visitors to the 1998 Ballarat Begonia Festival will be among the first to experience the city's \$4 million Eureka Stockade centre tourist attraction.

The Festival's ticketing initiative allows ticket holders entry to this magnificent complex, located on the site of the 1854 Eureka Rebellion.

The Eureka Stockade centre, which brings to life the history of Australia's only civil uprising, will be opened in conjunction with the Begonia Festival on Friday, March 6, with an official opening by Premier Jeff Kennett scheduled for Friday, March 27.

The building is an architectural masterpiece with a soaring mast and immense Eureka Flag, visible from all over Ballarat.

Inside the Eureka Stockade centre, visitors will be enthralled as they move through a series of galleries with state of the art multimedia technology bringing



Eureka Stockade BALLARAT

the history of Eureka to life.

As the story of Eureka unfolds around them, visitors will feel like they are actually on Ballarat's turbulent goldfields of 1854. The drama continues to build as they move through the exhibition space, until finally they become part of the confusing and terrifying battle of Eureka.

In complete contrast to the drama of the Exhibition Galleries, the Contemplation Space uses the calming influences of water

and natural lighting to encourage visitors to reflect on the significance of Eureka.

Finally, they may choose to relax on the terrace of the coffee shop, looking out over sweeping lawns and gardens. Or, they may wish to take home a memento from the centre's elegant gift shop.

The centre is jointly funded by the Federal, State and local governments and the local community.

The development will provide the "third link in Bal-

Festival visitors among the first to see Ballarat's new attraction

larat's gold chain" with Sovereign Hill, the Gold Museum, and now the Eureka Stockade centre providing a full and accurate account of the region's goldmining history.

The Eureka Stockade centre is managed by Sovereign Hill under a 21-year lease from the City of Ballarat.

The centre will complement Sovereign Hill's own spectacular interpretation of the Eureka Rebellion, *Blood on the Southern Cross*.

The Eureka Stockade Centre is in Eureka Street, Ballarat, and will be open 9am to 5pm daily.

Entry Prices: \$6 Adults; \$4.50 Pensioner/concession; \$3.00 Child.

Group and school rates available on request.

Big rewards for green thumbs

Keen gardeners have an opportunity to win great prizes in the Ballarat Begonia Festival Garden Competition, sponsored by *The Courier* and Central Highlands Water.

The competition proved popular when reintroduced to the Festival last year after an 11-year lapse.

Gardens entered in the 10 categories will be inspected during the Festival by four judges.

These are: Belinda Henderson-Drife of *The Courier*; Ross Holton, University of Ballarat-TAFE horticulture; Shayne Ringin, Central

The Courier

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Highlands Water; Bernard Blood, Ballarat Botanical Gardens.

There are sections for the best suburban, native, cottage, produce, newly-established, commercial/industrial, civic, rural and waterwise gardens.

Category winners will receive \$200 worth of watering equipment or waterwise plants and a \$50 gourmet hamper to be enjoyed at Kirks

Waterwise Garden, courtesy of Central Highlands Water.

Residents of "Best Ballarat streetscape" will receive \$150 towards a hamper, spit roast or similar to be enjoyed as a street party or at Kirks Waterwise Garden.

The overall winner will receive a family ticket with travel to the International Flower and Garden Show, a perpetual



CENTRAL
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WATER

trophy and a framed certificate.

Judges will be looking for:

- The use of suitable mulch or compost applied to an effective depth.
- Landscape design and construction.
- The selection of plants in their correct position.
- How effectively the garden is watered.
- Significant and special features.

Welcome



BALLARAT

BEGONIA

FESTIVAL

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