

Gumeracha Medieval Fair Inc.

ANNUAL REPORT 2009 - 20010



I am very pleased to present the Annual Report for the **fourth Gumeracha Medieval Fair**. This has been another very successful event. Our visitor numbers were slightly higher this year and we have exceeded the takings of the 2009 Fair. We have again been able to attract sufficient numbers of Volunteers and Community Groups to help us. I would personally like to congratulate our Management team of **Brenda Massie, Anne-Marie & Steve Plumb, Wendy Cook, Brenda Bartel, Bob Brooksby and my husband Dusty**, as well as **Michael Cheel, John Fountain, Toni Abraham and Wendy Tonzing**. **Nick Spottiswoode and George Humphries** also spent many hours making flags and backdrops for the Fair grounds. We are still on a steep learning curve because of the continuing expansion of the Fair but I am pleased with the way the team is growing and expanding to cope with it all.

Gumeracha continues to embrace this unique event. I believe the Gumeracha Medieval Fair owes its success to the strength and commitment of the local community and the Management Committee is dedicated to returning any financial gains it makes back into that community. In a word, any success that the Gumeracha Medieval Fair has is due to the quality of its volunteers.

This year at the Medieval Fair we witnessed the first wedding ceremony in the new Medieval Pavilion. **Sir Tony and Lady Sharron Burlison** were married on the Sunday afternoon with a huge crowd of onlookers. Everything went very well and it is a testament to Peter Harwood and the team from **Timber Frames of Australia** as well as **Dusty, Michael Georgiou, Werner Brunn, Matt Anderson, David Cook and Nick Franklin** for the hard work they put into the project.

In June at the Volunteer's Thank You Luncheon we were able to disperse **\$10,000** back into the community to the following Community Groups:

GROUP	MEMBER	HOURS	AMOUNT
	S		
Aldgate Vigilance Committee	1	9	\$ 92.21
Connecting Spirits (Birdwood High)	7	57	584.02
Gumeracha Community Association	1	20	204.92
Gumeracha & District History Centre	2	28	286.89
Gumeracha CFS Brigade	14	116	1,188.52

Gumeracha District Memorial Hospital	2	22	225.41
Friends of the Gumeracha Library	1	7.5	76.84
Gumeracha Medieval Fair Inc.	7	125	1,280.74
Gumeracha RSL	4	24	245.90
Hahndorf Interim Animal Shelter Inc.	2	10	102.46
Littlehampton CFS Brigade	2	30	307.38
Make a Wish Australia – Barossa Branch	5	19	194.67
McGrath Foundation	3	35.5	363.73
Mount Pleasant District Hospital	2	12	122.95
Northern Light Theatre Company	1	32	327.87
Holden Hill Police Rangers	21	90	922.13
RSPCA	1	2	20.49
Society for Creative Anachronism	5	20	204.92
Scout Shouts Theatre Group	17	75	768.44
The Hut Community Centre	3	17	174.18
Torrens Valley Lions Club	13	202	2,069.67
X-box in the Hills (XitH)	2	23	235.66
TOTALS	118	976 hours	\$ 10,000.00

I would like to sincerely thank all of the volunteers who came and gave of their time and energy to help their Groups and the Gumeracha community. **Sisi Sigmund** is our Volunteer Co-ordinator and she and **our Treasurer Brenda Massie and Julie Nemet** managed the volunteers and they have our thanks for all the extra hours of work they did. Thank you also to **Ian Cornish** for the doing the data entry!

Website – The Website is maintained by **Emerson Ward**. I would like to thank and congratulate him on the very high standard of artwork he has brought to the site and it continues to be the best communication we have with the public. **Emerson** also produced the Poster artwork for us this year as well as the Flyers and Medieval Feast tickets. The “new look” Cedric with all his glittering green scales has been very popular with everyone and we are all looking forward to the new poster for 2011. Many thanks again, Emerson.

Medieval Feast – This was again a success thanks mostly to the dedicated work of **George Humphries and the team of helpers** (both local and Mt. Barker TAFE Students). We appreciate the talents of harpist Siobhan Owen and also the **Northern Lights Theatre Company** who added greatly to the entertainment with their excerpts from “Spamalot”. The culinary skill of **Sean Bradshaw** and the people from **H.Q. Cuisine** was rewarded with a knighthood for “Sir” Sean. The S.C.A. team of waiting staff were efficient as well as entertaining and the volunteer scullery hands were much appreciated. We look forward to another great "feast" next time.

Lobethal Bierhaus - Alastair and Rose from the Bierhaus have been very supportive as the Tavern keepers again this year and have sent us another nice cheque as our profit share for the liquor and soft drinks sold at the Fair. They are very pleased with the result and would like to join us again next year.

Adelaide Hills Council – Mayor Bill Cooksley kindly officiated at the Opening Ceremony and Parade this year. **Gaye Tulloch and Miles Christian** (AHC) also helped provide us with equipment loan and signage as well as a “tidy-up” of the Park prior to the Fair.

National Motor Museum – has also made a great contribution with the loan of equipment and help with the traffic management. They have also given us the use of excess equipment and barrier fencing as well as the loan of the ticketing boxes once again. Many thanks to Kathy from the Museum.

Marketing & Promotion – I believe that went very well again this year. **Laura Fairburn** was very busy distributing the Posters and Flyers all around Adelaide and the banners worked well. Information sent to Radio stations was distributed and Peter from Days of Knights was interviewed on ABC 891 on the Saturday morning. Advertisements in the Adelaide Hills Weekender, the Advertiser, SA50's Lifestyle magazine and the Grapevine went well. Following the Fair we had a 4-page series of photos in the Courier and a very nice write up in the Grapevine as well as photos in the Adelaide Hills Magazine and on Glam Adelaide. We had Merchants from Brisbane, Tasmania and Victoria as well as visitors from northern Australia and overseas. I heard recently from one of the Craft Merchants that one of her customers had travelled from the UK especially to attend our Fair. He had found us one the web and commented that he thought our Fair was as good as any he had seen at home. If he would care to contact me with a view to coming again with his partner then we could make him "twice welcome" in style.

Site Management –

- Many thanks must go to my husband **Dusty**, and members of the **Torrens Valley Lions Club** and **Claire Keatley** as well as **Nick, Matthew, Matt and George** for their hard work under sometimes difficult circumstances getting the site ready and taking everything down again.
- Much appreciation and thanks also must go to **Janet, Natalie and Megan Kelly, Ian and Phillip Cornish and the Gumeracha CFS** for taking care of the most important task of the

recycling and rubbish collection. It certainly inspired the patrons to be careful and again left the Park in pristine condition at the end of the Fair.

- **Wes Frahn**, our electrician extraordinaire, was able to keep everyone happy that needed to be “plugged in” and it was much better than last year. Wendy is to be congratulated again on the hard work she did to convince the “foodies” to operate in more visually friendly tents.
- The numbers of patrons this year also impacted as to the use of the toilets in the Park. We had extra toilets for the patrons use but could probably do with more supervision to ensure they are utilised better.
- **Fatin Shabbar** has been presenting Islamic food and crafts for the past 3 years at the Fair and this year she was joined by the **Saffron Tribal Belly Dancers** and their musicians and Henna artist **Vanessa Rosen**. It has become a favourite place for many to taste the delicious food and watch the dancing. We are working toward a larger display with more Islamic music for next year.
- The children’s area worked very well with the **Blacksdane Animal Nursery** and the **Story-tellers Guild** members as well as the **Face Painting** and of course the **Punch & Judy Show**. **Fran** from Pt. Augusta was also very popular with the “dress-up’s” for the younger ones.
- This year **Nick Spottiswoode** was again the very capable Master of Ceremonies but he was kept very busy managing the two arenas. We need to have help for him next year.
- I was able to get around to see more of the Fair this year and take some photos so we can continue to improve the layout of the Fairground. I have finished the Diploma of Event Management now and will be able to put some more ideas into practice.

Medieval Artisans Village – This worked much better this year together with the Re-enactment Group encampments. I thought the range of the exhibits was wonderful – **Andy and Mick (blacksmith and armourer)**, **Peter and Isobel (Timber Frames Australia)**, **the Medieval Spinners**, **Christopher making his corn dollies**, **Steve Sinclair with his Coopering**, **Heather Welsh and her Herbs**, **Pam Marshall's Self Sufficiency Shop**, **Doug the "Stickman"**, **the Costumiers Guild and the Calligraphers**. They are all keen to return next year, including Trevor and the "wee beasties!"

Entertainers – I would like to sincerely thank all the re-enactment groups for the time and effort they spent, not only in preparation, but over the 3 days they took from their “mundane” lives to share their medieval interests with us. **Michael and John and the N.V.G., Wendy and NVG Ladoga, Steve and the Blue Company, Toni and the S.C.A., Ian and Joan and the Archers, Brigitte and Mark and the Border Celts, Peter, Lillian and Jason from Day’s of Knights and Craig, Wayne and Cherilynn and the King’s Horses.** They are certainly the mainstay of the Fair.

The other entertainers also deserve our thanks: **the Eric McBunny Band, Amanda and "Celticklish" Maureen Morris and the Medieval Dancers, Luke Bourn, Christine & Peter Franche and Mac & Cheyenne of the "Virgo's".** The range of entertainment was extensive and I think everyone had a great time. We certainly had a great time watching and listening to them. Thanks to Crystal Clear Sound technicians as well.

Craft Merchants – **Brenda Bartel** has been our Craft Merchants Co-ordinator for four years now and she has done a great job once again. The quality has increased and the number of stalls has almost reached capacity but she was able to fit everyone in. One of the most-travelled Merchants was Colin from Esford Swords in Brisbane and he is very keen to return in 2011 along with all the other Merchants. Thanks to Brenda for all the hard work.

Food Merchants – **Wendy and David of the Birdwood Wine and Cheese Centre** also did another tremendous job working with the Food Merchants. Wendy organised them into tents this year and it really improved the appearance. They were again kept very busy during the weekend and made lots of money for themselves! That always keeps stallholders happy. Wendy kept busy with the lovely spiced mulled wine and it certainly kept me happy during some of the cooler moments.

Security – There are still a few minor problems being caused by minors throwing missiles at the Jousting horses on the Friday and Saturday nights but the Security Guards were able to warn them off promptly. There was also an isolated issue of liquor consumption outside of the licensed area so we will add that the prohibitions in the contracts for 2011. **Anthony Lodge of AGL Security** has prepared a full report.

On a happier note I am also very pleased to report the financial benefits of the Gumeracha Medieval Fair to the Torrens Valley Region have been conservatively estimated to be \$96,000 over the past financial year. (\$308,000 over the four year period between 2007 and 2010). We have a policy to use the local business community for all our advertising and promotional materials as well as security,

electrical, catering and most other requirements. This year we alone spent over \$30,000 in the local economy and \$18,000 in the South Australian economy. In particular:

❖ Printing/Advertising Materials	SATC Printing, Lobethal	\$3,200
❖ Security	AJL Security, Birdwood	\$4,400
❖ Signs/Banners	Design Craft, Lobethal	\$1,900
❖ Catering, Medieval Feast	HQ Cuisine, Hahndorf	\$3,500
❖ Tent Hire	The Party Co., Stirling	\$7,750
❖ Volunteer Catering	Gumeracha Hospital Aux.	\$1,720

Committee – other members of our Management Committee I would especially like to thank are **Bob Brooksby and Val Hall as well as Gunter & Loraine Schiede from Mt. Barker.** They are all a source of inspiration and were very helpful with advice from time to time. I have been on a steep learning curve during the past few years in terms of Co-ordinating the Medieval Fair. I have been very lucky to have their help.

Catering – Last but certainly not at all the least I would like to thank the members of the **Gumeracha Hospital Ladies Auxiliary** who supplied the food for the Volunteers – it was delicious and very welcome.

In conclusion, I hope I have remembered to thank everyone. There were so many people who worked together to make the second Gumeracha Medieval Fair such a success. If I have forgotten anyone, please know that your contribution was very much appreciated. We look forward to doing it all again, only more so, in 2011. Thank you.

Michel Gray,
Event Co-ordinator.