

THE BENDIGO TRUST

ANNUAL REPORT, 2009/10

Celebrating 40 years...



37th Edition



I just wanted to let you know ...

this was by far my very best
underground experience

Andrew
Visiting Friends and Relatives

This was a terrific experience.
We (family) enjoyed it more
than our Ballarat experience.
It was very educational. Keep
up the great work!

Vanessa
Staying Overnight

John was fabulous. Very
good with the kids.
Knowledge, patience and
only willing to help. The
whole fossicking experience
has been a highlight of
the kids' school holidays.
Thank-you

Sally
Local

Laurie was
brilliant. I will
be back and suggest
it to all friends
and family!

Anthony
Day Visitor

It was just a great experience

Joy
Day Visitor

the staff were very friendly, helpful
and knowledgeable. A great day was had!

Bishop Family
Touring and Caravanning

Great staff and
service. Excellent
upgrade of toilet
and shower
facilities

Year 5/6 sleepover at Discovery

Just a quick note
to say how happy
we were with our
party on Friday night.
The children had
a ball. Your two
staff members were
wonderful. Nothing was
to much trouble for
them. Thank you for
making the night a hit.

Nicole
Local

It was the best
thing that I have
ever done.
It was great.

Caitie
Local

Can't wait to
see the new
tram museum
open next year.

Janelle
Day visitor

Our Discovery party was fantastic! The kids
all had a wonderful time! Very good value
for money. Keep up the good work! A really
organised party!

JC
Local

Daryl was informative, humorous, an
outstanding tour guide!

Dean
Day Visitor

we really enjoyed it and had a great time. It was the highlight of our
holiday so far

Visitor
Discovery



TABLE OF CONTENTS

From the Chairman and CEO	6
The Bendigo Trust in 2009/10	
Central Deborah Gold Mine	10
Bendigo Tramways	13
Discovery Science & Technology Centre	17
Bendigo Joss House Temple	18
Bendigo Gasworks and Victoria Hill	18
Finance	19
Sales and Marketing	20
40 years of The Bendigo Trust	22
Acknowledgements	30
Trust Staff and Volunteers	31
Board of Directors	32

Financial Statements are contained in a seperate insert to this report. To request a copy of the Financials please call: (03) 5443 8117 or view them online at: www.bendigotrust.com.au

Left: Billy Chan and Ross Turton at work on Tram No. 84.

FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER



Lloyd Cameron, Chairman,
The Bendigo Trust



Tom Seddon, CEO,
The Bendigo Trust

Before reviewing the major accomplishments and challenges of 2009/10, we would like to thank all of our staff and volunteers. The drivers and conductors, presenters, guides and others who routinely earn high praise from our visitors – and all those who work “behind the curtain” – all deserve commendation for their efforts.

We are privileged to have had once again the opportunity to serve as Chair and Chief Executive, respectively, of The Bendigo Trust over the past year.

The Trust owes everything to the skill, dedication and care of the many dozens of people who work and volunteer at Central Deborah Gold Mine, Bendigo Tramways, Bendigo Joss House Temple, Discovery Centre and Victoria Hill.

Volunteers gave over 30,000 hours last year across the Trust. Volunteering is essential both to our operations and to our culture. Thank you!

Also, thank you to our partners:

- The City of Greater Bendigo, on whose behalf much of our work is performed
- The board of Bendigo Science & Technology Museum Inc, who are responsible for Discovery Science & Technology Centre
- Wine Bank on View, our partners in Bendigo ninesevensix Tram Restaurant
- Our commercial sponsors, state and federal funding partners, and the philanthropic foundations who support our projects
- The Trust's members, Discovery's members and Friends of the Bendigo Tramways, who believe in our mission and support it year in, year out.

2009/10 in Review Visitation

A word on the trading environment in 2009/10 is certainly due. The global economic downturn that started in 2008 made itself known during 2008/09 in the Tramways' workshop, however visitor numbers were

solid throughout that year. 2009/10 was a different story. Bouyed by a major contract from the Victorian Department of Transport, the workshop had a busy year while visitor numbers struggled.

Some part of this is definitely down to the Swine Flu scare that centred on Victoria during the winter of 2009, which cost us school group bookings right through November. School bookings were much improved in the second half of the year. The other weak spots were non-school groups and general tram ridership, while Level 3 Adventure Tours at Central Deborah and School Sleepovers at Discovery had outstanding years.

Bendigo Tramways

After years of preparation, planning and working with prospective funding bodies, we finally achieved full funding for the overhaul and expansion of our Tramways Avenue Depot. The Commonwealth Government came on board with a \$1 million grant in September 2009 and the Victorian Government followed in December with \$1.5 million. Added to the \$500,000 commitment made by City of Greater Bendigo and taking into account the preliminary works already completed with Heritage Victoria and Council funding, we were ready to proceed.

Contract Management Systems won a competitive tender for the principal building project and works commenced in June. They will continue through 2010/11.

Other works during the year included a new stop to serve Lake Weeroona and the Bendigo Tennis Centre, and preparations for replacement of poles and tramway fittings in Pall Mall.

In the workshop, the highlight of the year was receiving Department of Transport funding to restore Bendigo 16 to original condition as Prahran & Malvern 84 in time for the centenary celebrations for the Malvern Tram Depot in May 2010.

Bendigo Tramways staff developed – and the board adopted – a five year Strategic Plan for the tramway and workshop which further defines and elaborates on the tramway elements in our Trust-wide Strategic Plan.

Central Deborah

The Bendigo Trust ventured into the Victorian Tourism Awards for the first time last year, and Central Deborah earned a “finalist” award in the heritage and cultural tourism category, coming second to the eventual national winner, Old Melbourne Gaol.

Works around Central Deborah this year included preparations for our new super tour to the lower levels of the mine, set to open in early 2011.

Both Central Deborah and Bendigo Tramways were successful in obtaining funding that will be spent this year upgrading our collections preservation and management capacity.

As at the Tramways, Central Deborah Gold Mine also developed a five year Strategic Plan.

Discovery

2009/10 saw a new website, new showers and fire protection systems installed to support

school sleepovers, new workshops for the Lab, and funding for a new education program based on creating stop motion animations.

The Bendigo Trust and Bendigo Science & Technology Museum Inc also settled a new five year operating agreement for Discovery.

Looking to 2010/11

Priorities for 2010/11 include:

- Getting visitor numbers back on the grow again as the global recession fades
- Obtaining a role for Bendigo in the restoration and retention of heritage trams in Melbourne
- Completing the majority of depot expansion project works this year, which will also allow us to commence trades training programs and also public tours in the workshop
- Tramway overhead upgrades in Pall Mall and Bridge Street
- Completing our overhaul of marketing and branding across the Trust by rolling out new websites for the Trust itself and for Bendigo Tramways
- Settling a new operating agreement with the City of Greater Bendigo
- Opening our new tour of Levels 6 – 9 at Central Deborah Gold Mine
- Overhauling Central Deborah's main passenger hoist
- Recruiting a new Joss House supervisor and opening the site everyday
- Continued expansion of Discovery's

“After years of preparation, planning, we achieved full funding for the overhaul and expansion of our Tramways Avenue Depot.”



education programs both in-schools and at Discovery, especially in the Lab

- A major upgrade of Bendigo Planetarium, featuring a new aluminium dome.

40 years of The Bendigo Trust

The Bendigo Trust came into being at a meeting held on 22 August 1970. The Trust is 40 years old!

Some of our early projects have blossomed (Bendigo Tramways and Central Deborah); others have been handed off and gone on to great success with other institutions (Dai Gum San Museum and the Visitor Information Centre); and new projects have come up (Discovery and the Joss House). And, we still have in the Gasworks what will be a great project for the future.

We hope that you enjoy our recap of 40 Years of the Bendigo Trust on page 22.

The most senior member of the Trust board is Dennis O'Hoy, who has been with the Trust all the way back to 1970. Dennis retires from the board at the 2010 Annual General Meeting and we are sure that all Trust members, staff and volunteers past and present, join us in thanking Dennis for his extraordinary

commitment to the Trust!

Another important milestone we intend to celebrate in style falls very soon: on 16 October 2010, The Bendigo Trust will have operated Bendigo Tramways longer than any previous operator!

The major challenges and successes of the past year are described over the next few pages. We are proud to commend this record of the activities of The Bendigo Trust during 2009/10 to our Membership.



Lloyd Cameron
Chairman



Tom Seddon
Chief Executive Officer



CENTRAL DEBORAH GOLD MINE

Karl Penrose, Mine Manager



Above: Mine Guides Bert Byleveld, Georg Hein, Daryl Hopgood and John McNamara in the Engine Room at Central Deborah Gold Mine.

“New for 2010/11 will be Central Deborah’s most adventurous tour yet!”

There have been some significant changes at the mine this year, mostly below the surface where we are working to certify a further section of the shaft for public access. Soon, when works are complete, we will be able to take visitors down to Level 9, the cornerstone of Central Deborah’s “Super Adventure” tour to be opened in early 2011.

Mine Surface

This year saw the installation of a large fossicking area adjacent to the battery shed at the rear of the complex. The area has also had a large shade sail installed to make it more comfortable in hot conditions. With this facility, we have been able to offer a new product to visitors, which allows them to learn the techniques in the use and operation of a metal detector to search for gold and other valuables. These metal detectors have been made available for sale by retail should any visitor “catch the bug”.

The back veranda adjacent to Creek Street has been completely cleaned up and turned into a new display area for historic mining equipment. Included in this work was the restoration of an 1880s steam winch to operational condition by a couple of our dedicated volunteers.

Underground

Works underground in 2009/10 included:

- Shaft Certification Project, Level 3 to Level 9 (still in progress, 90% complete). These

include:

1. Manufacture of 35 new steel ladders in-house
 2. Installation of ladders in shaft
 3. Replacement of all ladder stages
 4. New plat gates
 5. Installation of safety interlock switchgear and associated wiring
 6. Re routing and repairing air and water services
- Ground support on Level 3 (continued from previous year)
 - Further work to fire control system on Level 2, including ventilation doors
 - Engagement of a local Geotechnical Engineer to carry out regular inspections and make recommendations on any new proposed works underground
 - WorkSafe conducting an underground inspection and no major issues were raised.

This year, in addition to our regular visitors, we were visited by the combined Oscar 1 and BML Mine Rescue teams for training purposes. We have also had visits from many other mining groups, including representatives from Kalgoorlie’s Mining Hall of Fame.

Winder

Winder driver training has been progressing steadily, with two persons in training now and others waiting in the wings.

Workplace Health & Safety

Site safety is an important matter for staff, volunteers and our visitors. The Bendigo Trust has been working with the City of Greater Bendigo on a joint project to satisfy the requirements of Standards Australia’s “AS/NZS 4801 Occupational Health & Safety Systems”. The 4801 standard is a system for organising and managing policies and processes. It helps us to make the best use of the procedures we already have and to identify areas where we are lacking or need to make improvements.

Tours

Level 3 Adventure tours have risen from 764 in 2006/07 to 1,257 last year! Our Level 2 Experience tour was again stable over the year, with around 23,000 visitors. School and

other groups were down over the year, almost entirely due to dramatic drops during the first half of the year when Victoria was reputed to be the centre of a Swine Flu epidemic. Group visits rebounded well in the second half.

During peak holiday times we continue to offer Cage Rider, which takes small groups from the first brace above the surface down to Level 3 via the original mine cage for a brief tour and also a “fossicking challenge” where visitors could use metal detectors and search for gold on the surface.

The Metropolitan Fire Brigade started making arrangements for what we hope to be regular use of the site for specialised staff training exercises.

Super Adventure Tour

New for 2010/11 will be Central Deborah’s most adventurous tour yet! We’ve spent much of 2009/10 preparing the way for a new tour taking in Levels 6 – 9 of the mine. Working machinery, climbing ladders and sampling the daily life of a miner in the 1930s will be highlights, alongside some of the more spectacular sights that Central Deborah has to offer.

Product development work has been progressing on the still to be named “Super Adventure” tour, including content, training documentation and everything else such a product requires.

Collection Management

The archiving project at Central Deborah is in its third year. A substantial turnover of volunteers on the team slowed progress while a new crew was assembled and trained. The program should to see growth in the next 12 months as the volunteers gain experience and funded facilities improvements come online.

In 2009/10 Central Deborah loaned several items to The National Museum of Australia in Canberra to tell the story of the Bendigo Goldfields. We also contributed to the Post Office Gallery for the “Naming Bendigo” exhibition, and signed a restoration and care agreement with members of the Kelly Family to ensure that the famous 1896 “Kelly Model” of a Bendigo gold mine is restored and looked after into the future.



Top: The Finders Keepers Fossicking Challenge added new flavour to the surface of the mine and has received positive reviews from customers.



Middle: Tim Carr has a reason to smile after finishing what was a very challenging and messy job ... replacing the ladders from Level 3-9 in anticipation of the new tour.



Below: The US Consul General, Michael Thurston, poses for a picture with “Snowy” (Neil Murray) during his visit to Bendigo.



BENDIGO TRAMWAYS

Darren Hutchesson, Tramways Superintendent

It was a challenging year for many tourism-oriented operations, and Bendigo Trams was no exception as we experienced a decline in traveller numbers after last year's great gains. However, the workshop rebounded in 2009/10, gaining our first significant contract from the Victorian Transport Department.

Tram tours, charters and other services

General public traveller numbers declined in 2009/10 by 8.7% to 34,292. After the increase of 18.1% the previous year that was a disappointment however the result was still the second best for years. School group numbers were hit by the swine flu scare in the first half of the year but then rebounded, although they were still down across the whole year.

Installation of the new Lake Weeroona tram stop curtailed tour services north of Nolan Street late in the year, and with the Tramways Avenue Depot becoming a construction site about the same time, tram tours now pull up on the Back Creek bridge to allow our travellers to have a look at progress from the depot gates.

Bendigo ninesevensix Tram Restaurant

ninesevensix continued to grow in popularity during the second full year of our partnership Wine Bank on View. The tram is frequently booked up well in advance of Saturday evening services and both media coverage and customer feedback is consistently positive. Charter bookings also continue to grow.

Improved power supply to the tram line will benefit the restaurant tram in the coming year, increasing the range of cooking options for the chef. Another improvement will be completion of a new prep kitchen especially for 976 as part of the overhaul of our Tramways Avenue Depot.

Bendigo's Tram Fleet

Restoration works on Bendigo Fleet trams (other than 84, discussed below) are part of our successful federal government-supported Work Experiences partnership with BEST Community Development. This year, the overhaul of one of Bendigo's famous Birney Safety Cars, Bendigo 302, was the primary focus of the program and 302 will be relaunched into service in 2010/11.

The Minister for Public Transport provided funding of \$146,000 in November 2009 for the restoration of Bendigo 16 to its original condition as Prahran & Malvern 84 to allow the tram to be the centerpiece of centenary celebrations for the Malvern Tram Depot. The Depot turned 100 years old in May 2010 and both 84 and 44 (restored by the Trust in 2008/09) were on prominent display. The fully enclosed tram 44 was also permitted to take passengers and spent much of the day trundling along busy Glenferrie Road between the depot and Dandenong Road.

The total overhaul of this tram was completed on time and within budget, and the event held at Malvern in which Tram 84 was used to reenact the first car to enter service was a resounding success. Over 1,000 people visited on the day, exceeding everyone's expectations. Media coverage of the event was extensive and prominently featured Bendigo Tramways.

Other Bendigo fleet projects of note included overhauling the trucks for Bendigo 808, and new "Bendigo Marketplace" sponsorship livery for 880. Next up for sponsorship is 610, for La Trobe University.

Tram line

The major piece of track work for the year was replacement of the line from Hargreaves Street over the Back Creek Bridge to the start of the Tramways Avenue Depot fan, achieved despite heavy rainfall during the works period in late February and early March.

The long-awaited new stop at Lake Weeroona and the Bendigo Tennis Centre was substantially completed during the winter of 2010. We also took advantage of these works to repair rail joins in Nolan Street. We eagerly await a few final touches and an official handover.

We also prepared in 2009/10 for a major line repair project this year: replacing poles and tramway fittings in Pall Mall. The heritage listed poles are the responsibility of Powercor, who have advised us that five poles will be replaced or restored in 2010/11 and then several more each year until the complete set is renewed. We are responsible for the tramway fittings and will replace everything in the current year.

“The Minister for Public Transport provided funding of \$146,000 in November 2009 for the restoration of Bendigo 16 to its original condition as Prahran & Malvern 84 ...”

Tramways Avenue Depot and Workshop Expansion

The expansion and improvement program for our principal depot and workshop in Tramways Avenue finally got underway in 2009/10. A \$1 million grant from the Australian Department of the Environment, Water, Heritage and the Arts was announced in September 2009, and the Victorian Regional Infrastructure Development Fund followed with a promise of \$1.5 million in December. With full funding finally achieved (the City of Greater Bendigo had already promised \$500,000), we proceeded to tender the major portion of building works, and the board approved the appointment of Melbourne firm CMS Melbourne in June 2010. Works got underway the following month.

We expect to be building and renovating and landscaping for the next year. At the end of the program, however, space available for the workshop will have doubled and trades training programs and workshop tours will be introduced; there will be a new and much better tramways power supply; staff and volunteer offices and amenities will be much improved; the depot fan will be levelled and re-laid (with much improved drainage); the tram barn roof will be renewed and we will capture and store far more water off the roof; our archive team will have a new office and

library (with thanks to the Frances & Harold Abbott Foundation); and site landscaping and a new reception / shop will greatly improve the visitor experience.

Collection Management

The program at the Tramways is now in its third year. The current core group achieved all the program goals that were set and has been stable for the past two years. The archiving team completed scanning and cataloguing more than 1,850 A3 & A4 plans, and consolidated and organised media files going back to the 1890s.

A major task this year was to provide information, plans and images to the workshop staff, contributing to the restoration of Bendigo 16 back to original condition as Prahran & Malvern Tramways Trust 84.

Weeroona Avenue Depot

The Weeroona Avenue Depot continues to be upgraded, with more of the site set in concrete and with recent rises in scrap metal prices we have resumed clearing both the depot and adjacent gasworks of unwanted recyclables. Connection of a domestic power supply is in progress, and overhead wire in the depot shed is nearly completed.

The trams usually housed at this depot were removed to Thales Australia's site near our northern terminus in June 2009. We are grateful for Thales's assistance in holding these trams off line giving us much-needed flexibility in using Weeroona Avenue for street operations while major construction works are underway at the Tramways Avenue Depot.

Safety Management System

Bendigo Tramways recertified as an operator of rolling stock at the end of 2008/09, under new regulations for operational and worksite safety systems. The new Bendigo Tramways Safety Management System (compatible with Australian Standard 4801) has now completed its first year of operation.

Bendigo Tram Heritage Rail Workshop

The largest workshop project in 2009/10 was the State Government funded restoration of Bendigo 16 back to its original glory as Prahran & Malvern 84 in time for centenary celebrations at Malvern Depot in Melbourne. The project was our first significant work for the Victorian Transport Department, and we were able to complete it on time and on budget, and both Yarra Trams and the Department were very satisfied with the work.

Other projects in the workshop during the year included:

- Becoming the official supplier of reverser keys for Melbourne's W class tram fleet
- W3 tram 663 arrived and restoration works commenced with replacement of the roof, a project for the Melbourne Tramcar Preservation Association
- The second stage works on Launceston 14 (new drop end floors and headstocks) have been completed for Sydney Tramway Museum. Launceston 14 has been bolted to its truck and was moved on the rails for the first time in 50 years
- Hobart City Council ordering the next collection of parts and works for their bogie car number 118 as they progress towards opening a waterfront tramway
- Supplying parts and advice to Christchurch Tramways / Ferrymead Museum as they undertake restoration of Invercargill Birney tram 15
- Supplying motor suspension components to Auckland's Museum of Transport and Technology for their Melbourne W6 tram.

“ The expansion and improvement program for our principal depot and workshop in Tramways Avenue finally got underway in 2009/10. ”

Below left: Tram No. 84, restored by Bendigo Tramways and driven by volunteer Tram Driver John Whiting, prepares to re-enact the opening of the Prahran and Malvern Tramways in celebration of their centenary in May 2010.

Below right: Jacinta Allen MP, Minister for Regional and Rural Development announces the State Government funding for the Bendigo Tram Depot upgrade, as Lloyd Cameron (left), Chairman of The Bendigo Trust watches on.



DISCOVERY SCIENCE & TECHNOLOGY CENTRE

Lisa Gormley, Discovery Manager

In some respects 2009/10 was a setback for Discovery, but only in terms of the quite stunning growth in visitor numbers over the previous two years. Still, at 23,644 visitors 2009/10 was second only to 2008/09 in recent memory. Discovery's Lab has proved a popular place for birthday parties, up 12% on the year.

Science shows on liquid nitrogen, flight, illusions and science fiction and Planetarium Shows on Saturn, the moons of Jupiter, the brightest stars in the sky, and where to look for life in the universe were popular as ever. Education Outreach Officer Emma Carter joined Education Officer Phil Spark this year boosting our ability to be at Discovery and at school at the same time. The results were immediate, as new workshops for The Lab came on line and our in-school programs took off.

Major works at Discovery during the year included upgrading the fire control system and rebuilding the lavatories to add shower rooms

to support school sleepovers, a \$225,000 project the City of Greater Bendigo supported with its grant from the Commonwealth's RLCIP fund.

Discovery's perception-altering "Ames Room", sponsored by Coliban Water, officially opened during Water Week 2009. Another major supporter, La Trobe University, worked with us throughout the year and in particular during National Science Week where we jointly hosted a science careers fair.

Discovery was a highlight of the 2010 Easter Parade with six very dangerous looking life-sized Daleks "exterminating" the crowd. The Daleks were visiting from Canberra in conjunction with our autumn science show, which looked at science vs the science fiction of Dr Who.

Discovery's manager, Angie Carter, returned to Canberra at the end of June after more than two years in Bendigo and Lisa Gormley joined us as manager at that time.

Discovery publishes its own annual report, so look for lots more detail there!

“Discovery's Lab has proved a popular place for birthday parties, up 12% on the year.”



Left to right:
One of Discovery's members who joined the Daleks in the Easter Parade.
Visitors get up close and personal with a snake at the reptile show during National Science Week.
Students from a local school search for interesting creatures during a lab session as part of the La Trobe University Career's Day at Discovery.

BENDIGO JOSS HOUSE TEMPLE

The Bendigo Trust has now operated the Joss House for three years. The site is well maintained by volunteers and crews from the Tramways, and a formal Conservation Management Plan has been commissioned with funding by Heritage Victoria and will be delivered in the coming months.

Visitation has steadily improved, but the full potential of the site is not being realised as a result of only being open three days a week. As a result, we are on the verge of appointing a Joss House Supervisor. We believe that by having a dedicated staff member for the Joss House we will be able to increase its profile, make it a more attractive option for volunteers and ultimately result in us being able to open seven days a week.

Right: Joss House stalwart, Dennis O'Hoy and dedicated volunteer, Pat Dyball admire a Pomelo tree, acquired from the Golden Dragon Museum, that will soon be planted in the garden at the Joss House.



BENDIGO GAS WORKS AND VICTORIA HILL

The Bendigo Gasworks remain closed to the public pending a plan to develop the site. The plant is maintained in working order, and site security continues to improve.

Victoria Hill was burnt in the Black Saturday bushfires of 7 February 2009. Fortunately, neither the poppet head nor the stamper battery were much damaged, and after repairs to paths, interior and exterior fencing, signage and removal of downed trees a new and sparer Victoria Hill emerged.

Victoria Hill's large and beautiful site is once again open daily for self-guided tours. Large groups book guided tours from time to time, but essentially the Trust's role is site inspection and maintenance.



FINANCE REPORT

Malcolm Telford, Finance Manager

This year The Bendigo Trust reports a net result of \$1,210,455 against a reported deficit of (\$23,916) last year. The Trust moved into a reported surplus position of this magnitude due to two main factors. The merger with the Discovery Centre necessitated an income consisting of the net assets of the Centre of \$534,153. The Trust also received grant money for the Tram Depot Project that is unspent at 30 June 2010 being \$695,788. This is a required accounting treatment of these transactions. If this treatment did not occur, the Trust would have reported a deficit of (\$19,486) against an underlying surplus of \$19,880 last year. As the Trust has a breakeven budget each year, this year's result is therefore generally in line with expectations.

Key Revenues and Expenses

Key revenue and expenses which have contributed to this result in 200/10 year include:

- Admissions income decreased by 3% from last year and was below budget expectations. A breakdown of admissions shows that Bendigo Experience Pass (BEP) income increased by 17% from last year and together with the introduction of the Explorer Pass indicates that our customers believe that there is value in this product. Level 3 Adventure Tours were up again this year by 15% but Joss House was down 19% on sales of only \$9,700.
- Our external works business increased by 85% this year. This was encouraging and hopefully this business continues to grow. We are relying on it. We have a highly skilled workforce at the tram depot which needs to be fully occupied to not only create opportunities for the Trust, but to ensure that these types of skills are maintained.
- Merchandise or souvenir sales are up 3% with a turnover of \$199,000. Retail can be volatile and to increase turnover against a downturn in visitor numbers is a good effort. Point of Sale (POS) software is now in place at all sites and is proving invaluable in control over stock levels and ordering. Marketing now have sales data that can be turned into useful information.

- Reimbursement for contract works generally associated with major works funded from the City of Greater Bendigo's project funding increased by 56% on income of \$471,550. The increase this year was due to the Trust managing and undertaking more of the major works directly.
- Payroll costs increased by 7% to \$1,489,440. Our Union Collective Agreement accounts for 4% of this and a general increase in staffing numbers and leave entitlements accounted for the rest. It is a challenge to keep payroll costs in check but it is imperative particularly if there is a downturn in our business.

Balance Sheet

The Balance Sheet shows the Bendigo Trust to be "worth" \$3,707,123 of which cash and investments are \$889,032 (\$178,178 last year). This \$710,854 increase is predominantly as a result of funding received for the Tram Depot project yet to be spent at year end. The Trust does, however, have a significant increase in outstanding "Payables". The balance sheet has strengthened by \$1,271,180.

Outlook

Challenges do not go away in 2010/11. The depot project should be close to completion by the end of the year. This it is hoped will lead to increased external works business at the Tramways and a works program for young people to develop sought after trade skills. 2010/11 also sees the first year of the Trust and Discovery merger in operation. The 2010/11 Budget and Business Plan include continuing IT and communications improvements, increased group sales, a continuation of mine major project works, an asset sales program and an increase in external works as mentioned above.

Payroll costs are predicted to grow by 13.7% due to additional staffing and the introduction of our new Enterprise Agreement 2010 based on the Federal Government's Fair Work Australia regulations.

The Trust's operating budget is predicted to grow by 25%. These increases need to be monitored closely to ensure the viability of the Trust into the immediate future.

“The Trust's operating budget is predicted to grow by 25%. These increases need to be monitored closely to ensure the viability of the Trust into the immediate future.”

SALES AND MARKETING

Evonne Oxenham, Sales and Marketing Manager

“It is often said that it is human nature to resist change, but at the Trust it seems we have an affinity for it!”

Below: Both Central Deborah and The Bendigo Trust have new websites.

A great year for contemplation was 2009/10. After the high highs of 2008/9, we were all riding a wave which suddenly petered out and left us floating along at a more sombre pace.

However, although concerned by the quiet times, the staff and volunteers remained committed and instead used the spare time to reevaluate how we do things and implement plans for future improvement. There are now a number of changes taking place throughout the Trust that will have a very positive long-term impact.

Again this year, all the people of the Trust have demonstrated their determination to continue making Bendigo's history come to life, despite the economic ups and downs ... after all we've been doing it for 40 years already!

Marketing Communications

Efforts to improve branding continued throughout the financial year and we now have an established look and feel for each of the attractions that presents each as professional and customer-focussed establishments.

We have invested in new photography to refresh our image and this has certainly resulted in increased interest from numerous media organisations. Some other "marcoms" achievements for the year are:

- The redesign and launch of a new website for Central Deborah;
- The redesign of the Central Deborah marketing brochure;
- Production of two brochures aimed at our group markets;

- Improved signage for both the mine and tramways;
- New pull-up banners, regular leaflets for specific events, and so the list goes on.

Looking into the new financial year, the Trust website (which will also soon serve as the Trust's very own intranet site!) has already been replaced and the new tramways website is well on the way to being completed.

Growing our "group" markets

One of the major contributors to the ailing visitor numbers during 2009/10, was a marked drop-off in group visitation. This was noticeable from July 2009 onwards which led us to look at ways to reverse the trend.

As is mentioned earlier in this report, there were a number of factors that impacted on this decline, however our approach was to proactively seek ways to market the Trust's attractions in order to attract new and repeat business.

It was also important to ensure that we were upselling as much product as possible to the customers, which led to the creation of a number of package options.

Towards the end of the financial year, Ross Rowley, who was the Bookings Officer for a number of years, decided to retire and as a result, we took the opportunity to reevaluate and increase the scope of the role into a full time position. Kathie Knight has since taken up the position and has made great progress with building relationships with our group tour operators and schools.

International marketing and commissionable product

Last year we began gathering data on visitors to the mine and tramways which, among other things, has helped us to realise the importance of nurturing international patronage. Based on our data, around 23-25% of our visitation is international (and according to Tourism Australia, international visitors are set to grow).

It is important for the Trust to be in a position to take advantage of this growth which means we need to be more active in dealing with inbound tour operators and international tourism wholesalers.

Working along side the City of Greater Bendigo (CoGB) and with a few other operators, we took first steps into this area when we created a few commissionable packaged products. These packages were introduced into the market for the first time at "OzTalk" a trade show in New Zealand, where we shared a stand with CoGB at the Auckland Exhibition Centre in March 2010.

We have since also presented our product offering to inbound tour operators in Sydney and are hoping to attend ATE 2011 in Sydney next April to continue building product awareness in this arena.

Updating our booking system

All this activity around growing our group and international visitation, has highlighted the shortcomings of our antiquated booking system. Although it has served us well, technology has moved on quite dramatically since then, along with customer expectations.

The first half of 2010 was therefore spent evaluating a number of different options and we have finally settled on a booking system that we believe will take the Trust into the future. At the time of writing this, the system is currently being configured and will not only streamline our current booking process quite dramatically, but will also enable us to sell our product online through our websites and on other websites too.

"Retail high!"

In the infamous words of Andrea Stringer, our Retail Manager, the retail sales across the Trust bucked the trend during the financial year and ended on a "retail high!"

Retail is a very important aspect of the

business and Andrea has proven in the last two years that it can be a significant and growing revenue stream. The custom-built tramways shop that will open at the depot next year will no doubt present many new opportunities to grow this part of the business.

Exciting times ahead

Having said all of this, I think it is fair to say that there are exciting times ahead. It is often said that it is human nature to resist change, but at the Trust it seems we have an affinity for it!

Everywhere you go within the Trust there is change in the air ... a brand new tour at the mine, a transformation at the tram depot, vast improvements to the planetarium at Discovery and getting the Joss House open seven days a week ... and that's just a snapshot. If you really want to be impressed, have a look at our "40 years of The Bendigo Trust" special report.



Above: Two of the package deals we created in order to attract group visitation.

Top left: The ABC Collectors crew filmed in Bendigo during Swap Meet weekend in 2009. They visited both the mine and tramways and are pictured here with Anita Bagley and Joseph Gould from the tramways and Denis Fitzgerald from the mine.



Bottom Left: Bendigo Trust products were promoted at OzTalk in Auckland, New Zealand in March 2010. Glenn Harvey from the City of Greater Bendigo and Evonne Oxenham from The Bendigo Trust, were there to tell people about a place called Bendigo.



40 years

OF MAKING BENDIGO'S HISTORY COME TO LIFE

1970

- Bendigo City Council buys the Central Deborah Gold Mine from the Central Deborah Gold Mining Company for \$6,000.
- Mayor Clark Jeffrey convenes a meeting to discuss the future of the mine. Out of that meeting The Bendigo Trust was born and its first committee consisted of Jack Cohn (Chair), Harry Biggs, Jack Bright, Cr. Clark Jeffrey, Daryl McClure, Dennis O'Hoy, Albert Richardson, Cr. Albert Roy, Colin Sheumack, Cr. Jim Sullivan, Cr. Dick Turner, Jack Watts, Noel Weatheritt, and Eric Wilkinson.

1971

- Albert Richardson leads the first tour of Central Deborah Gold Mine precinct on Good Friday. Tickets are 20¢.
- The Trust takes an interest in Victoria Hill and in Bendigo Tramways, soon to be closed by the State Electricity Commission. The Trust makes its case for a tourist tram service to Bendigo Council.
- Victoria Hill opens for tours after the Rotary Club of Bendigo South clears the site and installs signage.
- An afforestation committee is also established with a brief to promote tree planting in an around Bendigo. This committee functions until 1980.

1973

- Bendigo Council approves the Trust's proposed Dai Gum San Project to celebrate the significance of Bendigo's Chinese connection.
- Bendigo Gasworks closes. The facility is eventually acquired for \$1 by Bendigo Council.
- A permanent Executive Office for the Trust is established at the Town Hall.
- The Bendigo Trust incorporates as a public company on 1 October.



Above: The last day of trams as public transport.

1972

- The State Electricity Commission of Victoria closes Bendigo's Tramways on 16 April 1972.
- The State Government approves a tourist tram service operating between Central Deborah Gold Mine and the Joss House.
- The Trust's financial statements for 1971/72 report income of \$6,589.54 (including a Council grant of \$2,000), and expenses of \$5,810.22. With three staff, the Trust's wages bill for the year comes to \$577.50.
- On 24 October, Mayor Joe Pearce and other members of the community assist in preventing the tram fleet from being broken up by welding a steel bar across the tracks to prevent Birney tram 29 from being taken to Adelaide.
- Victorian Premier Richard Hamer officially opens the new, Trust-managed, Bendigo Tramways on 9 December.

1974

- Bendigo Tram 10 participates in the Moomba Procession in Melbourne and wins a trophy.
- HRH Prince Charles, visiting Bendigo in October, takes Bendigo Birney Tram 30 for a drive
- Sir Henry Winneke, Governor of Victoria, becomes the Trust's first patron.
- A large volume of equipment and machinery is acquired from the former Deborah Extended, "Big" Deborah, South Deborah, North Deborah and Monument Hill mines for both use and display.
- The Bendigo Trust opens the city's first Tourist Information Centres, at Charing Cross and Kangaroo Flat.



1975

- Sandhurst Miner's Right No. 1 (1856) and several other valuable documents are donated to The Bendigo Trust in January, and promptly stolen while on display at Central Deborah. The police investigate but the culprit is not caught.
- The Dai Gum San Wax Museum opens with 60 wax figures donated by Vivian Sun. Unfortunately, this was as far as Dai Gum San, envisioned as a 100 acre village comparable to Sovereign Hill (opened in Ballarat in 1970), ever got.
- Central Deborah visitors top 100,000.

1976

- Bendigo Tram No. 26 returns to service. It had been left at Eaglehawk for display in 1972. This acquisition completes the Trust's collection of all 23 SECV Bendigo trams. The fleet is purchased from the SECV for \$1.
- The Trust, with Federal funding, restores the boiler house at Bendigo Gas Works.



1976

- Adelaide Tramway Museum is presented with a Birney tram obtained and restored by the Trust in substitution for the one that had been prevented from leaving Bendigo in 1972.
- Tram ridership tops 100,000.



1978

- The Trust's afforestation committee plants 2,700 trees during 1977/78.
- The Trust acquires ESCV Bendigo Tram 8 (1903), the first permanent addition to the SECV Bendigo fleet.

1980

- A decision to consolidate the Trust's focus sees Dai Gum San Wax Museum handed off to new operators and the afforestation committee disbanded. The Tourist Information Centre does not follow until 1986.
- The Trestleway connecting the poppet head to the stamper battery at Central Deborah opens.

1979

- Bendigo Tram 17 participates in the Cavalcade of Transport, Melbourne's Australia Day Celebration.
- A new visitor reception building is completed at Central Deborah Gold Mine.



1981

- Western Mining Company carries out an engineering study on the possibility of underground tours at Central Deborah.
- The Army Survey Corps Social Club invites the Trust to conduct occasional tours of Fortuna Villa. These continue through 1986.

1985

- Bendigo Tramways acquire its first W class tram from Melbourne. Eventually the Bendigo fleet will grow to include other W, Y and Z class trams from Melbourne and an H Type from Adelaide to complement the generally smaller vehicles of the original Bendigo Fleet.
- The State Government authorises use of the workings at Central Deborah for underground tours, and development commences in conjunction with Bendigo Mining.



1983/84

- Construction begins on the Weeroona Avenue Tram Depot.
- De-watering the Central Deborah Gold Mine workings begins.
- In 1984 Bendigo Tramways carries its 500,000th passenger.



1986

Victorian Premier John Cain opens the first underground tours of Central Deborah Gold Mine in June.

1990

- The Trust office moves from the Town Hall to Creek Street, next to Central Deborah Gold Mine.
- Bendigo Tramways Centenary celebrations include a 14 June re-enactment of the introduction of battery trams in 1890 and the renaming of Arnold Street as Tramways Avenue.
- Driver Stephen Kirkpatrick officiates at a marriage on board Bendigo Tram 275.
- Excavation and fit-out of the underground function room at Central Deborah finishes and the "Gillies Crib Room" opens.
- The Trust at 20 years: a surplus of \$29,999 on turnover of \$831,596. A payroll of \$377,708 supports 45 staff.

Top: Dennis Bell, Hon RJ Hawke and Bob Hester tour the Depot 5.06.1987.

Left: Peter Morley, Bendigo Mayor and Leon Scott, Eaglehawk Mayor unveil the Tramways Centenary plaque at Alexandra Fountain.



1992

- "The Golden Link" project to build a canopy at the Central Deborah Tram Terminus and to expand shop and reception space at Central Deborah commences a public fundraising campaign.



Left: Board of Directors and Core Staff 1991-1992
Back row, left to right: Cr. James Douglass, Trevor Lamb, Cr. Darryl Murphy, James Lerk, John Cooper.
Front row, left to right: Edgar Harrison, Dennis O'Hoy, Cr. Daryl McClure, Ken Hesse, Myra Potter, Michael Boyd.

1993

- The Bendigo Trust publishes James Lerk's book Bendigo's Central Deborah Gold Mine and Its Era.
- The Golden Link project is completed, Central Deborah Café opens, and Trust offices move into Central Deborah.
- Double Decker bus tour trials over summer holidays. Bus tours continue for 10 years.



Above: John Kelly and Tim Borchers with the Double Decker Bus.

1994

- Pictured below: Bendigo hosts the Council of Tramways Museums of Australasia Conference, with more than 120 attendees.



1995

- The first public tours of the Bendigo Gasworks. Tours continue on weekends and holidays for a year before the site is again closed to the public.
- Financial problems force the Trust to seek assistance from Greater Bendigo City Council. The Trust is administered by Council's property manager, David Wright, for 18 months.
- Minister for Small Business and Tourism, Louise Asher, opens Stage 1 of the Central Deborah Gold Mine site surface redevelopment project.

1997



1998

- Victorian Premier Jeff Kennett opens the new Underground Adventure Tour at Central Deborah Gold Mine.
- Cagerider tours commence.

1999

- Central Deborah Gold Mine hosts Bendigo's "Longest Lunch" benefit for the Cancer Council on 25 March.
- Transport Minister Robin Cooper launches "Cafe Tram", which goes on to win a Goldfields Tourism Award.
- Bendigo Tram Heritage Rail Workshop is established, opening our workshop for business from other operators, museums and collectors around the world.



Above: Daryl McClure, Robin Cooper and Dennis O'Hoy at the launch of "Cafe Tram". Tram drivers Ken Powell and Ross Rowley prepare to unveil the tram in the background.

2002

- Turnover tops \$2 million for the first time.
- Visit by Governor-General Rev'd Dr Peter Hollingsworth
- Victorian Treasurer John Brumby announces a \$3.7 million grant for an extension of the tram line around Lake Weeroona and through the Gasworks. Council announces a \$900,000 grant for the project. The project, initially popular, attracted well-publicised opposition from proponents of Lake Weeroona and soon became a major local controversy.
- Significant internal turmoil and a declining financial position leads in various ways to industrial action by Bendigo Tramways staff and the departures of the Chair and several other directors, the CEO, Financial Manager, Marketing Manager, Tramways Manager and other staff. Council commissions the "Delahunty Report" on the future operation of the Trust.

2003

- Celebration of 100 Years of Electric Tramways in Bendigo opened by Minister for Education Services and Youth Affairs Jacinta Allan.
- Tramways Engineering Workshop extension opens.
- Bendigo Council makes a significant financial investment in the Trust, enabling it to continue. The Delahunty Report had pointed out that management and renewal of the public assets in the care of the Trust could not be funded over the long term without Council support, and Council's recognition of this was key to the survival of the Trust, and of Central Deborah Gold Mine and Bendigo Tramways.

2004

- With the Trust still in the financial doldrums, Council commissions a fresh review on Trust direction, funding and management (the "Meinhardt Report").
- After several years of declining patronage and unreliable standards, Café Tram is closed.



2000

- Minister for Local Government, Bob Cameron, opens Stage 2 of the Central Deborah Gold Mine site surface redevelopment project.
- The "Central Deborah Theatre Company" stages Deborah at the mine.
- Turnover tops \$1.5 million for the first time.

2001

- Bendigo "Toastrack" Tram. 17 with the Trust's Anvil Band participates in the 1901 – 2001 Federation On Parade in Melbourne.
- Mayor Barry Ackerman opens the celebrations of the centenary of The Bendigo Tram Depot construction in 1901.
- Discovery Science & Technology Centre, opened in 1995, engages the Trust to provide management services.



Above: Celebrations take place as The Bendigo Trust takes over management of the Joss House in 2007.

2005

- The Lake Weeroona Tramway Extension project is formally abandoned in January. This setback and continued financial worries leads to closure of the Tramway Workshop in February with 11 staff made redundant.

2006

- A Chinese brick kiln buried under Thunder Street near the Joss House is rediscovered and partially excavated.
- Winder and shaft restoration works at Central Deborah, funded by Heritage Victoria, are completed.
- Discovery opens Kaleidoscope, a zone for young children.
- After a hiatus of 15 months, Bendigo Tram Heritage Rail Workshop reopens.

2008

- Discovery opens The Lab.



2009

- Trails, signage, the poppet head and stamper battery at Victoria Hill are all damaged in the Black Saturday bushfires. Victoria Hill is closed for four months.
- Bendigo MP Steve Gibbons, Regional Development Minister Jacinta Allan and Mayor Rod Campbell announce Federal, State and Local grants totalling \$3 million for workshop and depot expansion at Bendigo Tramways.

2010

- Three of the documents stolen from Central Deborah in 1975 turn up at auction and the police investigation is reopened after more than 35 years.
- The Department of Transport funds the restoration of Bendigo Tram 16 to original condition as Prahran & Malvern 84. 84 and Prahran & Malvern 44, restored by the Trust the previous year, are the stars of the Malvern Depot Centenary in Melbourne in May.
- On 16 October, The Bendigo Trust overtakes the State Electricity Commission of Victoria as Bendigo's longest serving tram operator.
- Ground is broken on the Depot overhaul and extension project.

Right: 1975 Bendigo Advertiser reports on the stolen documents.



Above: Tim Holding, Victoria's Tourism Minister at the launch of restaurant tram 976.

2007

- Tourism Minister Tim Holding launches our renovated restaurant tram, Bendigo NineSevenSix.
- Picking up where a 1980s effort left off, a serious attempt to catalogue and conserve our collections at Central Deborah, Bendigo Tramways and Bendigo Joss House commences, a program which continues today.
- The Bendigo Joss House and its grounds receive an overhaul and the Trust takes over management of the site from the National Trust.
- Bendigo Planetarium at Discovery gets a major upgrade including full-dome digital projection. The dome itself will not be replaced until February 2011.



Top: Jacinta Allan, Tom Seddon, Steve Gibbons and Rod Campbell at the Depot expansion announcement.

Below: Greg Robinson, Ian Stimpson, Darren Hutchesson, John Whiting and Joseph Gould take part in the 2010 Malvern Centenary celebrations.

Today

- Our 2010/11 budget is \$4.5 million, including grant funding for the Tram Depot extension. The Trust employs 70 staff, and our payroll this year is expected to approach \$2 million. The Trust has a solid working and financial relationship with the City of Greater Bendigo.
- Visitor numbers reached their low point in 2006 – 07 and have rebounded since then. Discovery and Level 3 Adventure Tours have shown the greatest improvements. We look forward to the opening of a new tour of Levels 6 – 9 at Central Deborah due this summer!
- Tramway workshop customers have included virtually every Australian Tramway museum, Yarra Trams, Vic Track, and overseas operators and museums in Christchurch, Auckland, San Francisco, Seattle, Memphis, Dallas, Charleston and elsewhere!
- Today, with 14 fully-restored tour trams, a track maintenance tram and 976 Tram Restaurant, Bendigo Tramways has never had more of its fleet in top condition!
- Central Deborah Gold Mine and Bendigo Tramways have welcomed over 1.75 million visitors each.



Above: Professor David de Kretser, Governor of Victoria and Patron of The Bendigo Trust visits Bendigo in August 2007.

- The Hon. Sir Henry Winneke AC KCMG KCVO OBE KStJ KC, Governor of Victoria (1974 – 82)
- The Reverend Dr Davis McCaughey AC KStJ, Governor of Victoria (1986 – 92)
- Mr. John Landy AC CVO MBE, Governor of Victoria (2001 – 06)
- The Hon. Tim Fischer AC, former Deputy Prime Minister of Australia (2006 – 09)
- Professor David de Kretser AC KStJ, Governor of Victoria (2006 – Present)

- Jack Cohn (1970 – 71)
- Clark Jeffrey (1971 – 72)
- Colin Sheumack (1972 – 75)
- Fred Dyett (1975 – 76)
- Roy Bakes (1976 – 77)
- James Lerk (1977)
- Daryl McClure (1977 – 98)
- Dennis O'Hoy (1998 – 2002, 2003 – 04)
- Daniel Mulqueen (2002 – 03)
- Greg Williams (2004 – 05)
- Lloyd Cameron (2005 – present)

- Don Lennox (EO 1972 – 74)
- Arthur Freeman (GM 1974 – 77)
- Myra Potter (EO 1977 – 96)
- Michael Boyd (GM 1990 – 94)
- David Wright (Administrator 1994 – 96, and CEO 2003 – 04)
- James Thompson (GM 1996 – 2002, CEO 2002 – 03)
- Roy Endacott (CEO 2004 – 05)
- Tom Seddon (CEO 2005 – present)

Patrons

Chairman

Executives

Thank you Dennis



Dennis has been present for every major milestone of the Trust since it began. Two of Dennis' fondest memories were the donation of Melbourne Tram W976 to the Bendigo Tramways in 1999 and the handover of Bendigo's Chinese Joss House to The Bendigo Trust in 2007.



While Daryl McClure, Ken Hesse, Myra Potter and several others might all vie for second, if one name pops up more frequently than any other over the first 40 years of The Bendigo Trust, it's that of Dennis O'Hoy.

Present at the Trust's conception on 22 August 1970, Dennis served on the various steering committees that oversaw Trust activities prior to incorporation in October 1973, and then on the board, serving as Chair from 1998 – 2002 and again in 2003 – 04.

As Secretary and then Chair of the Tram Committee for many years, Dennis played a major role in the development of today's Bendigo Tramways, including arranging the State Government donation to Bendigo of Melbourne Tram W976, which was launched as Café Tram in 1999 and continues today as the popular Bendigo 976 Tram Restaurant.

"If one name pops up more frequently than any other over the first 40 years of The Bendigo Trust, it's that of Dennis O'Hoy"

An especially proud moment for Dennis was the transfer of management of Bendigo's Chinese Joss House from the National Trust (Victoria) to The Bendigo Trust in 2007. Dennis had played a leading role in saving the Joss House in 1968 and seeing it opened to the public in 1972. Adjacent to the Joss House are the remains of a Chinese brick kiln which Dennis helped to excavate in 2007. Believed to be the only example of its kind outside of China, plans are in the making to complete the excavation and interpret the site for visitors.

Dennis is leaving the board at the 2010 Annual General Meeting after a remarkable 40 years' tenure. Directors, staff and board all wish Dennis a happy "retirement" and we look forward to his continued involvement with the Trust in whatever form that may take!

Wishing you all the best for your retirement!

ACKNOWLEDGEMENTS

Patron	Prof David de Kretser, AC Governor of Victoria	Melbourne Tramcar Preservation Assn Myer Bendigo
Auditors	Evolve Accounting Solutions	Perth Electric Tramway Society
Bankers:	Bendigo Bank	Powercor
Solicitors:	Rogers & Every	PRIME Television Gary Rowe, Safety Action Pty Ltd Carlie Ryan, Shire of Campaspe Mike Ryan, Vic Track Barry Schroeder Paul Schroeder John Smatlak Anthony Smith, MTPA Rohan Storey, National Trust (Vic) Greg Sutherland Bob Styles, Styles & Associates Michael Taylor Thales Australia Sydney Tramway Museum Graeme Thorn, Rogers & Every Tourism Alliance Tourism Victoria UME Australia WIN Television Wine Bank on View WorkSafe Yarra Trams
<i>The Bendigo Trust is grateful for the continued support of the following individuals and organisations:</i>		Life Members
Abbott Supplies		Robert Aulsebrook
ABC Radio, Bendigo		Helen Bruinier
Phil Altieri, Rail Tram and Bus Union		Barry Callaway
Association of Tourist Railways (Vic)		Bruce Carlisle
David Bannear, DSE		Jack Evans
Bendigo Advertiser		Earl Ewers
Bendigo Art Gallery		Andrew Hall
Bendigo Bank		John Langley
Bendigo Community Telco		
Bendigo Historical Society		Honorary Life Members
Bendigo Tourism		Dennis Bell
Bendigo Mining NL		Keith Kings
Bendigo Volunteer Resource Centre		James Lerk
Bendigo Regional Institute of TAFE		Daryl McClure
Tim Borchers, City Rail Solutions		Myra Potter
Business Employment Training Services		
Warrington Cameron		Michael McGowan
Centro Lansell Plaza		Jill Moorhead
Rob Charlton		Dennis O'Hoy
City of Greater Bendigo		John Penhall
Howard Clark OAM		David Wright
COTMA		
Crumps Timber		
Department of Corrective Services		
Department of Primary Industries		
Department of Sustainability & Environment		
Department of Transport		
H & J Doran-Specialty Sawn Timbers		
Eaglehawk Heritage Society		
East End Engineering		
Goldfields Tourism		
Good One Graphic Design		
Heritage Victoria		
Hobart City Council		
Hume & Iser		
Karl Johnson, San Francisco MUNI		
KR Castlemaine		
La Trobe University		
Launceston Tramway Museum		
James Lerk		
Stan Liacos		
Kathryn McKenzie		
McKinney Ave Transit Auth, Dallas		

TRUST STAFF AND VOLUNTEERS

Trust Office		Depot and Workshop Staff	
Chief Executive Officer	Thomas Seddon B. Arts, JurisDoctor	<i>Julie Cain</i> Luke Jenkins Scott Kendall Maree O'Brien <i>Emily Penhall</i> Karl Penrose Denis Rodda George Stirling <i>Peter Turner</i> Don Webb	<i>Glenn Carter</i> Simon Jenkins <i>Michael Lowther</i> Sam O'Brien <i>John Penhall</i> <i>John Ritchie</i> Damien Steel <i>Wayne Taylor</i> <i>Shirley Turner</i> <i>Les Woodfield</i>
Executive Assistant and Human Resources Finance Manager	Faye Gair Mal Telford B. Bus (Acc), CPA		
Finance Officers	Emma Dunstone Marika Power		
IT Consultant	Barry Fitzpatrick		
Sales & Marketing Manager	Evonne Oxenham B. Journalism	Volunteers	
Marketing Officer	Tynille Thurlow B. Marketing	<i>Ken Andison</i> Pat Andruchow Esma Carr <i>John Biele</i> <i>Russell Birch</i> <i>Allan Birchmore</i> <i>Peter Black</i> <i>Patricia Boardman</i> <i>Terry Boardman</i> Geoff Cain <i>Kelvin Cain</i> <i>Shannon Carter</i> <i>Bill Chan</i> Tony Cliff <i>Jo Clough</i> <i>John Clowes</i> <i>Merle Clowes</i> <i>Jerry Colvin</i> <i>Andrew Cook</i> Elaine Doling <i>Ronald Dean</i> <i>Bill Earl</i> <i>Kaylee Fisher</i> <i>Colin Eyre</i> <i>Rod Gill</i> Paul Gibson Patrick Hannen <i>Garry Hartley</i> <i>John Hawkins</i> <i>Joseph Gould</i> <i>Gary Hill</i> Katrina Heritage Carol Holsworth Frank Hoffs <i>Finn Hourigan</i> <i>Leo Hourigan</i> <i>William Jolly</i>	Bruce Johnson <i>George Johnson</i> <i>Peter Kellett</i> Tony Kelynack Peter Kilpatrick <i>Stephen Kirkpatrick</i> Marsha Koren Benjamin MacEllen Campbell McCullough <i>Ken Merrett</i> Mike McAlister James McGregor Sandra McCullough <i>Marianne Midelburg</i> <i>Michael McGowan</i> <i>George Morrison</i> <i>Len Millar</i> <i>John Pallot</i> <i>Hugh Murdoch</i> <i>Brendan O'Brien</i> <i>Debbie Penhall</i> Fred Parker Kathrene Peters <i>Murray Penrose</i> <i>Michael Pope</i> Kerry Rayes Anthony Rooke <i>Greg Robinson</i> Chris Smith Daniel Rutherford Mark Sole Allan Snowball James Sutherland <i>Ian Stimpson</i> <i>Brendan Walton</i> <i>Ross Turton</i> <i>John Whiting</i>
Visitor Services Manager	Trevor Lamb		
Visitor Services Officers			
Denis Fitzgerald	Glenis McKenna		
Jill Moorhead	Laura Maywood		
Ross Rowley	Andrea Stringer		
Retail Manager	Andrea Stringer		
Central Deborah Gold Mine			
Manager	Karl Penrose		
Tour Coordinator	Bob McNee		
Mine Maintenance & Tour Staff			
Dianne Aulsebrook	Alistair Baird		
Mark Bannerman	Kimberly Bradley		
<i>Paul Burton</i>	Tim Carr		
<i>Semso Delibasic</i>	Elaine Douglas		
Peter Dumont	Georg Hein		
Tamasin Hein	Daryl Hopgood		
Simon Jenkins	Laurie Jensen		
Julie Kidgell	Susan Kimpton		
John McNamara	<i>Neil Murray</i>		
Brendan O'Brien	Joel Pearce		
John Rofe	Meryl Stone		
Kenneth Wakeham			
Bendigo Chinese Joss House			
<i>Mikelle Dingwall</i>	<i>Elaine Doling</i>		
<i>Pat Dyball</i>	<i>Gary Hill</i>		
<i>Dennis O'Hoy</i>	Lila Waterson		
Bendigo Tramways			
Superintendent	Darren Hutchesson		
Foreman	<i>Tim Blythman</i>		
Traffic Superintendent	<i>Anita Bagley</i>		
Engineer	<i>Richard Clarke</i>		

THE BOARD OF DIRECTORS



Mr Lloyd Cameron

Director/Chairman (Current term expires 2010). Board Member since 2003.
Qualifications: Electrical Engineer. Retired Chairman of Central Victoria Area Consultative Committee. Past President, Castlemaine Rotary. Director at BRIT since 2002 and past Chairman.



Mrs Patricia Cotton

Director (Current term expires 2010). Board Member since 2009.
Patti is a former Councillor, twice Mayor of the City of Waverley and Commissioner of the City of Knox. She is Board Director for Peter Harcourt Disability Service, Board Director for Continuing Education Bendigo, Chairman for

Human Rights Committee, Council member of Bendigo Agricultural Society, Chairman Bendigo +25, Deputy Chairman Vision Australia Development Committee, member and past President of the Rotary Club of Bendigo, Sandhurst, committee member for Friends of Bendigo Art Gallery, National Equine Expo Bendigo and Bendigo Easter Festival 2010.



Mr Jos Duivenvoorden

Director (Council Nominee)/ Company Secretary. Board Member since 2007.
Qualifications: Dip Applied Science, Grad Dip Recreation Management, Grad Dip Business Administration.
Director of Presentation and Assets, City of Greater Bendigo.

Broad experience in public administration in various Local Government Authorities around Victoria and South Australia with specific depth of knowledge and expertise in works and operations. This includes management of the Pioneer Settlement Museum in Swan Hill where this was part of his portfolio. Member of the Rotary Club of Bendigo.



Mr Michael McGowan

Director (Current term expires 2010). Board Member since 2007.
Qualifications: Dip General Studies (Bendigo College of Advanced Education), Dip Ed (State College of Victoria Hawthorn), Cert IV Workplace Trainer and Assessor, Cert of Competency Tram Driver (Bendigo Tramways and Melbourne & Metropolitan Tramways Board).

Volunteer Conductor, Driver, Traffic Officer, Driver Examiner, Roster/Timetabling Clerk, Website Designer/ Author and Tramways Consultant to Bendigo Tramways since 1972. Honorary Life Member of The Bendigo Trust. Former Teacher, Leading Teacher – Dept of Education & Training (Swan Hill) 28 years, retired 2006. Two years industrial experience including Bendigo Tramways (Operations Manager), Miller Carpets and Melbourne & Metropolitan Tramways Board.



Cr James Reade

Director (Council Nominee). Board Member since 2009.

Cr James Reade is a Project Officer at Lead On Bendigo – a community youth development organisation. At the age of 19 he was elected in November 2008 as a City of Greater Bendigo Councillor (Sandhurst Ward) making him the

youngest to be elected as Councillor in Greater Bendigo.

James holds many roles on boards and committees throughout Bendigo including B Central Advisory Committee, Bendigo Bluelight Committee, Bendigo Umpires Association and All Wheels United committee.

He is a CFA volunteer with the Axe Creek Fire Brigade, a volunteer at Special Needs Family weekend camps with the Catholic Education Office and is an accredited senior football field umpire. He was the City of Greater Bendigo's Young Citizen of the Year in 2006.



Mr Dennis O'Hoy

Director (Current term expires 2011). Board Member since 2011. Board Member since Trust formation in 1970 and incorporation in 1973.
Qualifications: Diploma of Art (RMIT), TTTC Distinguished Alumni Award, La Trobe University.
Past Trust Chairman. Former Head of Department Art and

Design, and Deputy Dean School of Arts, La Trobe University Bendigo. Former Lecturer, Principal Lecturer for 38 years, retiring in 1996. Two years industrial experience at the Bendigo Pottery.



Mr Thomas Seddon (ex officio)

Chief Executive Officer.
Qualifications: B Arts (The Ohio State University), JurisDoctor (Cincinnati).

Chief Executive of The Bendigo Trust since June 2005. Past Chairman Bendigo Tourism Board, Advisor to Asia/Pacific AIDS Congress (Japan 2005, Sri Lanka 2007, Indonesia

2009), World Health Promotion Conference (Vancouver 2007 and Zurich 2010) and 5th World Mental Health Promotion Conference (Melbourne 2008). Title Editor Title XXII, The Laws of Australia. Previously, CEO 18th World Conference on Health Promotion (2004), 6th International Congress on AIDS in Asia and the Pacific (2001). Member of the Rotary Club of Bendigo and Bendigo +25.



Mr Clive Walker

Director/Chairman - Finance and Audit Committee (Current term expires 2012). Board Member since 2003.

Qualifications: Fellow, CPA Australia (FCPA), Diploma of Business Studies (Accounting).

Deputy Chair and Treasurer Bendigo Science & Technology

Museum. Senior Manager, Financial Reporting & Accounting, Bendigo Bank Group. Over 35 years experience in corporate accounting and finance. Councillor, Bendigo Branch, CPA Australia and member of other community-based committees.



Mr David Wright

Director/Deputy Chairman (Current term expires 2011). Board Member since 1996 (Council Nominee 1996-2007).
Qualifications: Diploma of Commerce, Certified Practicing Accountant (CPA), Municipal Clerk, Associate Fellow of Australian Institute of Management.

David has spent his entire 48 year career in Local Government having held the positions of Accountant at the Shire of Corio, Deputy Town Clerk at Portland, Shire Secretary for over 25 years at Gordon Shire at Boort and Strathfieldsaye Shire. Since the formation of the City of Greater Bendigo in 1994 he has held the position of Manager Property and Council Nominee on the Trust Board. David is now retired and holds a number of voluntary positions in community groups within our community.



Mrs Helen Yorston

Director/Vice Chair (Current term expires 2011). Board member since 2005.

Manager of Bendigo Volunteer Resource Centre, Secretary & Public Officer of Loddon Mallee Interchange Inc, Chair of Bendigo Easter Festival Committee of

Management, past President of Bendigo Easter Fair Inc., Secretary of Royal Victorian Association of Honorary Justices – Bendigo Branch, Trustee for Bendigo Community Theatre & Arts Inc Public Fund, member of Executive Management Team – Bendigo Regional YMCA, member of Victorian Volunteer Resource Centres' Network, Secretary of Bendigo Volunteer Network.

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Published by The Bendigo Trust
ABN 39 005 014 175

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