

## **DINEEN TOURISM MANAGEMENT**

### **BIG4 SYDNEY LAKESIDE HOLIDAY PARK**

#### **PRESS RELEASE**

#### **CLOWN DOCTOR CHARITY DAYS - 1<sup>ST</sup> DECEMBER AND 29<sup>TH</sup> DECEMBER**

Early in 2009, DTM's Group Manager, Eloise Cross had met with Vicki Barclay, the Clown Doctor Programs Manager and a Northern Beaches resident to see how BIG4 Sydney Lakeside Holiday Park could offering our group accommodation for free to Clown Doctor training programmes. We also offered to source a large, suitable training room via Pittwater Council's properties.

To then be able to participate in the BIG4 Clown Doctor auction at the BIG4 Alice Springs Conference, only added to our enthusiasm for the project and John and I decided that we would source "grass roots" initiatives that would enable all staff and guests to participate in the support of Clown Doctors. It was hoped that we would then be able to further these initiatives via participation with staff and guests in our other 3 BIG4 parks located in Lennox Head and Ballina.

Due to our earlier relationships with the Humour Foundation, we were invited to attend a "thank you" cocktail event held by the Clown Doctors in December at the Marriott. It was announced that BIG4 had raised \$114,110 at their auction – being the largest single donation ever made to the association and topping the Marriot's previous "best" of \$113,885. This bought the total sum raised cumulatively by BIG4 operators to the Clown Doctors to a staggering \$300,000+.

We wanted provide additional park support BIG4's other Clown Doctor Initiatives aside from their annual auction such as promotions over Come Camp weekend and 5% donation from membership sales, Smile Day sales campaign and others.

As we were hosting the annual Caravan Club of Australia "Xmas" Rally and the Corrimal Caravan Club Xmas Rally simultaneously in early December, we put to the members that John and I would provide a hot, buffet breakfast for the 80+ members on the 1<sup>st</sup> of December for \$10 a head with all profits going to the Clown Doctors appeal. This was assisted by our office receptionist, Teneille, providing volunteer hours and our contract cleaning company, Avia and Gus Harris of Polysec Pty Ltd, providing additional (and much welcome) assistance on the day.

The caravan club members had a great time and we showed the comedienne Julia Morris DVD of her time as a Clown Doctor and this really helped to set the scene and explain the amazing work of the Foundation. It was doubly interested when the night at the Marriott, it was also explained to myself and some of my staff, that the Humour Foundation are investigating the potential of adapting their "humour aid" at the other end of the spectrum – to assist those people dealing with dementia and ageing related issues.

The generosity of the members of the Caravan Clubs resulted in a donation of \$750 being made and an additional \$160 in Smile Sales. The members of the various Caravan Clubs are just amazing. So generous of spirit and heart and a pleasure to have in the park and to know as friends.

Then on the 29<sup>th</sup> of December, John organised a Summer Fare in the Park which had RV's from the RV Centre (Narrabeen), Health and Beauty operators, CocArt Catering Tent, Wine Tasting, Rides on Trikes and a sound stage where two of the Australian Idol finalists performed for a huge crowd from noon till 9pm.

There was an auction for park guests and donations from all stall holders, raffles and Smiles for Sale and a total of a further \$2000.00 was raised for the Clown Doctors. These donations were generated from guests, staff, contractors and many enthusiastic and generous Permanent Residents – a great way to get everyone together and hopefully, a forerunner of future such events.

Here are some happy snaps of these times. Extra –ordinary thanks to Dr Duffer and Dr Silly Billy who were able to personally appear at Sydney Lakeside on the 29<sup>th</sup> of December and gave so much pleasure to all that they met during the Summer Fair and kept all proceedings above board. I know they made long lasting impressions on all they met and I am sure that these impressions will go far beyond the few hours on site. Thank you from all of us.

Hope you enjoy the photos and I hope it is just the start of much more innovative fund raising activities.!

Karen Dineen

Dineen Tourism Management

BIG4 Sydney Lakeside Holiday Park

