

## CROCK PRODUCTIONS – CASE STUDY

### THE ALFRED HOSPITAL BUNNINGS FATHERS DAY APPEAL "DAD'S DAY OUT"

#### TOTAL EVENT PRODUCTION AND COORDINATION

**NAME:** "Dad's Day Out" 2000, 2001, 2002, 2003 and 2004

**CLIENT:** The Alfred Hospital

**VENUE:** In 2004 this event was staged in Vodafone Area

**EVENT TYPE:** Community day of activities and attractions to raise awareness of men's health issues and funds for the Alfred Hospital. The 2004 event included a live outdoor broadcast of 'The Sunday Footy Show'.

**PAX:** Approx 5000 people attended over the course of the day

**BUDGET:** As our chosen charity, the event budget is to cover costs only.

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**THE BRIEF:** To secure and coordinate attractions at minimal or no cost, manage infrastructure and technical production.

**PLANNING:** Monthly meetings are conducted throughout the year with the Alfred Foundation committee, along with extra meetings onsite, with various attraction owners, individual committee members and volunteers.

**THE EVENT:** The event is held on Father's Day. Guests are charged an entrance fee which allows them access to all the attractions including the car collection, along with several "Dad's Dollars" - these are vouchers which can be used to pay for certain attractions. Attractions include children's rides, hovercraft rides, hot air balloon displays, emergency services displays (police, fire brigade and ambulance), helicopters, mini golf, classic and vintage cars, clowns and a brass band. There are also food, ice cream and coffee stalls and a café style outdoor seating area. Hospital volunteers, attraction owners and sponsors are fully briefed by Crock Productions prior to the event.

**CHALLENGES:** The locations of the event poses the biggest challenge - the Dockland's precinct is still under construction and many Melbournians are not familiar with the area, which makes it difficult for them to locate the event. The area is also prone to high winds, and being an outdoor event, it is essential that the weather is fine on the day. At Fawkner Park, there were constraints regarding vehicles on the grass which substantially hindered the set up and pack down process, but the proximity to the hospital worked very well.

**CLIENT COMMENTS:**

Lea Pope, General Manager - Alfred Foundation

*"Thank you for your integral role in getting us to this point. Without your knowledge and know how, The Fathers' Day Appeal would cease to operate so effectively. Your commitment and generosity is unfailing and it is these attributes that we most appreciate. We thank you for your invaluable time and dedication. Your efforts inspire both the continuation of The Fathers' Day Appeal, plus the subsequent life-saving work of The Alfred."*

