

Email from Coordinator Valley View Events to CEO City of Greater Geraldton

24 April 2018

Hello Ross

Firstly – thanks for your time last Thursday with Anthony Desmond and myself to discuss the Valley View Air Display. It was very much appreciated.

Valley View Events (Inc) is seeking City support to assist the running of the air display and associated ground events 6 April 2019. VVE are a small group of volunteers who have run the event at Northern Gully five times since 2012 and are now running the day on a two-yearly basis.

The Valley View Air Display provides many benefits to the Geraldton/midwest community including:

- Visitors from all over the state as well as many locals with an average attendance of 2,500-3,000
- Many visitors, particularly the aircraft owners, stay two or even three nights benefitting accommodation and food businesses in the city – a valuable economic boost
- Valley View is now the only air display in regional WA – the other show was at Busselton but they have now ceased their day due to many factors, including heavy oversight from CASA, and a lack of volunteers
- In 2017 we had 45 visiting aircraft and fifteen aerial displays. The visiting aircraft all used local businesses for fuel and victualling
- To date the event at Valley View has directly provided donations to the following organisations: TS Morrow Australian Navy cadets; 711 Squadron Australian Air Force cadets; St John Ambulance; Moonyoonooka Bushfire Brigade; Midwest Aero Modellers; Geraldton City Band; Batavia Pipe Band. Other community groups who provide food stalls also enjoy a good fund-raising day at our event
- Besides the obvious provision of an opportunity to fundraise, other community organisations use the event to profile their group. Both the TS Morrow Australian Navy cadets and 711 Squadron Australian Air Force cadets utilise the opportunity and resources provided by Valley View events to recruit and promote their organisations. Midwest Aero Modellers remote control aircraft club also use the event to showcase their aircraft and recruit new members
- Heritage value: the 11th Battalion AIF Living History Unit and Leane's Trench are a major part of the event and utilise this as one of the primary days for providing their educational re-enactment of Gallipoli conditions. This is a highly regarded re-enactment with volunteers playing the part of both Australian and Turkish soldiers whilst visitors are "inducted" into their role in one of the platoons manning the trench. The conditions in the trench and the sounds of rifle and artillery fire are very realistic and create an amazing immersive educational experience that has stunned hundreds of visitors at previous Valley View events. For the volunteers of the 11th Battalion this is an opportunity to get a large number of people "inducted" in one day. The day has become the primary event where members of the public get to become a soldier new to the 11th Battalion. It is also a key opportunity to recruit new members.
- Further heritage value: Valley View itself is based around an historical World War II site and utilises an airstrip built and utilised by the Royal Australian Air Force as part of the Empire Air Training Scheme. No 4 Service Flying Training School flew from Geraldton and used the strip on Valley View. This provides a unique opportunity to educate people in the history of the area and the evolving use of World War II facilities. This is enhanced by a range of displays that are provided by community

organisations and individuals to illustrate various elements of military history. Valley View events provides not only the location and concentration of a large number of people but also facilities such as marquees to allow displays to take place.

- Valley View has previously sponsored the 3rd Light Horse Naracoorte Troop to travel from South Australia to provide a further link to AIF history. They provide an exciting educational display on the history of the light horse in general and examples of the horsemanship shown by the members of the light horse in the charge of Beersheba. In addition a wide range of individuals provide items of historical interest such as ex-military vehicles that are used to provide examples of military history and allow people to actually handle, sit in or look under the bonnet. Many of these items are in private collections and are not accessible to the general public at any other time. This "hands on" educational experience is rarely available with historical items and the more traditional displays such as are found in museums. This creates an environment for discussing history like no other and anecdotal evidence suggests it is well used by older generations to talk to younger members of their family about how items relate specifically to their family history
- Valley View facilitates engagement in the arts and fosters community relations by having the Geraldton City band and other such groups/bands attend and play to the visitors
- Valley View Events is a community organisation that aims to provide an opportunity for the people of the Geraldton/Midwest area to experience an event that combines historical and more modern elements, primarily of military and aviation background, in a setting that allows them to interact closely with that history. Our secondary aim is to give back to community organisations as outlined above

In previous events we have had solid local business sponsorship and indeed we would hope for that support to continue but we need a major sponsor to support us with \$20,000 on which to build a program and invite aircraft owners and the 3<sup>rd</sup> Light Horse regiment members with confidence the event will go ahead.

It is this amount Valley View Events (Inc) is seeking from the City. With City funding the event's success would be guaranteed.

We are aware we can, and indeed we will, apply for funding in the next round of community grants however the result of this application will not be known until October which is too late for us to get the event together, promoted and be assured of aircraft attendance, hence our request for City support prior to announcement of grant recipients.

If there are further questions that require answers or if any aspect of this proposal needs clarification please contact me anytime.

I look to your advice in due course.

Kind regards  
Ron

Ron Hayward  
**Coordinator – Valley View Events (Inc)**