

THE ADELAIDE ROCK 'n' ROLL CLUB

The First 20 Years (part 3)

In 1998 the Committee, with the dynamic personality of Bob Braithwaite at the helm, introduced several initiatives.

Crash Supplies partnering with **Quality Crash Repairs** became the new Club sponsors.

Ron O'Sullivan the sales and marketing manager for **Crash Supplies** provided expensive and much sought after automotive type prizes for our Club night raffles.

The Club "lucky members number raffle draw" was introduced which jackpotted every Club night by \$5.00 until the lucky member was present when their membership number was drawn. The first winner, Member Number 203, collected the grand sum of \$25.00 – the beginning of our present day \$20.00 jackpot members draw.

The Newsletter became an **A4** size publication – well on the way to becoming the impressive **Magazine** that we read today.

The dance floor at Sunnybrae which served us so well for 5 years could not cope with the increasing number of members. In March 1999 we relocated our Club night home to the European Convention Centre at Findon which had a larger and more suitable sized dance floor.

A new Committee was elected in September 1999 with Bob Braithwaite once again the President and Steve Westmacott elected as the Club's first Public Officer.

At the beginning of 1999 it was Bob Braithwaite who proposed an event on the same scale as the Birdwood R'n'R Rendezvous. The Club had become very capable at organizing spectacular and successful R'n'R events and Bob was looking to put this talent to good use. His proposal was not only to create a special event for the enjoyment of the R'n'R/Dance community but also to assist disadvantaged and under-privileged children by donating the profits to a selected children's charity. For this event, hopefully the first of many, we selected the Childhood Cancer Association to be the beneficiary.

The event was to be held on Sunday 14th November 1999 at Colley Reserve Glenelg and we named it "*THAT'LL BE THE DAY AT THE BAY*". The feature band from Melbourne was **ITCHY FINGERS** and supported by several local Adelaide bands who donated their time and talent for this worthy cause.

As planning progressed enthusiasm not only grew but also spread far and wide. Many of our R'n'R friends from Country SA, Victoria and Queensland were coming to Adelaide for the weekend to support the event – so we added a Saturday night dance and named it "*THAT'LL BE THE NIGHT*", - to be held in the Mitsubishi Motors Canteen.

Whilst planning for this special weekend the Committee still had a Club to run and manage. Events during that year included a Family Day R'n'R Picnic in the grounds of our old home at Sunnybrae and a benefit function for Club Member Jenny Lee who was very ill at that time. Part of the Presidents report in the September 1999 Newsletter read as follows:

I'd like to take this opportunity to say that I am very pleased to be back at the helm for another year, coz there are a lot of things up and running that I would like to see through to the end.

*This is a very exciting time for the Adelaide R'n'R Club, the organising of "**That'll Be The Day At The Bay**" is well under way. ----- The band **Itchy Fingers** were voted one of the best at this years Wintersun Festival so we are thrilled to have been able to entice them to come to little old Adelaide.*

I am sure you will all agree that it felt good to do something for another human being on the 25th July when we raised almost \$3,000.00 for Jenny Lee.

Just imagine how great you will feel on the 14th of November when we all pitch in for the Childhood Cancer Association. -----

This function will not only benefit the Childhood Cancer Association but also the Adelaide R'n'R Club, my hope is that this will give the Club a real sense of direction and help put us on the map in terms of community involvement. If we all put in the effort we can make this an Annual Event that locals and interstate visitors will look forward to in years to come. -----

The First 20 Years (cont.)

Both events were a wonderful success due to the dedicated efforts of the Committee and the many Club Members who were so willing to pitch in and help. And Bob was quite right – it was a great feeling knowing that we as a Club were doing something good to help others.

This was the beginning of what we now know as the **ADELAIDE ROCK 'N' ROLL FESTIVAL**.

At the AGM in 2000 a new Committee was elected with Trevor Brice as the Club President and a separate Sub-Committee headed by Bob Braithwaite was approved. The role of the Sub-Committee was to manage the Festival to the approval of the Main Committee. Both Committees worked together with the long term view to making the Festival bigger and better and more financially successful.

A third event was added to the Festival which consisted of a car cruise through the streets of Adelaide with a dance at the destination of the cruise. It was named "*THAT'LL BE THE CRUISE*".

The Sub-Committee team was able to devote their time, effort and energy solely to the organizing and promotion of the Festival.

In the weeks leading up to the Festival we held Saturday morning "sausage sizzles" at Bunnings stores and sold raffle tickets for a Major Raffle which was to be drawn at the "*THAT'LL BE THE DAY*" event.

These times consuming tasks not only raised money but also promoted the Festival to the general public. Appropriately designed tee-shirts and polo-shirts were produced to commemorate each subsequent Festival. Even though this was an extremely time consuming exercise it was another means of raising more funds. Posters were sent to Interstate and SA Country R'n'R Clubs and displayed in shop windows in and around Adelaide and the Glenelg area – where ever we could get permission to put them.

The wider community was advised of the Festival by promotion on the television program AM Adelaide and on the radio station Coast FM.

Over the years the Sub-Committee became more efficient and effective and the amount of money that was donated to the selected charity increased each year. The most successful Festival while Bob was the chair person was in 2003.

That year there was 400 cars in the Friday night cruise and in excess of 900 people at the Saturday night event. As a result of the 2003 Festival the Club donated \$22,000.00 to the Crippled Childrens Association. The following year our donation to Novita (formally the Crippled Children's Association) was \$20,000.00; just a little down on the previous year but still a wonderful result.

This was Bob Braithwaite's last year as head of the Festival Sub-Committee.

The Festival was initially Bob's idea. His drive, his enthusiasm and commitment, along with the support of his passionate, hard working and dedicated team and the contribution by so many of the Club Members, is what made the Festival so wonderfully successful in those first 6years from 1999 to2004.



"THAT'LL BE THE DAY"
"FESTIVAL 2004"

----- to be continued -----