

St Luke's Model Railway Exhibition 2015

The 2015 exhibition (our 29th) followed the large format used in 2014, but with a revised outdoor layout.

In spite of the wet weather, the event ran smoothly, with around 900 visitors (many more than 2014). After covering costs, door takings plus Devonshire Teas provided over \$2000 for youth and children's activities. Further funds were raised by the food/drink, craft and garden stalls.

Planning began in December 2014, applying many lessons learned in the 28th exhibition.

In the interests of safety, activities for young children were re-located to the fenced grassed area adjacent to the hall: jumping castle, face painting and plaster painting.

Catering activities, St Luke's stall and garden stall were located in the carpark, close to the church and hall, with the remainder of the carpark fenced off and left for use by trailers and disabled car parking. Future similar events will benefit from the provision of a person dedicated to managing supporting activities in the kitchen (not done this year).

Many cakes, slices and scones were baked and donated by parishioners. Thank you to all of you.

Visitor numbers at the St Luke's stall were boosted by the availability of free confectionary (donated by Wrigley's) and novelty toys (supplied by one of our parishioners), as well as the relocation of competition entry boxes to that stall.

The ticket office was located just outside the foyer, reducing congestion in the foyer. It functioned best when there were at least two people manning it.

Due to rain, Devonshire tea tables were relocated under part of the veranda and under a small gazebo.

Despite this event not being primarily a fund-raiser, it was still important to be prudent with financial matters, so as to avoid the operating loss experienced in 2014 and provide surplus moneys to St Luke's for use in children's and youth activities.

Gazebos for shade and protection against the rain were sourced from within the congregation, avoiding hiring charges (\$320 in 2014).

Printing of programs, posters and flyers was done non-commercially – much of it at St Luke's - using coloured paper supplied by the club. This avoided significant printing costs (\$240 in 2014).

As the popularity of and participation in the children's colouring competition had dwindled in 2014 to insignificance, no such competition was run in 2015, avoiding the purchase costs of prizes (\$122 in 2014).

Early planning identified the need to supplement trestle tables owned by the church (10) with others made available by St Luke's Railway Modellers (6) and from club members (7). These proved to be just enough.

The publicity for 2015 started early in 2015, with ads placed in the Australian Model Railway Magazine. Other publicity included:

- Emails to almost every school from Berowra to Waitara with information for their newsletters
- Posters and flyers to shops in Berowra, Hornsby, Pymble, and Hornsby Heights, as well as several neighbouring churches

- Information posted on model railway websites
- Flyers distributed at other (earlier) model railway shows, at Mini Climbers, St Luke's Church foyer and given to some Halloween callers
- Information posted on the websites of HOPE FM, 2CH and Hornsby Council
- Information distributed through Probus and Masonic contacts
- Articles published in Southern Cross, Hornsby Advocate and the Bush Telegraph
- Paid advertorial in the Bush Telegraph
- Banners erected (with Council DA approval) at Mt Colah, Asquith and Hornsby
- Local banner erected at the church one week prior to the show
- Information posted on church roadside noticeboard
- Information included in parish newsletter and announcement slides for several weeks prior to the show

193 returned feedback forms revealed the following ways attendees learned of the show:

- Word-of-mouth: 24.3%
- Banners: 20.7%
- Regular attendee: 18.6%
- Newspapers: 16.5%
- Internet: 8.8%
- Magazine: 5.2%
- Other (radio/flyer/poster/etc): 1.6%

Parish team leaders were identified and confirmed early in 2015, for the following activities:

- Garden stall
- Outreach
- Food and drinks
- Face painting and plaster painting
- Jumping castle supervision
- Ticket office
- Exhibitor lunchtime catering
- Exhibitor "thank you" barbecue
- Exhibition setup and pickup

Each team leader was responsible to gather and roster their own team and determine (and advise) what their catering requirements might be. Where relevant, team duties were compiled and issued to the team leaders for them to use in briefing their teams.

Lunches for exhibitors and relevant parish team members were ordered from the Grevillia Chicken shop in accordance with prior advice received, but taking care not to over-order (as had occurred in 2014). The quantities ordered could have been slightly higher, but not by much. There was no wastage.

Meat for the Saturday night thank-you barbecue was ordered from Barry's Meats and salads for the same were ordered from Grevillia Chicken. Although 32 people advised they would attend, only 16 turned up. Much food was left over.

The following resources were identified, quantified and their sources confirmed early in 2015:

- Trestle tables
- Gazebos
- Card tables

- Outdoor chairs
- Shade umbrellas
- Temporary fence for carpark
- Laminated signage
- Witches' hats to block driveway
- Supplies for face- and plaster-painting
- Local (non-commercial) printing

Displays were organised by St Luke's Railway Modellers and included:

1. Appletree Vale (John Burne & Lachlan Culverhouse, St Luke's Railway Modellers)



2. Model Cars (Angus Dougall)



3. Cockle Creek (NSW N Gauge Group)



4. Coffee anybody? (Rob Robinson)



5. Croesyceiliog NCB (Jon Stanley, St Luke's Railway Modellers)



6. Gas Works Rly (Ian Williamson)



7. Fergustown (Hamish Fergus, St Luke's Railway Modellers)



8. Half Pint Creek (Chris Fraser)



9. JB Mining (John Bell - Winner of Linsay Dousha award for best scenery)



10. Legauxland (Richie Dulin, St Luke's Railway Modellers - winner of visitors' choice award)



11. New Defty (St Luke's Railway Modellers' shared club layout)



12. Penguin's Halt (Jenny Evans, St Luke's Railway Modellers)



13. Ridgeway (Milton Brown, St Luke's Railway Modellers)



14. Rocky River (Milton Brown, St Luke's Railway Modellers)



15. Rosemount (Robert Evans, St Luke's Railway Modellers)



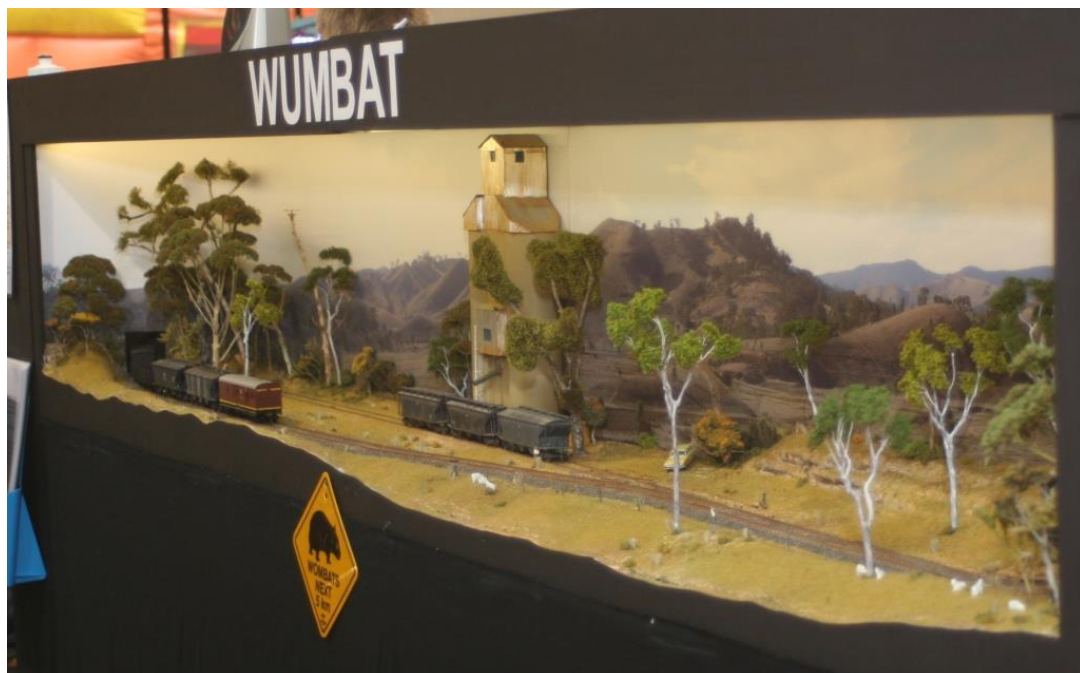
16. Thomas (Rick Lovelock, St Luke's Railway Modellers)



17. Warringah Model Engineers



18. Wumbat (Daniel Thompson - winner of Chris Manchip award for most entertaining layout)



Some other photos of the displays, taken and uploaded by one of our visitors, may be found here:
<https://www.flickr.com/photos/74212179@N05/sets/72157661182757655>

Here are some images of some Parish teams:

Ticket office:



Devonshire teas stall:



Food and drink stall:



Garden stall:



St Luke's Church stall:



Face- and Plaster-painting:



Jumping castle:



Ladies' craft and woodcraft stall:



Thank you to all who made this event such a success.