



P.O. Box 1589 Ballarat Vic 3354  
phone: (03) 5332 1240 fax: (03) 5334 4548  
email: [admin@committeeforballarat.com](mailto:admin@committeeforballarat.com)  
web: [committeeforballarat.com](http://committeeforballarat.com)

## **MEDIA RELEASE**

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### **Lake Blitz Project Receives a Major Funding Boost**

The Committee for Ballarat led \$3.22m Lake Blitz fundraising program to implement the 11 foreshore redevelopment projects identified in the 1994/95 Lake Wendouree Landscape Master Plan received a major funding boost today. BEST Community Development has generously agreed to contribute \$30,000 to kick start the Appeal. Funding for the Lake Wendouree foreshore redevelopment is being sought as follows:

- \$1.2 m - State Government
- \$ .5 m - Federal Government
- \$ .82m - City of Ballarat Council
- \$ .7m – Local Community/Corporate Sponsorship

Lake Blitz task team Chair and Committee for Ballarat member, Mayor Cr David Vendy, said he was delighted and astounded with the level of financial support offered by BEST Community Development. "Lake Blitz is only planned to be officially launched by the Deputy Premier on Friday 18<sup>th</sup> November, yet we are receiving such generous financial support for the project so early. The Lake Blitz task team will seek to raise \$700,000 from the community through a variety of ways including the sale of boards in the new View Point Boardwalk, donations, pledges and corporate sponsorship. BEST Community Development's \$30,000 donation will certainly get us off to a good start", Cr Vendy said. A number of community and business groups have already offered their support to this exciting project including the Ballarat APEX clubs and the Ballarat real estate agents (REIV).

Gerrie Dorn, Deputy CEO of BEST Community Development said "Lake Wendouree is Ballarat's natural jewel in the crown, it is vital that we preserve and enhance its environs for all to enjoy. BEST Community Development is pleased to be able to make a financial contribution to the Lake foreshore redevelopment program. We also anticipate running some Work for the Dole programs to assist building works and construction of tables and seats. BEST Community Development is committed to enriching the Ballarat community and the Lake Blitz project is one which everyone benefits from. We would now like to extend the challenge to other Ballarat businesses and organisations to dig deep and donate to this worthy project".

To register to receive information on Lake Blitz including registering your expression of interest in supporting the fundraising appeal please phone Committee for Ballarat on 5332 1240 or e-mail [admin@committeeforballarat.com](mailto:admin@committeeforballarat.com).



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## **Lake Blitz**

### **Additional information**

The Lake Wendouree Precinct is a significant asset to residents and visitors to Ballarat and for many of us; it is an integral part of who we are and what we love about Ballarat.

It is the region's most utilised open space asset. We run or walk around it, row or sail on it. We picnic and play within its vast expanses and relax on its beautiful shady lawns and marvel at its gardens. Attracting over 600,000 users and visitors per year, the precinct encompasses some of Ballarat's finest cultural attractions, botanical collections, wildlife habitats and aquatic sports facilities, and hosts many of the region's major events.

Following the adoption of the Masterplan for Lake Wendouree and the Ballarat Botanical Gardens by the City of Ballarat and the community, this is a summary of the key projects to be undertaken, for which your support is needed to realise the vision.

It must be emphasised that the specific issue of the Lake's water level is currently being addressed by the City of Ballarat and Central Highlands Water. The Lake Blitz initiative aims to raise the funds to implement the other key projects identified.

The funds raised by the Lake Blitz will rejuvenate visitor facilities, support the gradual replacement of the treescape, protect the environmental values, improve the quality of passive recreation pursuits and improve the linkages between the various attractions within the precinct. The precinct is a major point of difference between Ballarat and many other Australian cities and as such deserves your involvement in realising its potential.

The Lake Blitz is a joint initiative of the Committee for Ballarat, City of Ballarat and The Lake Foundation who together are seeking support from you to ensure our greatest natural asset is all it can be and all that we want it to be.

To implement the Masterplan \$3.22 million is needed, the City of Ballarat, State and Federal Governments will provide a significant amount of funds, however we need \$700,000 from the community and the corporate sector.

For media enquiries please contact:  
Heidi Sheil Jarvis or Rachel Kinscher  
Organised Success

Ph: 5334 4590

Fax: 5334 4548

e-mail: [heidi@organisedsuccess.com](mailto:heidi@organisedsuccess.com) or [rachel@organisedsuccess.com](mailto:rachel@organisedsuccess.com)