ALEXANDRA

CHRISTMAS TREE FESTIVAL

ALEXANDRA CHRISTMAS TREE FESTIVAL

CONTRIBUTORS

St John's Anglican Church
Father Geoff Poliness and Peter Pierce
Tina & Michael Reddrop
Shire of Murrindindi
Alexandra Rotary Club
Eildon Op Shop
Eildon Lions Club
Murrindindi Historic Vehicle Club
Dindi Naturals
The Provender Bakery

Paul & Kim Best
Bronwyn Britton
Pam Chaffe
Lee Coller
Jayme Dent
Alison Farrell
Denise Fiddes
Julie Hardy
Dot Jackson

Julie & Michael Kirby
Leisa, Amity and Oscar Lees
Carole Martin
Ricky Marr
Kathie Maynes
John Mcilwraith
Helen Morris
Pam, Kelly and Brad Petersen
Les Pratt
Peter & Marianne Raymond
Sarah Weeks
Lucy Whitehead
Sue Wynn

Special thanks to all our Christmas Tree donators, contributors and decorators

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INTRODUCTION

Name:	Christmas Tree Festival
Location:	Alexandra
Established:	2012 by Fr Geoff Poliness & Peter Peirce
Date:	December (Annually)

The Christmas Tree Festival was the name given to a new and fresh Festival for Alexandra that grew from a vision into a reality through hard work and determination from a number of locals.

The Alexandra Community Christmas Tree Festival was the brainchild of Father Geoff Poliness and Peter Pierce in 2012 when it was run in the St John's Anglican Church and known as the 'Festival of Trees'. It was again run in the Church in 2013 as the Festival of Trees before being handed on to some locals in 2014 who had the dream of keeping teh festival going and building upon its success by creating a long-term event for Alexandra. The resulting festival held in 2014 and 2015 was called the 'Christmas Tree Festival' and was run in the Church Hall. In 2016 it was shifted to the Alexandra Shire Hall.

TIMELINE

Basic Timeline of Events

TIMELINE

December 2012   A concept for a Christmas Tree Festival at Alexandra was developed by Father Geoff Poliness and Peter.

December 2012   **The first Christmas Tree Festival was held at Alexandra.** It was initially called the 'Festival of Trees; and was held in the St John's Anglican Church. To our knowledge, this was the first Christmas Tree Festival ever held in Alexandra.

December 2013   The second Festival of Trees was held in the St John's Anglican Church.

December 2014   The event was handed over to locals upon the retirement of Father Geoff Poliness. The inaugural Alexandra 'Christmas Tree Festival' was held in the St John's Anglican Church Hall.

December 2014   The third Alexandra Christmas Tree Festival was held in the St John's Anglican Church Hall.

December 2015   The fourth Alexandra Christmas Tree Festival was held in the St John's Anglican Church Hall. This was the first event with stalls outside the hall.

December 2016   The fifth Christmas Tree Festival attracted Grant Money and was held at the Alexandra Shire Hall. If attracted more visitors than previously and was also covered by a Television Network which aired it numerous times.

December 2017   The sixth Christmas Tree Festival was held at the Alexandra Shire Hall. If attracted over 50 new trees and more visitors than the previous year. The committee was also successful in securing the Town Hall for the following three years.

December 2018   The seventh Christmas Tree Festival was held at the Alexandra Shire Hall. It attracted even more trees and introduced upside-down trees which were hung from the roof.

TIMELINE

December 2019   The eighth Christmas Tree Festival was held at the Alexandra Shire Hall.

December 2020   The ninth Christmas Tree Festival was held at the Alexandra Shire Hall. It was held during a period of opening as Victoria held its own against Covid.

December 2021   The tenth Christmas Tree Festival was held at the Alexandra Shire Hall. It was held just after Victoria opened up again from Covid, but just as the new Omicron variant was taking hold in Australia. At the time of the opening, there were ten Covid cases in Alexandra.

eSPLASH MEDIA ARTICLES

GIVING AN OVERVIEW OF EACH YEAR

2014

2015

2016

2017

2018

ALEXANDRA COMMUNITY CHRISTMAS TREE FESTIVAL

DECEMBER 2014

Opening the Christmas Tree Festival

The Alexandra Community Christmas Tree Festival was the brainchild of Father Geoff Poliness and Peter Pierce in 2013 and in 2014 was handed on to some industrious locals to keep going. Well done to all involved as the festival was fantastic and a big surprise to those who attended.

The ribbon was cut by Father Geoff Poliness and Shire Chief Executive Officer - Margaret Abbey.

The diversity, artistic layout of the trees and styles of decorations were amazing.

Special thanks to
Peter Pierce
Leisa Lees
Pam Petersen
Jayme Dent
Denise Fiddes
Bronwyn Britton
Sarah Weeks
and Father Geoff Poliness

A special thanks to all volunteers involved and participants who decorated trees.

ALEXANDRA COMMUNITY CHRISTMAS TREE FESTIVAL

DECEMBER 2015

The Fourth Annual Christmas Tree Festival

The brainchild of Father Geoff Poliness and Peter Pierce in 2012, the Festival was handed to locals 2014 and expanded upon. In 2015 it was the most successful Festival yet - continuing to grow at a steady and exciting rate. Well done to the hard working committee members.

The result of a hard working committee made up of local volunteers.

The Amazing Contributors

A huge thanks to all who decorated trees, decorations, money and time. We acknowledge the hard work by the team of volunteers during setup and the event times.

INFO FACTSHEET

VOLUNTEERS

Julie & Michael Kirby
Marianne Raymond
Jayme Dent
Kelly Petersen
Brad Petersen
Pam Petersen
Bron Britton
Carole Martin
John Mcilwraith
Paul & Kim Best
Helen Morris
Lucy Whitehead
Denise Fiddes
Lea Coller
Dot Jackson
Leisa & Amity Lees

Community events rely upon community volunteers working together to pull off something substantial. This event is certainly substantial - as well as new, fresh and creative.

Father Geoff Poliness told me yesterday that his intention with the Christmas Tree Festival was always to act with the community to help build the community. This honours his vision perfectly.

I would like to congratulate all organisers and volunteers for another great district event. I am confident this event will inspire other communities to try a similar format.

Congrats to all involved. :)

ALEXANDRA COMMUNITY CHRISTMAS TREE FESTIVAL

DECEMBER 2016

PLEASE DO
NOT TOUCH
TREES &
QUILTS

MURRINDINDI

HISTORIC VEHICLE

REGISTER INC

ALEXANDRA

ALEXANDRA COMMUNITY CHRISTMAS TREE FESTIVAL

DECEMBER 2017

The Fourth Annual Christmas Tree Festival

The 2017 event follows in the footsteps of previous successes and has attracted over 50 new trees. Download the factsheet above for more photographs and information on previous Christmas Tree Festivals.

The Alexandra Shire Hall display with Santas and dog biscuits

Books, bears and penguins

Blurred Christmas lights

The quality of tree decorations has also improved as the township gets better at decorating

One of two Santa's that once stood at the entrance to the Melbourne Myer Store — Courtesy Geoff Hayes

Organisations decorated their own trees

PLEASE DO
NOT TOUCH
TREES &
QUILTS

Craft (top) and presents under a tree

ALEXANDRA COMMUNITY CHRISTMAS TREE FESTIVAL
DECEMBER 2018

The Fourth Annual Christmas Tree Festival

The 2018 Christmas Tree Festival has seen a large rise in the number of volunteers helping to make the festival possible. Again there has been an increase in trees, as well as upside down trees hanging from the roof.

A dedicated Committee pulls off another Major Event

Gorgeous Christmas quilts

Gorgeous Christmas quilts

A photographers dream location

Santa's seat

eSPLASH ADVERTS

Advertisements used in the eSplash

CHRISTMAS TREE FESTIVAL 2014

The community Christmas Tree festival is approaching fast, this year it will run over two weekends, Friday 5 to Sunday 7 December, then Saturday and Sunday 13 and 14 at St John's Hall.

I invite everyone (including your business or organisation) to help support this community event by decorating one or more of the trees. They are supplied, so all you need to provide is decorations. Your tree can be decorated in a simple or traditional way and you can buy, make or use your own decorations. Perhaps you would even like to get creative and do something different, it's up to you. The festival benefits all, particularly children who love to come and see all the trees and Santa.

We will set up all trees Wednesday 3 December. Local business, schools and organisations can then attend Thursday 4 December from 9 am - 6 pm to decorate their tree/s. Pack up Monday and Tuesday 15 - 16 December.

We have decorated the windows at Redgate Espresso in Grant Street, Alexandra with a tree to promote the Christmas Tree festival and encourage people to shop and buy local. We are lucky to have so many great businesses, producers and organisations in our area and hope that they can also support the festival.

If you would like to get involved and decorate one of the trees,
please let me know ASAP.

If you have any other questions you can either
email me at outbackart67@gmail.com or phone 0438 189 654

Kind Regards Leisa Lees

St John's Hall

Twilight Market - 11 December 2015

Come and support local businesses and do some Christmas Shopping too!

Christmas Tree Festival 2015

December

Open 5 - 8 pm
Friday 11 - Sunday 13
Friday 18 - Wednesday 23

Open 10 am - 12 pm
Saturday 12 - Saturday 19

10 am - 2 pm
Thursday 17

Other viewings by appointment
Call Pam 0415 476 639

Come and have a Photo with Santa!
Between 6 pm & 7 pm Friday, Saturday and Sunday nights

CHRISTMAS TREE FESTIVAL 2016

Opening Night - Tonight (Friday 9 from 5-9 pm)

Open Saturday 10 & 17, Sunday 11 & 18, Wednesday 14 & 21
Thursday 15 & 22, Friday 16 & 23
10-2 pm and 5-9 pm or by appointment (phone 0415 476 639)

Alexandra Shire Hall
Corner Grant and Perkins Streets, Alexandra

Photos taken with Santa (between 6-7 pm on Fri, Sat and Sun nights)

CHRISTMAS TREE FESTIVAL 2017

Open: Wednesday 13 & 20, Thursday 14 & 21, Friday 15 & 22,
Saturday 16 & 23, Sunday 17 & 24
10 am - 9 pm

**Alexandra Shire Hall
Corner Grant and Perkins Streets, Alexandra**

Photos taken with Santa on Friday and Saturday 6-7 pm

Artworkz

Serving the Community