



PROBE

Bulletin of the Probus Club of Bendigo Inc.



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PROBUS CLUB OF BENDIGO INC.

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A Special General Meeting is held every 3rd Wednesday each month at 10.00 a.m. at the Masonic Centre, McIvor Road.

All correspondence to the Secretary, 49 Emmett Street, Golden Square, 3555.

GUEST SPEAKER

Today the Speaker will be Dr Lyn Gow, Director : Joly Bojave, Educational and Business Consultants; Formerly Pro - Vice - Chancellor and Dean, La Trobe University, Bendigo.

The topic will be; "The Caring Community : the de-institutionalisation of people with disabilities."

In view of the Speaker and her topic it seems likely that it will interest the ladies, so wives or partners of members are invited to attend.

At the September meeting, Reg Brock introduced Mr Eric Pascoe, General Sales Manager of the Channel 10 Network (Southern Cross Broadcasting).

"Effects of Aggregation on the Television Industry."

Prior to aggregation, there were three Regional T.V. operators:- Prime, S.C.N., and Vic. T.V. Each enjoyed a monopoly over a particular area of Victoria and did not broadcast into the other's area. Although it took four years for BTV 8 to become profitable, it turned out to be a nice little earner because it was possible to charge very high fees for advertising, particularly for National advertisers such as Colgate Palmolive etc. Local businesses felt disadvantaged because they had to pay at least \$500.00 for one 30 sec. prime time advertisement.

Aggregation was introduced as part of the Government's micro-economic reform program and was supposed to promote "efficiency" through competition. So it came to pass that drastic reductions in advertising fees reduced costs to local business (30 sec. ad. now costs about \$100.00). The networks ceased running local news segments, claiming that (in the case of BTV 8) these services had previously been subsidised to the tune of \$1.5 million and only produced \$0.5 million in revenue...more than the entire cost of all other programming. There was a loss of 30 jobs in Bendigo as a result, and considerable outcry ensued.

"People Meters" are the latest technology for measuring the percentage of viewers watching a given program (the rating). After a careful survey to draw up profiles of the viewing population in each area, selected viewers were issued with black boxes (380 in the Central Victorian region). The meters are wired to viewers' T.V.'s and automatically record the viewers' program choice. The box periodically requests the viewer to enter information via pushbutton about the number of persons watching. When scanned by a central computer in Sydney, this information is transmitted via the telephone network.

Figures are available to the networks the next day, but the published figures are averages for one week.

Questioned about Pay T.V., Mr Pascoe was of the opinion that the costs of buying a decoder and paying a monthly rental were strong disincentives, and unless they purchased the sole rights of large sporting events (eg. the A.F.L.), Pay T.V. would have a hard time. The Commonwealth Games ratings were good during the day but disappointing at night, however revenue was 100% higher than usual for the duration of the games.

Jack Davies made the presentation and moved a vote of thanks which was seconded by acclamation.

Reported by Rupert Reynolds.

TRIPS INFORMATION - TUESDAY NOVEMBER 8TH TO THURSDAY NOVEMBER 10TH (INCL.) 3 DAYS/2 NIGHTS. SWAN HILL - TOOLEYBUC ; STAYING AT LAZY RIVER MOTEL. - SWAN HILL. Maximum 45 - Current 61. The cost of \$125 per person includes 5 star coach, 2 nights accommodation, breakfasts, all meals, all entry fees. "Value for money trip". Departure is at 7.45 a.m. from Strath Community Centre, Crook Street on Tuesday November 8 and arrive home at 5.00 p.m. on Thursday November 10. Refer to June issue of "Probe" for details.

Balance of Payment - \$115 per person, due for payment at Probus Meeting on October 19th please, or by cheque direct to Treasurer G. Biles.

PROBUS "SECRET EAT OUT" VISITS IN GREATER BENDIGO AREA. THURSDAY OCTOBER 20TH, 1994. Coach - Maximum 53 - Current 57.

Visits to three locations in Greater Bendigo area. Morning tea, lunch, afternoon tea provided, with talks and inspections at each location. An interesting and enjoyable day is assured. We travel by Southern Cross Coach and depart at 9.45 a.m. from Strath Community Centre, Crook Street and return by 5.00 p.m. The dress is casual clothes and walking shoes. The cost is \$20 per person which includes coach fare, morning tea, lunch, afternoon tea and entrance fees.

Outstanding payments *** (Please pay by October 19th meeting).

FRIDAY DECEMBER 16TH, 1994 - ANNUAL XMAS TRIP TO RICH RIVER. Maximum to travel 49 - XMAS DINNER INCLUDED. Depart at 5.45 p.m. The cost is \$10 per person which includes coach fare and Xmas dinner.

"Southern Cross Tours" have again offered this much sought after, popular, low cost, final trip for 1994.

Arrive home at 12.30 a.m.

LIST FOR BOOKINGS TO BE TABLED AT OCTOBER 19TH MEETING.

****Payments to be made at time of booking*****

Arthur Eaton,
Probus Trips Liaison Officer

REMINDER Make a note in your diary, the Probus Christmas Dinner will be on Wednesday, December 14th at Bendigo Bowls Club, more details next month.

THE TRIP OF THE YEAR

On Sunday 18th September, a happy band of pilgrims put themselves in the care of our efficient, cheerful Coach Captain Graham for the trip of the year to Wagga Wagga.

Time would fail me to narrate the many and varied places we were shown over but I'll speak of some of the highlights.

Our hosts at the Koala Motor Inn gave us homely, warm hospitality while the 'unforgettable' John stimulated us with his bubbly humor and his comprehensive tours of Wagga Wagga and environs - development in all directions!

Our visit to Kapooka Army Base will be particularly remembered for several reasons! Suffice to say that we had the privilege of visiting the recently built Chapel there. The entrance and foyer has in the centre, a tablet which pays tribute to

those men who gave their lives in time of war. This foyer gives access to three chapels. They are the Anglican Chapel, the Catholic Chapel and the Chapel for other denominations.

Each Chapel has a large stained glass window. The central features of the Anglican Church window are the rising sun and Simpson "the man with the donkey". The feature of the O.D Chapel shows a blacksmith hammering on an anvil representing "beating swords into ploughshares" - peace after war. The Catholic Chapel depicts a young soldier kneeling and looking up to where one large gum tree has fallen across another making a cross.

We also saw the R.A.A.F. base and the amazing growth of the Sturt University.

A visit to Canberra enabled us to tour the new Parliament House and the War Memorial. We saw the night lights from Mt Ainslie, the Floriade Festival and the historic All Saints Church at Ainslie - moved from Rookwood.

We were thrilled to inspect Cockington Green which is a miniature garden depicting scenes from England.

The historical Monte Cristo Homestead at Junee was of absorbing interest as was the Rural Museum at Temora which emodies Sir Don Bradman's original home.

The trip to the Murrumbidgee Irrigation Area which included a tour of Narrandera and a wonderful commentary by a lady from the Tourist Office culminated in a visit to the Sunrice Mills at Leeton and the purchase of a variety of rice products.

We arrived back in Bendigo, pleasantly tired but greatly stimulated by all we had seen and the cheerful fellowship we had enjoyed.

We are as always greatly indebted to Arthur for his shepherding and constant concern for our welfare.

Report by Rev. Alistair McLean.

ATTENTION VOLUNTEER STEWARDS

Please take notice that the duties of the stewards, as well as service of refreshments and the cleaning away, now involve assisting the Senior Janitor, after the close of the meeting, in clearing away chairs and tables, sweeping the hall, vacuuming the carpet, generally leaving the place in the same state as we found it, if not better.
