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EECG LAUNCHES EAST END CULTURAL AND HISTORICAL WALK

The East End Coordination Group, with assistance from the Adelaide City Council, has created a self guided walking tour of prominent historical and cultural points in the East End.

The walk starts at the corner of Pulteney Street and Rundle Street and works its way down Rundle Street, passing historical Synagogue Place, and to North Terrace via Frome Street to explore some of the historical houses and buildings located there. It then moves past Ayers House and along East Terrace where readers enjoy information about the historical East End markets before working their way up Grenfell Street and back to Rundle Street via Charlick Circuit and Union Street.

“As well as pointing out the East End’s history the walk also goes past many of the art installations we now have such as the The Apron in Charlick

Circuit.” Says David Williams, Chairman, East End Coordination Group.

“We have been working on this walk for a couple of years now and thanks to a Community Grant from Adelaide City Council we were able to finally make it a reality.”

The walk and booklet were officially launched by Lord Mayor, Stephen Yarwood, at a function at Ayers House on 16 March.

The walk has been produced in booklet form, complete with a fold out map of the area, and includes important facts on points passed along the way. It is available from Adelaide City Council’s Service Centre, Community Centres and Libraries, the Rundle Mall Kiosk, prominent hotels throughout Adelaide, and the East End Coordination Group’s office and online at www.eastend.org.au

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YOU'RE INVITED TO ATTEND THE EECG AGM

DATE 06.07.11

TIME 6-7:30pm

LOCATION

The Stag Hotel



CHAIRMAN'S CHAMPINGS

When we consider the catastrophes happening in other areas of Australia any problems involving the East End are minuscule in comparison. We are so lucky we can live and work in such a thriving pleasant place which has not seen the anger of Nature which has been unleashed so dramatically elsewhere this summer. We have not been asked, as a community, to suddenly reassess our whole lives, where we live, how we live and how will we manage even over the next 24 hours. For those struggling to manage, assistance comes from Federal, State and Local governments but their big responsibility is rebuilding infrastructure, ensuring the provision of electricity and safe water. Sometimes our governments seem to forget that water is a finite source and that without water we cannot exist. However, much of the day-by-day activities to clean up and then rebuild are left to the people themselves.

For any community in distress the willingness of others to assist, to volunteer, is extremely important. Without them many community activities would

not exist, assistance in time of need would not occur. Many aspects of life in Australia would be totally different were it not for the willingness and great spirit of volunteers. The incredible efforts of ordinary people to want to try and help those who have been so damaged are fantastic. So many people's lives have been dramatically altered not just for a short while but, in many instances, forever. People in distress are going to need assistance therefore not just for a few days but, in many cases, for years to come.

Our community has been very fortunate. We have our areas of concern, we can look back on the past and see where we were. We can look to the present and see where we are and we can look to the future and try and choose where we want to be. We need our community to be involved, to care and to speak out.

We have a busy, exciting year ahead of us so come along and join in the ride.

David Williams
EECG Chairman

EECG WELCOMES NEW BUSINESSES



We've welcomed many new businesses to the East End recently including:

Metalicus
MARCS
seed
Aurum
Gorman
Pedal & Thread

COCOLAT'S GELATI NAMED BEST ICE CREAM IN AUSTRALIA

It's official – the nation's best icecream is made right here in South Australia.

South Australian, and East End, chocolate and dessert company Cocolat has won the 2011 Champion Award for best icecream at the Australian Grand Dairy awards.

Cocolat owner Terena Blanton Downs was on hand to accept the award for the gelato flavour that most tantalised the judges' tastebuds at a recent ceremony in Melbourne.

The judges described Cocolat's Ferrero Rocher ice cream as smooth as silk and devilishly creamy with a flavour to match, absolutely irresistible.

"Don't be deceived by its seemingly mild appearance, the intense hazelnut and subtle chocolate work together to make even the most discerning ice cream connoisseur blush," the judges said.

Ms Blanton Downs said the award was a great achievement for all staff at Cocolat.

"The Ferrero Rocher gelati has always been a favourite of mine but I was completely shocked when it was named best in Australia," she said.

"We won the State category a few months back and thought it was fantastic just to make the national finals, let alone win against outstanding competition from right across Australia."



The creamy Ferrero Rocher gelati handmade by Cocolat is a popular choice among the customers at its dessert cafes in Rundle Street, Balhannah and Adelaide Airport.

Cocolat (pronounced cocoa-lat) was established in 1992 as a family owned and operated South Australian business. Specialising in the art of chocolate indulgences and wicked desserts, all of its products are hand-made from the finest ingredients in Cocolat's Balhannah kitchen based in the beautiful Adelaide Hills.

The Australian Grand Dairy Awards reward quality, excellence and innovation in Australian dairy produce. Judging for the 2011 Australian Grand Dairy Awards was conducted at the offices of Dairy Australia in Melbourne, Victoria.





KIRSTEY'S KORNER 2011

It's great to see so many people enjoying the East End during summer. Thankfully, so many restaurants, bars and cafes are "alfresco", so we can spend time with friends in the fresh air. Enjoy it while you can.

Another hot and happening area in the East End is Vaughan and Cinema Places. The lanes intersect and are full of new and exciting places to shop, eat, drink and be entertained. Home to pubs, cafes, IT experts, hot new music, books and fashion gifts for the people who have everything, a fantastic cinema and a new home for lively Fresh FM.

Vaughan Place is easy to find – it runs between two very different, but equally enjoyable venues – the Exeter Hotel, traditionally 'old-school East End', which was established in 1851, and at the other end is the Palais Caffe Bar, which joined us in the new millennium.

"The lanes intersect and are full of new and exciting places to shop, eat, drink and be entertained"

Exeter Hotel 246 Rundle Street

This East End icon is found on the corner of Rundle Street and Vaughan Place, Adelaide. It is popular with both the traditional East End old-school crowd and traders, and also with backpackers and the Uni crowd.

There is a great feel when you walk in here. No pretence, nothing fancy, no TVs, pokies or TAB. No one cares who you are, how you dress, it's just fantastic! The Front and Lounge Bars are open from 11am till late with entertainment in the enclosed Beer Garden seven nights a week from 9pm, featuring live bands, DJ's and Open Mike Night on Sunday.

The Exeter serves lunch and dinner with pub style and a-la-carte menus. Try their famous Curry night on the balcony every Wednesday and Thursday but book ahead as they're very popular!



The Elephant Hotel

The Elephant Hotel Vaughan Place (corner of Cinema Place). Open 7 days, 11am-midnight

This hotel looks like it's been there for years. A relative newcomer, the Elephant has traditional English pub style decor and over 25 imported and local beers on tap, just like English Pubs!

They serve breakfast lunch and dinner with a generous array of dishes to suit everyone's taste – burgers, schnitzels and salads for lunch, or pasta, seafood, a kids menu and a delicious looking Beef and Guinness Hot Pot for dinner.

Title Music, films, books and fashion. 15 Vaughan Place

A fabulous new shop, full of music, film and fashion items that are hard to find. Run by Colin Grelland and Mark Collins, Title has a gift to suit everyone. Colin and Mark chose the East End to set up shop as it's "...the ideal location for "Title" as it is the hub of culture and art in Adelaide."

And, Title is helping the East End keep that label. They have a generous range of jazz/rock/classical/blues and World Music. My favourite pick, a CD of Quentin Tarantino movie soundtracks, which brought back a lot of memories.

With loads of arthouse and classical DVDs, music, fashion and design books downstairs, and clothing upstairs, Title is the perfect place to shop for gifts for the person that has everything.

Green Tree

Information Technology

15 Vaughan Place

**Open Monday to Friday, 9am–5pm
and Saturday 11am–5pm**

It goes without saying that IT has taken over the world today – news, communication, shopping, – all making our lives so much easier.

It has become so relevant and important to us, that any business working without a website is really missing the boat.

So, what do you do? You speak to Dr. Ravi Jain, the Managing Director of Green Tree Information Technology.

You can either visit the studio on 15 Vaughan Place, or he will come to you. Whether you are looking for custom website designs, database driven or E-Commerce websites, Greentree can help.

Greentree can also help with corporate identity, logo design, posters, flyers and brochures and they also have a help desk for both online and remote IT support.



Palace Nova Eastend Cinema

Palace Nova Eastend Cinema On the end of Cinema Place, off Vaughan Place

This fabulous cinema is open every day from 10am–midnight. They have a cafe with proper barista made coffee and various nibbles with chips and nuts and great cheese platters. Perfect to pop in early for a meal with wine and cheese, and what I love is that we can take it all in with us to the movie.

With 10 screens Palace show a wide variety of films, from the biggest blockbusters to special interest films and festivals.

Upcoming Festivals:

German Film Festival: May

Spanish Film Festival: May



Jah'z Cafe and Lounge

Jah'z Cafe and Lounge 10 Vaughan Place

Right on the corner of Vaughan and Cinema Places (directly opposite the Elephant Hotel) is Jah'z Cafe. Put together by traditional old-school East Ender Zoran (who ran the legendary Boltz cafe) Jah'z is the perfect place for a great pre or post-movie food stop, or to catch up with friends and enjoy a great meal. The modern decor has a slightly retro feel and diners are encouraged to leave their artwork on the brown paper table covers. The food is yum! Mediterranean influenced with a touch of Asia and portions are generous.

Palais Caffe Bar 281 North Terrace (opp. RAH)

This open, fresh lively Caffe Bar is located at the end of Vaughan Place, directly opposite the RAH on North Terrace. The Mazis family own this and the fantastic IGA next door (that carries everything you need.)

Open Monday to Friday from 7am–5:30pm, it specialises in European Cuisine but carries a range of food. I am addicted to Tina Mazis's Shepherd's Pie. Fully licensed, they also have an extensive range of beverages and fantastic coffee. They also offer corporate catering. Full of people every day, this very cosmopolitan Caffe has a friendly alfresco area, amongst the trees and traffic on North Terrace.

Kirstey Whicker EECG Committee Member

COORDINATOR'S UPDATE

Repaving North Rundle Street

After our successful campaign to repave the South side of Rundle Street the East End Coordination Group has began lobbying Adelaide City Council to repave the North side of the Street to match the quality of the South side. We need your help to ensure the Council receives plenty of feedback and support for the repaving.

Please send an email showing your support to coordinator@eastend.org.au



Rundle Street Markets to Close

The Adelaide City Council has recently made the decision to close the Rundle Street Markets after the end of the Adelaide Fringe Festival which finished on Sunday March 13. Market stall holders have already been notified. The Coordination group believe, following the reduction in funding to promote the Markets and following comments from our retailers, that this is the right decision for the East End at this time.

East End Audit

On 3 February the East End Coordination Group conducted its annual East End audit to address any cleaning and maintenance concerns in the Precinct. This review involves members of the EECG and other interested stakeholders taking stock of cleaning and maintenance needs prior to the peak period of February and March when many national and internationally recognised events occur.

During this year's audit we found many of the maintenance issues reported in March 2010, at the time of our last audit, had been addressed. However, this year's review found the general level of cleaning of footpaths had slipped compared to the previous year.

Other concerns identified included:

- Rundle Street footpaths generally have an unclean appearance caused by drink spills and food;
- The areas around rubbish bins show a build-up of grime and grease;
- Ideally, recycle bins should be installed along Rundle Street;
- A light fitting outside Aussie Gifts is loose and dangerous
- Rough edges on joins in the new concrete footpath need attention
- Some older trader directory signs need cleaning and the bases repainted;
- The seat in front of cherri bellini needs cleaning;
- Paint is spattered on the footpath outside Paddy Palin;
- A plane tree is missing from south-west corner of Grenfell and Frome Street;
- Footpath outside Police Station on Grenfell Street needs attention;
- There is Graffiti on footpath outside numbers 17/24 – 38 Union Street;
- Unsafe edge to footpath near Associated Marine Insurance on Bent Street;
- Footpath is dirty and greasy outside Bunka and alongside Austral Hotel to Rundle Street;
- There is a cracked and loose Telecom cover on York Street;
- The footpath is dirty outside Hungry Jacks between York and Rundle Street corner;
- Graffiti on the seats east of Pulteney Street on North Terrace;
- Two lights in path outside shop for lease in Vaughan Place/Paxton Walk are broken;
- Paving between City Realty and Nano in Ebenezer Place is uneven near the large tree;
- Paving alongside Felici in Ebenezer Place is loose;

The complete list contains over 60 maintenance and cleaning issues. We encourage all East End residents, business owners and workers to report any issues to Council on 8203 7203 or by emailing them to the East End Coordination Group at coordinator@eastend.org.au.



The REEL Project

ART IN THE EAST END

The beautiful East End is a popular location for art installations. Our most recent installations, which are well worth a visit, include The REEL Project on Vardon Avenue and a window treatment in Ebenezer Place.

The Rundle Street Integrated Public Art Master Plan (IPAM), developed by the Adelaide City Council, supported the installation of The REEL Project recently installed in Vardon Avenue, just off Rundle Street. The piece, manufactured out of faux lawn, was created by Sebastian Di Mauro.

Local design firm, Algo Más Marketing, was commissioned by the Maras Group to create an attractive piece of artwork for a window in Ebenezer Place near the Rundle Street end.

The artwork was created by Jessica Roberts, a graphic designer with Algo Más, and is the third in a series for Ebenezer Place with the tagline "Discover Small Wonders" designed to direct shoppers down the laneway. The window signage has a quirky and mysterious feel and was designed with Alice in Wonderland in mind.





APRIL

Friday 22 April – Tuesday 26 April
Easter Holidays

JULY

Wednesday 6 July
EECG AGM

Do you have an event to add? Email the details to coordinator@eastend.org.au

WHAT IS THE EECG?

The East End Coordination Group is funded in part by The Adelaide City Council and consists of a group of volunteer residents and business owners who hold dear to their heart the best interests of the East End. The group holds monthly Committee Meetings on the second Tuesday of every month, all interested parties are welcome to attend. If you would like to become a Committee member or attend a meeting please contact Julie Wrobel, Coordinator, on 0418 856 875 or email coordinator@eastend.org.au

Current Committee

- David Williams, *Chairman*, resident
- Peter Holden, *Vice-Chairman*, part-owner – The Stag Hotel
- Kent Davis, *Secretary*, owner – City Realty
- Vern Schultz, *Treasurer*, resident
- Julie Wrobel, *Coordinator*, owner – Algo Más Marketing
- Kirstey Whicker, resident
- Lindsay Ryan, resident
- David Sutherland, owner – Inspire Financial



MEMBERSHIP APPLICATION

TAX INVOICE

ABN: 41471061903

Membership for Financial Year, 1 July 2011 – 30 June 2012

(note: if membership is paid prior to 1 July you will still be entitled to all membership benefits from date of payment and membership will expire 30 June 2012)

I wish to become a member of the East End Coordination Group Inc

I wish to renew my membership of the East End Coordination Group Inc

Business Membership – \$77.00 (inc. GST) / Residential Membership \$27.50 (inc. GST)

Business Name (if applicable):

Contact Name:

Street:

Suburb: State: Postcode:.....

Postal Address (if different from above):

Suburb: State: Postcode:.....

Tel: Fax: Mobile:

Email

Applicant Signature:

My cheque / money order for \$77 (businesses) or \$27.50 (residents) is enclosed.

Please make cheques payable and post to: East End Coordination Group Inc
PO Box 354, Rundle Mall SA 5000



All EECG members who apply by 30/6/11 will be entitled to this great offer from the Stag – **25% off the total bill** up to \$35.00 value. Payment receipt must be shown to receive offer (will be forwarded by the EECG after payment.)
1 receipt per table. T&Cs apply.

www.eastend.org.au

