



# Sponsorship Information Kit

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Commemorative Logo

## Celebrating 150 years in 2009

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Celebrating 150 years in 2009

## Dear Friends and Supporters

**It is with much pride I announce that Australia's oldest Italian building and first pasta factory is 150 years young!** In 2009 much of our community and special guests will gather in friendship for a wonderful year of celebration at Hepburn Springs. This information kit is to share our plans and the support we are seeking.

We have designed a special logo for the celebrations and put in place a program during the year of celebratory and commemorative activities, to suit all ages. Publicity is well planned and alongside a Commemorative Booklet "Breathing Life Back Into an Old Italian", we are producing a range of marketing and publicity material.

The Macaroni Factory's property will see some new developments to assist in hosting some of the events and activities planned. This includes an outdoor performance area, pizza oven, walkways and expanded gardens and more geraniums! Further, a Memorial Tree project will underpin our special year and honour our early pioneering families from many nationalities. [See Pioneers Avenue/Purchase a Chestnut Tree on website].

Local business will also have an opportunity to be involved in hosting some events and providing hospitality for our guests. We have also sought the help and advice of community and business members as we progress and broaden plans.

Alongside sponsor registration, historic and background information, the website has a new section to advise media and our patrons and acknowledge sponsors .... [www.macaronifactory.com.au](http://www.macaronifactory.com.au)

**We look forward to your positive involvement, support for our program and to welcoming you here during 2009!**

**Maria Viola – Manager and Proprietor  
The Old Macaroni Factory**

64 Main Road Hepburn Springs VIC 3461  
mariaviola@bigpond.com  
(03) 5348 4345 (Fri-Sun) (03) 9457 7035 (Mid-week) 0400 854029 Mob  
[www.macaronifactory.com.au](http://www.macaronifactory.com.au)



## Celebrating 150 years in 2009

\*\* AS AT: 3.01.09\*\*

### 150<sup>th</sup> Celebrations in 2009 - Calendar

Hepburn Springs and Australia's Spa Capital will be under the spotlight in 2009 when Australia's oldest Italian building celebrates 150 years! Celebrations focus on bringing the families of original settlers and history-lovers back to our picturesque village, once known as Spring Creek..... to reflect and celebrate the gold prospecting that brought so many Swiss and Italians and other nationalities to the region, the finding of mineral water and the establishment of Australia's first macaroni factory.....

#### Media Launch | Preview Event | Wed Feb 11 | (11 for 11.30am)

Garden Party for media, politicians, special guests, Friends of the Factory, supporters and sponsors  
Launch of the Pioneer's Avenue of Honour

### Opening Weekend Events on the Property – 3 days | Feb/March

#### Back to Spring Creek Descendant's Dinner Fri 27 Feb – from 6.30pm

Friends and families of early settlers will gather over dinner at Lucini's Historic Pasta Café & bar to share their stories and family connections. Book early.

#### A Night on the Goldfields Sat 28 Feb – 8pm

To salute all nationalities who settled in the area, join us at dusk in the gardens when we re-create life on the goldfields in the 1800's. Featuring narration, music and singing.

Gates open 6.00pm for food, drinks and pre-show entertainment.

Ticket entry \$12 adults \$8 stud/conc \$30 family children U10 Free.

Pre-show buffet dinner \$25, plus supper and drinks available

Book early 5348 4345 or order form on website [www.macaronifactory.com.au](http://www.macaronifactory.com.au)

#### Daytime in the Piazza Sun 1 March – 10.30 am Entry: Gold coin donation

Celebrate Italian customs and traditions in the Piazza. Lucini's buffet lunches in restaurant and garden  
Historic demonstrations, Lucini sausages, pizza and wine, traditional Italian card games, bocce, community stalls.

### Further Events in the Year | March-December

#### New events and festivities, plus celebrations at significant local festas

#### ChillOut at the Factory 6, 7 & 8 March 2009

To celebrate the glitz and glam of Daylesford's "ChillOut Festa" we are on board as a sponsor!

Open for lunch, dinner, pizza, cocktails and light refreshments Friday-Sunday

"Dinner at the Diner" Sat \$30 per head, with music of the 70's & 80's + a bit of That's Amore!

Historic fresco 1-hour tours 10.30 Sat-Sun. Alfresco lunches and garden bocce competitions sponsored by Arcilesbica Australia on Saturday.

#### Melbourne Italian Festa comes to Hepburn Springs | Little Corner of Italy | 24<sup>th</sup> May – 7 June

Working in with special guests and entertainment from Melbourne Italian Festa,

The Macaroni Factory's Little Corner of Italy event will be a part of celebrations on the property.

Themed dinners, live artists and entertainment in the piazza are planned.

#### Celebrations include Italian Republic Day | Tues 2 June

With Community celebrations at Hepburn Springs venues, lunches and Italian family history talks

#### The Lucini Stories | Words in Winter Festival August 2009 | Sat 1 & Sun 2 August

Stories of the early days of settlement at "Spring Creek" over Devonshire Tea at 3pm

On the weekend of the Words in Winter Festa Sat 1 & Sun 2 August

#### Hepburn Springs Comedy Festa

#### Celebrate 'King of Hepburn' Cosmo Lucini's birthday Sat 19 & Sun 20 September

Join the Factory and several Hepburn Springs venues for a colourful program including stand-up comedy sketches, music and theatre. Ending with "Nonna's birthday dinner" on 20<sup>th</sup> September.

#### Swiss Italian Festa – new 09 dates (moved from April to October) 9-18 October

This significant local Festa comes together annually to acknowledge our history and nurture our cultural heritage.

The Macaroni Factory will present a program in conjunction with the Festa starting with dinner on Friday, fun in the Piazza, fresco tours and entertainment. More details to be advised.

#### Geranium & Herb Festa Sun 15 November 2009

Visit our rambling Spring gardens during November for lunch or afternoon tea.

On the Daylesford Fabulous Flower Festa weekend, our 2nd Geranium & Herb Festa is on Sun 15 November.

Geranium cuttings, plant sales and information. Devonshire teas, food and wine stalls, demonstrations, music and guests.

#### Book your Christmas Functions & Celebrate Natale with us in December

Celebrating the spirit of an Italian Northern Christmas and a thank you dinner to say farewell and Arrivederci 2008! Christmas Menus and function bookings available from mid November.

The Old Macaroni Factory – Maria Viola 64 Main Road Hepburn Springs 3461 (03) 5348 4345

[www.macaronifactory.com.au](http://www.macaronifactory.com.au) [mariaviola@bigpond.com](mailto:mariaviola@bigpond.com) 0400 854 029 Maria 0404 123 153 Matt

Information is correct at the time of printing and may be subject to change without notice



## Sponsorship costs and benefits

### Friends of the Factory Sponsorship

Open to families and individuals who would like to show support and be socially involved

<b>\$25</b>	SMALL SOUVENIR BADGE & 150 <sup>th</sup> COMMEMORATIVE BOOKLET
<b>\$100</b>	SMALL SOUVENIR BADGE & 150 <sup>th</sup> COMMEMORATIVE BOOKLET PERSONAL NAME ACKNOWLEDGMENT in booklet INVITATION to garden party launch day with media and special guests on Wed 11 February 2009 or end of year thankyou brunch on Sun 15 November

### Pioneer's Avenue of Honour

Open to descendants of early settlers to the region in memory of their family. For future generations to enjoy, this project will see the planting of a beautiful Chestnut Grove down the driveway of the property. Small plaques at the base of each tree will acknowledge each participating family.

<b>\$150</b>	AVENUE OF HONOUR FAMILY PLAQUE Placed near tree to acknowledge family COMMEMORATIVE BOOKLET Personal name acknowledgment as a Pioneer family in 150 <sup>th</sup> Booklet INVITATION to garden party launch day with media, special guests on Wed 11 February 2009 or end of year thankyou brunch on Sun 15 November
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### Local Business Supporter

Open to local businesses who wish to show their support. All contributions tax deductible. Prices are gst inclusive.

<b>\$150</b>	WEBSITE LISTING & COMMEMORATIVE BOOKLET Business name acknowledgment on Macaroni Factory Website and in booklet INVITATION to garden party launch day with media, special guests on Wed 11 February 2009 OR end of year thankyou brunch on Sun 15 November
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### Business Sponsorship

**Organisations and individuals**, who wish to show support and will benefit from associated marketing and hospitality opportunities during 2009. All contributions tax deductible. Prices are gst inclusive.

<b>\$500 pack</b>	<b>Business/organisation listing in 150<sup>th</sup> Commemorative Booklet</b> Includes name, descriptive bi-line, address details and web address WEBSITE LISTING Logo acknowledgment on Macaroni Factory Website INVITATION to garden party launch day with media, special guests on Wed 11 February 2009 OR end of year thankyou brunch on Sun 15 November
<b>\$1,000 pack</b>	<b>As above plus lunch and historic fresco tour for 4 guests</b>
<b>\$2,000</b>	<b>As above plus dinner and an historic fresco tour for 12 guests</b>
<b>OR</b>	<b>Sponsor a Project – see separate section on website</b>

**This document and participation forms can also be downloaded from website:**

**[www.macaronifactory.com.au](http://www.macaronifactory.com.au)**

The management team reserves the right to decline a business sponsorship where participation is not appropriate.

A sponsorship is confirmed on receipt of paperwork and full payment

Payments can be made by direct deposit, credit card (or cheques payable to: The Old Macaroni Factory).



Celebrating 150 years in 2009

## The Macaroni Factory's History & Environment

### Brief History

The Lucini brothers came from Intra on Lake Maggiore high in the Italian Alps close to the Swiss border. They were educated fabric merchants who had fought with Giuseppe Mazzini to free Italy from their invaders and unite her states and monarchies as a republic. They lost their battle, were forced to leave their homeland and came to Australia as political refugees. Pietro arrived in Melbourne in 1854 and Giacomo with his wife Rosa, joined him in 1859.

Pietro opened Australia's first macaroni manufacturing business in 1854 in Melbourne. He had tried selling his beautiful fabrics from Europe, but the demand was very small in the then provincial city, whose population was dominated by those in pursuit of gold. With the realisation there were few Italians and lovers of pasta in Melbourne, Pietro closed his shop and headed for the goldfields! First he opened a bakery premises but soon converted to pasta production, due to the growing demands of the many Italians now working in the gold mining area at Spring Creek, (to be named later Hepburn Springs). By the end of 1855 pasta production was well established and he had discovered a lucrative gold mine. In 1859 his brother Giacomo and his wife arrived from Italy. Major construction across the road on a new factory and living quarters commenced to more comfortably accommodate the expanded family and business.... this was the birth of the Macaroni Factory.

Gold was the obvious attraction to fortune and the Lucini's took advantage of mining well into the 1870s. Pietro also knew the value of mineral water and was among community leaders who convinced the Government to set the area aside as public land. Pietro gathered about him other patriots who had settled in the area. They met at the 'Factory' and established the Hepburn Democratic Club.

### Lucini's Historic Pasta Café & Bar

The Macaroni Factory's – Lucini's Historic Café opened during 2003 and is an experience to enjoy a little piece of Italy, offering traditional pasta, wine and singing in a unique setting with old fashioned service and a simple home-style menu. Lucini's sausages, breads, hearty minestrone, Italian salads, antipasto and traditional pastas are on the menu. Two house specialties include 'Pasta Maggiore' an original family recipe more than 150 years old and 'Spaghetti Vongole' pasta for two. Old Italian styled desserts are a real favourite. Lucini's is fully licensed with a good selection of regional wines to complement the menu and in 2007 refurbishments included a new bar installation.

Opening hours are: Friday, Saturday & Sunday for lunch (12-3pm) and dinner (from 6pm) and functions and tour groups by appointment.

### Fresco Tours

The frescoes were painted between the years 1862-1864 and are located in the end pavilions of the Macaroni Factory building. One hour guided tours are lead by proprietor Maria Viola. Through completing a Master Thesis in Public History at Monash University, Maria has extensively researched her family. With this knowledge she gives a rare account about her family history and shares with you the stories behind Giacomo Lucini's unique work. Much restoration has been done to reveal the colourful frescoes that are Australia's oldest. They reflect complicated political statements and lives and scenes of the Lucini family's Italian homeland, at beautiful Lake Maggiore.

The Old Macaroni Factory stands as an icon to the thousands of Italians from the Canton of Ticino and northern Italian Alps who settled in the area. Construction began in 1859 and materials were from local creek stones and hand made bricks. Glass was brought up from Melbourne on bullock drays.



## Celebrating 150 years in 2009

### From Media

#### **Korean Visitors help out**

South Korean volunteers helped restore the historic Macaroni Factory in Hepburn Springs last week as part of the Hand-on-Heritage program. Managed by Conservation Volunteers Australia, the Better Earth Team of eight.  
*Daylesford Advocate, January 2007*

#### **Age - Epicure - "Up Country" Keeping it in the Family/Italian Edition**

Six generations of Lucinis have maintained their rural culinary traditions...writes Mary O'Brien  
*Age Epicure, 5 June 2007*

#### **Age - Cheap Eats - Country Champ Award 2006**

Maria Viola serves up generous, hearty bowls of creamy mushroom and pinenut penne, along with a fascinating dose of history, in a 147-year-old macaroni factory.  
*Age Epicure, February 28, 2006*

Three stars \*\*\* Best in its Class

Nonna nosh pasta cafe. There's more than pastas to eat here.  
*The Age Cheap Eats - 2007 Cheap Eats Award*

#### **Discover "Love's Brother Country"**

No wonder writer-director Jan Sardi chose the central Victorian towns of Daylesford and Hepburn Springs as the main locations for his evocative romantic movie, *Loves Brother*. The Old Macaroni Factory features prominently in *Love's Brother*, in which it is Il Café Latino, in real life, it is a heritage-listed treasure, containing a museum and a restaurant, which specialises in pasta dishes and is still owned by Lucini descendants.  
*Extracts - Hepburn Shire publication, March 2004*

#### **"Italian Families in Victoria" presenter profile Maria Viola**

Maria Viola is a direct descendant of Giacamo Lucini who together with his brother Pietro built Australia's first macaroni factory in 1859. Upon the death of her father, Maria inherited the old Macaroni Factory in Hepburn Springs which now stands as a memento to an era when Italian-speaking people arrived en masse in the Victorian Goldfields. Maria will share her personal family history which is an important part of our Australian/Italian heritage.  
*LaTrobe University Dept. of History Conference, 27-29 September 1999*

### From Patrons

What a "Formidable Serata". Took us back many many years ago at 'Nona's'!  
Thank you for your hospitality!  
Fairfield | Carlton | Fitzroy

Superb meal! Best pasta we ever had and wonderful service.  
Daniel & Lydia, Melbourne.

Friendly Beautiful experience - something to tell our friends about. Love the character and atmosphere.  
Mike & Maxine.

Thank you Maria for giving up your time to tell us your great story. Good luck with unfolding it further.  
Francesca.

I thought I was in Italy. Beautiful. Gracie. Gemma - NSW



## Celebrating 150 years in 2009

### References/endorsements

**Congratulations!** I'm delighted to think that the Macaroni Factory will be celebrating its 150<sup>th</sup> anniversary next year. It demonstrates the long history in Victoria of Italians building and making good. And it proves our district's long association with Italian speakers from northern Italy and from southern Switzerland. How they would have flocked to that building for their fresh pasta and their conversation....

In my 25 years in the district it has been wonderful to see the Macaroni Factory brought to life: restored as a building of the main street of Hepburn Springs, visited for building tours, and lively with weekend diners.

I look forward to hearing the forthcoming details of your plans for the celebration honouring this building's important place in the life of Daylesford/Hepburn Springs.

**Carol White, Lavandula Swiss Italian Farm, 14.02.08**

**For the last ten years** I have watched as Maria's tireless enthusiasm and passion for the Macaroni Factory has transformed it from a sad derelict building into a warm welcoming place full of love and laughter. As a neighbour it is wonderful to walk into the building, set in a typical Australian bush landscape, be reminded of earlier days when Italian and Swiss miners met over a bowl of pasta under the Italian frescoes and know I and my friends can do the same. I will watch Maria's future plans with interest and support.

**Keira Lockyer, Neighbour and Daylesford Macedon Ranges Campaign Committee Member 19.06.08**

**The Festa Committee** has been delighted and interested to see the re-development of the Old Macaroni Factory. We appreciate the effort of Maria Viola to continue the restoration of such an important part of our history and again make it accessible to the community. We believe she and her family have already demonstrated their commitment to maintaining the district's heritage with other renovations they have carried out in such a serious way.

The Swiss Italian settlement of the Hepburn/Daylesford area in the gold rushes is a very unique story. Only one other similar settlement of Italians from that period has survived in Hunters Hill, New South Wales. They came from a particular region of Italy around Val Brembana in Lombardy and from the Italian speaking canton of Ticino in Switzerland. Each year a festival celebrating this heritage is held with more than 8000 visitors and locals attending at least one of the 84 events held during the week.

Recently the Hepburn Springs Swiss Italian Festa commissioned Clare Gervasoni to produce the Spa Country's Swiss Italian story "Bullboar, Macaroni and Mineral Water" and already more than 1000 copies have been sold. Throughout this book, there are constant references to Lucini's Macaroni Factory as this building is one of the three significant Italian buildings to escape the 1906 bushfire which destroyed most of Hepburn Springs and many reminders of these early settlers.

We most sincerely hope that aspirations for this project can be assisted with funding for the 150<sup>th</sup> anniversary.

**Jenny Beacham, Hepburn Springs, Swiss Italian Festa Committee, 1.03.08**

**In support** of the Macaroni factory seeking assistance for future refurbishment of the property, I am happy to comment. The family and cultural history represented by the Macaroni Factory and Maria Viola's commitment to the region and the re-birth of the Macaroni Factory, has been a significant exercise. It would be wonderful to see this property continue in its evolution as the important asset to Daylesford and Hepburn Springs that it is. We look forward to the 150<sup>th</sup> celebrations during 2009.

**Jim Culbertson, Chillout Festival Committee Member, 14.02.08**

<b>Industry Associations</b> Heritage Victoria Daylesford Historic Association Canberra Cultural & Heritage Program Melbourne Immigration Museum	Conservation Volunteers Australia Hepburn Shire Macedon Ranges Tourism Swiss Italian Festa Daylesford Macedon Produce
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25.06.08



Celebrating 150 years in 2009



**The Old Macaroni Factory & Lucini's Historic Pasta Cafe**  
Australia's Oldest Italian Building – Est 1859 Hepburn Springs

