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MEMO TO: DIRECTORS
FROM: BRUCE ELLIS
SUBJECT: WIMBLEDON RAFFLE SALES AT CHADSTONE
DATE: 22 February, 1994

To help turn around our sales of the Wimbledon Grand Slam Raffle the Gandel Group of Companies has offered the Brotherhood the opportunity to sell raffle tickets at the Chadstone Shopping Centre during March without cost to this organisation. According to a recent report in the Financial Review Chadstone has the highest sales per square for any shopping centre in Australia.

As I explained at our meeting this is an opportunity too good to miss and very difficult to refuse. The only drawback to taking up this offer is the lack of people to sell the tickets. Volunteers are not keen on taking on this role. Other organisations raffling cars get around this by having paid workers or quest fundraisers take on this task.

As desperate times require desperate measures this could provide the opportunity for Brotherhood staff from as many areas as possible to be relieved on a roster basis from their regular duties and spend a day at Chadstone selling the tickets. At least two staff would be required each day to allow for regular breaks to be taken. It would be appreciated if you could put this suggestion to your various managers and staff working to them.

Many staff members heeded the call in my recent Day Flash for people to take books and sell them to their friends and relatives or came up with very good ideas to help with sales and we very much thank them for their help.

We really need to sell some 9-thousand tickets to cover our costs with this one-off emergency raffle. To date our sales are just on the 700 mark so there is a long way to go yet but with very little time remaining -- just over a month. If every person employed by the Brotherhood put in half a day or a day at Chadstone it would break the back of the millstone hanging around our necks. If people cannot be relieved during the day but want to help the centre is open on Thursday and Friday nights and Saturdays - three of the busiest shopping days of the week.

The rostering arrangements will be co-ordinated by Fundraising. I commend this to you and your staff.

Bruce Ellis
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