



Australia Ch**RA**J**A**



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Arts & Cultural Ganesh Festival of SA 2023

September
23 & 24
Sat Sun
At **AFL Max**

Ganesh Chaturthi is an important Hindu festival that celebrates the birth anniversary of Lord Ganesh. The 10-day Festival is celebrated not just in India but across the world. It is an occasion to immerse in the magical spirit of festivities through the reverberating beats of *dhol tasha*, soul-purifying sounds of *mantras*, aroma of delicacies, and the magical fragrance of incense sticks.

To welcome Lord Ganesh, the 'destroyer of obstacles,' and seek his blessings, the United Indians of South Australia (UIOSA) will organise its annual Arts and Cultural Ganesh Festival of South Australia on September 23 and 24, 2023, in Adelaide.

Conceptualised on the spirit of inclusiveness of the multicultural community of Australia, the Festival focuses on reinforcing the ideology of *Sarvajanik Ganesh Utsav* or community celebrations.

About UIOSA

In early 2016, a group of enthusiastic and passionate individuals came together in Adelaide to create a like-minded forum to celebrate Ganesh Chaturthi as a community festival. And the result was the birth of the United Indians of South Australia (UIOSA) and the launch of the Arts and Cultural Ganesh Festival of SA.

Driven by passion, enthusiasm and zeal, we embarked on a mission to share the festive spirit of the Ganesh Festival in South Australia, also known as the Festival State. Our goal was to transport the community to the world of joy, happiness, unity, brotherhood and the extravaganza associated with the Ganesh Festival.

Though we encountered the problem of limited resources initially, it could not deter us from celebrating the birth of our 'God of Prosperity' on a grand scale. We are grateful for the tremendous support we receive from our volunteers, partners and local business community. Their soaring support and trust in us give us the confidence to come out stronger every year in terms of representation, number of volunteers and supporters.

Festival Highlights

- We created a record in 2016 when we brought in the largest idol of Lord Ganesh outside of India, now popularly known as "Australia-cha-Raja" in Adelaide, with a podium decoration extending to a height of 14 feet. In 2022, we broke our record by getting a new idol measuring 22 feet! It has only enhanced the beauty and presentation of the pedestal and the accompanying structure of the Ganesh idol.
- Two days of family-friendly performances, showcasing the rich cultural heritage of multicultural organisations of Indian, Asian and European origin.
- Free community event, providing a platform for local artists, musicians, dance academies and schools to display their performances.
- Local and inter-state visitors.
- Traditional dhol-tasha and lezim performed by all genders and age groups.

- Exposure for local and new talents.
- Volunteer involvement from various communities and age groups.
- Unlimited community lunch and dinner at no charge (subject to prevailing Health restrictions).
- Attracted almost 12,000 attendees in 2022, 7,000 in 2021 under strict Covid restrictions, 3,500 in 2020 and over 12,000 in 2019.
- A new venue that can accommodate over 2,000 people at a time.
- Car parking adjacent to the venue.
- New decoration of our beloved 'Australia-cha-Raja'.
- More extensive representation of multicultural groups and ethnicities.
- Food trucks.

Festival Events

It is a team of volunteers that professionally manage the entire show. Organised into different teams, the volunteers plan and execute the Festival with utmost precision to make it a grand success.

We work closely with our sponsors and patrons to ensure the proper utilisation and deployment of funds and donations. Any excess fund received during the Festival is donated to various philanthropic non-profit organisations in Australia and outside.



Agenda for 2023

Day 1 (Saturday 23 September, 10 am onwards)

- Pratisthapana (Traditional prayers) of the Ganesh idol accompanied by holy chanting and Indian classical dances to launch the festival on the auspicious occasion of 'Ganesh Chaturthi'
- Dhol-tasha and lezim community procession
- Chanting of Atharvashirsha hymns, Maha Aarti
- Acknowledgement ceremony
- Cultural programme with acknowledgment of our special guests between 6-7 pm

Day 2 (Sunday 24 September, 10 am onwards)

- Satyanarayan puja (with 100 families)
- Cultural programme
- Closing ceremony
- Ganesh visarjan

Volunteering Services

Volunteering in any way is considered a great way of developing life skills and inner strength. For festival volunteers, this is an excellent opportunity to serve the community, meet new people, share your skills and in turn gain experience.

To gather more information about our volunteering programme and register your interest, please contact Mr Rakesh Gupta at 0435 095 055 or submit your EOI on http://bit.ly/UIOSA_Volunteer_EOI. The areas in which you can participate and exhibit your skills are:

- Traffic management
- Kitchen help
- Backstage help
- Crowd control
- Food service
- Publicity and Social media
- Master of ceremonies
- Housekeeping
- Stage and Mandap decoration

Cultural Presentation and Performances

Calling budding artists and performers of all age groups! It is a wonderful opportunity to unleash your talent before a crowd of over 10,000 people and win their accolades. The encouragement and motivation go a long way in building your confidence and skills.

Various forms of entertainment programmes are planned for the festival. To learn more about the programme and schedule, and discuss your interest, please speak to our Cultural Secretary Mr Kapil Chousalkar at 0432204009.

Appeal to Sponsors and Partners

Now is the time to associate your business with the Arts and Cultural Ganesh Festival of SA. Considering the growing number of attendees and participants and keeping their safety in mind, the event will be held at AFL Max near Adelaide Airport. The large venue capacity will help accommodate the bigger crowd and provide ample room to host featured events.



A high turnout of crowds and wide multimedia coverage, including a live telecast of the event on social media, provide the perfect launchpad for new and budding businesses. The two-day event also helps boost businesses of local vendors of event paraphernalia, caterers, light and sound, and dance academies.

Opportunities are available to potential sponsors at various levels. For more details, please contact Mr. Sandy More at 0411 831 307 or Mr. Dilip Kulkarni at 0401 317 851.

We also invite the following partnerships to assist us in making the festival a successful event:

- Dance academy partners
- Catering partners
- Facility management partners
- Media and publicity

For more information, please send us an email at unitedindiansofsa@gmail.com

or call our representatives to schedule a meeting.

Dilip Kulkarni (President): **0401 317 851**

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