

# Trevor Scott Craddock

Father **George** b 1889 Solihull a small market town 12km southeast of Birmingham (now City about 120,000) Oldest of 10 Children – 1 died in infancy

Pre WW1 - West Bromwich Albion Football Club Top tier EFL Club Enlisted WW1 1914-1918

Notable People included Mandy Rice-Davies – Profumo Affair George wasn't included

George and Wife Emily migrated to Australia 1921 with Daughter Sylvia

Promised a job as Manager of Box Hill Bus Company – telegram Fremantle No Job

Second eldest – Brother William (my Grandfather) and Family followed in 1923

Both founding members of Box Hill Soccer Club - Home Ground Wembley Park Massive 300 seat Grandstand IMPORTANT connection

**Trevor** born September 1924 Teenage Years learnt Drums - Cousin Neville Drummer

December 1941 Back Dated DOB 1922 - 18 1/2 Joined AIF posted to 52<sup>nd</sup> Battalion AIF Father pulled him out

Transferred to RAAF September 1942 Somers/Benalla then Winnipeg, Canada - Empire Air Training Scheme

Whilst training in Canada visited Chicago Sat in on drums with Woody Herman Band

7 Days Jail in Canada for hiding with others in the ceiling of the barracks on the air base. When ordered down he bumped into the Sergeant. As a consequence, his papers were allegedly marked “never to be promoted to Officer”. - Missed Passing out with Squad. Expressed - Probably Saved my Life

Original Squad posted to Bomber Command - Over 40% of Bomber Command were Killed – Trevor was posted to Coastal Command

Passed out as WAG (Wireless Operator/Air Gunner) Papers marked never to be made an Officer Cousin Tim (Bomber Pilot) trained also at Winnipeg on same ship to UK, never met until the UK

UK Met many family members - 2 Cousins, Tim and Harold Pilots and Officers in RAF) in UK Tim (Bomber Pilot) trained also at Winnipeg was on same ship to UK. Only found out afterwards in UK

Posted to Leuchars, Scotland, RAF 206 Coastal Command Squadron, B24 Liberator Bomber Hunting Enemy Surface Ships and U Boats. One Mission to Norwegian Fjords on German Battle Ship Tirpitz

Barley Mow Pub Solihull Incident

Returned to Australia 1946 as Warrant Officer Married Ivy Bates (Lancashire) 1947 - One Child - Sandra

Joined Bank of NSW then joined State Savings Bank 1957 as Public Relations Officer Marketing Coup Introduced Mickey Mouse Club to Victorians – later appointed Chief Manager, Marketing 1970

Sadly in 1972 Daughter Sandra, a Myer Fashion Executive was Killed in a Motor Accident whilst returning from a showing in Adelaide.

Trevor had many other achievements some of which were:

- Director, Vice President, Life Member RACV

- One of the founders and a Life Member of The Carbine Club

- Chairman Harness Racing Board

- General Manager Australian Ballet

Director Victorian Football League and Richmond Football Club  
Never made Officer in RAAF but sure achieved back home

See below.

Yes, no problem. Re his time in the cooler it was for dodging a parade by hiding with others in the ceiling/attic of a building on the air base. When ordered down he also bumped the person on the way down. As a consequence of that action/s his papers were allegedly marked to never be promoted to officer.

Expand on other aspects if you wish. You heard my comments.

Send link to Ray

TREVOR CRADDOCK'S CAREERS, FUNERAL, 15<sup>th</sup> February 2024, at St John's Anglican Church, Toorak, Victoria

Trevor was one of the most charming and effective men I have known in my whole life.

I have been asked to speak on his career from of our Friday lunches over years. He was grateful and humbled by his 58 year working life and achievements: 37 in banking, the rest at diverse other roles. Even his father George- also successful- said he was surprised and jealous of what Trevor had achieved.

He only applied for one job in his working life...all the other positions were given to him for his networking skill and reputation for quietly, efficiently getting jobs done.

His career was:

- Bank of NSW, arranged by his father at 17,
- Army first, then RAAF aircrew '42-46, to Warrant officer wireless & air gunner
- Victorian State Bank, the only job he actually applied for, a story later...
- John Cain government appointments: reform Chair of the Harness Racing Board '84-'90, and related Boards: TAB, 3UZ (the racing station) and others,
- Managing the new Victorian Ballet Centre '89-93, and
- Managing the drug rehabilitation centre Odessey House to his retirement at 75 in 1998.

In the Wales bank from '40, he was on the ledgers in branches restless after his RAAF service. He was shifted to PR in Head office, but he chased a bigger role at the State Bank in 1956. During his time with the Bank he travelled widely to Banking, PR and Marketing conferences locally and overseas, and brought back innovations that helped lift the SSB from sleepy hollow to an innovative leader in Victorian banking. A key initiative was grabbing the sponsorship of the Mickey Mouse Club then on Channel 7, for a few promo minutes and write in activities for the kids. By '59 he had captured 50,000 new family accounts 100,000 eventually. Targetting children in families is commonplace today, but innovative back then.

There is a story to that deal. Coming home once, he saw kids shoes ranked up outside the door and, inside, neighbours kids raptly watching the Mickey Mouse Club from their then rare TV set. He resolved to get the sponsorship for the Bank. He was once invited to a thank you lunch with Walt Disney and his brother at their headquarters in California, a highlight in his life.

There are other stories from his banking career...

Like his trips on St Kilda trams as a green 17-year-old with a bag of cash between branches with a gun that he did not know how to shoot... more scared of the gun than any possible robbers.

Like his application for the advertised State bank job during the 1956 Olympics for nearly double his Wales salary, made right on the deadline, no time to change. He presented to the

startled Bank Secretary dressed in his Mexican rig as Attache to the Mexican team: big hat, and chaps (fortunately no gun). Puckish, he opened with “Buenos Dias! Senor”. The startled clerk had also applied but was even more startled when Trevor got the job ahead of him and hundreds of others, from the new, entrepreneurial Chairman hired to shake-up the Bank. He picked Trevor’s talent to help in his task and let him run.

Trevor was famous too for a huge, tooled leather desk- bigger than his Chairman’s actually- that he bought for himself on joining the Bank, the only one in store he said. And for his snappy, tailored dressing and colourful ties that were the talk of the staid banking world then. He is said to have lifted the industry dress standard in Melbourne banking. And that style carried him through his many jobs and private life in many top roles.

As you have already heard, in parallel with his working career, helped set up the Carbine Club in ’61 and *Presided*, he led PR and Marketing Institutes in their infancy and *Presided* in the ’70s, sat on the Boards of Richmond Football Club (go the Tigers!) and the VFL in the ’70s, likewise was an RACV Vice President for years, and was made a life member of that and other clubs across town.

He was a consummate networker and fundraiser: collecting \$350,000 to clear Odessey house debt and setting up a lapel pin sales system in the VRC network for a disabled rider charity. It has reached \$2.7M today. He wryly said his fund-raising cost him a lot of friends who felt charmed to give to him, repeatedly. He left a great legacy in many fields...

Goodbye dear friend, it was a privilege to have shared in your life. Enjoy your next adventure...

By Ted Mouritz

**Trevor Craddock**

**Good morning everyone, my name is Peter Dermody.**

**I first met Trevor when I joined his Department in 1966, my barracking for Richmond may have helped my cause in getting the job.**

**Trevor joined the State Savings Bank of Victoria (SSB) in 1956 – around the time of the Melbourne Olympic Games – at the age of just 33 in the newly created role of *public relations officer to the bank*. Previously he was employed with the Bank of New South Wales, now Westpac.**

**His appointment was somewhat unusual as banks generally did not employ staff from their rivals in that era. The Chairman of the Banks Commissioners made a Captains call and he was answerable directly to him.**

**.Those days only a very select number of senior executives had a bank supplied vehicle and those who did usually drove Holden or Ford sedans, mostly nondescript, black or battleship grey in colour!**

**But not so Trevor! His bank cars included one of the automotive industry's distinctive marques of the era – the Chrysler Valiant**

**One of the more unconventional of these Valiants was a striking lime green two-door coupe! His next was a burgundy sedan.**

**Towards the end of his Bank career Trevor's car of choice was a beautiful**

**Series 3. Jaguar..**

**Prior to his appointment SSB had had no formal public relations position— let alone marketing division, so in effect Trevor started with a blank canvas! The banking industry’s marketing in those days consisted of a limited advertising budget which, at best, was pedestrian and restricted predominantly to the print medium! There was no TV prior to 1956 of course.**

**It was pedestrian, that is, until Trevor Craddock took the bull by the horns and revolutionised bank marketing in Victoria. He appointed an accredited advertising agency with a brief to produce TV commercials that were creative and stood out from the rest plus other forms of distinctive media advertising.**

**One of Trevor’s most significant achievements in his early days with the bank was the introduction of the Mickey Mouse Club to Victorian television sets in 1959 after he successfully negotiated a deal with the legendary Walt Disney corporation in the US.**

**Trevor persuaded the bank’s commissioners to allow him go to the states to meet with Disney executives at a time when overseas business travel for even the most senior bankers was very much the exception..**

**Not only did he visit the headquarters of the giant US media corporation but, at the conclusion of the meeting with Walt and Roy Disney, he was invited to lunch with the great men in their private dining room! Trevor and the Disneys become firm friends over the ensuing years. Disney were very impressed with the production standard of the show.**

**Shortly after the Mickey Mouse Club hit the airways thousands of kids would race home from school every afternoon to catch the antics of**

**Mickey and his gang! The Mouseketeers visited Victoria on the back of our show.**

**The bank received hundreds of applications to join the club from Victorian youngsters each week and by the end of 1959 total membership was well in excess of 50,000! When I joined the Department in 1966 the number had grown to 180,000. Shows we sponsored like the “Mickey Mouse Club”, “Its Academic” etc were purposely aimed at our junior customers as these young Victorians would become home buyers and business owners in the not too distant future**

**Trevor was also the driving force behind the SSB Little League which gave thousands of Victorian schoolkids the opportunity to live out their dreams emulating the feats of their heroes at halftime on VFL match days.**

**The Little League – which the bank sponsored and fully coordinated from its inception in 1967 for more than two decades it was unmitigated success and soon captured the imagination of Victoria’s football-mad population with eager legions of fans cheering on the kids wearing their clubs’ colours.**

**It was a remarkably successful sponsorship that furthered the bank’s already strong association with school banking, promoted brand loyalty and enhanced its reputation as the “people’s bank”.**

**On the bigger stage, Trevor steered the bank through an era of intense competition in a crowded banking marketplace when there were seven banks – not four as today – all vying for Victorian residents’ banking business.**

**During the early 1970s the bank hierarchy reassigned a number of sections to formalise the marketing function with Trevor Craddock appointed as the inaugural chief manager marketing.**

**It was due largely to Trevor's vision and guidance that the SSB was positioned to cement its place as the leading Victorian bank.**

**Away from the bank Trevor was a mover and shaker in the advertising and marketing industry, business world, government circles and VFL football as a director of his beloved Richmond Football Club..**

**The extra-curricular activity Trevor was involved in produced considerable benefits for the bank: Trevor knew everybody and everybody knew Trevor! His extensive list of contacts was an invaluable tool in opening the doors for the bank which may not have otherwise been accessible. Loyalty and integrity were qualities Trevor lived by throughout his life and they were reflected in everything he did.**

**Trevor, who retired from the bank in early 1983 after a career spanning 27 years, was the architect and driving force behind the establishment of the SBV's multi-faceted marketing function from the ground up and can be justifiably proud that our marketing department was arguably the equal of any in the industry!**

**As a Boss Trevor was great, but as a friend he was even better. To give you an idea of the teamwork Trevor inspired, a group of us from his Department in 1966 regularly meet up for lunch and birthdays to this day . Until recently Trevor was one of those at our gatherings. Sadly there will be an empty chair now.**

**When Trevor moved into care I visited him one or twice a week and we went for a drive 2 or 3 occasions (without permission) and on one we came in here and Trevor had a last look at “my Church” as he put it. As we walked out he quipped “the next time I leave here will be feet first!”. Trevor was not your typical Banker in a dark pin-stripe suit, more a light coloured suit and a pale yellow shirt and a Richmond tie. As we drove home he said “don’t you dare wear a dark suit to my funeral.” I’m wearing my special Mickey Mouse tie in honour of my very good friend. Goodbye and may God bless you.**

**Words and memories by**

**Peter Fitzhenry and**

**Peter Dermody.**