

VRRDA Hall of Fame 2015

MEL HOGAN

Mel is a quiet, unassuming, almost invisible member of the dance scene, but he has made an enormous contribution to the Rock n Roll community by providing us with the VicRock web site. He is the mastermind behind this invaluable source of information.

Mel established the VicRock website in 2002 and set it up to provide an interactive platform for promoting 1950's and 60's rock and roll, and rockabilly music and dance in Australia via the Internet. He is very modest about its success, accrediting most of its success to the VicRock members and the contributions they make to the web site.

Mel originally became involved in the Rock n Roll scene in 2000 when he and his wife took up Rock n Roll dancing lessons. He began searching the Internet to find out which dances were being held around Melbourne, and was disappointed to find that there wasn't much information available.

Mel then decided that what was needed was a website that would provide the type of information he had been looking for. The first web site he built was just a static html page, which he updated himself. **His web site www.vicrock.com.au was launched in early 2002.** Mel is the web site's creator and web master.

The idea was that any band, event or dance could be promoted Australia wide. He would send out emails to all the bands once a month asking for their gig guides, which he then manually entered into the appropriate pages on the website. **From that beginning, the website evolved into what it is today, a website with much more sophisticated software that enables the members to submit and promote their own gigs, events and news.** It continues to provide Rock n Roll dancers and the wider community with up to date information on all things Rock n Roll, such as band gigs, dances, festivals, events, and a variety of announcements and news.

Mel has developed and organised the website so that there are plenty of opportunities for registered members to play an active role within it. They can contribute information; list events on the gig guide and interact with other members of the Rock n Roll community. This interaction has really helped to build the sense of community between dancers.

The website currently has 4,874 members, along with an additional 40 or so guests who view the pages online. The website enables members to access up to date Rock n Roll news, read and contribute to forum topics, check out the gig events calendar, look for dance classes, share photos, and access links to other web sites. **It could be argued that Vicrock was one of the world's first Rock n Roll dance-focused web sites. It can certainly be argued that, both in Australia and internationally, it is possibly one of the best.**

When Mel is not working on the VicRock website, he loves to spend time on another Rock n Roll passion...working on his beautiful classic Pontiac.

Mel has devoted an enormous number of hours to the development and maintenance of this incredible platform for others to share. It not only keeps us up to date, but also gives many Rock n Roll bands and clubs the opportunity to publicise and promote their gigs, dances, festivals and other events. The VicRock website has now been successfully running for the last 13 years. **Where would we be without this amazing site to keep our finger on the pulse?**

Some of Mel's greatest achievements:

1. Establishing the VicRock website in 2002 as an interactive platform to promote 1950s and 60s Rock n Roll music and dance.
2. Being able to develop the website from its early beginnings, into what it is today, using much more sophisticated software.
3. Giving power to the people...by enabling members to submit and promote their own gigs, events and news.
4. Being able to meet many wonderful people, and make lifelong friends.
5. Being able to turn his idea for a rock and roll community website into a reality, and successfully running it for the last 13 years.
6. And spreading the word about all things related to rock n roll...

Ladies and gentlemen, the VRRDA is honoured to induct Mel Hogan into the 2015 Hall of Fame...

Annette Niven
VRRDA Secretary