

TASTE BUNDABERG

Culinary Tourism Strategy
2020-2023





PURPOSE

The purpose of this strategy is to strengthen Bundaberg’s position as a destination where you can experience one of Australia’s most productive, year round food producing regions, from the rich red soils to the shores of the Southern Great Barrier Reef.

Famous for its Bundaberg flavours, the culinary experience is real and raw. Our culinary heroes are world renowned brewers, local farmers, fisher people, makers, growers, cooks, chefs and artisans.

The strategy aims to bridge the gap between food and tourism. It positions Bundaberg Tourism’s (BT) role and strategic direction in culinary tourism, to maximise destination profile and visitor spend, aligning with the Queensland’s tourism lifestyle pillars and Tourism Australia’s Restaurant Australia campaign.

The region’s signature food event, Taste Bundaberg Festival, provides an annual showcase of Bundaberg North Burnett’s culinary experiences, to encourage visitors to immerse their senses in a Bundaberg they never thought existed.

The strategy is driven by Bundaberg Tourism and funded by Bundaberg Regional Council.

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A photograph of a man and a woman in a brewery. The man, on the left, is leaning over a large stainless steel pot, holding a metal bowl and pouring grain into it. The woman, on the right, is smiling broadly and holding the bowl. In the background, there are other people and industrial brewing equipment. The text "PEOPLE TRAVEL ON THEIR STOMACHS" is overlaid on the image.

**“PEOPLE TRAVEL
ON THEIR STOMACHS”**



CULINARY CONTEXT

Tourism Australia conducted consumer research across 15 of Australia’s key tourism markets in 2012, revealing that ‘great food, wine, and local cuisine were a major factor influencing holiday decision making, ranking third ahead of world class beauty and natural environments.’¹

More recently in March 2017, statistics from Tourism Research Australia reveal that visitors spent more than \$21 billion on food, wine and brewery experiences across the nation during the year.



Tourism Australia’s annual *Consumer Demand Project* outlines visitors’ rational reasons for travel. In 2019, key international markets for the Bundaberg region include in their factors of importance when choosing a holiday destination:

- Safety and security
- Value for money
- World class natural beauty & wildlife
- Friendly and open citizens, local hospitality
- Food & wine
- World-class coastlines, beaches & marine life

The Bundaberg and North Burnett region is ideally positioned, with the right ingredients, to capitalise on consumer emotional reasons for travel and meet the region’s tourism vision

BUNDABERG TOURISM VISION

To be the destination of choice for the Great Barrier Reef, home of Australia’s premier turtle encounter as well as Queensland’s world famous food and drink experiences.

As identified in the Bundaberg Region Destination Tourism Plan (2019-2022), marketing and developing culinary tourism attractions and events is a key game changer for the region to grow overnight visitor expenditure and meet the 2022 target to \$440m p.a.

FOUNDATIONAL PILLAR

OWN THE TASTE BUNDABERG BRAND

By sharing the vibrant stories of our people, place and produce, we will enhance the Bundaberg region’s reputation as a quality agri-tourism destination.



THE RAW PRODUCE

The region has an estimated annual farm gate value of more than \$500million*, producing about 25% of Australia’s produce, offering a true tapestry of regional flavours. It is world famous for Bundaberg Rum and Bundaberg Brewed drinks, and is Australia’s second largest producer of ginger. Most recently the region surpassed other macadamia capitals to become Australia’s largest macadamia growing region.

BUNDABERG REGION

Fruit, Vegetable & Nut Availability Calendar

Product	J	F	M	A	M	J	J	A	S	O	N	D
Avocado		🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Banana	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Blueberries					🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Borlotti beans				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Butter beans				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Button Squash			🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Capsicum				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Cherry & Grape tomato	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Chilli			🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Corn						🍷	🍷	🍷	🍷	🍷	🍷	🍷
Cucumber				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Custard Apple				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Dragon Fruit	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Egg Fruit			🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Fig	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Galangal							🍷	🍷	🍷	🍷	🍷	🍷
Garlic	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Ginger	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Grape Kumato tomato					🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Green beans				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Herbs				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Honey Dew	🍷	🍷								🍷	🍷	🍷
Lemons	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Lettuce				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Lychee	🍷	🍷										🍷
Macadamia Nut	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Mandarins										🍷	🍷	🍷
Mango	🍷	🍷	🍷									🍷
Passionfruit		🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Potato							🍷	🍷	🍷	🍷	🍷	🍷
Pumpkin			🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Qukes (baby cucumber)	🍷	🍷	🍷								🍷	🍷
Raspberries					🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Rocket				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Rockmelons										🍷	🍷	🍷
Snow Peas				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Stone Fruit									🍷	🍷	🍷	🍷
Sweet Potato	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Strawberries						🍷	🍷	🍷	🍷	🍷	🍷	🍷
Tahitian Limes	🍷	🍷	🍷	🍷	🍷						🍷	🍷
Tomato	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Turmeric						🍷	🍷	🍷	🍷	🍷	🍷	🍷
Vine sweet mini capsicum				🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
Watermelon	🍷									🍷	🍷	🍷
Zucchini			🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷

🍷 Peak Season 🍷 Available

CULINARY COMPETITION

With our natural environment, clean sea, air and soils, Australia is brimming with passionate food producers and artisans. With visitors spending some \$21b per annum in Australia on food, wine and brewery experiences, it's no wonder businesses, towns, cities and regions are allocating ever increasing human and financial resources to culinary tourism.

From edible escapes to foodie adventures to bucket list food destinations, the current market place is awash with culinary tourism experiences, highlighting the need for the Bundaberg North Burnett Region to ensure a unique selling point and culinary positioning in a crowded market place.

Just some successful case studies include Scenic Rim's Eat Local Week, Orange's F.O.O.D week and the Fleurieu Food, Wine and Drinks Trail as an example of coast and country culinary tourism experience.

EVENTS



EAT LOCAL WEEK
Scenic Rim, Queensland

- Annual 9 day event in June/July
- Attracts 38,000+ to 90+ events
- Annual celebration of farmers & producers
- Partners with Brisbane Art Gallery to showcase Eat Local Week to city cousins
- Food ambassadors lift profile

Eat Local Week celebrates the food, farmers and natural beauty of the Scenic Rim through a program of festivals, farm gate events and culinary experiences. The event was launched in 2011 and has grown in size and scale each year with Eat Local Week 2019 seeing more than 38,000 visitors attend more than ninety (90) events held right across the Scenic Rim region.

In 2019 Eat Local Week injected \$1.9 million+ in visitors expenditure and \$1.3million+ media value with a reach of over 151 million people!

www.eatlocalweek.com.au



ORANGE F.O.O.D. WEEK
Orange, NSW

- Annual 10 day event in April
- Attracts 26,000+ to 100+ events
- Australia's longest running food event
- Promotion throughout year, targeting Sydney with Tastes of Orange e.g. at Manly markets
- Aiming for environmental sustainability

Founded in 1991 F.O.O.D Week was created with an ethos of showcasing the region's excellent fresh produce and award-winning cool climate wine, as well to provide a platform for its clever food producers, providers and innovative chefs, cooks and caterers. Australia's longest running regional food festival and has been acclaimed as one of Australia's top ten food festivals.

In 2018 it became Australia's first globally ISO 20121-certified food and wine Sustainable Event.

orangefoodweek.com.au



REGIONAL FLAVOURS
Brisbane, Queensland

- Annual 2 day event in July
- Attracts 80,000+
- Queensland's premier free food & wine festival
- Held in Brisbane's picturesque South Bank Parklands

Free entertainment from celebrity chefs, delicious food, beer and wine, live music and kids activities.

The event is also home to a thriving producer market featuring more than 80 stalls from across the state. Work your way through aromatic wine, rich desserts, crisp fruit and vegetables, flavoursome jams and sauces, creamy nuts and cheeses plus plenty more.

www.regionalflavours.com.au

EVENTS



CURATED PLATE

Sunshine Coast, Queensland

- New festival in August 2019
- Events held throughout the Sunshine Coast

The Curated Plate, a new four-day food festival, made its debut on the Sunshine Coast, August 8-11, 2019. Celebrating the Chef and the Producer, the festival aims to bring together the region's finest produce with the best chefs in the Australian and international dining scene.

The Curated Plate has an exciting program bursting with exclusive culinary events that will span the region, bringing to life the unique local artisan culture. Come and experience the Sunshine Coast's acclaimed produce and producers, immerse yourself in the flavours forged from organic and sustainable practices, and make your next holiday an adventure in taste.

www.thecuratedplate.com.au/sunshine-coast



HAMPTON FESTIVAL

Hampton, Queensland

- Annual 4 day event held around third Sunday in May
- Main Festival day on the Sunday, supported by local events and dinners in the lead up
- North of Toowoomba (within 400km drive market)

One of the underlying aims of the Hampton Festival is to foster a thriving farming culture in the "high country" north of Toowoomba. To this end, we're proud to support our farmers and edible gardeners by offering their goodies for sale at our ever-popular Community Produce Stall, in our cooking demos, and at our diverse range of market stalls. You'll find a cornucopia of fresh produce, eggs, honey, preserves, bread and much more. Call past, grab your ingredients for dinner and have a chat with some local growers while you're at it.

www.hamptonfestival.com



NOOSA EAT + DRINK FESTIVAL

Noosa, Queensland

- Annual 3 day event in May
- Focus is on best Australian food, wine & chefs rather than local
- Program is aimed at adults
- Iconic locations – Noosa Beach, Hastings Street, well known restaurants central to festival experience
- Culinary tourism packages
- Event draws on Noosa's brand and positioning in the tourism market

The Noosa Food & Wine Festival was renamed in 2020 to the Noosa Eat & Drink Festival. The new name better represents what the festival is all about - a true celebration of Australian eating and drinking.

The Festival combines Noosa's favourite restaurants with local artisan producers, world-class chefs, the best in Australian wine and drinks, interactive masterclasses and live entertainment

www.noosafoodandwine.com.au

DESTINATIONS



TASMANIA

- 1.3million+ total visitors in 2018/19, with \$2.5billion+ total expenditure
- 969,900 leisure visitors and \$2billion+ total expenditure

Tasmania's rich soil, pure air and clean water, inspire dedicated growers to produce a truly authentic food and drink experience.

Tasmania is a great place to learn about and try fresh produce. You can find it at farmers markets and in local eateries, from cheap and cheerful pubs to high-end bars and restaurants. You can even stop and buy from roadside stalls – in Tasmania you'll still find honesty boxes all around the state.

Tasmania is also home to some of Australia's leading cool climate wines with our pinot noir and sparkling wines attracting the interest of wine makers from around the world. Our clean, green environment is also ideal for producing cider, whisky and gin.

You'll find our boutique breweries and distilleries showcasing their wares at cellar doors where you can sample the produce and talk to the maker.

Foodies can learn how to prepare amazing plates at cooking schools, pick fresh produce straight from the source and sample excellent dishes and produce at food festivals and master classes.

Tasmania's quality food and wine attract foodies from all over the world, so why not join them for a delicious taste of the island state?

www.discovertasmania.com.au/what-to-do/food-and-drink

DESTINATIONS



FLEURIEU PENINSULA South Australia

Located forty minutes South of Adelaide, the Fleurieu Peninsula offers some of South Australia's finest coastal, scenic and culinary experiences. Spend quality time in nature's playground discovering charming towns including Victor Harbor, Willunga, Normanville, Goolwa, Yankalilla and Rapid Bay.

The region is home to the internationally renowned McLaren Vale - the home of sustainable wine production, world-renowned labels and unparalleled gastronomic experiences. Sip McLaren Vale's renowned wine in a giant rubik's cube or head Down The Rabbit Hole for a tasting in a double-decker bus.

southaustralia.com/places-to-go/fleurieu-peninsula/food-and-drink

Food Wine + Drinks Trail

When you visit the Fleurieu, be sure to bring a decent appetite so you can taste all the magnificent treats our producers have in store.

Fleurieu farmers and vigneron, chefs, brewers, distillers and shopkeepers are intently focused on presenting the best food, wine and drinks they possibly can. They have a great advantage, sourcing the best ingredients from a pristine environment – a place they love to call home. It's why you'll see our winemakers dining in local restaurants, our chefs at the farmers' markets, and producers checking out cellar door tasting rooms.

Enjoy what you learn about our special piece of paradise, and then love what you taste.

trail.fleurieufood.com.au



MARGARET RIVER Western Australia

- 2.894million visitors in 2018/19
- The most visited regional destination in Western Australia

Flanked by national parks including towering forests, pristine coastlines and rugged granite outcrops, the Margaret River region is the quintessential Western Australian holiday destination.

This is award-winning wine country with a thriving art scene, incredible hiking trails, and a distinctly circular food philosophy with a great respect for the land.

With sheltered bays to the north, vineyards and surf coast along its length, and two oceans meeting at the southern tip, it's time to rediscover the Margaret River region.

www.margaretriver.com



HUNTER VALLEY New South Wales

- 1.4million visitors in 2018/19 with \$502million+ total expenditure

Nestled in rich rolling vineyards and olive groves, the Hunter Valley is not only home to some of the world's best wines, but a playground where innovative winemakers create, vineyard doors are open and lunch rolls into dinner. Make a getaway to the Hunter Valley. Discover more in the official annual regional guide for the Hunter Valley. Here's to the good life.

www.winecountry.com.au



SCENIC RIM Queensland

Here, natural beauty meets country charm and welcoming smiles stretch as far as the breathtaking vistas.

The Scenic Rim is a region of great abundance. From iconic Tamborine Mountain to beautiful Lake Moogerah, rugged Mount Barney to welcoming Boonah and every breathtaking space in between.

With ancient rainforests, historic national parks, charming towns and villages, adventure parks, farm stays, craft breweries, boutique wineries, galleries, festivals, camping, glamping and more, there's always something new to discover.

www.visitscenicrim.com.au

DIFFERENTIATING THE CULINARY EXPERIENCE

In order to gain marketplace cut through, a highly differentiated culinary experience needs to be developed and marketed for the region.

Much of the regional culinary tourism experiences in Australia have a distinctly gourmet, country style brand, often reflecting a cooler climate. It is difficult to differentiate the Bundaberg region from regional South East Queensland and regional New South Wales.

The brand and marketing for the region's signature event "Taste Bundaberg Festival" must align to the destination offering of a warm, year round climate on the shores of the Southern Great Barrier Reef.

FAMOUS FLAVOURS

The region is world famous for its brewing; Bundaberg Rum and Bundaberg Brewed Drinks. These brands have high profile and strong distribution nationally. They position the region's flavours distinctively different from anywhere else.

The region's flavours are quintessentially Queensland. Distinctly sweet, with a touch of spice (ginger and chilli) and tropical flavours (reef fish, fresh seafood, macadamias, lime and fig), served with a side of humour and cheekiness.



UNIQUE CULINARY OFFERINGS

- Famous for drinks
- Year-round climes =
Year-round produce
- Diversity of fresh produce
 - Seafood
- Multigenerational butchers
+ growers
- Burgeoning boutique producers



OUR CULINARY BRAND

- Famous and iconic flavours
 - Real, raw, red dirt
- Southern Great Barrier Reef
- "We're not food snobs, we're relaxed, Australian, authentic"
- Bundaberg is where "great" begins; great weather, great characters, great charm, great produce, great rum and of course, the Great Barrier Reef.



OUR FLAVOURS

- Ginger Beer
- Bundaberg Rum
- Macadamias
- Sweet + Spicy
- Fresh + Crisp

FAMOUS FLAVOURS



IF BUNDABERG WAS SERVED IN A GLASS
Bundaberg Ginger Beer, Bundaberg Rum, lime +
mint



IF BUNDABERG WAS SERVED ON A PLATE
A contemporary surf'n'turf
encrusted with macadamias in
a sweet, sticky sauce with a touch of chilli,
served with the freshest crisp salads

TASTE BUNDABERG FESTIVAL

DATES

10 days in June every year

ABOUT THE FESTIVAL

With our iconic flavours, abundant produce and unique dining experiences tempting taste buds from all over, the stage (and table) is set for something great-a great Bundaberg feast.

Taste Bundaberg Festival is a coming together of our passionate culinary community. It's a showcase of authentic Bundabergian food and drink experiences - from the farmer, distiller, brewer, grazier and fisherman; to the restaurateur, food stall, café and caterer; through to the table. It's a time to serve up a hearty helping of world-class deliciousness and distinct flavours found nowhere else.

After all, Bundaberg is where "great" begins; great weather, great characters, great charm, great produce, great rum and of course, the great barrier reef. Taste Bundaberg Festival is an invitation to roll up your sleeves, get your hands dirty, pile plates high and leave glasses empty. Come, take a seat at the Great Bundaberg Feast.

Bundappétit!

UNIQUE SELLING POINTS

- A true farm gate to reef to plate experience, so close to Brisbane
- Regional produce diversity, quality and quantity – the region growing 25% of Australia's fresh produce
- One of the only markets in Australia where the grower that grows it, the brewer who brews it, the distillery who distils it, is there to sell it.
- Foodie experience located on the Southern Great Barrier Reef (hero experience)
- Home of iconic products of Bundaberg Rum and Bundaberg Brewed Drinks and Bundaberg Sugar
- Burgeoning drinks industry with award-winning craft distillers and brewers garnering national attention

SWEET & SOUR

STRENGTHS

- Climate, year round food production
- Bundaberg is the perfect winter
- Diversity of produce
- 25% Australia's fresh produce
- Globally recognised iconic brands
- Australia's macadamia capital
- Local food heroes
- Red dirt, patchwork green fields, southern reef
- Raw, real, authentic, relaxed, Australian
- Easy access from SEQId
- Emerging food + café culture
- Emerging food tours + farm gates
- Warm regional welcome and sense of invitation builds emotional connection to place and products

OPPORTUNITIES

- Strengthen connection with iconic flavours
- Develop distinctly Bundaberg culinary brand i.e. can only be experienced here
- Develop culinary experiences (as opposed to produce lists)
- Self-drive and packaged culinary trails
- Culinary experiences packaged with tourism operators and accommodation
- Partnerships with wider industry bodies (e.g. BFVG, canegrowers, producers, Queensland health)
- Food heroes and ambassadors
- Development of community participation, knowledge and pride in the region's culinary story

WEAKNESSES

- Limited after dark dining options
- Historical mixed messaging, Winterfeast brand vs warm, destination brand
- Inconsistent quality, service and opening hours of food experiences across region
- Lack of local produce recognition on many menus including accommodation, and residual reluctance to acknowledge growers from some cafes and restaurants
- Limited funding and resources for culinary tourism industry development

THREATS

- Growing competition from culinary destinations
- Commercial viability for producers, restaurants and cafes to develop local menus, farm gates and culinary experiences
- Ongoing leadership and passion
- Potential burnout of passionate food leaders in region
- Insurance / WHS issues for on farm visitor experiences





KEY INGREDIENTS

As the official regional tourism organisation for the region, Bundaberg Tourism (BT) has and will continue to play a pivotal role in culinary tourism. Its key strategic roles in culinary tourism include:

LEADER

Providing strategic direction for culinary tourism

MARKETER & PROMOTER

Inclusion of culinary tourism content within the wider destination and experiences marketing. Leveraging and participating in Tourism & Events Queensland and Restaurant Australia opportunities

COLLABORATOR

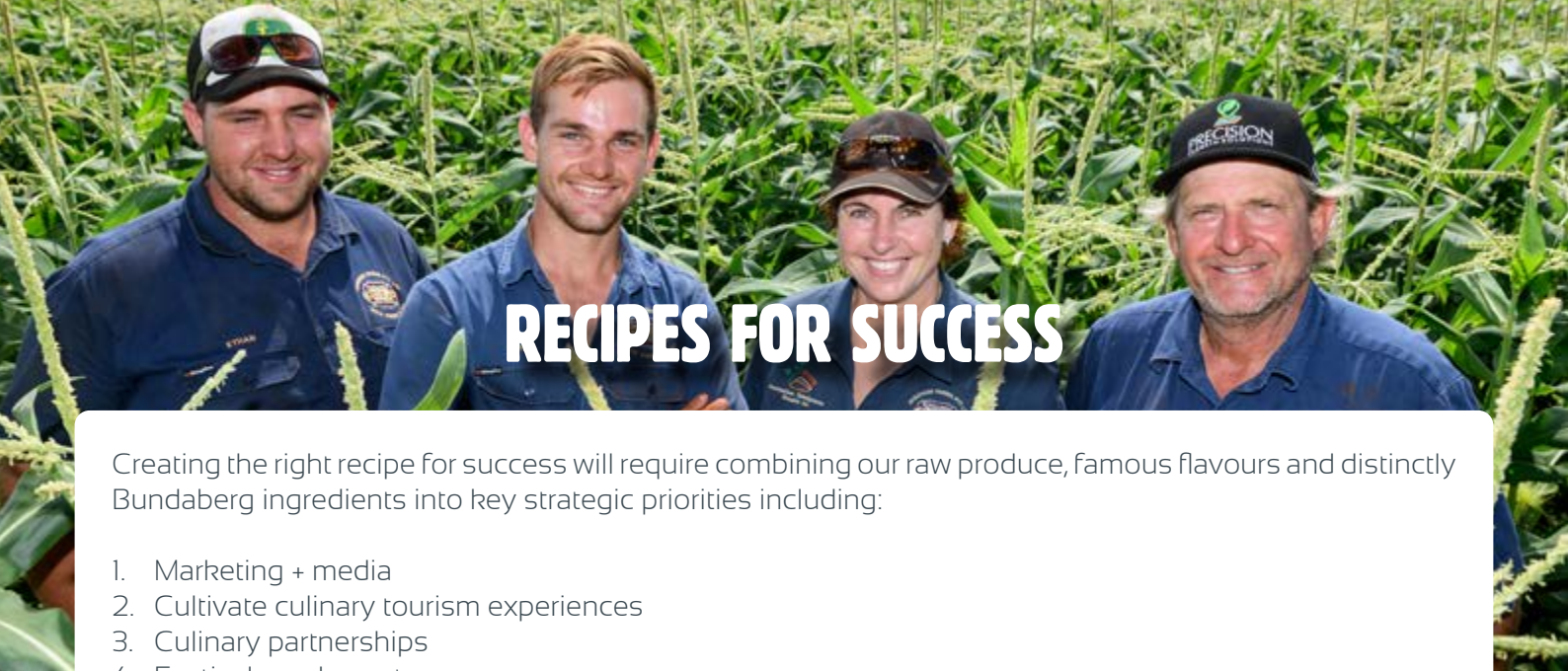
Partnering with industry bodies to help profile and support culinary tourism initiatives

FACILITATOR

Provide capacity building opportunities for industry operators to further develop their culinary tourism experiences

It should be noted BT is not a training or agribusiness organisation. Initiatives such as customer service and producer distribution and supply would need to be led by other agencies.





Creating the right recipe for success will require combining our raw produce, famous flavours and distinctly Bundaberg ingredients into key strategic priorities including:

1. Marketing + media
2. Cultivate culinary tourism experiences
3. Culinary partnerships
4. Festivals and events

STRATEGIC PRIORITY 1

MARKETING & MEDIA

To gain market place cut through, a highly differentiated culinary brand that reflects distinctly Bundaberg flavours and more closely aligns to the greater Southern Great Barrier Reef, needs to be undertaken to underpin the marketing and media initiatives into the future.

TARGET MARKETS

The target markets should be aligned with those identified in the BT Marketing Action Plan, which include:

Psychographical

- Intrastate High Value Traveller (HVT) traveling with kids
- Intrastate HTV 18-49 traveling without kids
- Intrastate HTV 50+ traveling without kids
- Interstate HTV 50+ traveling without kids

Geographical

- South East Queensland
- 400km drive radius

EXPERIENCE BASED MARKETING

The marketing of culinary products and services needs to be more experienced based marketing to inspire visitors, as opposed to lists of what's available. Packaging of these experiences with the wider destination will enable increased length-of-stay and spend.

MONITORING

Monitoring the success of the marketing and media can be undertaken by:

- Media monitoring
- Social media reach and engagements
- Google analytics on website
- Sale of culinary. experiences/ packages.
- Participation in 3rd party campaigns (e.g. TEQ, Restaurant Australia)

MARKETING & MEDIA

ACTION	INITIATIVES	TIMING	MONITORING
Culinary Brand	<ul style="list-style-type: none"> Culinary “brand stamp” for Taste Bundaberg, closely linked to the wider destination brand and famous flavours. Develop culinary brand toolkit (e.g. stamps, templates, hero images, content creation, #tastebundaberg) to encourage use by wider tourism and food industry. 	2020/21	Brand adopted and toolkit used by 3rd party businesses/ industry across region.
Culinary Tourism Marketing + Promotion	<ul style="list-style-type: none"> Build on the region’s tourism brand, incorporating culinary tourism messages, images and experiences. Actively participate in Queensland (TEQ) and Tourism Australia’s (TA) culinary tourism opportunities. Launch culinary season annually within the tourism marketing calendar e.g. Summer Season (Sept-Mar), Culinary (Apr-Aug). Including culinary tourism marketing collateral distributed at promotions and throughout region by producers (e.g. drinks producers, major producers farm gates). Investigate annual promotion with BRC, producers & experiences in key target markets e.g. Regional Flavours in Brisbane. Profile region using the Bundaberg Culinary Case Study at food/ agricultural/tourism/economic development conferences e.g. Destination Food. 	2021 onwards 2021 2020/21 2021/22	Evidence of culinary messaging in wider tourism marketing, including TEQ and TA. Launch of culinary season annually.
Media PR (including social/ digital media)	<ul style="list-style-type: none"> Develop local and regional media campaign with new content, branding + food ambassadors. Develop a suite of producer stories. Major PR push to raise awareness of culinary brand and new culinary tourism experiences, include pitching to national/international food shows (e.g. SBS, Lifestyle, Discovery). Develop new & fresh angles annually with PR stunts, competitions and famils with foodie media and social media influencers. Media partnerships to sponsor activities e.g. ABC Wide Bay (landline), rural and travel media. 	2021 2021 onwards	Media monitoring. Social media reach. Number of visiting journos/influencers. Official multi-year media partners.

STRATEGIC PRIORITY 2

CULTIVATE CULINARY TOURISM EXPERIENCES

To effectively market culinary tourism, a program of industry capacity building will help facilitate the development of new, and consumer ready culinary tourism experiences. It will require the development of partnerships with education and training providers. The role of BT should not be one of trainer, but that of advocacy and facilitator.

CONSUMER READY CULINARY EXPERIENCES

Development of food and drink trails, packaging of culinary tourism experiences with wider tourism products (e.g. reef/island tours, accommodation) and culinary experiences within existing tourism businesses (e.g. red-dirt-to-reef buffet on reef cruises, local produce on breakfast menus in accommodation, signature dishes and drinks).

INDUSTRY CAPACITY BUILDING

An ongoing program of industry capacity building, incorporating culinary tourism development through third party providers. This could include: culinary tourism 101 workshops, hosting a Destination Food conference and summits, hosting food journalists, increasing profit through culinary experiences and packaging, Masterclass series with World Food Travel Association.

EXPERIENCE DEVELOPMENT OFFICER

Subject to funding, the engagement of a Culinary Tourism Experience Development Officer to implement long-term capacity building, packaging and culinary tourism initiatives is recommended to fully realise the economic outcomes for the region.

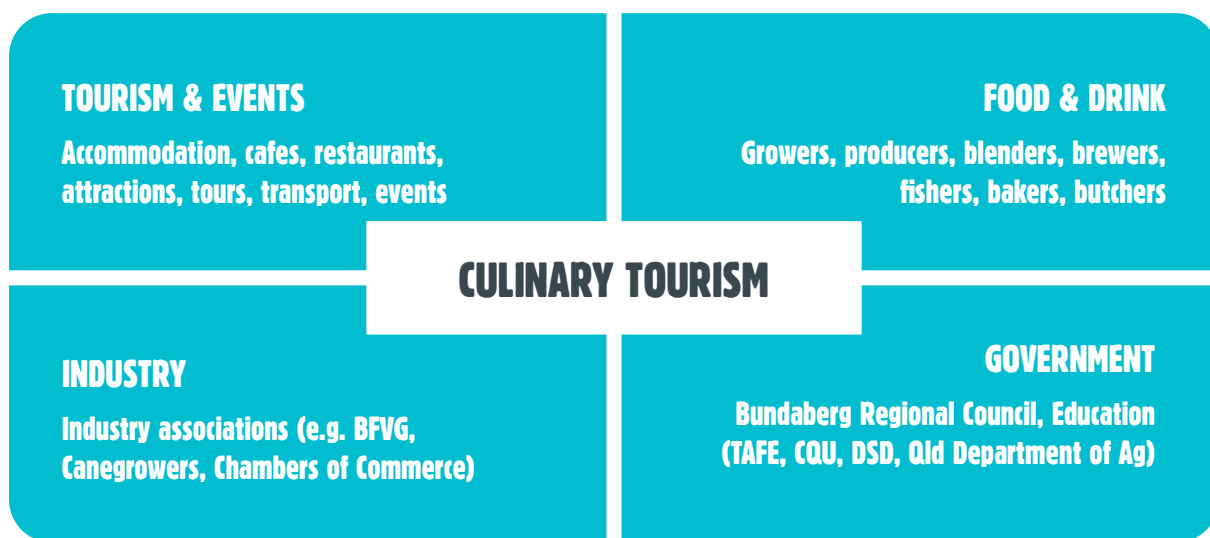
ACTION	INITIATIVES	TIMING	MONITORING
Consumer Ready Experience Development	<ul style="list-style-type: none"> Food + drink trail development Packaging consumer ready culinary experiences Incorporation of culinary experiences within tourism businesses 	2020/21 2021 onward	Trails within tourism marketing. Packages for sale. No. experiences adopted by business.
Industry Capacity Building	<ul style="list-style-type: none"> Education/training partnerships. Develop annual industry capacity building program Signature dish/people's awards. 	2021 onward 2021/22	Partnerships established Industry participation in program
Culinary Experience Development Officer	<ul style="list-style-type: none"> Engage experienced culinary development officer/culinary curator. Pilot program to educate producers about tourism + "how to toolkits" 	2022	Initiatives implemented. Industry involvement.

STRATEGIC PRIORITY 3

CULINARY PARTNERSHIPS

A partnership model that fosters genuine collaboration between the tourism industry, food producers & providers, education and training, government and key industry organisations will be crucial to the success of culinary tourism for Bundaberg and the North Burnett. It will require a whole of region and stakeholder approach, with a genuine commitment to “get things done”.

The establishment of a Culinary Tourism Alliance to facilitate the implementation of the capacity building and industry development requirements to further culinary tourism for the region. This body could sit as a sub-committee of BT



ACTION	INITIATIVES	TIMING	MONITORING
Culinary Tourism Alliance	<ul style="list-style-type: none"> Establish alliance with key stakeholders Set objectives, meeting dates (refer Canada’s Ontario Culinary Food Alliance). 	2021	Alliance and objectives in place.
Partnership MOUs	<ul style="list-style-type: none"> Develop MOUs with key organisations to facilitate culinary tourism initiatives. 	2021/22	Official partnerships established.
Funding + Sponsorship	<ul style="list-style-type: none"> Investigate potential culinary sponsors and grants to help implement strategy, including engagement of Culinary Experience Development/Culinary Curator. 	2022	Successful sponsorship/grant applications.
Profile Partners	<ul style="list-style-type: none"> Investigate partnerships with leading culinary organisations e.g. World Food Travel Association, Culinary Sister City. 	2022	World Food Tourism recognition.

STRATEGIC PRIORITY 4

FESTIVALS + EVENTS

Festivals and events provide the perfect platform to showcase Bundaberg & the North Burnett’s culinary experiences, package culinary experiences with the wider tourism offering and encourage visitors to “book now”. They can also provide a valuable platform for market testing for food producers

The region’s signature food event, recently rebranded to Taste Bundaberg Festival, must ensure its offering makes it stand apart from other major food events, with a curated program, clearly defined marketing and audience development strategies, local stakeholder engagement and industry partnership development,

ACTION	INITIATIVES	TIMING	MONITORING
Culinary Events	<ul style="list-style-type: none"> • Delivery of 10-day Taste Bundaberg Festival in June in partnership with Council • Continue to support Taste Bundaberg Festival as signature culinary event for the region. • Develop Taste Bundaberg calendar of year-round endorsed culinary events • Feature culinary events in ATDW and tourism marketing. • Incorporate culinary events in food trails, tours and wider tourism marketing for BT/SGBR/TEQ/TA. • Encourage culinary experiences in other festivals and events (e.g. arts, cultural and business events). 	2021, 2022, 2023 2020/21	Taste Bundaberg Festival delivered with KPIs met No. of culinary events on ATDW. No. engaged producers / culinary businesses. Culinary events in wider tourism marketing. Evidence of culinary experiences in arts, cultural, business events.



ACTION PLAN 2020-23

STRATEGIC ACTION	2020	2021	2022	2023
1. MARKETING + MEDIA				
Culinary Brand				
• Brand development with wider tourism brand and stamp				
• Culinary Brand Toolkit				
Culinary Tourism Marketing + Promotion				
• Incorporate culinary messages and images in tourism marketing				
• Actively participate in TEQ/TAV/Restaurant Australia initiatives				
• Launch culinary season inc. Taste Bundaberg Festival				
• Investigate + participate culinary promotions (e.g. Regional Flavours)				
• Profile culinary experiences at conferences/industry forums				
Media PR (incl. social media)				
• Local + regional media campaign with food ambassadors				
• Major PR push, pitching new culinary experiences to national media				
• PR stunts, comps. & famils with foodie journalists & social influencers				
• Media partnerships established (e.g. ABC, Landline, rural, food media)				
2. CULINARY TOURISM EXPERIENCE DEVELOPMENT				
Consumer Ready Experience Development				
• Food + Drink Trail Development				
• Packaging consumer ready culinary experiences				
• Incorporating culinary experiences within tourism businesses				
Industry Capacity Building				
• Establish education/training partnerships to deliver program				
• Develop annual industry capacity building program				
• Signature dish/people's awards				
Culinary Experience Development Officer				
• Engage professional experience officer/culinary curator				
• Implement capability building, "how to kits", pilot programs				

ACTION PLAN 2020-23

STRATEGIC ACTION	2020	2021	2022	2023
3. CULINARY PARTNERSHIPS				
Culinary Tourism Alliance				
<ul style="list-style-type: none"> Establish alliance with key stakeholders, set objectives 				
Partnership MOUs				
<ul style="list-style-type: none"> Develop key stakeholders MOUs to implement capacity building and industry development 				
Funding + Sponsorship				
<ul style="list-style-type: none"> Investigate sponsors/grants to implement strategy, particularly development officer/culinary curator 				
Profile Partners				
<ul style="list-style-type: none"> Investigate partnerships with leading culinary organisations e.g. World Food Travel Association, culinary sister city 				
4. FESTIVALS + EVENTS				
Taste Bundaberg Festival				
<ul style="list-style-type: none"> Delivery of 10-day Taste Bundaberg Festival in June in partnership with Council 	CANCELLED DUE TO COVID-19			
<ul style="list-style-type: none"> Continue to support as signature event for the region 				
Culinary Events				
<ul style="list-style-type: none"> Develop Taste Bundaberg calendar of year-round endorsed culinary events 				
<ul style="list-style-type: none"> Feature culinary events in ATDW and tourism marketing 				
<ul style="list-style-type: none"> Incorporate culinary events in food trails, tours and wider tourism marketing 				
<ul style="list-style-type: none"> Encourage culinary experiences in other festivals and events (arts / music / business events) 				

Stakeholder Acronyms

Bundaberg Business Enterprise Centre (**BEC**) - Bundaberg Fruit and Vegetable Growers Cooperative Limited (**BFVG**)
 Bundaberg Regional Council (**BRC**) - Bundaberg Tourism (**BT**) - Capricorn Enterprise (**CE**) - Central Queensland University (**CQU**) - Department of Environment and Science (**DES**) - Department of Innovation, Tourism Industry Development and the Commonwealth Games (**DITID**) - Department of Transport and Main Roads (**DTMR**) - Ecotourism Association Australia (**EAA**) - Fraser Coast Tourism & Events (**FCTE**) - Gladstone Area Promotion and Development Limited (**GAPDL**) - Gladstone Ports Corporation (**GPC**) - North Burnett Regional Council (**NBRC**) - Port Curtis Coral Coast (**PCCC**) - Queensland Tourism Industry Council (**QTIC**) - Tourism Australia (**TA**) - Tourism and Events Queensland (**TEQ**)

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