



## TASTE BUNDABERG FESTIVAL EVENT FORM

### ABOUT TASTE BUNDABERG FESTIVAL

Bundaberg is famous as the home of Queensland iconic flavours, such as Bundaberg Rum and Bundaberg Brewed Drinks, and it's reputation as a newly-discovered foodie paradise is growing fast.

A region built on the back of agriculture, supplying 25% of Australia's fresh produce, *Taste Bundaberg Festival* is the focal point of an annual calendar of food tourism and community pride. How we do it is fresh, its new and its only available in the Bundaberg region, on the Southern Great Barrier Reef!

*Taste Bundaberg Festival* will harness the strong brand already established by Bundaberg culinary icons, and will celebrate during four mini-festivals across autumn and winter.

### EVENT DATES

#### Friday 3 – Monday 6 May

Maximising the travel opportunities of the long weekend, the May festival will focus on the rich heritage of Bundaberg and Childers, with food and drink experiences around the region encouraging increased length of stay.

#### Friday 7 – Sunday 9 June

The June festival will focus on the coastline and Southern Great Barrier Reef. Consider events along the coastline or with a rich seafood menu.

#### Friday 5 – Sunday 7 July (TBC)

With the Confraternity Cup and QISSN Netball events expected to deliver 5,000 people to Bundaberg from 30 June – 5 July, family-friendly culinary experiences are needed to leverage the opportunities within this peak season.

#### Friday 16 – Sunday 18 August

Tying in with World Rum Day, this weekend will put the spotlight on all things drink related coming from the Bundaberg region. From our icons to our artisans, from Bargara to Childers, the region will shine for its award-winning burgeoning drinks industry.

*Important Note: While themes will guide the general marketing of each weekend, there is no restriction on events included. The whole region, from Childers to Elliott Heads and from Woodgate Beach to Moore Park Beach, are encouraged to work together to create events that work closely to facilitate multi-day visitation on the weekend(s) of their choice.*

## HOW DOES IT WORK?

Taste Bundaberg Festival is owned and operated by Bundaberg Tourism.

A true collaboration between local farmers, the tourism industry, Bundaberg Regional Council, the Bundaberg Chamber of Commerce and a passionate culinary industry, Taste Bundaberg Festival is a curated festival of foodie events.

As the organiser of the event, BT curates the program and conducts the marketing and ticket sales, with the operational aspects of the individual events undertaken by event partners who apply to be a part of the official program and pay a commission on ticket sales to contribute to festival marketing activities. All profits (less the commission) are yours to keep!

Bundaberg Tourism has a strategic priority have a focus on developing culinary tourism experiences.

## CRITERIA FOR INCLUSION

1. Your event must be primarily a culinary experience
2. 75% of the food served must be grown, caught, farmed or created within the Bundaberg Regional Council area
3. All tickets must be sold through the official event website (exceptions will only be made in extreme circumstances)
4. You agree to contribute 15% of all ticket sales or \$500 plus GST (whichever is lowest) to the Festival marketing campaign organised by Bundaberg Tourism
5. All appropriate licenses and insurances must be supplied prior to ticket sales opening (food service license, liquor license, public liability insurance etc)

## CONTACT US

For more details or to chat about how you can be involved in Taste Bundaberg Festival, please don't hesitate to contact us!

Ellie Tonkin  
Marketing Manager  
Bundaberg Tourism  
07 4153 8888  
[ellie.tonkin@bundabergregion.org](mailto:ellie.tonkin@bundabergregion.org)

## TASTE BUNDABERG FESTIVAL EXPRESSION OF INTEREST FORM

NAME OF EVENT	
<b>ADMINISTRATION</b>	
NAME OF BUSINESS	
CONTACT NAME	
EMAIL	
PHONE	
<b>EVENT DETAILS</b>	
TYPE OF EVENT	
DATE OF EVENT	
EVENT DESCRIPTION Approx. 250 words	

<b>EVENT ADDRESS</b>			
<b>TIMES</b>	<b>Start Time</b>		<b>Finish Time</b>
<b>INDICATIVE PRICES</b> You don't have to commit to a final price yet – just give us an idea of what you'd like to charge	<b>ADULT</b>		
	<b>CONCESSION</b>		
	<b>CHILD</b>		

*Return to Ellie Tonkin, Marketing Manager, by 1 February 2019 on [ellie.tonkin@bundabergregion.org](mailto:ellie.tonkin@bundabergregion.org)*