

2016 MELBOURNE FOOD AND WINE FESTIVAL PARTICIPATION GUIDELINES





Presented by
 Bank of
Melbourne

Friday 4 March – Sunday 13 March 2016

What is Melbourne Food and Wine Festival (MFWF)?

Now entering its 24th year, Melbourne Food and Wine Festival (MFWF) presented by Bank of Melbourne is Australia's preeminent celebration of food and wine and an internationally acclaimed event, attracting visitors in their hundreds and thousands to Victoria in March.

The Festival showcases the outstanding produce, culinary talent and livability of our great foodie state, along with introducing global trends and international presenters and continues to promote Victoria as the food and wine capital of Australia.

How does the Festival work?

The Festival curates and delivers its own series of signature events (e.g. Bank of Melbourne World's Longest Lunch & Langham Melbourne Masterclass), while also providing Victorian businesses and individuals with a unique opportunity to participate through the Umbrella Events Program.

What is the Umbrella Event's Program?

The Festival's Umbrella Events Program offers an exclusive opportunity for Victoria's food, beverage and hospitality industry to take an active part in shaping the Festival's dynamic program of events. Each year the Festival invites industry to submit unique and innovative event concepts that embrace the strength and diversity of Victoria's food and wine landscape.

It is the creativity and diversity found across the Umbrella Events program that truly distinguishes Melbourne Food and Wine Festival from other festivals around the world.

Benefits of Participation (Marketing & PR overview)

Events ultimately selected in the Festival will benefit from a multifaceted marketing and communication campaign and promotion to Melbourne Food and Wine's extensive audience including:

- An engaged group of 160,000+ community members (e-subscribers, Facebook, Twitter);
- Festival attendees of over 240,000;
- Unique website visitors of over 300,000 each year.

Year on year the Festival achieves publicity growth by implementing a broad-reaching media relations campaign encompassing national and international media outlets across online, print, radio and TV.

Umbrella Events organisers will also benefit from the use of the Festival's internationally recognised brand and will receive a 'Marketing and Communications kit' upon inclusion in the program to maximise their participation within the Festival.



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2016 Festival Theme – SENSE OF PLACE

Every place has a food narrative and few things connect us to each other and our surroundings more than food and wine. From the origins in which produce is sourced to the spaces in which it is served; food, wine and flavour permeates throughout all aspects of our daily lives and cherished memories.

It is with these guiding thoughts that Melbourne Food & Wine Festival is thrilled to announce '**Sense of Place**' as the overarching theme for 2016 and invites industry to shine a light on people, produce and places that evoke a strong sense of identity, community and connection to the local environment.

In shaping our Program of Excellence, **Sense of Place** will allow us to share local stories, unveil gastronomic talent and showcase Victoria's most treasured natural landscapes to the world. It lends itself to discussions about agricultural practices, discoveries in regional Victoria and celebrations of our culture and heritage.

We invite you to join Melbourne Food and Wine Festival in harnessing a culinary, global connectedness and unique sense of place in 2016.

Key Event Selection Criteria

Umbrella Event selection will be at the discretion of Melbourne Food & Wine. Please note that while submitted events may successfully address the selection criteria below, in curating and delivering a Program of Excellence, not all event submissions can be accepted into the Festival program. Only complete event submissions will be reviewed and those of the highest standard accepted.

- The event must incorporate the 2016 Festival theme;
- The event is innovative and uniquely created for the Festival program;
- The event must contribute to the Festival's overall objective of promoting the diversity and strengths of Victoria's food and wine landscape and showcasing emerging local and/or global trends;
- The event is of a high standard that adheres to Best Practice (i.e. risk management, occupational health and safety, food safety standards, responsible service of alcohol etc.);
- The event falls within the Festival dates: Friday 4 March – Sunday 13 March;
- The event conforms to the Festival's centralised ticketing system. Further details to follow;
- The event organiser is open to hosting media and will be prepared to supply two complimentary tickets to MFWF on request for promotional opportunities or familiarisation requirements.

Please refer to Umbrella Event Terms & Conditions, available on the Festival website and online Event Management Space – visit www.melbournefoodandwine.com.au/industry



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Key Dates

Umbrella Event Submissions OPEN	Monday 3 August 2015
Umbrella Event Submissions CLOSE	Wednesday 26 August 2015
Notification of inclusion in Festival program	Thursday 10 September 2015
Participation Fee Due <i>(Please note any events that do not settle this fee by the required date will be removed from the program)</i>	Friday 10 October 2015
Official on-sale date for all Festival Events	November
Melbourne Food & Wine Festival presented by Bank of Melbourne	Friday 4 March – Sunday 13 March 2016

Participation Fees

The Festival is a non-profit organisation that strives to position Victoria as one of the great gastronomic destinations of the world. Umbrella Event participation fees help us support your event and tell our state's great food and wine story to local and non-Victorian audiences.

- Event capacity up to 20 pax: \$435 + GST
- Event capacity of 21 to 120 pax: \$545 + GST
- Event capacity of 121 and over: \$655 + GST
- Event capacity of 1,000 and over: \$895 + GST

** Event capacity is based on capacity per seating. Single events taking place over multiple dates incur only one participation fee. The Festival encourages one-off bespoke experiences.*

Next Steps:

With the Festival submission period opening on Monday 3 August we suggest the following few steps to get you started –

- Establish your event goals and objectives for participation in the Festival;
- Begin your event ideation, brainstorm how you can implement the Festival theme, 'Sense of Place', and discuss how you can incorporate your business strengths and point of difference into the event;
- If you are a new event organiser, visit <http://melbournefoodandwine.force.com/ems/> to register your personal details. You will then receive an automated email containing a link to your secure event submission dashboard which will allow you to submit Festival events.
- Submit your event: Visit <http://melbournefoodandwine.force.com/ems/> between 3 – 26 August to submit your event via the Festival's online Event Management Space.



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Event Submission Details

You will need the following event details to complete your event submission:

- Event title
- 30 word event description (for printed Festival Guide & website) – please note this copy will be edited by the Festival's editor
- 100 word event description (for website only) – do not repeat the 30 word event description in this section;
- Venue
- Date & time (MUST include start and end time)
- Ticket price and ticket description
- Total event capacity
- Booking information including website
- Dietary accommodations and other information regarding your event (E.g. dress code, public transport, child-friendly etc.)
- Outline of marketing plan
- A copy of your Public Liability Insurance Certificate of Currency
- Up to 6 x high resolution horizontal/landscape images that best represent your event (min. 1MB / max. 5MB, ideally 300dpi). Please note that the Festival does not accept logos or portrait images.

Enquiries

The MFWF Programming team are available to discuss your submission and provide consultation regarding your proposed event.

If you have any further questions relating to your Festival event submission please contact:

Liz Hamilton
Program Manager
liz@foodfest.com.au
03 9823 6104

Zenon Misko
Program Coordinator
zenon@foodfest.com.au
03 9823 6120

We look forward to receiving your submissions,

The Festival Team