Now in its 23rd year, Melbourne Food and Wine Festival presented by Bank of Melbourne will be back with a bang in 2015, as we deliver the very best local and global foodie action from **Friday 27 February to Sunday 15 March 2015**.

The Festival is Australia’s pre-eminent celebration of food and wine, attracting visitors in their hundreds of thousands to Victoria in March. Over 17 delicious days, the Festival promotes the outstanding produce, talent and liveability of our great foodie state and reinforces 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), while also providing Victorian businesses and individuals with a unique opportunity to participate through the Umbrella Events program.

**What the world has to say about Melbourne Food and Wine Festival:**

**Eat Here Now. Where are all the foodies going in 2014?**

#2 Destination: Victoria, Australia

*Everyone’s talking about it right now because the annual Melbourne Food and Wine Festival at February’s end showcases Australia’s cosmopolitan cuisine.*

**The Independent on Sunday, UK**

It’s the reputation for a spirit of collaboration and the friendly exchange of ideas that brings the top talent from the world over to Melbourne for the festival, and it’s the fun had on the ground that keeps them – and the rest of us – coming back every year. There’s no other festival like it.

**Pat Nourse, Australian Gourmet Traveller**

You feel the buzz on the streets (during the Festival): fun-seeking Melburnians take to the laneways, rooftops and bridges for their much-awaited dose of delicious eats, great tipples and good fun. This is but a glimpse of the wildly successful event.

**Appetite, Singapore**

**The Melbourne Food and Wine Festival puts all the food festivals in America to shame.**

**Roy Choi (visited as part of Festival 2011)**

There is a groundswell of people that absolutely love their food and wine and want to be a part of food culture...that’s how the festival shapes itself, that’s how it grows. It’s unstoppable.

**Jill Dupleix, food writer**

When it comes to culinary festivals it doesn’t get much better than Victoria’s annual Melbourne Food and Wine Festival.

**New Zealand Herald**

It’s simply one of the best food festivals in the world. I would have gone back even if they didn’t invite me.

**David Chang via Broadsheet.com.au**
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.

Through a ‘Program of Excellence’, events are ultimately selected for inclusion in the Festival program and referred to as ‘Umbrella Events’. It is the creativity and diversity found across the Umbrella Events program that truly distinguishes the Melbourne Food and Wine Festival from other festivals around the world.

Through their association with the Festival, all Umbrella Events benefit from the use of the Festival’s internationally recognised brand and concerted marketing activity reaching a Festival audience size of over 500,000 engaged food and wine lovers.

**What is the Umbrella Events Program?**

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**A New Direction: Festival 2015**

Over the past three years, the Festival has celebrated the themes of Fire (2012), Earth (2013) and Water (2014). In 2015, we broaden the scope by inviting industry to develop events that will allow audiences to ‘discover something new’.

The challenge is on to get outside your comfort zone and take guests on the journey of a lifetime by collaborating with peers, unveiling best kept secrets and unearthing extraordinary locations, producers and flavours.

Help us show the world why Melbourne is regarded as one of the world’s most exciting gastronomic stomping grounds and take our state to the top of every traveller’s list of must-visit destinations!

Read on to review the complete list of 2015 Umbrella Event categories.
Umbrella Events will be arranged and selected according to the below categories, which have been designed to assist event organisers in creating events that highlight their strengths and unique stories. During the submission process, event organisers must nominate the category that best represents their event. The Festival’s Programming team is available to discuss your submission and provide consultation regarding your proposed event and category selection throughout the process.

**EAT** – Brunches, lunches, dinners, tastings, bespoke food experiences and beyond.

From fine dining and degustations to street food samplings and casual bites; showcase ethnic cuisines, seduce the sweet tooth or let the farmers shine at unforgettable feasts.

**DRINK** – Tastings, pop-ups, parties and liquid experiences.

From tastings in secret cellars to breakfast with the brewer; give us a splash of bar culture, host a high tea with a twist and unveil liquid delights made from fresh garden goodness. And let’s not forget that daily caffeine fix!

**LEARN** – Hands-on workshops, demonstrations, talks, tours, exhibitions and cultural experiences.

From guided tours to teaching cutting-edge techniques; feed the mind through visionary discussions, by merging food with art and sharing long lost recipes and cultural traditions.

**CELEBRATE** – Street parties, fiestas, markets, community and large scale events.

Throw a party where everyone’s invited; from beachside bashes and riverside riots to bustling markets and global gatherings; celebrate the flavours, sights and sounds of your community.

**FAMILY & KIDS** – Cooking classes and workshops, family-friendly dining, foodie films, live performances, picnics and outdoor activities.

From nutritional tips and junior-sized feasts to workshops for kids with celebrity chefs; it’s time to plant, grow, hunt and forage and take families on a journey in the great outdoors.

Please note that Umbrella Events will be ultimately categorised at the discretion of the Festival team.
Participation Fees

Melbourne Food & Wine is a non-profit organisation that celebrates Victoria’s position as one of the world’s leading gastronomic destinations. Umbrella Event participation fees help us support your event and tell our state’s great food and wine story to local, national and international audiences.

- Event capacity up to 20 pax – $395 + GST
- Event capacity of 21 to 120 pax – $495 + GST
- Event capacity of 121 and over – $595 + GST
- Event capacity of 1,000 and over – $895 + GST
**Key Dates**

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Umbrella Event Submissions OPEN</td>
<td>Friday 1 August</td>
</tr>
<tr>
<td>Umbrella Event Submissions CLOSE</td>
<td>Tuesday 19 August 2014</td>
</tr>
<tr>
<td>Notification of inclusion in Festival program</td>
<td>Tuesday 2 September 2014</td>
</tr>
<tr>
<td>Participation Fee Due (Please note any events that do not settle this fee by the required date will be removed from the program)</td>
<td>Thursday 18 September 2014</td>
</tr>
<tr>
<td>Event organisers to review edited event copy online</td>
<td>Friday 12 – Tuesday 16 September 2014</td>
</tr>
<tr>
<td>Official on-sale date for all Festival Events</td>
<td>Friday 21 November 2014</td>
</tr>
<tr>
<td>Event listings on melbournefoodandwine.com.au</td>
<td></td>
</tr>
<tr>
<td>Festival Highlights insert in The Age (content at the discretion of the Festival team)</td>
<td></td>
</tr>
<tr>
<td>Festival Guide distributed via The Age (200,000+ copies)</td>
<td>Friday 30 January 2015</td>
</tr>
<tr>
<td>Melbourne Food and Wine Festival presented by Bank of Melbourne BEGINS</td>
<td>Friday 27 February 2015</td>
</tr>
<tr>
<td>Melbourne Food and Wine Festival presented by Bank of Melbourne CONCLUDES</td>
<td>Sunday 15 March 2015</td>
</tr>
</tbody>
</table>
Key Event Selection Criteria

Umbrella Event selection will be at the discretion of Melbourne Food & Wine. Events deemed not to have met the event selection criteria below will not be accepted into the 2015 Festival program. Only complete event submissions will be reviewed and those of the highest standard accepted.

1. The event is new, innovative and uniquely created for the Festival program;
   NB: If the event has taken place in the past it should be significantly refreshed, unless accepted at the discretion of MFWF based on strength of reputation and/or concept.

2. The event falls within the following dates: Friday 27 February – Sunday 15 March 2015 (for both metro and regional Victoria);

3. The event organiser must acknowledge the Festival at the event, through clear Festival branding (Festival logos and guidelines will be provided to successful event organisers);

4. The event must fit succinctly within one of the Umbrella Event categories previously outlined;

5. The event is of the highest standard and heroes high quality food and/or beverage content and, where possible, showcases Victorian talent and/or Victorian produce;

6. The event represents good value for money to the consumer;

7. The event conforms to the Festival’s centralised ticketing system. Further details to follow.

Regional Victoria

The Festival will continue to encourage and welcome regional participation with a focus on elevating Regional World’s Longest Lunches (RWLL) as signature Festival events. We strongly advise you to consider activities to complement the RWLL that occur on Friday 13 March in your region. Exceptional regional events will also be considered throughout the 17 day Festival period.

Please note all regional events will be reviewed to ensure they highlight the key strengths of the region, drive visitation from outside of the region, encourage overnight stays and meet the above Umbrella Event selection criteria.

Regional World’s Longest Lunch

How do I submit an Umbrella Event for MFWF 2015?

Submissions will be open between 1 – 19 August 2014 and made via the Festival’s online Event Management Space (EMS). Visit melbournefoodandwine.com.au/industry and click on the “Submit an Event” link.

If you are a new user, you will need to first register your personal details at the Event Management Space.

Please note that only complete submissions will be reviewed and those of the highest standard accepted.

Event Submission Details

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

• Event category
• Event title
• 30 word event description snapshot (for print and online) – please provide “press ready” copy, that will be reviewed by the Festival Guide editor.
• 100 word event description (for online only) – do not repeat the 30 word event description in this section. This space is for additional information to appear on your online event listing.
• Venue
• Total event capacity
• Date and times
• Ticket price and ticket description
• Dietary accommodations and accessibility
• Outline of marketing plan – including how you will promote your connection with the Festival.
• A copy of your Public Liability Insurance Certificate of Currency
• Up to 3 x high resolution images (min. 1MB / max. 5MB; 300dpi; landscape images preferred) – please ensure your images are of the highest quality and strictly adhere to the requirements outlined above. MFWF does not display logos for online event listings. These images are also used for publicity opportunities – to maximise MFWF’s ability to promote your event to media it is crucial you submit a selection of high quality images.
Benefits of Participation (Marketing)

The Festival has a small and dedicated team of marketing professionals who drive a multi-faceted consumer marketing campaign to support broad awareness and engagement for the Festival, while also delivering strong promotional support to participating Umbrella Events.

Over the years, the Festival has gathered many friends and admirers:

• An engaged group of 120,000+ community members (e-subscribers, Facebook, Twitter);
• An attendance of over 250,000 every year;
• Over 230,000 unique visitors to the website each year;
• Partnerships with the top media organisations in the country;
• The Festival works with Melbourne’s largest advertising agency, Badjar Ogilvy, cutting-edge Melbourne design agency Studio Round, and Melbourne-based independent digital agency Flint Interactive.

Key dates

• Tickets on sale, program released on website and Festival Highlights collateral piece inserted into The Age: Friday 21 November
• Press and online campaign in market (AUS and NZ): November – March
• 80-page Festival Guide released via The Age: Friday 30 January 2015

The later release date for the 80-page Festival Guide has been set to reflect past consumer purchasing behaviour and is also aimed to boost ticket sales to all events in late January / early February. Similar to Festival 2014, the Festival’s integrated marketing campaign (predominantly press and online) will commence in November and run through to March 2015.
Integrated Marketing

Melbourne Food & Wine will be working with leading creative and design agencies to set the campaign direction for Festival 2015. The campaign will take into consideration multi-faceted advertising activity, aimed at driving engagement and conversion.

Through dedicated advertising and publicity activity, we will send a tempting invitation to the world to experience Melbourne and our surrounding regions at the Festival in February / March 2015.

We look forward to sharing the 2015 campaign direction with you over the coming months.

Elements will include:

- National television commercial airing on Nine Network and SBS
- National print and online advertising campaign, with reach into New Zealand
- Innovative digital strategy
- Outdoor signage program rolled out across prominent CBD, Melbourne Airport and busy transport routes
- Participation in broader international marketing activities in collaboration with Tourism Victoria and Tourism Australia
- Global publicity campaign and large-scale consumer promotions
Festival Guide

Your event receives:

- Image (selected at the discretion of the Festival team)
- Event name, 25-30 word event description, venue, event date, time and price
- 200,000+ copies inserted in The Age and other Fairfax publications on Friday 30 January 2015, supplemented with a targeted retail distribution.

melbournefoodandwine.com.au

In 2014/15, the focus will be on simplifying the user experience across melbournefoodandwine.com.au including, but not limited to, the following developments:

- Revisiting navigation
- Simplifying event categories
- Integrating an online ticketing system
- Enhancing effectiveness of the responsive website design across mobile and tablet devices

Each Umbrella Event will have a dedicated event page, with large images and the ability to house YouTube video content and the ability for consumers to share event listings on social media directly from the website listing.

Window decal

Early February 2015, participating venues will receive a window decal celebrating their connection with the 2015 Melbourne Food and Wine Festival presented by Bank of Melbourne.

It is mandatory condition of Festival participation that venues proudly showcase the decal in their windows and let the world know they’re part of Australia’s pre-eminent celebration of food and wine!

melbournefoodandwine.com.au
E-newsletter

- The Festival distributes regular e-newsletters to a dedicated database of 54,000+, highlighting program categories in the Festival Guide, with a number of specific Umbrella Events featured and all events benefiting from increased traffic to melbournefoodandwine.com.au

Facebook

- ‘Like’ the Festival on Facebook and update our 30,000+ fans with your event news to build excitement in the lead up to Festival 2015.
  
  facebook.com/MelbourneFoodandWineFestival

Twitter

- The Festival keeps its 34,000+ Twitter followers interested and excited with regular conversation topics, exclusive updates and insights as well as critical Festival dates and announcements.
  
- Follow us today to join the chatter and spread your story among a highly engaged food and wine community.
  
  twitter.com/Melbfoodandwine
  @MelbFoodandWine #MFWF

Food and Wine Visuals

We encourage you to share your food and wine pics with Festival fans on Instagram (5,000+ followers) and Pinterest (990+ followers).

instagram.com/melbfoodandwine
@melbfoodandwine #MFWF
pinterest.com/melbfoodandwine/

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pinterest.com/melbfoodandwine/
Publicity

- Festival 2014 achieved record publicity results with media coverage Australia-wide and globally to outlets in China, India, UK, USA, Korea, Malaysia, France and New Zealand.

- For Festival 2015 Melbourne Food & Wine will continue to build on this growth by implementing a broad-reaching publicity campaign that encompasses national and international media outlets across online, print, radio and TV.

- The Umbrella Event program is a rich source of content for sharing the Festival story: emerging food trends, generations-old family traditions, undiscovered venues, artisan producers with unusual career paths, weird and wonderful ingredients, and everything else in between.

- The Festival’s PR team will put forward Umbrella Event content for a range of editorial opportunities through media partners including Channel Nine and Fairfax. We also encourage all event organisers to maximise exposure opportunities by distributing media releases to share the story behind your event.

- The Festival manages itineraries for a range of food, wine, travel and lifestyle journalists visiting from right across Australia. Through our partnership with Tourism Victoria the Festival also has the opportunity to host international journalists at Festival events.

- A more detailed PR and Marketing tips document will be provided to successful event applicants.
Advertising Opportunities

As Melbourne Food & Wine Festival’s Major Media Partner, The Age and Sydney Morning Herald will publish four dedicated festival features within Good Food*. Each issue will be a must-read for passionate food-lovers; showcasing an amazing array of festival highlights in Melbourne and regional Victoria.

There will be reduced-rate advertising opportunities for Festival participants within these features. Further details and rates will be distributed to successful event applicants in September.

In addition, there will be reduced-rate advertising opportunities for Festival participants within the official 80-page Festival Guide (distributed via The Age) and 24-page Festival Guide (distributed via Sydney Morning Herald*).

If you would like to register your interest for these opportunities now, please email Natalie Duke, Marketing Manager, at natalieduke@foodfest.com.au

*Subject to availability
The Melbourne Food and Wine Festival Programming team are available to discuss your submission and provide consultation regarding your proposed event.

If you have any questions relating to the Umbrella Events program please contact:

Liz Jeffers  
Program Manager  
liz@foodfest.com.au  
03 9823 6104 / 0423 487 703

Zenon Misko  
Program Assistant  
zenon@foodfest.com.au  
03 9823 6120 / 0401 441 614

We look forward to receiving your submissions,

The Festival Team