

Taste Bundaberg Festival event form

Friday 11 June to Sunday 20 June 2021

Council is collecting your personal information for the purposes as outlined on this form. This information will only be accessed by authorised Council officers and will be handled in accordance with Council's Privacy Statement governed by the *Information Privacy Act 2009*. Visit bundaberg.qld.gov.au/privacy for further information.

About Taste Bundaberg Festival

Bundaberg is famous as the home of Queensland iconic flavours, such as Bundaberg Rum and Bundaberg Brewed Drinks, and its 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, it's new and it's 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 from **Friday 11 June to Sunday 20 June 2021**.

How does it work?

Taste Bundaberg Festival is operated by Bundaberg Regional Council with destination marketing support by Bundaberg Tourism.

A true collaboration between local farmers, the tourism industry, Bundaberg Regional Council and a passionate culinary industry, Taste Bundaberg Festival is a curated festival of foodie events. As the organiser of the event, Bundaberg Regional Council curates the program, and executes a local marketing campaign with Bundaberg Tourism conducting destination marketing, with the operational aspects of the individual events undertaken by event partners who are a part of the curated program. Bundaberg Regional Council and Bundaberg Tourism have a strategic priority to develop 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. Your event must be ticketed to record data for marketing/communication and COVID attendee tracking. Options:
 - Bundaberg Tourism (Commission applies)
 - Moncrieff Entertainment Centre (Fees and Charges apply)
 - Your own business ticketing platform
4. Bundaberg Regional Council continues to work closely with Queensland's Chief Health Officer through the endorsed Industry Framework for COVID Safe Events (released July 3, 2020).

As restrictions for events are dynamic, all event organisers must stay current with Queensland's Roadmap and must comply with the Framework. A copy of an approved COVID Safe Checklist/Plan is required for your event (as of July 3 2020). Framework, Roadmap and Checklist/Plans can be sourced at www.covid19.qld.gov.au/government-actions/covid-safe-businesses

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!

Events Unit

Bundaberg Regional Council
1300 883 699
events.admin@bundaberg.qld.gov.au

Event partner information

About The Festival Marketing Campaign

The Taste Bundaberg Festival marketing campaign includes extensive media and digital promotion, media events including journalist famils, and production of the event program, collateral and signage.

Event Partner Benefits

As an official Festival event, you will benefit from:

- inclusion in the official program;
- event listing on the official Festival website;
- exposure through the whole-of-event marketing & publicity program;
- dedicated toolkit with Festival brand assets, marketing tips and other tools;
- official event signage

Event Partner Fee

All events that are accepted into the program will contribute to the festival's sustainability via a one-off Event Partner Fee, regardless of how many events you hold. However, in response to COVID-19, the 2021 fee will be waived.

Event Ticketing

We encourage all event organisers to use the Festival's online ticketing platform, BookEasy. Events ticketed through BookEasy will incur a simple commission of 15% on all tickets booked, and benefits include:

- Full integration of the event/s into the Festival website, allowing consumers to utilise a shopping cart to purchase multiple event tickets;
- Dedicated event Marketing Package by the Festival marketing team (see over for inclusions);
- Fully automated booking system customised to your event;

- Phone and in-person support including sales, waitlist, cancellation / refund support and regular reporting provided through the three regional Visitor Information Centres and at the event hub; and
- Integration into the Festival's destination packages, comprising event tickets, accommodation and destination attractions and tours, with dedicated marketing activity for each package;

Alternatively, event partners may choose to ticket through the Moncrieff Entertainment Centre (MEC) or to manage their own ticketing through a platform such as EventBrite - in this instance, no commission will be payable to the Festival.

Event Partner Marketing

The Festival is offering all event partners a dedicated Marketing Package. The Marketing Package is detailed in this document and includes dedicated social media and digital marketing, publicity, pre-event content creation and event photography and videography.*

- Events ticketed through the Festival ticketing platform BookEasy or through the MEC will receive this Marketing Package automatically at no additional cost;
- Event ticketed via an external platform can add on the Marketing Package for the heavily discounted price of \$350 +GST per event
- It is strongly advised that participating event partners also undertake their own promotion of their event/s to leverage their own networks and existing customer base.

* Conditions may apply

Ticketing options

	EVENTS TICKETED THROUGH FESTIVAL	EVENTS TICKETED THROUGH MEC	SELF-TICKETED EVENTS
EVENT PARTNER FEE - WAIVED One-off contribution per operator to Festival Marketing & access to operational support	WAIVED	WAIVED	WAIVED
MARKETING PACKAGE	INCLUDED	INCLUDED	OPTIONAL (COSTS APPLY)
TICKET SALES & SUPPORT			
BOOKABLE VIA FESTIVAL WEBSITE WITH SHOPPING CART FACILITIES	★		
LINK FROM FESTIVAL WEBSITE TO EXTERNAL BOOKING PLATFORM		★	★
SALES & SUPPORT IN PERSON OR PHONE 7 days a week 9am - 5pm through regional Visitor Information Centres	★		
SALES & SUPPORT IN PERSON OR PHONE Monday - Friday 9am - 5pm through Moncrieff Entertainment Centre		★	
CANCELLATION & REFUND MANAGEMENT	★	★	
WAIT LIST MANAGEMENT	★	★	
REGULAR TICKET SALES REPORTING including full customer manifest	★	★	
INCLUSION IN FESTIVAL AND DESTINATION PACKAGES & associated marketing activity	★		
OPERATIONAL SUPPORT			
PRE-EVENT OPERATIONAL SUPPORT	★	★	★
EVENT SIGNAGE - Festival flags provided to external display during event	★	★	★

Marketing packages

	EVENTS USING FESTIVAL TICKETING PLATFORM	EVENTS USING MEC TICKETING PLATFORM	SELF TICKETED EVENTS	
MARKETING PACKAGE COST	INCLUDED	INCLUDED	NO MARKETING PACKAGE \$0	ADD-ON MARKETING PACKAGE (PER EVENT) \$350
MARKETING SUPPORT				
EVENT PARTNER TOOLKIT Including Festival brand and assets, social media and marketing tips & destination alignment	★	★	★	★
CONTENT CREATION				
EVENT MARKETING COLLATERAL DEVELOPMENT Short marketing copy, hero images from available past Festival image stock	★	★	★	★
PRE-EVENT PHOTOSHOOT & CREATION OF EXTENDED EDITORIAL - Value \$400*	★	★		★
EVENT VIDEOGRAPHY - Value \$300+*	★	★		★
EVENT PHOTOGRAPHY - Value \$300+*	★	★		★
MARKETING ACTIVITY				
EVENT COLLATERAL INCLUSION				
LISTING ON EVENT WEBSITE	★	★	★	★
LISTING ON WHAT'S ON BUNDABERG CALENDAR	★	★	★	★
INCLUSION IN EVENT PROGRAM	★	★	★	★
SOCIAL MEDIA SALES CAMPAIGN				
DEDICATED LEAD-GENERATION MARKETING Activity may include paid ads and/or sponsored posts - value \$150 per post	★	★ CONDITIONS MAY APPLY		★ CONDITIONS MAY APPLY
INCLUSION IN WHOLE-OF-CAMPAIGN LEAD-GENERATION MARKETING Activity may include paid ads and/or sponsored posts - minimum value \$50 per post	★	★ CONDITIONS MAY APPLY		★ CONDITIONS MAY APPLY
SOCIAL MEDIA EDITORIAL CAMPAIGN				
DEDICATED CONTENT MARKETING Value \$150 per post	★	★ CONDITIONS MAY APPLY	1 ORGANIC POST PER EVENT, NO RETARGETING	★ CONDITIONS MAY APPLY
WHOLE-OF-CAMPAIGN CONTENT MARKETING Minimum value \$50 per post	★	★	★	★
DIGITAL MARKETING CAMPAIGN				
INCLUSION IN WHOLE-OF-CAMPAIGN LEAD GENERATION MARKETING Approx value \$1000 per operator	★	★		★
INCLUSION IN WHOLE-OF-CAMPAIGN EDITORIAL / ADVERTORIAL CAMPAIGN Minimum value \$1000 per operator	★	★	AT FESTIVAL DISCRETION	★
INCLUSION IN WHOLE-OF-FESTIVAL EDM Value \$99 per placement	★	★	★	★
INCLUSION IN TACTICAL LEAD-GENERATION EDMs Value \$99 per placement	★	★		★
MEDIA / PR CAMPAIGN	★	★		
INCLUSION IN WHOLE-OF-FESTIVAL PRESS RELEASE Sent to local, state and/or national media	★	★	AT FESTIVAL DISCRETION	★
DEDICATED EVENT PRESS RELEASE Sent to local, state and/or national media at Festival's discretion - minimum value \$75 per release	★	★		★
MEDIA / INFLUENCER FAMIL PROGRAM INCLUSION Provision of FOC tickets required				
	BY INVITATION	BY INVITATION	BY INVITATION	BY INVITATION
RANDOM ACTS OF TASTINESS INCLUSION Value \$200 per event	★	★	COSTS APPLY	★

* Subject to availability of photographer / videographer

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Name of event _____

Administration

Business name

Business address

Contact name

Phone number

Email

ABN

GST status ☐ Yes ☐ No

Bank details

BSB:

Account number:

Account name:

Licences and permits

- ☐ Certificate of currency:
- ☐ Queensland liquor licence:
- ☐ RSA certificates:
- ☐ Safe food handling certificate:

Event details

Type of event

Date of event

Event address *(If event is a tour, please specify departure and return address/s)*

Times Start time:

Arrival time: *If different from start time*

Finish time:

Venue closing time:

If patrons can stay after the event finishes to access a cash bar or mix and mingle)

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Event description *Approx. 250 words*

Family friendly event *Please provide your recommendations so we can advise attendees if they ask*

Is this an 18+ only event? ☐ Yes ☐ No

Should attendees bring ID? ☐ Yes ☐ No

If not, is this a child-appropriate event? ☐ Yes ☐ No

Please specify most appropriate ages:

Local producer links

Taste Bundaberg Festival is keen to know more about the links between yourself and your event and the local producers supplying you.

Name of producers/suppliers:

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Ticketing *please include GST if applicable*

Adult price

Child price if applicable

Concession price *specify what concessions*

- ☐ Bundaberg Tourism – Link: _____
- ☐ Moncrieff Entertainment Centre – Link: _____
- ☐ Own Ticketing Platform – Link: _____

Capacity

Please ensure that any sponsors or free tickets are withheld from this number as this is the number of tickets we will put on sale online

Minimum No:

Maximum No:

What dietary requirements can be catered for?

- ☐ Gluten Free / Coeliac ☐ Vegetarian ☐ Vegan
- ☐ Other

Final cut off date for ticket sales

Cancellation & refund policy

Dress code

i.e. smart casual, black tie, function held on grass so wear appropriate shoes, etc.

Is there anything attendees need to bring?

*(i.e. warm jacket, hat, bar will require cash with **NO ATMs AVAILABLE**, etc)*

- Facilities**
- | | |
|---|---|
| ☐ Off-street parking available <i>(i.e. onsite carpark)</i> | ☐ Pet Friendly |
| ☐ On-street parking available | ☐ All weather appropriate |
| ☐ Disability friendly | ☐ Some walking required |
| ☐ Disabled parking | ☐ Non-smoking |
| ☐ Disabled toilets | ☐ Other |
| ☐ Public toilets | |

Anything further attendees and/or council needs to know?

Images

Please provide one or more images (**minimum 1MB**). These may be used for media, on the website, on social media, in general advertising and for other advertising purposes for Taste Bundaberg. Please ensure any people appearing in the images have signed a release form.

Image 1 (Hero Image):

Photo Credit (if applicable):

Image 2 (Secondary Image):

Photo Credit (if applicable):

Image 3 (Secondary Image):

Photo Credit (if applicable):

Image 4 (Secondary Image):

Photo Credit (if applicable):

Would you be willing to donate tickets for media famils and/or promotional purposes?

☐ Yes ☐ No

Terms & conditions

1. Whilst all care and effort will be taken to ensure that the 2021 Taste Bundaberg Festival is an absolute success, Bundaberg Regional Council ("The Organisers") takes no responsibility for your event, its organisation, its delivery or its success.
2. The Organisers take no responsibility for loss of income, inclusive of all financial parameters undertaken to complete and deliver your event.
3. The Organisers and Bundaberg Tourism are responsible for the local and destination marketing* of Taste Bundaberg Festival 2021. We hold no responsibility over the ticket sales of each event or its successes. [*Destination marketing = targeted marketing campaign to a 400km radius [main markets; Brisbane, Gold Coast and Sunshine Coast, and regional councils up to Rockhampton].
4. In the unlikely event that food sold, served or produced at an event partners Taste Bundaberg Festival event does not feature 75% of Bundaberg produce, The Organisers reserve the right of refusal of future inclusions in Taste Bundaberg Festival activities.
5. The Organisers are not responsible for any legal action resulting from injury, harm, sickness or fatality as a result of attending Taste Bundaberg Festival 2021.

Event Organiser

Name:

Date:

Signature:

Taste Bundaberg Co-ordinator (Bundaberg Regional Council)

Name:

Position:

Date:

Signature: