



# Local Business Invitation to Participate

**Southern Harvest Association, with the support of the Bungendore Chamber of Commerce and Industry and Queanbeyan Palerang Regional Council are organising the Bungendore Harvest Festival and invite local businesses to participate.**

## **AIMS OF THE BUNGENDORE HARVEST FESTIVAL**

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- Promote Bungendore and QPRC as a regional food destination
- Bring overnight and day visitor tourism to Bungendore
- Profile regional food
- Celebrate our farming history
- Help to create a community feel for Bungendore

## **EVENT SNAPSHOT**

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The Bungendore Harvest Festival will be a celebration of local, cold climate food, how it grows, where it grows, where to get it, how to prepare it and how to eat it. The weekend Festival will occur across a weekend to encourage overnight visitors and people from further afield.

On **Friday evening**, local food venues will be encouraged to showcase locally sourced food and drinks on their menus for the enjoyment of locals and visitors alike.

On **Saturday**, the streets of Bungendore will come alive with stalls, talks, cooking demonstrations and other activities that are inviting and attractive to locals and visitors alike. The Festival will take place in marquees along the footpaths in Ellendon Street, at the Carrington Hotel, in the vacant blocks along Ellendon Street and at the Village Square. Stalls along Ellendon Street will include food stalls from local farmers and will include garlic, tomatoes, fruit and other seasonal vegetables and produce, as well as food preserved from local harvests. Stallholders will operate from 10am - 4pm (set up from 8am to 9:30am, pull down from 4pm) and may not pack up prior to 4pm.

On **Saturday evening**, local food venues will be encouraged to showcase locally sourced food and drinks on their menus for the enjoyment of locals and visitors alike. We would also like to provide some family friendly activities such as a short movie screening and picnic setting.

**Sunday** will see visitors explore and recognise Bungendore as a regional food destination. Visitors will participate in farm and winery tours, sample Bungendore's freshest and finest local food at local cafes and restaurants, and attend courses focused on growing and preserving food.

**The Bungendore Harvest Festival will engage as many local businesses to participate in the Harvest Festival as possible**, and has the support of the Queanbeyan Palerang Regional Council and the Bungendore Chamber of Commerce and Industry.

**Bungendore Harvest Festival Business Activity Notification 2018**

For more information contact Penny Kothe on 02 4842 1899 or [hello@southernharvest.org.au](mailto:hello@southernharvest.org.au)

[www.southernharvest.org.au](http://www.southernharvest.org.au)



## Growing local and regional food communities in Southern NSW and the ACT

### BUNGENDORE HARVEST FESTIVAL LOCATION MAP

On **Saturday**, the Festival will take place in Ellendon Street from the Carrington Hotel to Gibraltar Street plus the Village Square and Gibraltar street shops from Bungendore Cellars to the Royal Hotel.



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## *Growing local and regional food communities in Southern NSW and the ACT*

### **PROMOTIONAL PLAN**

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- Event advertisement via Southern Harvest email newsletters, Facebook and website
- Press releases to media in SE NSW and Canberra
- Festival information will be located on the Southern Harvest Association website.
- Partner organisations will support promotional activities and disseminate information to their networks
- Event sales via Southern Harvest website
- Advertisements in the Bungendore Weekly and Canberra newspapers (dependent on funding)

### **HOW CAN I GET INVOLVED?**

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Businesses are invited to host events that are relevant to the aims of the Bungendore Harvest Festival. Even if your business is not associated with food, you can participate. Participating in the festival in some way that is promoted on the Festival Program will help get potential customers in your door. Your participation also demonstrates your commitment to creating a vibrant Bungendore business community.

1. Hold an event at your place of business
2. Do a tour or tasting event (particularly for farms and wineries)
3. Do a demonstration or presentation (cooking demonstrations would be great!)
4. Sponsor the event
5. Donate a prize

### **HOLD AN EVENT AT YOUR PLACE OF BUSINESS**

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- Some ideas include, but are not limited to:
- Food venues can feature local food and beverages on their menu. We can put you in touch with suppliers.
- Cooking demonstrations or classes
- Taste tests
- Wine appreciation class (a liquor license will be required)
- Host a short talk about something related to food, gardening, or sustainability. **We can match you with a presenter who needs a venue if needed.**
- Run a competition and offer a prize. Eg. biggest pumpkin, children's vegie growing, a guessing competition.
- Offer children's activities relevant to the Bungendore Harvest Festival's aims.
- Create a display relevant to the aims of the festival.
- Farm or winery tours (recommended for Sunday)
- Run courses or workshops on growing or preserving food

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Separate forms are available for stallholders



## *Growing local and regional food communities in Southern NSW and the ACT*

### **ORGANISE A FARM TOUR**

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#### **SATURDAY and SUNDAY 17 and 18 March – EXPLORE THE REGION**

**Saturday 17 and Sunday 18 March** will see visitors explore and recognise Bungendore as a regional food destination. Visitors will participate in farm and winery tours, sample Bungendore's freshest and finest local food at local cafes and restaurants, attend courses focused on growing, cooking and preserving food or wine appreciation classes. These are suggestions and you are most welcome to come up with your own ideas.

Southern Harvest Association has approval from QPRC to run a one day series of Farm Tours (or similar) as part of the Bungendore Harvest Festival. Alternatively, it may suit you to run a demonstration on farm or run a workshop rather than having an open farm or farm tours.

Farms are encouraged to set a limit on numbers and times in order that numbers can be managed.

### **COUNCIL REQUIREMENTS**

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QPRC is agreeable that a fee may be charged for visits but we must donate part of this money to charity.

If you simply want us to advertise your open farm or local produce shop then we can do this too, however if you are charging for entry and do not have a development application lodged with Council you will need to return funds to charity. Refer to "Your Return" on the next page.

Farms may sell produce at the time of the visit, but only if it is produced on farm. Specifically, QPRC has advised that meat producers are not able to sell meat directly to consumers from their farms unless they have approval from council to do so.

### **WHAT DOES IT COST?**

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**Local businesses will not be charged to participate in the Bungendore Harvest Festival unless you would like us to list your event and sell tickets,** but we do need to know if you are participating so your business can be included in the program.

Upon receiving your Business Activity Notification Form by the due date, Southern Harvest will undertake the following:

- List your event in the online and printed Festival Program
- Promote your event on the Southern Harvest Association's Facebook page.

### **WHO IS SOUTHERN HARVEST?**

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Southern Harvest Association is a community and business lead not-for-profit incorporated regional food organisation at the forefront of promoting local food production and consumption in the ACT and Southern NSW.

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We receive no government financial support, so we are running the Bungendore Harvest Festival as a means of raising funds for ongoing operational costs.

Bungendore was chosen as the location for the Harvest Festival because we believe Bungendore and surrounding towns have the potential to be recognised as a regional food destination. In addition, Southern Harvest already has an identity in Bungendore through the Southern Harvest Farmers Market, and we have an existing membership base in the region.

## **I WANT TO BE INVOLVED. WHAT DO I DO NOW?**

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1. Plan your event.
2. Complete the Business Activity Notification Form on the next page.
3. Return the form to [hello@southernharvest.org.au](mailto:hello@southernharvest.org.au) by 5PM on Thursday 1st March 2018.

## **JOIN SOUTHERN HARVEST**

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Help us create a vibrant local food community in the ACT and Southern NSW. By joining the Southern Harvest Association, you will be helping to develop a strong regional brand that provides opportunities for the diverse food and beverage businesses in our region, and encourages people to grow, eat and drink local.

Southern Harvest welcomes business and personal memberships. Join now at [www.southernharvest.org.au/join](http://www.southernharvest.org.au/join) or phone or email us for more information.

## **WHY SPONSOR THE BUNGENDORE HARVEST FESTIVAL?**

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The organiser, Southern Harvest Association is a non-profit organisation at the forefront of supporting our local and regional food industry having played a leading role in all major “fair food” initiatives in Southern NSW and the ACT in recent years. Southern Harvest, through the Southern Harvest Farmers Market in Bungendore, has had a significant impact on local farmers, food businesses, and other local businesses and sees potential for Bungendore to become a regional food destination.

Southern Harvest is organising the Bungendore Harvest Festival as a major fundraiser. Sponsorship funds will be used to pay for media and administrative expenses for the Bungendore Harvest Festival.

This is an opportunity for the local business community to get behind this Festival to show locals and visitors from Canberra, Sydney and surrounding areas that Bungendore is a regional food destination. This will have flow on effects for other Bungendore businesses, which we believe is the ideal reason not only for the Festival, but also for the business community supporting such an event.



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[www.southernharvest.org.au](http://www.southernharvest.org.au)

## BUSINESS ACTIVITY NOTIFICATION

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Events should be relevant to the aims of the Festival:

- Promote Bungendore and QPRC as a regional food destination
- Bring overnight and day visitor tourism to Bungendore
- Profile regional food
- Celebrate our farming history
- Help to create a community feel for Bungendore

**On Saturday 17 March, market stalls will be open from 10AM – 4PM.**

Name of Organisation or Business: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone number(s): \_\_\_\_\_ Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

Website: \_\_\_\_\_

Business Facebook Page: \_\_\_\_\_

**In which way would you like to participate (tick all that apply)**

- I will be holding an event at my place of business
- I have a demonstration or presentation I would like to present at the festival
- I will be doing a farm tour or open day
- I would like to sponsor the Bungendore Harvest Festival
- I would like to donate a prize

## BUSINESS EVENT OR PRESENTATION/DEMONSTRATION

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**DETAILS OF EVENT (please send details on another page if you need more space or will offer more than one event)**

Date (circle): Friday 16<sup>th</sup> March / Saturday 17<sup>th</sup> March / Sunday 16<sup>th</sup> March

Time: \_\_\_\_\_

Location (if different from above or indicate if a venue is required):  
\_\_\_\_\_

Brief description of event/demonstration/presentation: -  
\_\_\_\_\_

Cost (if any): \_\_\_\_\_

How to purchase tickets or RSVP (if relevant): \_\_\_\_\_

Exact wording of event for website listing (if you need more room, use another page): \_\_\_\_\_

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How do people find out more information about your event? \_\_\_\_\_

A **high resolution, good quality image** is needed for website and Facebook advertising. Please email at least one such image to us when you return your notification form.

## **FARM/WINERY TOUR**

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<b>Summary and Invitation to Participate in a Farm or Winery Tour</b>	
<b>Eligibility</b>	Farms, wineries, gardens and businesses within the Southern Harvest region in food, fibre and agricultural related industries.
<b>Location</b>	Your farm or winery
<b>Date</b>	Saturday 17 <sup>th</sup> or Sunday 18 <sup>th</sup> March 2018
<b>Time</b>	You decide. We recommend 2 or 3 tours on the day lasting from 1 - 1.5 hours each, which gives people time to get to the next farm if they want to do more than one tour.
<b><u>Suggested prices</u></b>	\$20 per adult or \$50 per family.
<b>Bookings</b>	For your convenience, Southern Harvest can manage your bookings. The Southern Harvest website is equipped with a booking system and can accept online payments. It is expected that farms managing their own bookings remit to Southern Harvest 50% of tour takings. Refer to "Your return" below for details.
<b>Your return</b>	<b>50% of the tour price will be returned to the farmer.</b> 50% will be shared between charity and Southern Harvest. Funds allocated to Southern Harvest offset operational costs associated with the Bungendore Harvest Festival, including advertising your farm or winery tour.
<b>Public Liability Insurance</b>	To participate, Southern Harvest requires participating venues to have Public Liability Insurance to the amount of at least \$10 million. <b>A copy of your public liability certificate must accompany your application.</b>  If you don't have public liability insurance that covers this type of activity, then unfortunately you will not be able to participate as we are unable to extend our insurance coverage to you for farm activities.
<b>Advertising</b>	<ul style="list-style-type: none"><li>• Event will be promoted as the "Bungendore Harvest Festival"</li><li>• Posters and flyers will be displayed around Canberra, Bungendore and Braidwood</li><li>• A succession of media releases will be distributed to local media (magazines, newspapers, radio and TV)</li><li>• Paid ads/editorials will be placed in the Canberra Times and Bungendore Weekly newspaper</li><li>• Roadside signs will be displayed on central roads leading to Bungendore.</li><li>• We hope, with the help of Council, to be able to provide an interactive map that helps people identify farms in different areas and times and information on them.</li></ul>

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<b>Signage</b>	It is recommended you provide signage to help visitors locate your farm.
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## FARM TOUR REGISTRATION

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### Applications close 1 March 2018 or earlier if oversubscribed.

This is an application form only and does not confirm your farm inclusion. Please include all relevant documentation, this may include public and products liability insurance certificates, food business registration or food safety supervisor certificates, organic certifications, farm, produce and photos etc. You will be contacted with a decision on your application soon.

1. What tour times would you like to set? \_\_\_\_\_

\_\_\_\_\_

If you are offering an Open Farm, what time will you be open? \_\_\_\_\_

2. How much would you like to promote your tour for? 50% of this will come back to you, 50% will be split between charity and Southern Harvest for administration costs. Refer to suggested pricing on page 3.

\_\_\_\_\_

\_\_\_\_\_

3. Do you have public liability insurance to cover the day? Y / N – **please attach a copy to this application.**

4. Limit for number of people on each tour?

\_\_\_\_\_

5. Would you like a link to your business to be included on [our website](#)? Y / N  
*If so, please include two images or logos with your application, or email to [hello@southernharvest.org.au](mailto:hello@southernharvest.org.au)*

6. Name of farm or business \_\_\_\_\_

7. Brief description of your farm (include any organic/fair trade certification where applicable, attach an extra page if needed)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. Description of items / activities on your farm

\_\_\_\_\_

\_\_\_\_\_

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9. Do you have any other special requests?

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10. Would you like to be kept on our mailing list to be informed of future events and activities that you may wish to participate in? If so, please provide your email address here:

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**Please include all relevant documentation, this may include public and products liability insurance certificates, food business registration or food safety supervisor certificates, organic certifications, farm, produce and photos etc.**

## **DONATION OF PRIZE**

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1. What item would you like to donate – this could be a gift voucher or a physical item

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2. What is the value of the item (we need to know this for gaming regulations)

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3. Do you have any other special requests e.g. the type of activity your prize would be used for?

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## SPONSORSHIP ACCEPTANCE (See sponsorship details on following page)

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### SELECT PACKAGE

\$4,500 Harvest Festival MAJOR SPONSOR

\$1,500 Gold sponsor

\$500 Silver Sponsor

\$250 Bronze Sponsor

Other amount

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In kind - details

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**Please return this form as soon as possible, but no later than 5PM on Thursday 1st March 2017 to ensure your inclusion on the Festival Program.**



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### **SPONSORSHIP OPPORTUNITIES**

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#### **MAJOR SPONSOR \$4500**

One exclusive Major Sponsor will receive the following benefits:

1. Exclusive naming rights at “Bungendore Harvest Festival’s Major Sponsor”.
2. Premium Reserved trade site (6m x 3m) on Ellendon Street on Saturday.
3. Nominated representative to officially open the Festival
4. Major Sponsor recognition on [www.southernharvest.org.au](http://www.southernharvest.org.au) in the lead up to Festival, and for one month after the Festival.
5. Major Sponsor recognition on promotional material and media releases.
6. Recognition in social media promotions pre and post event.
7. Company banners on display at the Festival in several locations as negotiated.
8. Certificate of Major Sponsorship.

#### **GOLD SPONSORS \$1500**

Gold Sponsors will receive the following benefits:

1. Gold Sponsor recognition on [www.southernharvest.org.au](http://www.southernharvest.org.au) in the lead up to Festival, and for one month after the Festival.
2. Premium reserved trade site (3m x 3m) on Ellendon Street on Saturday.
3. Gold Sponsor recognition on promotional material and media releases.
4. Recognition in social media promotions pre and post event.
5. Company banners on display at the Festival in several locations as negotiated.
6. Certificate of Gold Sponsorship.

#### **SILVER SPONSORS \$500**

Silver Sponsors will receive the following benefits:

1. Silver Sponsor recognition on [www.southernharvest.org.au](http://www.southernharvest.org.au) in the lead up to Festival, and for one month after the Festival.
2. Reserved trade site (3m x 3m) on Ellendon Street on Saturday.
3. Silver Sponsor recognition on promotional flyer and media releases.
4. Recognition in one social media promotion pre and post event.
5. Certificate of Silver Sponsorship.

#### **BRONZE SPONSORS \$250**

Bronze Sponsors will receive the following benefits:

1. Bronze Sponsor recognition on [www.southernharvest.org.au](http://www.southernharvest.org.au) in the lead up to Festival, and for one month after the Festival.
2. Bronze Sponsor recognition on promotional flyer and media releases.
3. Recognition in one social media promotion pre and post event.
4. Certificate of Bronze Sponsorship.

**IN-KIND SPONSORSHIP** - Please contact Penny to discuss in-kind sponsorship possibilities.

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