



2019 COMMUNITY TOOLKIT



TASTEBUNDABERGFESTIVAL.COM.AU
#TASTEBUNDABERGFESTIVAL

THE EVENT

TASTE BUNDABERG FESTIVAL

Taste Bundaberg Festival is a coming together of our passionate culinary community. Held over four tasty weekends, it's a showcase of authentic Bundabergian food and drink experiences - from the farmer, distiller, brewer, grazier and fisherman; to the restaurateur, food stall, café and caterer; through to the table.

It's time to serve up a hearty helping of world-class deliciousness and distinct flavours found nowhere else. Bundappétit!

MAY EVENT

Friday 3 May - Monday 6 May

Maximising the travel opportunities of the long weekend, the May festival will focus on the rich heritage of the whole region, with events around the who region encouraging increased length of stay.

JULY EVENT

Friday 5 July - Sunday 7 July

With the Confraternity Cup and QISSN Netball events expected to deliver 5,000 people to Bundaberg from 30 June - 5 July, a festival delivering family-friendly culinary experiences will be designed to leverage the opportunities within this peak season. The ever popular Bundy Flavours and Winterfeast Farmers Markets will be a drawcard.

JUNE EVENT

Friday 7 June - Sunday 9 June

The June festival will focus on the coastline and Southern Great Barrier Reef, with events on and around the water. World Gin Day will also be a highlight.

AUGUST EVENT

Friday 16 August - Sunday 18 August

Bundaberg is laying claim to 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.

**SEE THE FULL PROGRAM & BOOK TICKETS AT
WWW.TASTEBUNDABERG.COM.AU**



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HOW THE FESTIVAL WORKS

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.

Taste Bundaberg Festival is owned and operated by [Bundaberg Tourism](#). Bundaberg Tourism curates the program and conducts the marketing and ticket sales.

The operational aspects of the individual events are undertaken by our Event Partners, who contribute a small commission to the marketing campaign.

ABOUT BUNDABERG TOURISM

Bundaberg Region Limited, trading as Bundaberg Tourism, is one of Tourism and Events Queensland (TEQ) officially recognised and accredited Regional Tourism Organisations (RTO's).

Bundaberg Tourism is the peak tourism industry association responsible for destination marketing for the region. A membership based, not for profit organisation, our key objective is to build destination awareness through a targeted program of marketing and industry development, with the support of key industry stakeholders as well as Bundaberg Regional Council and Tourism & Events Queensland.

DRIVING VISITATION

Last year the Winterfeast saw nearly 20,000 visitors across 10 days in July, with approximately 18.5% from out of the region. With more events across a broader timeframe for Taste Bundaberg Festival, we're expecting to see significant growth on those numbers. That's well over 20,000 opportunities to reach new customers!

BENEFITS OF BEING INVOLVED

20,000+ individual attendees to engage with your business

Unique experiences create memories that visitors share with their friends and family

Taste Bundaberg Festival showcases our region and encourages visitors to stay longer and spend more in businesses like yours

Engagement with Visit Bundaberg and Taste Bundaberg Festival on your social media channels can grow your own online presence

Leverage the Festival to tie into our out of region marketing campaign, to attract visitors to your business and to promote community pride

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MARKETING

THE FESTIVAL MARKETING CAMPAIGN

We have got some seriously exciting marketing activity happening! Targetting the key markets of Bundaberg region, South East Queensland and the 400km drive market, we will be rolling out an amazing integrated campaign of digital and traditional advertising and PR.

Here is a taste of what we're working on:

Website

- All tickets available for sale on the dedicated microsite www.tastebundaberg.com.au within the regional tourism website
- Event details plus destination information to assist in planning and promoting an increased length of stay

Social Media

- Ad campaign to target markets (Bundaberg region, SEQ and 400km drive market)
- Sharing of blog content
- Stories campaign on both channels

Content Creation

- Creation of images, blogs and promotional videos

Billboards & Signage

- Bruce Highway signage campaign
- Airport activation

Print Advertising

- News Mail advertising to target local markets

Digital Advertising

Email Campaign

- Tailored communication direct to our engaged culinary fans

Local Activation

- Posters and collateral
- Random Acts of Tastiness



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MARKETING

MAXIMISING THE MARKETING CAMPAIGN

The next pages have lots of tips and hints to help you maximise the marketing campaign to engage with our Taste Bundaberg Festival visitors, promote your business and any special offers, and to get your customers excited and involved.

Promoting The Festival Within Your Business

You and your people are your best promotional asset – not just for your business but for the whole region! Make sure they understand and can communicate the following information:

1. All about your event
 - Times and dates
 - What the tickets do and don't include
 - The event's point of difference
 - Where people can go to book tickets
2. All about Taste Bundaberg Festival
 - The dates of the four festival weekends
 - Any events they are particularly excited about that they can share with your customers
3. All about our region
 - Major tourist attractions and how to get there
 - Bundaberg region produces 25% of Australia's fresh produce
 - Bundaberg is the gateway to the Southern Great Barrier Reef and stretches from reef to beach to hinterland

WHERE TO BUY YOUR TICKETS

ONLINE
www.tastebundaberg.com.au

ON THE PHONE
07 4153 8888

IN PERSON
Bundaberg, Childers & Gin Gin
Visitor Information Centres

Shop Window Posters

A4 posters will be made available prior to the Festival. Place this poster on your business windows to get the town talking and visitors engaged.

Get Creative!

You don't have to be a formal Taste Bundaberg Festival partner to have fun with the Festival! Here are a few suggestions to drive attention to your business and show your support for the Festival.

- Create a **front window display** to get people looking at your business.
- **Offer a Festival special.** Create a dish for your menu; mix up a themed drinks; or promote the local drinks you serve. Not a food business? Dress up your staff; offer a special Festival-only deal or add on to purchases; run a competition to win a great Festival-related prize like tickets or a local gourmet food hamper.

TIP: Add value rather than offering a discount

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MARKETING

MAXIMISING THE MARKETING CAMPAIGN

Talking About Taste Bundaberg Festival

Want to talk about Taste Bundaberg Festival but stuck for words? That's okay - try this!

Held over four tasty weekends, Taste Bundaberg Festival is an invitation to roll up your sleeves, get your hands dirty, pile plates high and leave glasses empty. Come, take a seat at the great Bundaberg feast.

Download Taste Bundaberg Assets

We have put together a [Google Drive folder of assets](#) for you to use, such as logos, email footers and social media banners. We will continue to upload assets to this folder as they come available so please use them in your promotions!

Email Footers

Add the Taste Bundaberg Festival email footer below your email signature to promote the Festival and show your support!

Don't forget to hyperlink to www.tastebundabergfestival.com.au.

Logos

Logos are available for use in your own promotions. Make sure you read the [Style Guide](#) for tips on correct logo use.

Images

Any images we provide for use must acknowledge Bundaberg Tourism and the photographer, regardless of where you use them.

Program

The full program will be available prior to the Festival as a digital download.



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MAXIMISING THE MARKETING CAMPAIGN

Social Media

Social media is an amazing way to stay connected with your fans and to engage new customers in an interactive manner.

Before Taste Bundaberg Festival

Get your customers excited and involved!

- Use the Taste Bundaberg Festival headers, logos and collateral to keep the event in the forefront of people's minds
- Promote the Festival to your followers and link them through to the Taste Bundaberg Festival website so they can book
- Promote the different things people can do while they are in the Bundaberg region.
TIP: Talk about the different experiences in the region that you love the most - your passion will be infectious!
- Share our blogs and itineraries from www.bundabergregion.org/stories to encourage visitors to stay longer and experience more

After Your Event and the Festival

- Thank everyone for coming
- Share any images you really like from @TasteBundabergFestival to show people how much fun we had and encourage them to come back soon

Across the Festival Weekends

- Let your followers know of any special offers you'll have during the Festival weekends
- Post a welcome message and let people know how they can find you
- Share any images or videos you really like from @TasteBundabergFestival to show people how much fun we're having!
- Share what you're doing in your own business with Stories on Instagram and Facebook
- Ask people to tag @TasteBundabergFestival and your own social channels when posting on social media

Useful Handles & Hashtags

Want to talk to Taste Bundaberg Festival directly on social media? Want us see what you're doing? Use our handles!

@TasteBundabergFestival
@VisitBundaberg

Want to talk to everyone? Use the hashtags below to join the wider conversation and show everyone what you're doing.

#tastebundaberg #visitbundaberg
#southerngreatbarrierreef
#visitqueensland

WANT MORE INFORMATION?

ONLINE
www.tastebundaberg.com.au

PHONE
07 4153 8888

STILL GOT A BURNING QUESTION?*

PLEASE EMAIL US ON

info@tastebundaberg.com.au

*WARNING: bad food puns included as standard