

## High Country Harvest 2018 Prospectus

Help shape The High Country's preeminent celebration of food and wine as we embrace all things delicious for the 2018 High Country Harvest festival ( May 4 - 20 2018) .

**Event submissions open 18 September to 27 October 2017**

We invite you to share what's happening in your neck of the woods through unique and innovative events that embrace the strengths and diversity of our food, wine and craft beer landscape

# HIGH COUNTRY HARVEST

NORTH EAST VICTORIA



### What is High Country Harvest?

High Country Harvest is a regional event program that showcases the phenomenal food, wine and craft beer offering that the region is so renowned for. 2018 will mark the sixth year of the event.

High Country Harvest is made up of around 50 "Hero Events" supported by Harvest Menus and Autumn Warmers, Village Bonfires, Farmers Markets and other collaborative events.

### What are the key objectives of High Country Harvest?

- Drive visitation and yield - to generate tangible event outcomes such as visitation and event bookings, bed nights and yield in a period that is generally quiet in terms of visitation.
- Generate brand and product awareness – to maximise exposure for the High Country and one of its key product pillars, with a view to positioning the region as the State's premier food and wine destination.
- Industry and product development – to assist food, wine and craft beer businesses with developing new tourism experiences in a supportive environment, which are on-trend and have the potential to grow into a year-round offering, thereby strengthening the regional product.



### **How does High Country Harvest work?**

You are invited to submit an event (Hero Event) either on your own or in collaboration with other businesses, that will take place between 4 and 20 May 2018. Tourism North East will curate the program and marketing of the program, however individual businesses will still need to undertake marketing to generate sales of tickets to their event.

### **What if I don't want to run an event?**

If you don't want to run an event but would like to participate in the festival we invite you to enter a Harvest Menu or Autumn Warmer. This is a special dish or drink heroing the produce of the region and the season (Autumn). You offer this for the hours that suit you during the festival. This is free to participate in but you must provide details and an image to TNE to be a part of the program.

### **Who is able to participate?**

Any business connected to Food, Wine and Craft beer in the High Country who has a current up to date ATDW listing is able to submit an expression of interest for an event. If you are not sure please give us a call.

### **How much does it cost?**

Hero event fee is \$170 + gst if your event is ready to go by the 1st of December with ATDW event listing and eventbrite ticketing completed (workshops are offered to assist with this) or \$195 + gst if this is done later. Autumn Warmers, Harvest Menus and Bonfires list free if all details received before 1 December 2017 after this a \$40 late entry fee will apply.



## Key Selection Criteria

- The event is uniquely created for the High Country harvest program
- The event organisers must have a current ATDW listing throughout the program
- The event must contribute to the objective of promoting the strength and diversity of the High Country's Food and Drink landscape.
- The event must acknowledge its connection to High Country Harvest (eg welcome speech, printed menu etc)
- The event falls within the High Country Harvest dates of 4 - 20 May 2018
- The event conforms with the centralised ticketing system used by Tourism North East.
- The event organiser is open to hosting media
- The event organiser commits to completing an ATDW event listing before December 1, 2017

## What should I do next?

If you would like further guidance or support please call Sarah Pilgrim at Tourism North East on 03 5728 2773  
If you would like to submit a Hero event, complete the Hero Event EOI form and return before the 27th of October 2017

If you would like to include a Harvest Menu or Autumn Warmer please contact Sarah Pilgrim on email [sarah.pilgrim@tourismnortheast.com.au](mailto:sarah.pilgrim@tourismnortheast.com.au)

## Key Dates

| Action   | Date                    |
|--|-------------------------|
| Ideas Generation Workshops   | September 2017          |
| Call for Hero Events   | Closing 27 October 2017 |
| Acceptance of Events   | 6 November 2017         |
| Workshops to set up ATDW event listings and eventbrite booking forms | December 2017           |
| Hero Event Operator briefing   | Feb 2018                |
| Program in Market / website live                                     | March 2018              |
| High Country Harvest   | 4 - 20 May 2018         |



## High Country Harvest 2018 Expression of Interest form

|  |  |
|--|--|
| Business Name  |  |
| Key Contact Name   |  |
| Phone number   |  |
| Contact e- mail  |  |
| Event idea ( please describe your event concept including details)   |  |
| Planned price point  |  |
| Planned date/s<br>HCH will run from 4 - 20 May 2018<br>Remember Sunday the 13th is Mother's Day<br>If you have flexibility with your date please indicate here to assist with programming events |  |
| Would you be interested in offering a Harvest Menu or Autumn Warmer at your venue?   |  |
| Would you be interested in hosting or assisting with a Village Bonfire in your patch?  |  |
| Is there anything else we can assist you with in planning your event.  |  |

Once complete please email back to [sarah.pilgrim@tourismnortheast.com.au](mailto:sarah.pilgrim@tourismnortheast.com.au)