



# INFORMATION NIGHT PLANNING FOR 2019





The Harvest Festival was developed to link with local farmers, businesses and events based in the mountains and valleys of the Central Coast – Calga, Somersby, Mangrove Mountain, Peats Ridge, Kulnura, Yarramalong, Dooralong and Jiliby.

The Festival was developed with a unique brand and image that will become a consistent, recognisable and sustainable event in its own right, whilst highlighting the region to increase tourism to the area.

Harvest  
Festival  
Central Coast



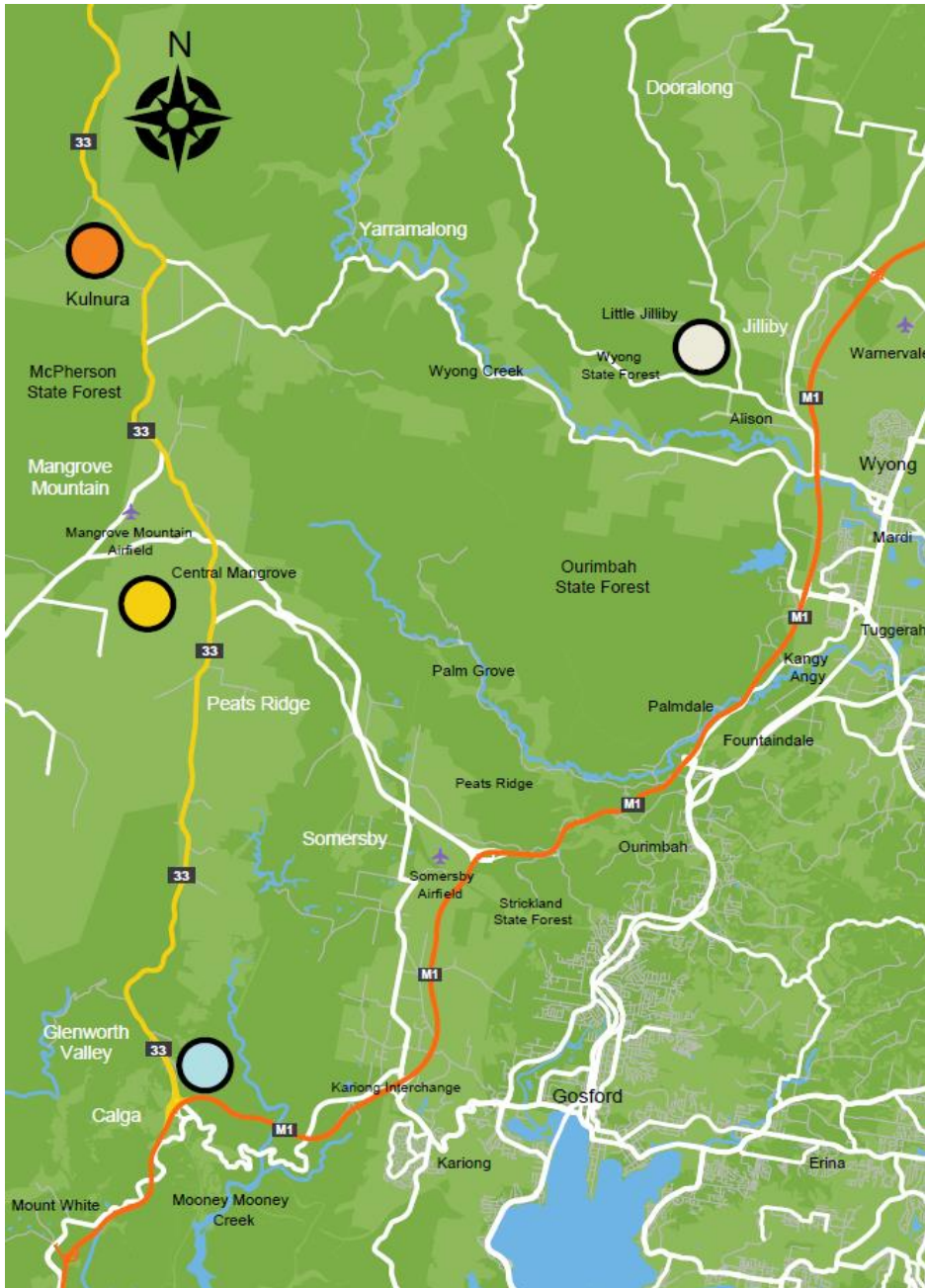
# OBJECTIVES & OUTCOMES

- From the outset Council recognised we could not practically deliver nor fund a program of events of this scale ourselves and instead focussed on developing an innovative event model built around community partnerships and ownership.
- The festival delivers a combination of community partnership events and commercial events to provide a diverse festival calendar.
- The festival program was designed to encourage attendees to follow an event trail encouraging visitation at multiple local farms and food hubs, family activities and event hubs.



The Festival celebrates the fantastic local produce from around the region and focuses on celebrating our unique area, its people and culture





## Locations

- Calga
- Somersby
- Peats Ridge
- Mangrove Mountain
- Kulnura
- Yarramalong
- Dooralong
- Jillyby



Harvest Festival Central Coast 2018 was held over the June long weekend. It attracted over 16,000 people and boosted the economy of the Central Coast by \$3.7 million.



## **2018 SURVEY RESULTS**

98% attendees were satisfied with the event.

29% of respondents were from out of region.

2% of respondents were from interstate or from overseas.

69% of attendees visited one or more event hubs throughout the region.

11% of visitors stayed overnight in the region.

65% were first timers at Harvest Festival 2018.

Overall attendees suggested they will be returning again next year.

Increase in yearly regional visitation with 15% of attendees have returned to the area since Harvest Festival 2017.



## **TOURISM**

For the second year of the event the statistics show a high level of interest from out of region visitation to the local farming properties. Identified areas were Newcastle, Lake Macquarie, Central Coast, Hornsby, North Shore, The Hills District and Western Suburbs of Sydney.



# MARKETING

Central Coast Council will market the festival in its entirety and utilise postcode data, demographic information and historical marketing information to assist in the development of a targeted marketing campaign to promote Harvest Festival to the Coast and out of region areas.

The primary geographic focus is on the Central Coast with a secondary focus on Newcastle, Lake Macquarie, Hornsby, The Hills District, North Shore, Inner and Western Suburbs of Sydney.

We will also focus on Wollongong, South Coast and Canberra regions, as well as our northern neighbours.



# WHY GET INVOLVED?

Harvest Festival will connect you with a large audience, enhance recognition to the area and allow for a measurable return on investment in visitation to the area.

There are various opportunities or reasons to partner with Harvest Festival:

- Fundraising opportunities
- Raising awareness to the region
- Organisation or business objectives
- Partnerships with local communities and groups
- Passion
- Showcasing the Coast in a 'different light'
- Exposure to our great assets and infrastructure



# TYPES OF EVENT HUBS?

- Events are assessed on their potential to involve the local and larger communities at each event.
- Events must incorporate the land/local produce or farming by their location or theme.
- Preference will be given to events that have the ability to attract attendees from outside the region and or promote local produce / producers.



Examples of how you might be involved are (but not limited to):

- Open farm gate sales
- Farm tours and talks
- Pick your own
- Indigenous cultural experiences / bush tucker tours
- Cinema under the stars
- Art events / installations
- Live music events
- Family fun day event
- Cooking school / demonstrations
- Stall holder at an Event Hub
- Long lunch with local produce
- Obstacle course races / fun runs



**Do you have a great idea, but unsure how to get it off the ground?**

Chat with a Council Event Officer today and we will be happy to discuss opportunities.



## KEY POINTS OF COUNCIL'S SUPPORT

Council will support the overall event logistics of the festival which includes all approvals from external and internal stakeholders.

- We will be able to support and market the entire festival program through its extensive media networks.
- Support the community with event logistics and contacts where required, to ease event hub planning.
- A dedicated Events Officer will oversee Council's Events Strategy and the implementation of our Events Support Processes.
- Conduct extensive traffic management and control plans for the region.
- Maintenance of Council amenities buildings, toilets, road reserves and parks during the festival.
- Secure ongoing festival sponsorship to maintain a sustainable approach for future years.



# Financial Support In 2019

Applications for Council grants open in mid September 2018.

Central Coast Council has a new grants and sponsorship funding program for the Coast, giving the community more opportunities to apply for funding to support their events, programs and initiatives.

It is suggested that if any group / business requires financial assistance for 2019 to start conversations **now** on how it can benefit your event hub.



# Grants and Sponsorship Information Sessions

## Round 1

- Open 4 September
- Closing 5 October

## Information and Support

- Program guidelines
- Information Sessions
- Drop in Sessions

## Erina Centre, Erina Fair

Wednesday 5 September 2PM to 4PM

Wednesday 5 September 5.30PM to 7.30PM

## Wyong Civic Centre, 2 Hely Street Wyong

- Tuesday 11 September 2PM to 4PM
- Tuesday 11 September 5.30PM to 7.30PM



**Community Grants and Sponsorship Program**

Apply now for funding!  
To support your community events and projects.

Find out more: [centralcoast.nsw.gov.au/funding](http://centralcoast.nsw.gov.au/funding)

Sponsorship:  
4350 5705  
[sponsorship@centralcoast.nsw.gov.au](mailto:sponsorship@centralcoast.nsw.gov.au)

Grants:  
4325 8850 or 4350 5360  
[grants@centralcoast.nsw.gov.au](mailto:grants@centralcoast.nsw.gov.au)

Central Coast  
NEW SOUTH WALES



# Grants and Sponsorship Information

## More Information

Information including funding guidelines, application forms and eligibility details can be found online from 4<sup>th</sup> September at:

[www.centralcoast.nsw.gov.au/grants](http://www.centralcoast.nsw.gov.au/grants)

## Grants

Ph: 4325 8850 and 4350 5360

Email: [Community.grants@centralcoast.nsw.gov.au](mailto:Community.grants@centralcoast.nsw.gov.au)

## Sponsorship

Ph: 4350 5705

Email: [sponsorship@centralcoast.nsw.gov.au](mailto:sponsorship@centralcoast.nsw.gov.au)



THANK  
YOU

For more information and to submit your EOI  
[www.centralcoast.nsw.gov.au/harvestfestival](http://www.centralcoast.nsw.gov.au/harvestfestival)

Or email:

[events@centralcoast.nsw.gov.au](mailto:events@centralcoast.nsw.gov.au)

