



About the Festival

The North Coast Festival of Flavour 'open weekend' will occur on Saturday 26th and Sunday 27th March 2022. The festival will be an activation weekend for North Coast food, beverage and agri-tourism businesses to open their doors and offer events, unique experiences and special deals to attract visitors.

The Festival of Flavour will be promoted through the new [North Coast Flavour Trails](#) online platform via visitnsw.com. Visitors will use the mapping technology to search for events and experiences and plan their own unique festival itinerary.

Destination North Coast in partnership with Destination NSW will launch a marketing campaign in early 2022 to drive visitation to the festival and the North Coast.

How can my business get involved?

We're inviting all North Coast food, beverage and agri-tourism businesses to participate in the festival by providing an Event or Special Deal to visitors.

Get creative! This is the time to showcase what your business has to offer.

You could host a long table breakfast, lunch or dinner in a unique location, offer private brewery and distillery tastings, exclusive dining experiences, private cooking classes with a celebrity chef, unique masterclasses, private behind the scenes tours, meet the makers farm-gate experiences or anything else that could potentially be a major drawcard for interstate and intrastate visitors.

Think about the type of experience you want to offer:

- Is it unique, memorable, one of a kind?
- What audience do you want to attract?
- Can you offer your event on both Saturday and Sunday to have wider appeal and reach more visitors?
- Can you extend your opening hours?
- Can you offer a morning, day and/or evening experience?
- Can you offer a special deal that visitors can redeem when they visit you?

Collaborate

We encourage you to collaborate with businesses in your area and build relationships to strengthen your event. For example, a café or restaurant could collaborate with a local producer to host a special lunch showcasing the produce where they meet the farmer or producer. This can work well if you are a small business and want to attract a larger audience and it can make the workload lighter for your business too.

How to be involved?

To be involved in the Festival of Flavour you will need to plan an Event with a 'Food & Wine' classification and/or Special Deal associated with a 'Food & Drink' classification to run on the weekend of the 26-27th March 2022.

All that is required is that you add your Event or Special deal to ATDW - Get Connected.

This can be loaded at any time prior to the festival, however we strongly recommend that you add your ATDW listing **by the end of January**, so that your event maximises the opportunity to benefit from marketing activity.

Follow the steps below:

STEP 1: First, you'll need an ATDW - Get Connected Product Listing

If you haven't already, get your business listed on ATDW - Get Connected. It's FREE to join and easy to use. Having a 'Food and Beverage' category listing (or an Event listing with a Food and Wine classification) will ensure your business is featured on the new [North Coast Flavour Trails](#) platform and a multitude of other key tourism distribution sites.

Click [here](#) to sign up to the ATDW. Already have a listing? Great, remember to check your business information and images are up to date!

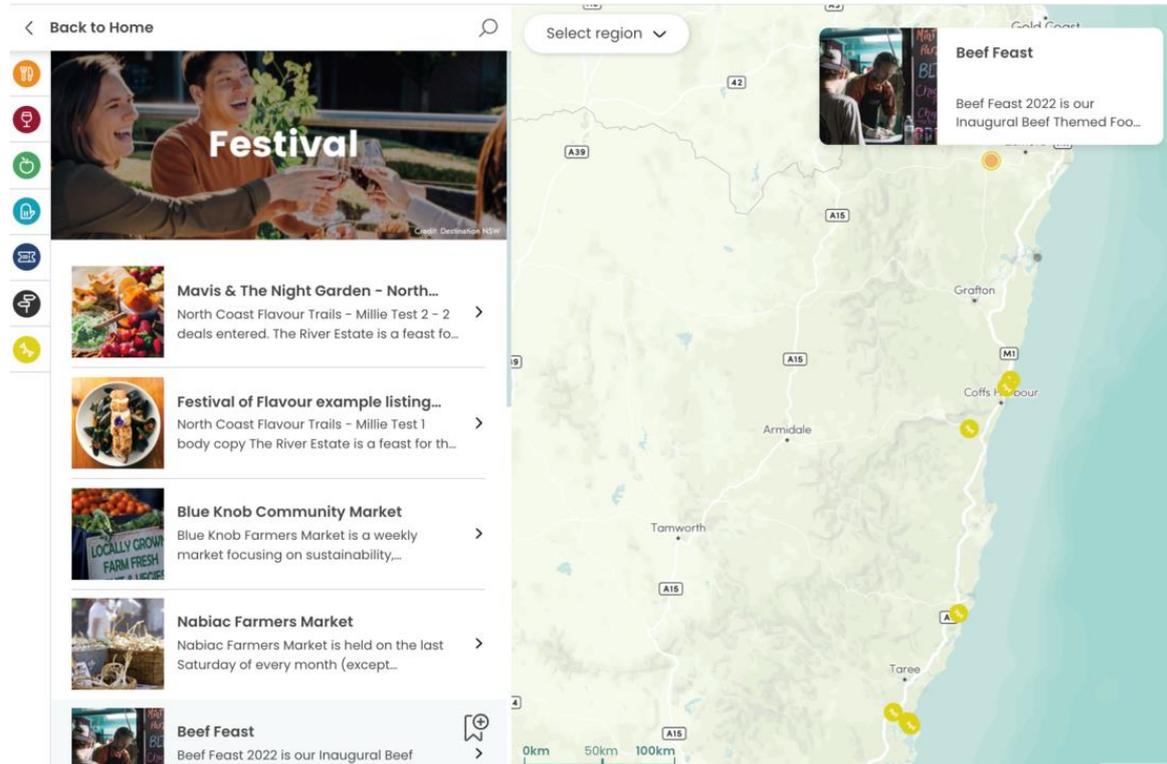
STEP 2: Now to add your Event

Follow the steps in the [ATDW Operator Guidelines Document](#) to step you through loading your event listing

Hot Tips

- Make sure you enter the correct event date and time! Dates must be entered from the 26-27th of March 2022, any dates included outside of these dates will not come through to the Festival of Flavour map
- Be sure to select the 'Food And Wine' category when adding a listing.
- Include a link to your website so the consumer knows how to book for it and more
- Choose your 'hero' image. This image is the first image that will pull through to the map. You want it to get people's attention and represent what you are offering. Ensure the image is a high resolution. You do not want to load a blurry or pixelated image.
- Give your event a catchy title.
- List your social pages and hashtags. Everyone loves to be 'social' and this is how some people will find you, especially if you are targeting a younger audience.

Below is an EXAMPLE ONLY of how events will appear on the map.



Beef Feast
Beef Feast 2022 is our Inaugural Beef Themed Foo...

Mavis & The Night Garden - North...
North Coast Flavour Trails - Millie Test 2 - 2 deals entered. The River Estate is a feast fo...

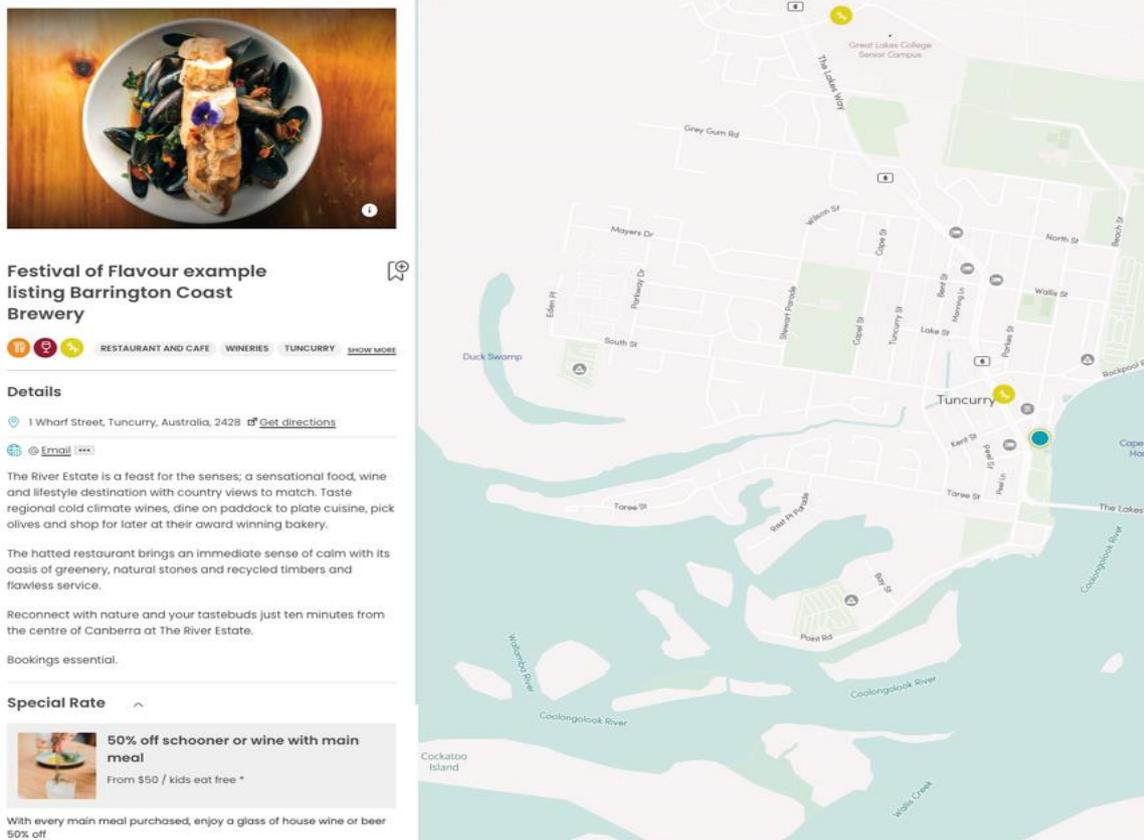
Festival of Flavour example listing...
North Coast Flavour Trails - Millie Test 1 body copy The River Estate is a feast for th...

Blue Knob Community Market
Blue Knob Farmers Market is a weekly market focusing on sustainability...

Nabiac Farmers Market
Nabiac Farmers Market is held on the last Saturday of every month (except...

Beef Feast
Beef Feast 2022 is our Inaugural Beef

Below is an EXAMPLE ONLY of how an Event listing + a Special Deal will appear on the map.



Festival of Flavour example listing Barrington Coast Brewery

RESTAURANT AND CAFE WINERIES TUNCURRY SHOW MORE

Details

1 Wharf Street, Tuncurry, Australia, 2428 [Get directions](#)

[Email](#)

The River Estate is a feast for the senses; a sensational food, wine and lifestyle destination with country views to match. Taste regional cold climate wines, dine on paddock to plate cuisine, pick olives and shop for later at their award winning bakery.

The hatted restaurant brings an immediate sense of calm with its oasis of greenery, natural stones and recycled timbers and flawless service.

Reconnect with nature and your tastebuds just ten minutes from the centre of Canberra at The River Estate.

Bookings essential.

Special Rate

50% off schooner or wine with main meal
From \$50 / kids eat free *

With every main meal purchased, enjoy a glass of house wine or beer 50% off

STEP 3: Add a Special Deal

Follow the steps in the [ATDW How To Add a Deal Document](#) to add a Special Deal. You can add a deal to your Event or your ATDW Product Listing.

Events

An example of a special deal for an event could be 'Entry for children under 12 years is FREE across the North Coast Festival of Flavour weekend'.

Product Listing

If you're a food, beverage or agri - tourism business that isn't offering an event, but you would like to be involved, you can offer a special deal for event visitors via your product listing.

An example for a local bar could consider adding a 'FREE schooner for every main meal purchased for participants to the North Coast Festival of Flavour weekend'.

Only Special Deals from the following ATDW listing 'categories' will be displayed on the Festival of Flavour map. So make sure you consider:

- Food & Drink Listings – all sub category types.
- Tour Listings – only "Food & Wine Tours" in this section.

Hot Tips

- You can add more than one deal
- The first deal you load will be the one that is displayed on the Festival of Flavour map. Once the consumer clicks on your event or product listing, they will see your other deals.

Special Rate ^



50% off schooner or wine with main meal

From \$50 / kids eat free *

With every main meal purchased, enjoy a glass of house wine or beer 50% off

Redeem from 26/03/2022 to 27/03/2022

* Valid with main meal purchases only.

IMPORTANT TO NOTE:

When loading your Special Deal, make sure you add the date for redemption. This needs to be during the festival weekend 26-27 March 2022.

Any Special Deals that are loaded into ATDW outside of these dates will not come through the Festival of Flavour map.

STEP 4: Check your details and then check again!

Before you hit submit, check all details are correct. If you enter the wrong dates or details DNC is not liable for your listing not appearing on the festival map!

Your Event or Special Deal can take up to 2 – 5 business days for approval from the ATDW team.

You can check your listing on the [Festival of Flavour map](#) when the marketing campaign goes live from 14th February 2022. If any changes are required, you can log back into your ATDW - Get Connected account at any stage and edit as required, remember any changes can take 2-5 business days for approval.

Marketing

SIGN UP to learn about the Marketing Campaign that will support and promote the Festival of Flavour.

[North Coast Festival of Flavour - Marketing Campaign Webinar](#), 9.30am - 10.30am, Wednesday 9th February 2022.

During this Webinar, we'll share an Industry Toolkit with information on how you can leverage the marketing campaign. In the meantime, feel free to promote the event in your social posts and don't forget to use our hashtags: #NorthCoastFlavour and #NewSouthWales

Need more information?

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