



About the Festival

We've set NEW DATES for the North Coast Festival of Flavour which will occur from the 3-5 June 2022. The festival will be an opportunity 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.

How can my business get involved?

We're inviting all North Coast food, beverage and agri-tourism businesses to participate in the festival by delivering an event or special deal.

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 tasting experiences, exclusive dining experiences, private cooking classes with a celebrity chef, unique masterclasses, private behind the scenes tours, meet the makers farm-gate experience 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?
- Rather than one day of the festival, can you offer multiple days 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 other 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 can I register?

To be involved in the festival you will need to plan an event with a 'Food & Wine' classification and/or special deal associated with a 'Food & Drink' classification to run 3-5 June 2022.

It's easy to register all that is required is that you load your event and/or special deal listing to [ATDW - Get Connected](#). Your ATDW listing can be loaded any time prior to the festival, however we strongly recommend that you do this **BY COB FRIDAY 29 APRIL 2022**. This will ensure that your event maximises the opportunity to benefit from the Marketing Campaign.

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 Flavour Trails platform, the [visitnsw.com](#) website and a multitude of other key tourism distribution sites.

Already have a listing? Great, remember to check your business information and images are up to date!

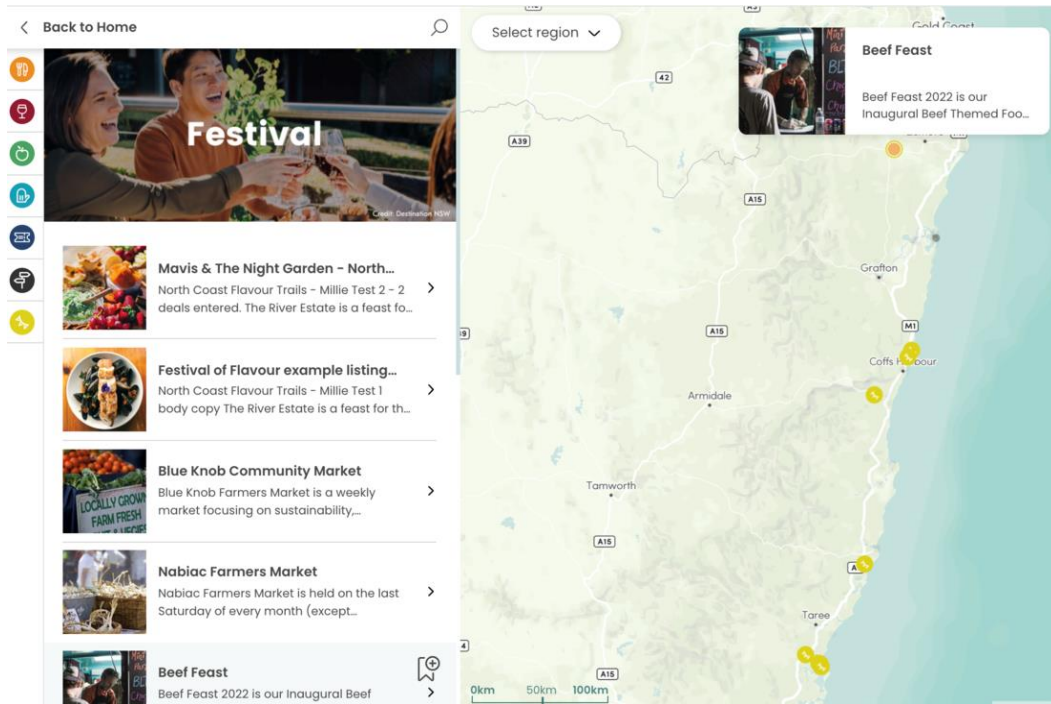
STEP 2: Now to add your Event

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

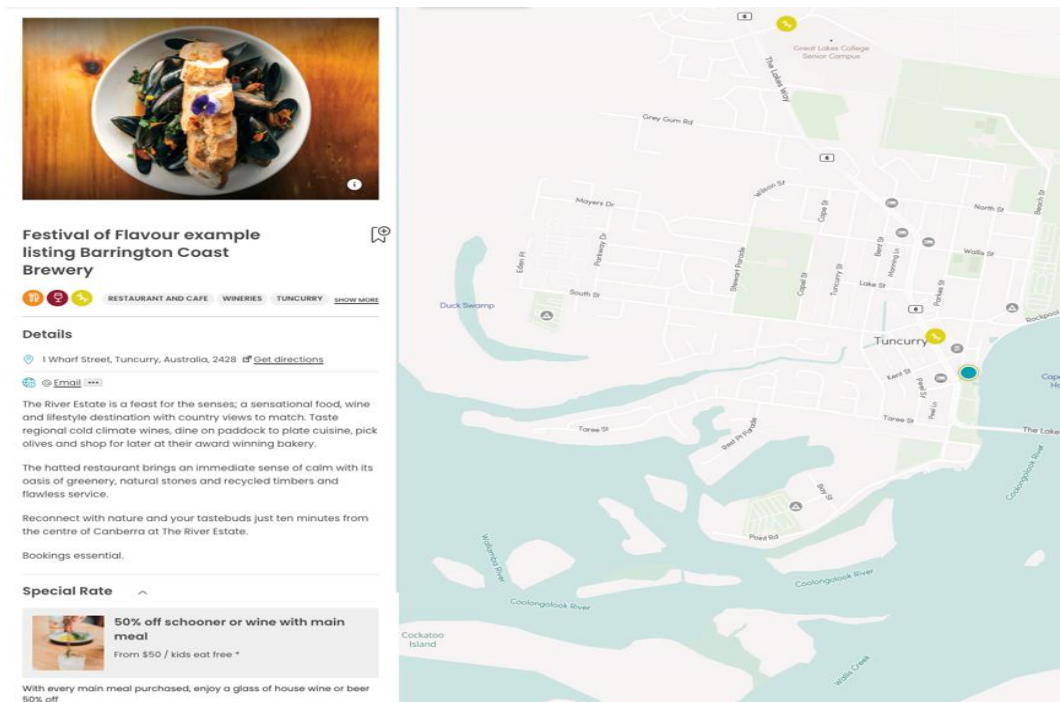
Hot Tips

- Make sure you enter the correct event date and time! Dates must be entered from the 3-5 June 2022.
- Be sure to select the 'Food and Wine' category when adding a listing.
- Include a link to your website and your booking platform
- The first image you select should be a high-res hero image that will get people's attention and represent what you are offering.
- Give your event a catchy title.
- Link your social pages and hashtags. Everyone loves to be 'social' and this is how some visitors will find you, especially if you are targeting a younger audience.

Below is an EXAMPLE ONLY of what a visitor will see when they click on your Event Listing:



Below is an EXAMPLE ONLY of how an Event Listing or Special Deal will appear on the map:



STEP 3: You can 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 for participants to the North Coast Festival of Flavour'*.

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 might be *'FREE schooner for every main meal purchased for participants to the North Coast Festival of Flavour'*. Special Deals must include ATDW listing 'categories' Food & Drink Listings (all sub category types) or 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 [map](#). Once the consumer clicks on your event or product listing, they will see your other deals.
- When loading your special deal, make sure you add the date for redemption during the festival dates 3-5 June 2022.

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 [map](#) on the campaign page. Your event or special deal can take up to 24 - 72 hours for approval. You can check your listing on the [map](#) on the campaign page under the 'Events tab'. Approximately 6 weeks prior to the festival your listings will appear under a special 'Festival' tab.

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 24-72 hours for approval.

Marketing Campaign

Destination North Coast in partnership with Destination NSW will launch a digital marketing campaign 6-weeks prior to the festival to drive consideration and awareness to the festival and the North Coast region. Check out our marketing campaign [webinar](#) for more information. Please note this webinar references the original festival dates that are now set for the 3-5 June 2022.

Festival Toolkit

The [Festival Toolkit](#) provides useful resources and ways you can use the campaign assets to promote your event and/or special deal. We encourage all businesses on the North Coast to actively promote the festival and their individual events and/or special deals.

Need more information?

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