

# TASTE OF THE KIMBERLEY

Partnership Opportunities

# TASTE OF THE KIMBERLEY 2022

**Ord Valley Events Inc., in collaboration with the East Kimberley Chamber of Commerce and Industry, for the first time will be bringing the Taste of the Kimberley event to a broader audience by expanding the program into a 3-day festival and inviting visitors from across the country to join in the celebration of the Kimberley.**

Hosted in the Ord Valley, 'Taste of the Kimberley' is a celebration of the breadth and diversity of the Kimberley's incredible produce and agriculture through a series of food experiences. The three-day festival event will offer audiences a range of opportunities to experience the extraordinary cultural diversity and stunning primeval landscape of the region and share its warm country hospitality.

August is an incredible time in the Valley, cool enough to enjoy the outdoors but also bringing the start of the harvest season when the agriculture industry is in full flight. The land will be brimming with produce, ready for visitors to explore and experience.

## **Festival Vision**

In the event's inaugural year, Ord Valley Events Inc. will host three experiences ensuring pressure on resources and community investment is minimised whilst simultaneously creating a platform for future event growth. The longer-term vision for the festival is to grow to incorporate additional events hosted by OVE as well as satellite events hosted by local operators and community organisations.

# BACKGROUND

Ord Valley Events Inc. is a volunteer organisation run by a group of community-minded individuals who bring skills, knowledge and networks to the organisation, collectively working towards producing a world-class event series for the benefit of the broader community.

Originally formed as a sub-committee of the East Kimberley Chamber of Commerce & Industry to run the Ord Valley Muster, which was created in 2001, Ord Valley Events became incorporated in July 2009 and have produced “The Muster” ever since.

The Muster was created to bring together community and industry participants, highlighting the region’s extraordinary cultural diversity, unique landscapes and developing business opportunities with a focus on activities and the talented people of the East Kimberley. One of the event’s principal objectives is to promote a wide range of seasonal economic activities through sustained tourism development. This has been highly successful; the 2021 event saw the most significant ROI since the event’s inception, with an estimated \$6mil of economic investment into the region over the festival period.

As the Muster and Ord Valley Events has evolved and grown, the Board has looked to increase the offerings of Ord Valley Events Inc. to promote the economic development of the region through an expanded series of public events.

In 2022, Ord Valley Events Inc. is proposing to add a food festival to the annual calendar.

# OBJECTIVES

Increased economic input in the Kimberley through growing Agritourism is the underlying objective of the event. This will be facilitated through the promotion of food and local produce alongside local tourist attractions.

The primary focus will be on:

- Developing goodwill towards, and increased knowledge of, the agricultural industry through a series of food experiences
- Highlighting the diversity of the produce grown throughout the Kimberley
- Promoting advocacy for the agricultural industry as a whole
- Awareness and education of the region to intrastate, interstate and international prospective visitors.
- Delivering a positive economic impact to the region, which is measurable and has scope to increase.
- Building a unique food and beverage experience brand.
- Increasing engagement with support/sponsorship of the event
- Increasing intrastate (WA out of the region) visitation during the event and encourage future visits through the program and experience of visitors and potential visitors.
- Building community benefits to the region through community engagement:
  - Engaging with TAFE and educational institutions
  - Working with local producers and small businesses to create opportunities through festival marketing and supply
  - Engaging with local operators and businesses to develop programs within the festival
  - Creating a platform for new food-related ventures to be showcased to a broad audience

# EVENT PROGRAM

## FEASTIVAL

Taste of the Kimberley will open on Friday 19<sup>th</sup> August with '**Feastival**', held in Celebrity Tree Park, Kununurra.

Featuring local legends Black Tapas, Dinner at Seven, Passion with Spice and Thai to U, alongside renowned Kimberley producers like Cone Bay Barramundi and Walaja Raw Bush Honey, Celebrity Tree Park will be transformed into a **vibrant food festival** under the lights of Kimberley Sky. With live entertainment, dancers, a BBQ cooking competition and featuring pop-ups from popular artisans and producers, there's something for everyone.

Makers are invited to design a dish featuring produce from the Valley, be it Chickpea, Pumpkin or Mango, creating an authentic 'Taste of the Kimberley' experience for audiences to enjoy.

The centrepiece of Feastival will be a **BBQ Cook-off!** Competitors will be tasked with creating a sausage that captures the spirit of the Kimberley through their unique, regionally inspired flavour combinations. Renowned Master Butcher Murray Salter of Tenderspot Butcher will host workshops; teaching registered teams how to create the best sausage in town. At the event, competitors will BBQ their creations, and the audience will have the opportunity to sample and vote on their favourite flavour. The winning team will earn bragging rights as 'Masters of the Sausage' and take home a cash prize!



# EVENT PROGRAM

## CATTLEMAN'S DINNER

Taste of the Kimberley brings the return of the much loved '**Cattleman's Dinner**'. The long table dinner on Saturday 20<sup>th</sup> August will showcase the region's abundant produce.

Join Western Australian chefs for a long-table feast under the stunning night stars at Celebrity Tree Park. Sophie will create a shared menu featuring produce from Kimberley, and some of the area's most renowned producers will discuss the past, present and future of agriculture in the region while you indulge in premium culinary delights.

## FARM TOUR

The produce generated in the Kimberley is from one of Australia's most dynamic agriculture areas. It is widely known that Cattle first came to the Kimberley in the 1880s when the MacDonald Brothers drove cattle 5,600Km from NSW in one of the grand and epic pioneering events in our Nation's history. While the pastoralist industry continues to be a significant economic driver of the region, this agriculture sector has been complemented and enhanced in relatively recent years through the success of the ambitious Ord Irrigation Scheme that began in 1941. The story of this incredible part of the region's success is largely unknown.

A **hosted farm tour** will give guests the opportunity to visit the range of farms and talk directly to farmers throughout the valley. This in-depth tour will provide a platform for audiences to learn about the produce of the Ord. The tour will end with a casual bush breakfast.



# THE RESULTS

TASTE OF THE KIMBERLEY will bring together the Kimberley community and travellers from all walks of life to celebrate the character of the Kimberley community - the people, the produce & the landscape. Of the 1,500 ppl who attend the various events across this program, we anticipate that in year one, the audience will be made up of a combination of locals and travellers who are in the region and will result the below forecasted economic impact

**32%**

of visitors will travel from  
Intrastate

**14%**

from outside of WA

**6 NIGHT**

stay in the region

**\$1.2M**

spend in  
the region by visitors to  
Taste of the Kimberley in  
2022

**\$1.6M**

in 2023

**\$250**

Average daily spend for  
travellers

# PLATINUM SPONSOR

## RIGHTS OF ASSOCIATION

- Opportunity for naming rights of an event or area within an event during the Festival\*
- The right to be called a Platinum Sponsor of Taste of the Kimberley.
- Use of the Taste of the Kimberley intellectual property - which means the right to use Festival images.

## EXPOSURE

- Logo and link to sponsor website on Taste of the Kimberley website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentation at all Taste of the Kimberley events.
- PR opportunities through official event publicist.
- Banner at the Festival event.

## HOSPITALITY

- 8 x Cattleman's Dinner tickets
- 15 x Festival tickets

## ACTIVATION AT THE EVENT

- Opportunity to include and feature company's products at Festival events (if applicable).

## INVESTMENT

Value from \$ 20,000+  
Guarantee \$ 10,000 plus GST (cash component)

\*Cash contribution required to secure naming rights of individual event



# GOLD SPONSOR

## RIGHTS OF ASSOCIATION

- The right to be called a Gold Sponsor of *Taste of the Kimberley*.
- Use of the *Taste of the Kimberley* intellectual property - which means the right to use Festival images.

## EXPOSURE

- Logo and link to sponsor website on *Taste of the Kimberley* website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentation at all Taste of the Kimberley events.

## HOSPITALITY

- 4 x Cattlemen's Dinner
- 10 x Festival tickets

## ACTIVATION AT THE EVENT

- Opportunity to include and feature company's products at Festival events (if applicable).



## INVESTMENT

Value from \$ 10,000  
Guarantee \$ 5,000 plus GST (cash component)  
Contra as negotiated

# SILVER SPONSOR

## RIGHTS OF ASSOCIATION

- The right to be called a Silver Sponsor of *Taste of the Kimberley*.
- Use of the *Taste of the Kimberley* intellectual property - which means the right to use Festival images.

## EXPOSURE

- Logo and link to sponsor website on *Taste of the Kimberley* website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentation at all *Taste of the Kimberley* events.

## HOSPITALITY

- 2 x Cattleman's Dinner tickets
- 8 x Festival tickets

## INVESTMENT

Value from \$ 5,000+ (cash plus GST or in-kind)

# BRONZE SPONSOR

## RIGHTS OF ASSOCIATION

- The right to be called a 'Bronze Sponsor of *Taste of the Kimberley*'.

## EXPOSURE

- Logo and link to sponsor website on *Taste of the Kimberley* website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentation at all *Taste of the Kimberley* events.

## HOSPITALITY

- 6 x Festival tickets



## INVESTMENT

Value from \$ 2,000+ (cash plus GST or in-kind)

# GENERAL SPONSOR

## RIGHTS OF ASSOCIATION

- The right to be called a 'General Sponsor of *Taste of the Kimberley*'.

## EXPOSURE

- Logo and link to sponsor website on *Taste of the Kimberley* website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentation at all Taste of the Kimberley events.

## HOSPITALITY

- 4 x Festival tickets

## INVESTMENT

Value up to \$ 1,000 (cash plus GST or in-kind) or by negotiation

# CONTACT

**MARGOT MCTAGGART**

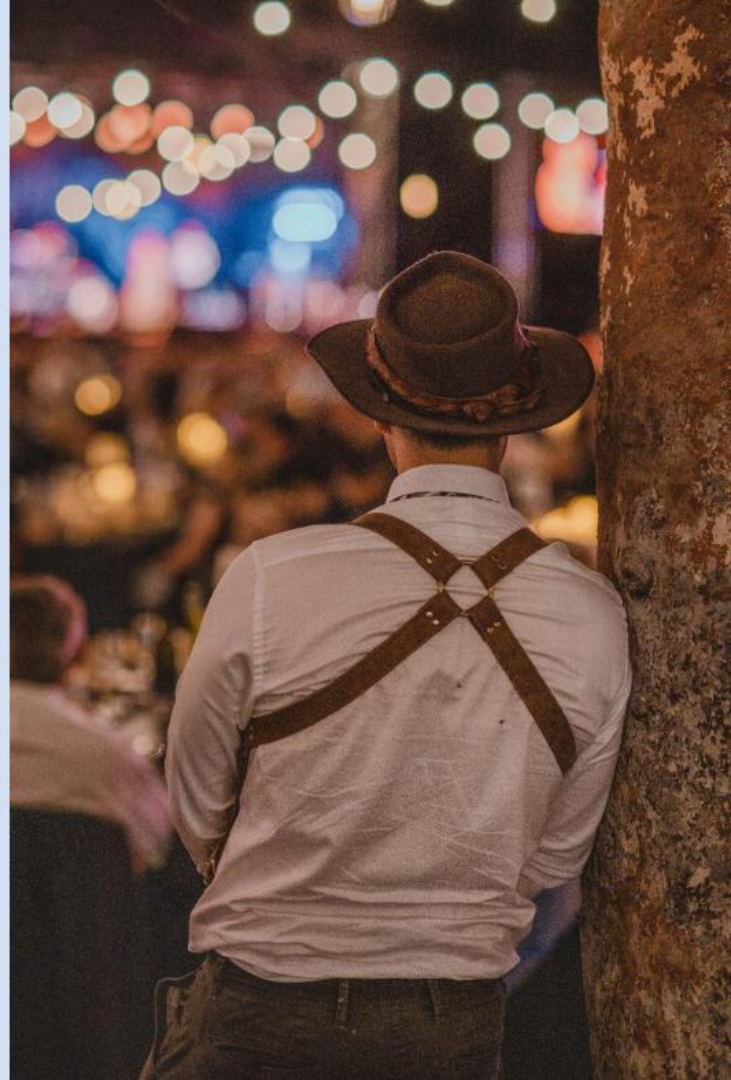
GENERAL MANAGER

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**ORD  
VALLEY**  
*Events* INC.



THANK YOU FOR  
YOUR SUPPORT



# INTERNAL USE ONLY

## Summary

Level	Investment	Cattlemen's	Feastival
Platinum	\$ 20,000 (\$ 10,000 cash)	8	15
Gold	\$ 10,000 (\$ 5,000 cash)	4	10
Silver	\$ 5,000	2	8
Bronze	\$ 2,000	0	6
General	\$ 1,000	0	4

