

MELBOURNE FOOD 20 & WINE 24 FESTIVAL

Special Events Guidelines

Be part of Melbourne Food & Wine Festival in 2024

COMMERCIAL IN CONFIDENCE



Be part of MFWF

The Festival's Special Events program is an exclusive opportunity for Victorian businesses and individuals to help shape MFWF's program of events through unique concepts that showcase the strength and diversity of food and drink in Victoria

For the 2024 festival in Melbourne, which runs 15 to 24 March, we invite restaurants, bars, cafes, producers, retailers, councils, community organisations and individuals to dream up extraordinary experiences that celebrate the power and joy of hospitality.





Benefits of Participation

Events selected for the program will have the opportunity to be a part of Australia's biggest, longest running and much-loved food and wine festival. MFWF is supported by a substantial marketing and publicity campaign running across digital, radio, outdoor and print channels.

Audience and exposure

- Promotional opportunities across MFWF channels
 - 270,000 social media community
 - 59,000 newsletter subscribers
 - 360,000 website sessions on average during the campaign period
- The Festival achieved the following results in 2023
 - PR coverage valued at \$21 million
 - 1.5 million organic social media audience reach
 - 65,000 Festival attendees
 - 84% of all tickets sold

We encourage event organisers to share striking images and content ideas to increase their chance of receiving extra promotion on MFWF's digital channels. For example, the chef, winemaker or talent involved, or spectacular locations..



What we want from your events

In 2023 the MFWF Special Events program came back with a bang and the city was alive with festival events. Join us in 2024 as we build on that excitement with your teams to plan your next memorable MFWF event.

Great events:

- Excite and engage your team
- Have a unique selling point
- Allow you to collaborate with others (producers/FOH and BOH teams/ artists/musicians, for example), or try something new in your venue
- Give you the chance to shake things up and show guests your venue in a new light. If what you usually do is more formal, considering trying a very casual one-off event; if you normally only open days, consider doing something at night – mix it up.
- Invite new and return guests to visit your venue
- Are accessible across their availability in price, inclusion and format
- Have specific descriptions / ticket inclusions and great imagery to support ticket sales

Selection criteria

- The event is uniquely created for the MFWF program (15 to 24 March 2024) and is not readily available any other time of year;
- The event must contribute to MFWF's overall objective of promoting the strengths and diversity of Victoria's food, drink and hospitality landscape;
- The event's connection to MFWF must be acknowledged and event organisers must display the 2024 MFWF logo on event menus and tag MFWF appropriately across social media;
- The event submission must include **high-resolution pictures** to be featured across MFWF digital channels, landscape, minimum 1500px wide;
- The event is of a high standard that adheres to best practice (risk management, weather response plan, occupational health and safety, food safety standards, responsible service of alcohol);
- The event conforms to MFWF's centralised ticketing system;
- The event is held in Melbourne.



Key dates

2023

2 October

Event submissions open via MFWF website

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30 October

Event submissions **close**

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6 November

Notification of inclusion in MFWF 2024, participation invoice issued

>

20 November

Participation fee due

2024

4 December

MFWF program announcement. **Highlight events included only.**
No on-sale.

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15-24 January

Optional Special Events Photography scheduled

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30 Jan-1 Feb*

MFWF 2024 program release and tickets go on sale to the public

*date to be confirmed

>

15-24 March*

MFWF 2024 Festival

*date under embargo

Participation fees

The participation fee covers the following:

- A one-off event concept.
- Single events taking place over multiple dates incur only one participation fee.

Additional events (different event concepts) incur additional costs should they be accepted into the program.

Inclusions for accepted events	Level 1 \$550 (ex-GST)	Level 2 \$1,100 (ex-GST)	Level 3 \$2,400 (ex-GST)
Event Inclusion in MFWF 2024 program	•	•	•
Event listing on MFWF website	•	•	•
Dedicated online event page with direct ticketing	•	•	•
MFWF marketing toolkit to promote the event	•	•	•
MFWF Instagram story (including a link)	•	••	•••
MFWF Facebook post		•	••
MFWF Instagram grid post			•
Inclusion in MFWF consumer email newsletter			•
Two tickets to the invitation-only MFWF Opening Night			•
MFWF Photography Service	(+\$800)	(+\$800)	•

Participation fees continued

Terms and conditions

Participation fee – payment

All event organisers must pay their participation fee invoice by the due date of 20 November 2023 in full, otherwise they risk being excluded from the program.

Invoices will be issued to event organisers via email.

Cancellation policy

Participation fees for any event cancelled by organisers after 31 December 2023 will not be refunded unless the cancellation is due to COVID-19 restrictions. If your event is cancelled after ticket sales have been made, MFWF/Ferve will reimburse customers in a timely manner.

Promotion terms and conditions

- Social and/or email promotion on MFWF channels will run during the MFWF March campaign (1 February to 24 March). MFWF's editorial and promotional schedule changes with the pace of ticket sales so we are unable to commit to a specific date for your promotion.
- If an event sells out prior to being featured on MFWF channels, the content of the organisers' social and/or email promotion will be at our discretion.
- If an event sells out prior to being featured on MFWF channels, social and/or email promotion cannot be rescheduled outside the campaign period.

Photography

MFWF Photography service is included in the Level 3 participation fee or it can be added to Level 1 and Level 2 for a fee of \$800 plus GST.

These images will help with marketing your Festival event on both Melbourne Food & Wine Festival channels and your own. You'll also own these images for future use on any communication channels.

How it works

- Photography will occur between **15 and 24 January 2024***
- Venues will be assigned a date and time for their session in early November, and it'll be your responsibility to ensure the venue and staff are prepared for the shoot when the photographer arrives.
- Requests to change the date of the shoot may incur additional costs from 18 December onwards.

The shoot can include:

- 2 chef/talent portraits
- 2 dining room/venue shots
- 3 food shots – we advise at least one of these shots should be of a dish included in your Special Event menu.

Images will be supplied in:

- Original high resolution
- Web-friendly 1:1 (suitable for posts)
- Web-friendly 16:9 (suitable for stories)

**These dates have been chosen to avoid the December peak season and the early January holiday period, while still allowing for photographs to be turned around in time for the Festival on-sale in late January / early February (date still pending).*

When assigning sessions, we'll do our best to avoid service times and requests will be accommodated on a first-come, first-served basis.



How the ticketing pricing works

As part of your agreement to use the Festival's ticketing platform, we'd like to remind organisers of the following pricing structure –

The advertised ticket price to the customer is inclusive of:

- GST
- Booking fee – customers will pay a booking fee of \$3.00 per ticket for tickets priced greater than or equal to \$20, and \$1.00 per ticket for tickets priced less than \$20.
- Transaction fees – organisers will pay a transaction fee of \$1.00 per ticket.

Your submitted ticket price	\$50
Organiser revenue (per ticket, after fee)	\$49
Organiser fee	\$1
Consumer fee	\$3
Advertised ticket price	\$53

At the checkout the following will be added:

- A processing fee (in line with government card surcharge rules) per transaction will be applied for online transactions (This fee will not apply when purchasing a ticket with cash at an event). Fees are up to 1.65% depending on the type of card used.
- A handling fee of up to \$4.50 will be applied, per transaction (regardless of number of tickets purchased).

Payments & reconciliation:

Payments will be made on the Tuesday of the week following your event date, to your nominated bank account. These payments will be 100 per cent of revenue collected (less fees) for all ticket sales for your event.

Event organisers will be able to log into the portal at any time to view sales and payment history. At the conclusion of the event, event organisers will be able to obtain a copy of the recipient created tax invoice and final reconciliation. Further details about the producer portal (and how to log in) will be emailed in late January.

How to apply

You will need the following event details to complete your submission:

- Event title (**five words or fewer**). Make it sound fun.
- A 10-word event tagline and extended description for website listing – please note this wording will be edited by MFWF;
- Venue name and address;
- Event date and time (this must include start and end times for both single and multiple sittings)
- Ticket price and ticket description (for example, "includes four courses and matched wines", or "a shared three-course feast, with drinks on consumption" or "two cocktails and three canapes, served stand-up");
- Number of tickets available for sale;
- Banking details – to receive payment for ticket sales from MFWF / ticketing provider – and your ABN;
- Dietaries that can be accommodated
- Other information regarding your event (dress code, event access, public transport, child-friendly and so on);
- Social media handles;
- A copy of your Public Liability Insurance Certificate of Currency valid for the date/s of your event;
- High resolution 'eye-catching' images – 300dpi and landscape format. The higher the quality of your event image, the better it'll sell and the better chance it has of being shared across our digital channels. Please note that MFWF does not accept and display logos or typography

How to apply continued

Please provide a detailed outline of your menu and/or offering.

Please list all inclusions. For example, are drinks included? How many courses will be served? Will there be a take-home element? Is there live entertainment? This detail will be listed on our website.

Please provide detail on what are you doing differently for these event(s). For example, will your menu and experience have a theme, is there a hero ingredient, will you have a guest chef/winemaker/bartender/sommelier or someone like that present?

Event submissions are open 2 October to 30 October.

When you're ready, [hit this link](#) to start.

Note: Your menu and restaurant description will be reviewed and copy-edited by the MFWF content team for consistency and clarity.



Here are some examples of events that sold strongly and gained plenty of media attention in 2023.

- **Taco Toum Day** – A fun and delicious night celebrating Mexico's Lebanese connection, with Tom Sarafian and Raph Rashid.
- **Ceramics and Cervezas at Afloat with Sam Gordon** – A ceramics class with Spanish cervezas and pintxos.
- **Florian Eatery x Julia Busuttill Nishimura** – Collaboration with local talent proving to be one of the hottest tickets of the Festival.
- **Huge Moves Four** – One of Australia's favourite wine parties lands in Melbourne, featuring 30 of Victoria's greatest drinks producers with drinks to purchase and DJs spinning until late.
- **Jazz in Japan** – neighbourhood izakaya Kumo serves up six courses with matched sake, backed by live jazz duo Yamoto Mayazaki
- **BYRDI x O.MY** – For just two amazing nights, city cocktail supremos Byrdi hosted the celebrated O.MY restaurant for an intimate farm-to-table experience.



How do I submit an event for MFWF 2024?

Submissions are open from 2 - 30 October 2023
via MFWF's online Event Management
Space visit melbournefoodandwine.com.au

If you're a new user, you'll need to register first in order to submit your event.

Questions? We'd love to hear from you. Contact Kim Danks, MFWF Industry Lead:
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