

NORTH  
**HIGH COUNTRY** EAST  
**HARVEST**  
VICTORIA

# Prospectus 2017

## Your Chance to get Involved



# High Country Harvest Event Submission Guidelines

It's time to get your thinking caps on to help us plan for a bigger and better sixth High Country Harvest taking place in May 2017.

Next year's High Country Harvest 5 - 21 May will have many similarities to the past three years and a few exciting new events and ways of becoming involved.

## **1. Hero Events - for all businesses and collaborations**

As with previous years we will be championing 40 hero events, these are a chance for an individual or group of businesses to put together an event to take place during High Country Harvest. Your events should showcase our great food offerings paired with the chance to try something new, for example pair your food with some learning, fossicking, baking or brewing or maybe a walk, pedal or horse-ride. This is a great chance for you to try something new in your business that could promote your unique selling points and possibly provide a launching platform for new or different product, year round.



## **2. Harvest Menus - for restaurants and cafes**

Put together a Harvest Menu with a minimum of one item at each course which highlights regional autumn produce, to run over the 10 days of High Country Harvest. You may choose for example to include some local chestnuts or apples, warming meats, such as venison and duck, or mushrooms sourced from the nearby fields. Menus will be loaded on the High Country Harvest website and outstanding dishes and themes used for social media posts.

## **3. Harvest Warmers - for cellar doors, breweries and bars**

Create a warming autumn drink special for visitors - perhaps a mulled wine or warm spiced cider. Make it fun and funky and provide a compelling reason for the visitors to make sure you are on their itinerary of attending one or two hero events. The Harvest Warmers will be listed together to create a trail for visitors highlighting participating businesses.

### **Harvest Bonfire**



To continue to grow the sense of celebration over the festival period will be working with a number of communities to create Harvest Bonfires on one of the nights pre dinner. This could include simple treats to be sold on these evening such as roasted chestnuts, chilli spiced hot chocolate, mulled wine or home-made marshmallows for toasting. This will be a perfect time for visitors and the community to come together and celebrate the onset of the cooler weather. If you think your community would be interested in hosting one of these events we'd love to hear from you.

### **Connect with us at launch**

In addition to previous benefits, High Country Harvest 2017 will include a launch event for participating businesses. This will give you a chance to be aware of the spread of events, network with other event organisers and attend some pre event PR and social media training.

### **Connect with us socially**

2017 HCH will be characterised by great social media opportunities. Facebook posts [www.facebook.com/highcountryharvest](http://www.facebook.com/highcountryharvest). To join in the conversation: Share posts to the High Country Harvest Facebook wall and tag highcountryharvest or use #seehighcountry and #highcountryharvest on instagram before during and after the event. TNE will share the strongest images across our social media platforms.

This year your engagement will be a part of the agreement to include your event in the Harvest.

### **Online bookings**

All 2017 HCH Events will be booked via an eventbrite link on the Regional Digital Platform - this will allow us to collect great data about our events and customers. Information gathered will be shared throughout the food and wine community and most importantly give us that essential data for assuring ongoing funding and sustainability of High Country Harvest. Your agreement to ticket all tickets via this platform and share customer data is a precursor of entry.



## Submissions of Interest

To submit your event please follow the links below before the 21st of October 2016

[Hero event submission](#)

[Harvest menu and Warmer menu](#)

We will then look at the balance of events, dates and times and be back in contact with you by the end of the second week of December.

## Costs of Inclusion.



**Hero Events - \$170 inc.GST per event**

**Harvest Menu and or Warmers \$40 inc. GST per business** - *in return for this you will receive the opportunity to have 3 images of your dishes taken and standardised branded menus produced.*

If you would like more information or to discuss your event please contact me

Sarah Pilgrim [sarah.pilgrim@tourismnortheast.com.au](mailto:sarah.pilgrim@tourismnortheast.com.au)

03 57 28 2773 or mobile 0408 352 701