

Regional Flavours

— PRESENTED BY —
The Courier Mail

Brisbane Marketing & Meat and Livestock Australia

Post Event Presentation, Insight and Planning Report

October 2018

EVENT SUMMARY

- OVERVIEW
- HIGHLIGHTS

2018



Overview

*Regional Flavours presented by The Courier-Mail remains the **largest food festival** of its kind in Queensland.*

In 2018, the event was held over 21-22 July in the beautiful South Bank Parklands and attracted an estimated 85,000 patrons; an exponential growth in numbers since the event's inception in 2009.

This year, Regional Flavours showcased over 80 of Queensland's best food and wine producers from 15 different growing regions.

Foodies, wine and craft beer enthusiasts descended upon Regional Flavours to sample the best produce Queensland has to offer; enjoy tasty bites from South Bank's most renowned restaurateurs; and learn about global food trends and recipes from the impressive line-up of celebrity chefs and experts.





Venue Highlights

Main Stage – Queensland Taste – The Hunting Club

(Top - Left to Right)

Picnic Patch – Future Food - River Quay – Kids Collective

(Bottom – Left to Right)

2018 COLMAR BRUNTON AUDIT

RESULTS

- ATTENDANCE
- AUDIENCE PROFILE
- VISTATION
- SATISFACTION RATINGS
- CAMPAIGN IMPACT
- ECONOMIC IMPACT

n=265 / 7 mins surveys f2f / \$8 food voucher reward / Duration – 21 & 22 July



GARY MEHIGHAN, MATT PRESTON & GEORGE CALOMBARIS

***"This is our
favourite food
event in
Australia...
And its FREE!"***

MASTERCHEF AUSTRALIA JUDGES - NETWORK TEN



DARREN ROBERTSON

**“A fantastic platform to showcase the true rock stars of our industry-
our growers”**

MEAT AND LIVESTOCK AUSTRALIA's Ambassador



ADAM LIAW

**“The styling of
Regional Flavours is
unlike any food
festival in Australia.
It looks and feels
beautiful!”**

PRESENTER & AUTHOR – Destination Food



Attendance.

Attendance – stable retention

- **85,000** (40,000 Sat. Vs 45,000 Sun.)
YOY increase 3.5% (3,000)

Attendance decision making

- **76%** planned to attend Regional Flavours in advance
(YOY increase 16%)
- Key periods of decision making (prior to event dates):
 - **4 weeks**
 - **1 week**
 - **2-3 days**



Audience.

Retention and increase of the coveted "Foodie"

- Couples attending without children (**55%**)
- Household income > \$100K (**23%**)
 - **4% increase YOY**

Sustainability of the desired age groups

- 25-39yrs (**35%**)
- 40-54yrs (**27%**) trending increase since 2014
- 55+yrs (**20%**)

Significant changes YOY

- **63%** of attendees are female
- **1 in 3** were male – this represents a significant increase YOY.



Visitation.

LOCAL 59% -37,635 residents (Brisbane City Council area)

VISITING 41% -34,850 visitors

Greater Brisbane - **12%**, Intrastate -**9%**, Interstate - **8%**,
Overseas - **12%** (7% 2017)

- **51%** of visiting patrons highlighted that Regional Flavours influenced their reason to travel to Brisbane
- **36%**(18,188 visitors) specifically travelled for Regional Flavours

Drivers for Visitation

84% - "Try the food and wine" - 13% increase

42% - "Buy regional produce"

35% - "Saw advertising and thought it looked worthwhile"

20% - "See cooking demonstrations"

Future Visitation

- 92% of patrons will attend the event again



Satisfaction.

Audience Satisfaction rating - 96% (2017 -95%)

- Overall satisfaction is stable with an upward trend of highly satisfied since 2014.
- All individual elements have increased ratings in the past 5 years.
- All (100%) visitors were satisfied with the event.

2018 individual aspects score card;

- Food (97%)
- Quality and value of Regional Produce (96%)
- Live Music (86%)
- Wine (89%)
- Cooking demonstrations (83%)
- Celebrity talent (83%)
- Children's Activities & Experiences (82%)

Audience Recommendation rating – 97%

Highest recorded YTD



Campaign.

77% had seen or heard information about Regional Flavours before attending

- 2018 investment in a city wide outdoor banner campaign.
- + complimenting and continuing campaigns across digital outdoor, print (national (YOY increase) & local) & local TVC (Network Ten).

Social Media, WOM & Print Advertising were the strongest platforms for awareness and engagement.

- **one in four** found out about Regional Flavours via social media.
- **older visitors** (aged over 45-55yrs) were more likely to have heard about the event **via print media** (32%).
- **20%** have always know about the event.



Campaign cont.

\$1.4 million ASR value

- **\$756K** aligned to events media partners.
 - News Corp - TCM \$479K + \$128K other
 - Network Ten - \$149K
- **\$644K** aligned to other media platforms.
- Number clips increased YOY.

Isentia 30th July 2018 – YOY changes to value algorithm



Economic.

LOCAL

- Expenditure - **\$1.5 million**
- Average Spend - **\$42 pp**

VISITING

- Expenditure - **\$ 3.6 million**
- Average Spend - **\$168pp**
- Length of stay - **2x night average**

TOTAL \$5.1 million



PARTNER REVIEW & INSIGHT

MLA

- OVERVIEW & HIGHLIGHTS
- REVIEW & INSIGHTS
- OPPORTUNITY



Overview.

The Hunting Club

- **Styling** – unique concept, successfully aligned to partner's objectives.
- **Layout** – revised to increase patron experience and improve line of sight.
- **Patronage** – capacity during event dates (10,000+).
- **Program**– exclusive Beef & Lamb cooking demonstrations (Chefs) paired with educational conversations (QLD Graziers).
- **Talent** – Celebrity Ambassadors + Local and Regional chef advocates.
- **Menu** – QLD Beef & Lamb tasting & shared plate menu complimented with QLD micro brews.





The Hunting Club: Highlights 2018

THC Stage – Paul West (Chef, Regional Ambassador & Presenter) – THC Bar & Bistro

(Top - Left to Right)

Nathan Lastavec (Head Chef Honto) - Styling elements - Conversations with Qld. Grazier

Insights.

Meat and Livestock Australia - Investment

- Major Partner + Venue Presenting Partner
- Investment - \$37,000 +GST (active since 2013)

Brisbane Marketing & MLA – insights & review

- **Venue** – new layout was successful improving patron experience.
- **Programming** – continuation of secondary cuts & sustainability, return of carcass breakdowns, inclusion of health & wellness + innovation topics/ conversations.
- **Talent Ambassadors** – desire to scope new talent ambassador/s (Matt Moran + others)
- **Menu** – continue to feature Beef & Lamb YOY + Veal & Goat (2019)
- **Corporate Engagement** – continue VIP space and the delivery of benefits YOY.
- **Recognition** – Australian Good Meet to be the brand recognised 2019.

Sponsorship - future impact and considerations

- RF2019 budgeted by MLA – **EOI received 04/10/2018**



Opportunity.

Brisbane Marketing

- The Hunting Club – continuation of alignment.
- MLA + MLA MDC - Future FOOD @ Regional Flavours.
- The Red Meat 2019 – scope Brisbane hosting + GFIA Agribusiness week (Nov 2019) alignment opportunity.

Meat and Livestock Australia

- MLA Masterclasses (ticketed) – to be scoped.
- MLA's kids education syllabus alignment (e.g. life/water cycles) - to be scoped.
- Global alignment with Curtis Stone – scope a possible East Coast appearance 2020.



EVENT PLANNING

2019

- VISION
- STRATEGY
- OBJECTIVES
- PROGRAMMING PILLARS



Vision

In 10 years Regional Flavours has grown from a boutique event to a nationally recognized and much anticipated annual food and lifestyle festival...

Brisbane Marketing with the support of aligned stakeholders will **continue** the opportunity to leverage this asset as a platform to support Brisbane and South East Queensland's growing food story:

- **Showcase** - Queensland's food, wine and beer offering with a core focus on South East Queensland.
- **Celebrate** - key global food trends using the best of Queensland produce including a program of national, regional and local food celebrities and producers.
- **Develop and Innovate** - Queensland's food story by providing a platform to educate, inform and inspire.



Strategy

The following elements define the success formula for Regional Flavours:

- **Accessibility** – Australia’s largest free food event, fostering a strong sense of community and providing a critical mass platform of connectivity that engages directly with Queensland growers and producers.
- **Locality** – The distinctly Queensland offering and pristine South Bank Parklands celebrates the sunshine state’s unique lifestyle and food story and provides a distinct competitive point of difference.
- **Integrity** – Authenticity of content and programming is paramount.
- **Innovation & Education** – Ever evolving and at the forefront of trends, Regional Flavours showcases the latest innovations in food, health and lifestyle.
- **Quality** – Un-paralleled in execution and offer across free events Australia wide.



Objectives

Brisbane Marketing will now collate insights and commence the development of a strategy framework for Regional Flavours 2019 & onwards.

Key considerations include:

- **Connectivity** – continued regional outreach & inclusion (SEQ priority).
- **Sustainability** – patron experience, resources and environment.
- **Change Management** – revisions to programming and revitalisation of venue/s.
- **Growth Management** – footprint expansion Vs revised execution/s + other locations opportunities.
- **Global and Local Influence** – future trends and innovation impacts.
- **Economic Impact** – retention and growth in visitation and expenditure (Brisbane + SEQ).



2019 Program Pillars

FOUNDING PRINCIPLES: Accessible & Diverse | Hero the QLD Food Story | Innovation | Showcase South Bank Parklands

Global Trends

- **Food as a cultural touchpoint** - international palates, global pantries, local culinary traditions *"Food forms connections to people and places. One delicious dish can stay with you for a lifetime"*
- **Educated eating** – transparency on where my food comes from? Food miles
- **Clean living** – indulgence with a conscious, fermented foods, super powders
- **Low alcohol options** - mocktails, healthy wine & beer
- **Bright coloured beverages** - natural, botanic or plant based (eg. Turmeric, blue spirulina)
- **Personalised nutrition** - bio-individuality, biohacking
- **Food as art** – edible glitters, gold food



Lifestyle

- **A sustainable approach**
- **Reducing waste** – food packaging, no waste cooking
- **Fast casual** – ready to eat, affordable convenience, meal delivery services, technology (home based assistants ordering food)
- **Mindful eating & experiences** – engaging all of your senses
- **Simplicity & minimalism** – relaxed and light
- **Reconnecting with nature**
- **Self-care is essential**



Next Steps

- Renewal EOI
- Contract (draft)
- Partner Response
- Contract Execution

04/10/2018
Late Oct
Mid Nov
End Dec

- Talent Announcement
- Marketing Campaign
- Stakeholder Function
- Event Dates

March
June
19 July
20-21 Jul





Thank you from the team at Brisbane Marketing

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