



TASTES OF MORETON BAY

feastival

Industry Online Workshop

Thursday 20 April 2023



Acknowledgement of Country

We acknowledge the Traditional Owners of the lands we meet today and thank them for their custodianship.

We especially thank the Elders past and present for their generosity of cultural sharing, teaching us respect of country and reminding us to take time to watch the dugong and dolphins play in the salty waters of the Moreton Bay and spend time in quiet contemplation with the magnificent Moreton Bay Figs and Bunya in the mountain rangers.

We thank you.

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feastival
1 SEP – 1 OCT



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1 SEP – 1 OCT

Agenda

1. Festival activity

- Purpose of Festival
- Program update
- Marketing overview
- Canva demonstration
- Moreton Bay Producer Directory

2. Things you need to know

- Tips to being a stallholder at MBRIT events – presented by MBRIT Event Team
- Permits (ie. Food Licences) - information supplied by Moreton Bay Regional Council
- Rethink waste at events - presented by Moreton Bay Regional Council



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Purpose of the Feastival

Now in its second year as a destination festival, *Tastes of Moreton Bay Feastival* seeks to showcase Moreton Bay as a credible and authentic food destination with a focused approach to:

- Positioning the Moreton Bay Region as a premier provider of quality produce and product
- Encouraging a broader audience to come and experience the food offering in a unique setting and be a part of the community
- Promoting ongoing tourism and economic development, with specific focus on identified pre-existing tourism precincts in destination
- Showcasing the authenticity of the region fostering strong relationships between Traditional Owners, local growers, producers, tourism, hospitality and cultural sectors
- Position Moreton Bay Region as a region that delivers high quality experiences that enrich mind, body and soul
- Position Moreton Bay Region as an inclusive destination in The Year of Accessible Tourism and lead-up to 2032



Program update



MON	TUE	WED	THUR	FRI	SAT	SUN
				Beer Tour	Bribie Wamuran Pine River <small>BRISBANE RIVERFIRE</small>	Bribie Wamuran Bribie Boil-Up <small>FATHER'S DAY</small>
		Cultural Tour			Samford Burpengary	Samford Wamuran
				Samford Redcliffe	Samford Sandstone Point <small>RECLIFFE KITEFEST LAKE GKULA CAMPING</small>	Samford Sandstone Point <small>RECLIFFE KITEFEST LAKE GKULA CAMPING</small>
		Samford		Cocktail Tour	Dayboro Wamuran FAM Fest <small>LAKE GKULA CAMPING</small>	Sandstone Point Woodford <small>LAKE GKULA CAMPING</small>
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Program update cont.

- Expressions of interest (EOI):
 - 15 businesses submitted ToMBF event/experience ideas
 - 36 local performers submitted EOI's to connect with local businesses
- Businesses delivering events/activations:
 - Annie Lane
 - Mountain Wine Tours
 - LuvaBerry
 - Ferryman Cruises
 - Samford Hotel
 - Project Salubrious
 - Tempest Seafood Restaurant
 - Sandstone Point Hotel
 - Alfresco
 - Kakadu Organics
 - Laceys Hill
 - The Regenerative Training Centre
 - The Dayboro Drop
 - Little Tree Bake and Brew
 - Ocean View in partnership with Jason Murphy

Activations inc.

- Tours
- Cooking Masterclasses
- Cultural Experiences
- Cocktail
- Long Table
- Farm Gate
- Picnics
- Festivals



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Marketing overview

- Tastes of Moreton Bay Festival program, will be predominately a digital campaign with a focus the programs identity. Focusing on event operators and producers and marketing development, media famils and influencer engagement. Marketing efforts will support multiple food events, which are profiling locally sourced produce from the bay or farm, across the region.
- Challenges in 2023
 - Segmenting MBF+W and Tastes of Moreton Bay assets (website, emails, social media etc.)
 - Repurposed social media platforms that already have an in-region following but have sat dormant for approximately 2 years or more.
 - Generating awareness of who ToMB is and what we deliver
 - Generating awareness around the identity
 - Engaging a new audience



Who is our Audience?

PERSONA #1



NAME Jo Anderson
AGE 52
LOCATION Northern Suburbs of Brisbane
MARITAL STATUS Married
KIDS 3 Adult kids and 1 Grandchild

INTERESTS	Travelling, spending time with her family, cooking, reading books.
GOALS	Balancing a successful and prosperous career with family life and fun experiences.
FRUSTRATION	Not tech savvy - doesn't like the process. Over compromise and underdelivering.
DESCRIPTION	focused on success, career and family. People in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.



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Who is our Audience?

PERSONA #2



NAME Georgie Hall
AGE 30
LOCATION Inner City Brisbane
MARITAL STATUS Single
KIDS No kids

INTERESTS	Travelling, dinners with friends, spending time with her family, nice wine, social media.
GOALS	Find Instagrammable experiences to share online, find events that both her and her friends can enjoy with her parents, siblings and nieces and nephews.
FRUSTRATION	Poor customer service, outdated information on social media, mainstream media.
DESCRIPTION	Socially aware, successful, career focused and culturally diverse. Metrotechs are trend and tech focused, they are committed experience seekers, willing to spend big on the best of city life and thrive on being out and about in the world.



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Canva

- To help with marketing and messaging around each event, we have created some editable Canva templates for you to use, how to use Canva and some ToMB assets.
 - Social Media Tiles - https://www.canva.com/design/DAFgVsGHDs/KbHbbwb0jOEKEKUM4eVWWQ/view?utm_content=DAFgVsGHDs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview
 - Social Media Stories - https://www.canva.com/design/DAFgmGkYB_w/4Dms635xu8QirYLRPFQufg/view?utm_content=DAFgmGkYB_w&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview
 - Step by Step Canva Guides - <https://www.canva.com/learn/a-step-by-step-guide-to-designing-from-scratch/>
 - ToMB Asset Dropbox - <https://www.dropbox.com/scl/fo/gxcpmaymq1bv1mszqvgul/h?dl=0&rlkey=zvz194jwz5m00knyu5ew87vlz>



Moreton Bay Producer Directory



Meet our local producers

FOODSERVICE SUPPLIERS - APRIL 2023



A leading Australian industry cluster, empowering members to connect, learn, collaborate & grow

WWW.FOODAGRIBUSINESS.ORG.AU

A leading Australian industry cluster, empowering members to connect, learn, collaborate & grow

Made by hand, from scratch, the way it should be - Every last delicious drop of our small-batch soups are handcrafted in our tiny family distillery in the stunning D'Aguilar foothills. We blend our own rainwater and locally sourced ingredients. Fermenting, triple-distilling through volcanic rock. Lucy's Hill Distilling Co. does everything a little bit differently, and is a part of the spectacular Moreton Bay Region. Check our spectacular core range, and our seasonal releases.

Lucy's Hill Distilleries
 John Bradbury hello@lucyshill.com.au
 lucyshill.com.au | lucyshilldistilling.com | lucyshilldistilling.com

Little White Goat Cheese Fresh Dried Feta is handmade in Australia from less than the 100% natural ingredients. It's chemical free and offers a pantry staple small life of 18 months. It's available in a range of pack sizes including 100g, 250g and 1kg. Use Little White Goat Cheese Fresh Dried Feta in breads, casseroles, pastas, sauces, pizzas - even desserts. Great for those who are lactose intolerant - for camping, holidays or as a snack to have anytime. No rehydrating. Use straight from the pack.

Lucy's Hill Distilleries
 Karen Lindsey karenlindsey2@bigpond.com
 Jackson Road, Wamuran QLD 4512
 littlwhitegoatcheese.com

Luxo Growers in a closed-loop farm operating on land that has been cultivated and cultivated by Jimbura, Jagara and Tumbal peoples for countless generations. By collecting and then composting kitchen scraps from venues all across our region, we are able to feed and regenerate this land and grow nutritious food to feed our community. The produce grown here goes back to the very same venues from which we collect the yield, thus closing the loop and ensuring that all possible nutrients are kept in the system and out of landfill.

Luxo Growers
 Alicia Blair & Pital Gauravku hullo@luxogrowers.com
 674 Eatons Crossing Rd, Draper QLD 4820
 luxogrowers.com

A leading Australian industry cluster, empowering members to connect, learn, collaborate & grow

Lucy Locket's golden milk is a luxurious, organic, nourishing turmeric drink served in premium coffee by the cup and enjoyed at home from the jar. Based on an ancient ayurvedic recipe, each of the ingredients have been carefully selected for their unique superfood qualities and their synergy for maximum health benefits. The fresh turmeric and ginger root - our heroes - are grown on a small certified organic family farm in the beautiful Glasshouse Mountains on the Burralume Coast. Cheeses from Lucy Locket's Golden Milk Original, and Lucy Locket's Golden Milk Plant Based in a 200g jar for drinking at home and a 1kg service jar for cafes.

Lucy Locket's Golden Milk
 Lucy Knowles 0400 711 940 lockets@lucylockets.com.au
 Kitchener: 18 Hancock Way, Danang QLD 4551
 lucylockets.com.au | lucylocketsgoldmilk.com | lucylocketsgoldmilk.com

Luvaberry has been operating for nearly two decades. What once began as strawberry has now evolved into a multi-crop farm, growing raspberries, herbs, such as chives, sage, and thyme, as well as cucumbers (mouse melon) and native finger limes. We've collaborated with local farms to take a stance against food waste and have created our own solution: a range of healthy freezer-dry snacks that are grown, packaged, and sold by the farmer directly. Packed with nutrients and no added nasties, our signature products preserve the quality of the fruit and provide customers with a healthy and versatile snack. Wholesale freeze dried ranch and slaw is available in flavours strawberry, raspberry, mixed berry and blueberry.

Luvaberry
 Mandy Schantz 0417 741 692 mandy@luvaberry.com.au
 65 Ziviers Road, Wamuran QLD 4512
 luvaberry.com.au | luvaberry.com.au | luvaberry.com.au

Mallory's Tootino produces award-winning jerky, and the most jerky varieties you've ever found. We hand create in small batches by us, a husband-and-wife team, and we use locally sourced ingredients including grass-fed lean meat. Our traditional tootino recipe has been passed down through generations of our family. We start with thin slices of lean meat and cure them with a mix of salty, sour, and sweet ingredients a balance flavour to give them a pleasant bite. Next, we marinate the meat with authentic herbs and spices for 24 hours before it's air dried, grilled, and sealed for the most perfect jerky you'll ever eat. Mallory's Tootino jerky range includes beef, pork, kangaroo, and Australia's first ever chicken jerky.

Mallory's Tootino
 Malakula/Lary Bantelakara 0438 639 766 / 0421 323 245
 mallorytootino@gmail.com
 PO Box 134, Narangula QLD 4508
 mallorytootino.com.au | mallorytootinojerky.com | mallorytootinojerky.com

FOODSERVICE SUPPLIERS - APRIL 2023



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MORETON BAY REGION INDUSTRY & TOURISM

Tips to being a stallholder at MBRIT events

Upcoming MBRIT Events for Agri-Businesses



Moreton Bay Food & Wine Festival
Friday 4 – Sunday 6 August, 2023
Apex Park, Woody Point
www.moretonbayfoodandwine.com.au



Wamuran F.A.M (food / arts / music) Festival
9am – 2pm | Saturday 23 September
Wamuran Sports Complex, Wamuran
www.whatsonmoretonbay.com.au



Dayboro Music in the Park
1pm – 5pm | Saturday 30 September
Roderick A Cruice Park, Dayboro
www.whatsonmoretonbay.com.au

DISTILLING CO.

producer



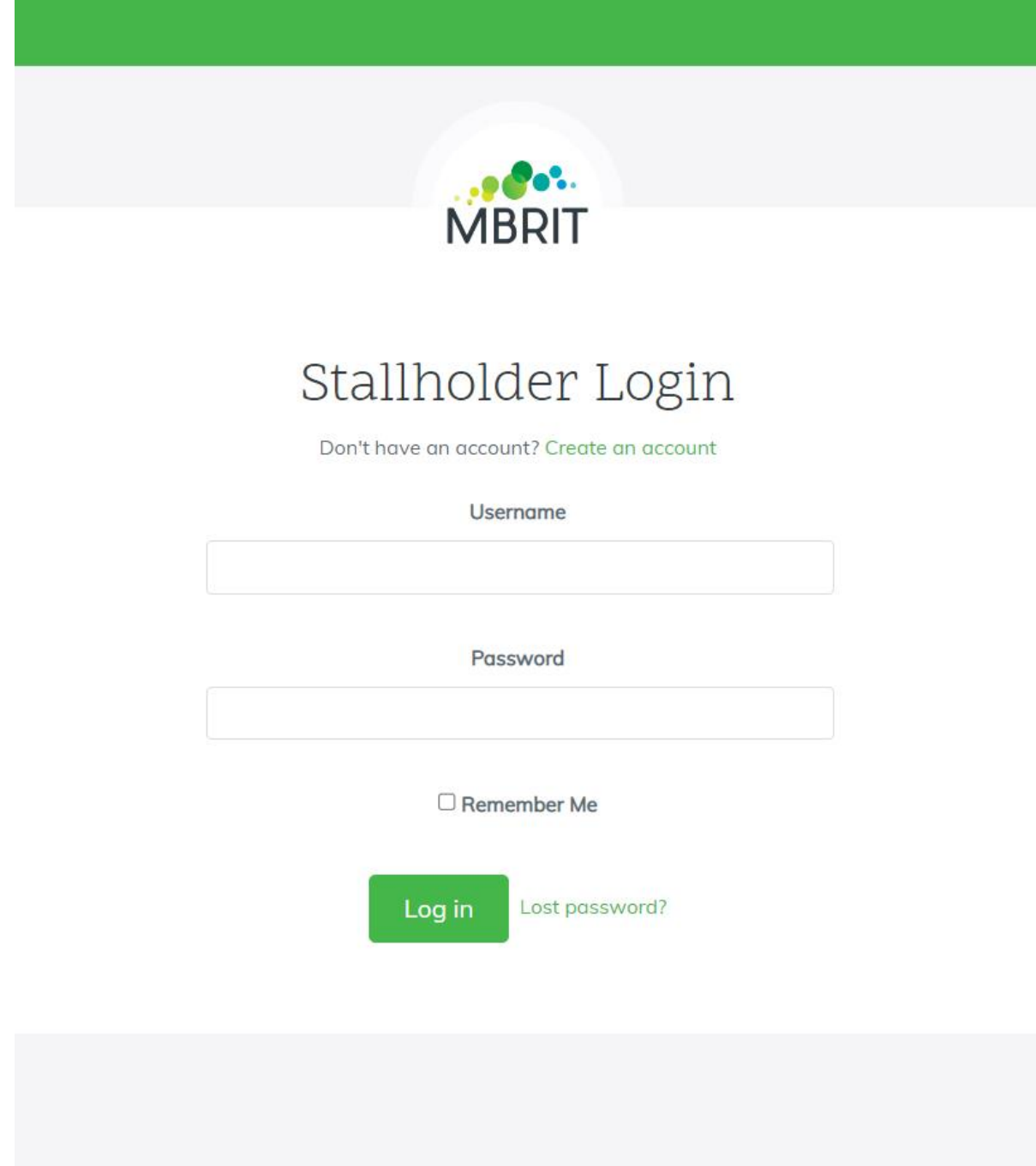
ACEY'S HILL

ACEY'S HILL
APPLE PIE
CIN
CIN
CIN

patas

How to be involved

1. Create a Stallholder account
www.mbritstallholders.com.au
2. Have the following items ready:
 - Public Liability Insurance
 - High Resolution Imagery (over 1MB)
 - Food Licence (if applicable) – please reach out to Council to further discuss



Running an event?



Contact

Alyssa Kerr – Event Manger | MBRIT

Alyssa.kerr@mbrit.com.au

0403 84 0673

The Dayboro Drop Menu

BITES

A'more Arancini

Classic Mushroom & Sundried Tomato Arancini with Creamy Aioli and Parmesan

\$16

Too Tot To Handle

A mountain of potato gems smothered with cheese sauce + bacon, a dollop of sour cream and sprinkled with shallots

\$14

Cheeseburger Spring Rolls

Our mind bending spring rolls are exactly like eating a cheeseburger in spring roll form.

\$14

THE DAYBORO DROP

BITES + BREWS

WWW.THEDAYBORODROP.COM

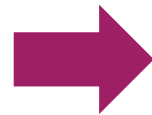
(07) 3425 1373



Organising an activity

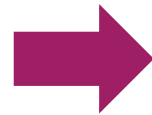
- The location of an event is key to determining if a permit is required
- Every address in the region is zoned and the zone determines what activities can take place at that location
- Some locations in the region allow for activities to take place without a permit due to the activity being approved as part of a Development Application
- There is no easy yes or no as to whether a permit is required
- Council has a dedicated Public Space Permits Team who can assist you through the permitting process. The team can advise on what paperwork and supporting documentation is required
- Council encourages you contact the Public Space Permits Team as soon as you know where you want to organise an activity (preference is minimum 30 days prior to your activity to allow for processing)

To find out if you need a permit please contact Council's Public Space Permits Team for advice



Call: 07 3205 0555
Email: PublicSpacePermits@moretonbay.qld.gov.au

Information on how to apply and useful templates are available on Council's website:
www.moretonbay.qld.gov.au

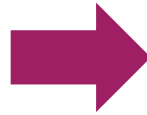


Search 'Organising an Event'

Obtaining a food business licence

- Sale of food (which includes giving away food samples) may require a Food Business Licence
- The type of foods being sold will determine if a Food Business Licence is required
- The requirements surrounding which foods require a licence are complex and need to be considered on a case by case basis
- Council has a dedicated Environmental Health Team who can assist you through the licensing process
- Council encourages all potential vendors to contact the Environmental Health Team at least 30 days prior to the event to determine if a Food Business Licence is required

To find out if you need a Food Business Licence, contact Council's Environmental Health Team for advice.



Call: (07) 3205 0555
Email: pubhealthbussupp@moretonbay.qld.gov.au

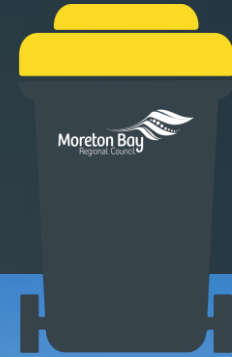
Information on how to apply is available on Council's website: www.moretonbay.qld.gov.au



Search " then click on 'types of food busFood business licences'

Rethink Waste at Events

Recycling and Waste Management in the Moreton Bay region



Council kerbside collection service

GENERAL WASTE BIN

Red is for stop!

Is this a resource I should be rescuing?
Dispose to landfill only if there is no alternative.



RECYCLE

Yellow is for slow down and think!

Can what I'm throwing away be collected in our recycle bin?



FOGO - watch this space!



FOGO BIN – LIME GREEN LID

Garden Organics (GO) bins will rollout end of 2025. Transition to Food Organics Garden Organics (FOGO) at a later stage.

Steps to get there:

- 1** Develop a business case. Will be publicly available for comment mid-2023.
- 2** Tender process for the construction of an industrial facility to process all food and garden waste within our local government area. Approximated 800,000 – 120,000 tonnes of organic material per year.
- 3** New lime green lidded bins should be available by 2025, aligning with the Queensland Government's waste strategy.

www.moretonbay.qld.gov.au/Services/Waste-Recycling/Collections/Food-Organics-Garden-Organics-FOGO

The Waste Hierarchy



Landfill



What can go into the recycling bin?



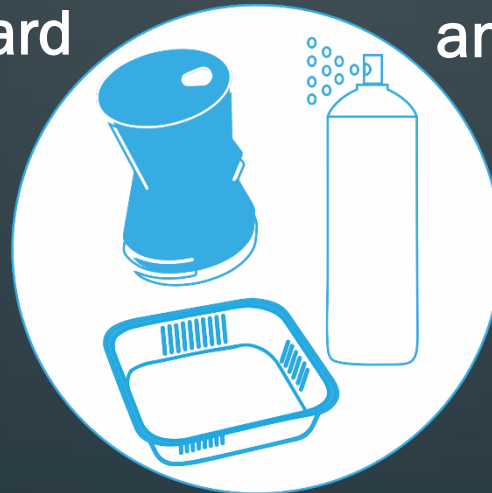
Paper and cardboard



Plastic bottles and containers



Steel cans and aerosols



Aluminium cans, aerosols and foil



Glass bottles and jars



What can't go into the recycling bin?



Compostable serving ware, bags, etc.



No plastic bags (incl. compostable), wrap or polystyrene

No food scraps, rubbish or vegetation

No hazardous materials

Don't trap your recycling

Zero Waste Principles

Think in advance about ways to avoid or reduce waste – from promotion through to pack up!

Adopting policies to:

- Avoid single use plastics
- Reduce or Avoid creating waste, and recover more resources for recycling and reuse.

Having a waste management plan in place before the event begins can save event organisers time and money.

Waste disposal can be costly. Finding ways to reduce or avoid waste altogether can assist with the cost of an event.



Rethink Waste at Events – Checklist

Waste types

- What waste types are expected to be brought to or generated by your event?
- How will each waste type be managed?
- How can waste types be minimised or avoided at your event?

Promoting sustainability

- How will your sustainable waste efforts be promoted before, during and after the event?
- Is your event eligible for grants or sponsorship to assist with waste best practices?

Logistics

- How many bins of each waste type are required?
- What signage is needed for the bins?
- Who will collect the bins?



Rethink Waste at Events – Ideas

- Drinking water available for people to refill their own water bottles – Unitywater on Tap Van
- Make the event a ‘no smoking zone’
- Offer the option to ‘eat in’ using reusable crockery and cutlery
- Encourage stallholders to use sustainable packaging and avoid single use plastics – Vendor agreement
- Purchase in bulk to prevent excess packaging
- Arrange collection of left-over usable food for charities
- Design promotional materials to be reusable by separating dates and other variable information
- Use electronic ticketing and information displays
- Use reclaimed or recycled materials for event decorations
- Set up a deposit container scheme (10c) to encourage the return of recyclable items
- Ensure event merchandise is not dated and therefore can be sold at future events



Questions

Thank you

MBRCWasteEd@envirocom.com.au

mbrc.qld.gov.au/waste

Next steps

- Memorandum of Understanding (MOU)'s **RETURNED Friday 28th April**
- Event/Tour description (first ticket release events only) **DUE Friday 19th May**
- Event/Tour description (second ticket release events only) **DUE Friday 16th June**
- Event/Tour description (third ticket release events only) **DUE Friday 14th July**
- Menu details & agribusiness collaborations **DUE Friday 21st July** (live for Moreton Bay Food & Wine Festival)
- 2 x additional engagement meetings with MBRIT Team **DATES TBC**

Upcoming.

- **Cultural Learning Workshop** delivered by Kerry Neill from Tribal Link | FREE | Tuesday, 23 May - [RSVP HERE](#)
- **Disability Awareness Training Workshop** delivered by Spinal Life Australia | FREE | Wednesday, 24 May – [RSVP HERE](#)

We encourage all businesses and organisations to participate in the Moreton Bay EnABLED Business Program being delivered by Spinal Life Australia, ending August 2023.



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Contacts

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Nicole Gruver - Tourism Support Officer | MBRIT

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Alyssa Kerr – Event Manger | MBRIT

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0403 84 0673

Jacki Hinchey – Membership Coordinator | FAN Moreton Bay

Jacki@foodagribusiness.com.au

0488 202 843





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