

Central Coast

NEW SOUTH WALES



Central
Coast
Council

Harvest Festival Central Coast
2017 Expression of Interest opportunity



What is Harvest Festival Central Coast?

Central Coast Council is excited to be developing an inaugural 'Harvest Festival Central Coast' in 2017.

The proposed event would take place over two days, and would run across the Somersby, Peats Ridge, Mangrove Mountain, Kulnura and Yarramalong areas.

It will be a weekend festival which celebrates the fantastic local produce and unique producers from across the Central Coast.

The festival will incorporate various free activities, entertainment and experiences, as well as outdoor ticketed food experiences

This will give visitors an opportunity to enjoy the local area and its surrounds, sit and talk with local farmers, and enjoy the sights and sounds of the natural environment around them.

The event will bring a unique experience and entice people to stay the night, enjoy the surrounding tourist attractions, and increase overnight stays and economic value to the area.



How can you get involved?

Harvest Festival Central Coast will be developed with the input of local farmers, businesses and community groups.

The festival program will be designed to encourage attendees to visit multiple event sites. These sites will have the opportunity to have local produce for sale, opportunities for fruit picking, music, art or other activities available at each location.

What these activities will look like is up to you - is there something unique about your farm or business that you

would like to highlight or celebrate?

If you live on a farm or property, we want to encourage you to sell produce sourced from your land during the festival.

Are you the owner of a wholesaler producer or working farm? You could sell some produce direct to the public for the weekend, or host tours of your facility.

Maybe you're an artist with a studio in the area? Why not open your doors and showcase some of your

work for the weekend.

The possibilities are endless, and we want to hear all of your ideas.

All participating locals who register an event will receive an event pack from Council to help them set up their activity.

The contents of this will be developed over the coming months and will likely include wayfinding signage, bespoke shopping bags and butchers paper, aprons for stall holders, price markers and produce list boards, 'Harvest Festival Central Coast' programs and posters, themed bunting and giveaway items.



What's the first order of business?

The inaugural Harvest Festival Central Coast is setting out to develop a unique brand and image that will become a consistent, recognisable and sustainable event in its own right, whilst highlighting the region to increase tourism to the area.

Two unique logo designs have been developed for the Harvest Festival Central Coast brand, and we need your help to decide which one to use.

Option 1:

The Central Coast region is home to a variety of unique local produce and agriculture industries, and it is from one of these industries that we have drawn inspiration - the humble orange has a long and rich history on the Central Coast.

The first recorded planting of citrus on the Central Coast occurred in 1824. However, it was not until 1889 that the citrus industry really began to flourish.

Although limes, mandarins, lemons and grapefruits were also grown on the Central Coast, the majority of the citrus crops grown were oranges. The Central Coast citrus orchards have the reputation of being some of the finest in the land.





Option 2:

The Central Coast region is well established in the agriculture production industry, and it is an important contributor to the local economy.

The region boasts a variety of unique crops and commodities, from runner beans and macadamias to poultry and cereal. The variety of products is staggering, but the one consistency they share is their end location... a plate.

The simple concept of a plate has been used in the second logo design, as it is a visual representation of the growing 'paddock to plate' phenomenon, which encourages consumers to be educated in the story of how your food ends up on your dinner table.



What's next?

The application process is now open for interested parties.

- Expressions of interest for event participation will open from **Thursday 2 February 2017**.
- An information night will be held, where you can ask Central Coast Council's event staff all of your questions:

WHERE: Mangrove Mountain Memorial Club Limited

18 Hallards Road
CENTRAL MANGROVE

WHEN: Thursday 2 February 2017

WHAT TIME: 6.30pm

- Questions can also be emailed to tanya.press@centralcoast.nsw.gov.au
- The Expression of Interest for event participation will close 5pm on **Thursday 16 February 2017**
- They will then be assessed and shortlisted according to the requirements of the Festival.
- Shortlisted applicants will be notified in late February 2017.
- Shortlisted applicants will then effectively manage and deliver the proposed event or activity.
- For further details, visit centralcoast.nsw.gov.au/harvestfestival
- Make sure you follow our Instagram partner @thisisthecentralcoast - they will be promoting Harvest Festival Central Coast, along with all of the other great stories about our region.





Harvest Festival Central Coast

Suggested Program

Complementing the Harvest Festival concept

Saturday – Day 1

Mangrove Mountain – Kulnura – Peat's Ridge *Launching and Promoting Local Produce from the Central Coast*

10am – 4pm

- Meet and greet the farmers
- Sustainable workshops
- Busking and roving acts
- Cooking demonstrations
- Indigenous cultural experiences and bush tucker

Kitchen Table – Long Lunch

12pm – 3pm

- Meet and greet the chefs and farmers
- Pick your own produce for a meal
- Local guest speakers
- Live entertainment



Mangrove Mountain Heritage Hall

Blues on the Mountain

6pm - Late

A great night of blues, rhythm and soul, with some of the hottest new acts on the blues and roots scene performing amongst the charm of the Mangrove Mountain Heritage Hall (circa 1927).

Sunday – Day 2

Family Fun Day

10am – 4pm

- Main music stage - blues/roots/jazz
- Picnic and food market
- Kids festival zone
- Farmyard artwork
- Cooking demonstrations by local chefs using local produce
- Indigenous cultural experiences and bush tucker



#thisisthelife

