FESTIVAL PARTICIPATION GUIDELINES 2022

VISA | !O!

WELLINGTON ON A PLATE

Welcome to the cherry on the top of NZ's culinary events calendar, Visa Wellington On a Plate 2022.

Visa Wellington On a Plate is New Zealand's biggest annual culinary festival, dishing up hundreds of thousands of culinary moments for visitors from across the country, and the world.

Now in it's 14th year, Visa Wellington On a Plate has grown from 35 participants in 2009, to over 300 in 2021, and contributes millions of dollars to the Wellington economy.

For all of August, the Greater Wellington region is transformed into a foodie's paradise, with chef collaborations, pop ups, culinary events, exclusive festival dishes, cocktails and burgers to warm up the winter months.

We celebrate the best talent and produce the wildly famous Wellington region has to offer, all curated into one tasty programme served up to the hungry dining public. And you're invited!

Current Mood, Current Food (2021)

In this pack you will find information on:

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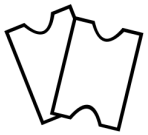
Visa Wellington On a Plate has impact...

In 2021:



9,000+

Festival Event tickets sold

70,000+

social media followers

99%

consumers will return 2022

350+

venues participated across Greater Wellington

17,000+

eNews subscribers

9/10

people would recommend the festival to others

357,000

website visits

220+

news stories incl 13 national TV features

90%*

businesses will participate in 2022 (*av)

How to participate in Visa Wellington On a Plate.

There are **five** ways to get involved. Find which parts of the festival work best for you.

BURGER, COCKTAIL AND DINE WELLINGTON

You can choose to take part in one, two or all three platforms:

DINE WELLINGTON
(Monday 1 – Sunday 14 August)
Use your plate as a canvas to showcase Wellington-ness on a plate! Festival dishes and multi-course set menus that celebrate a Wellington Food Story, the best of Wellington produce and culinary talent.
More info on pg.16

GARAGE PROJECT PRESENTS BURGER
(Friday 12 – Wednesday 31 August)
This annual burger feast challenges your perception of what's between two buns with many matched with specially brewed beers from local brewery Garage Project.
More info on pg.19

COCKTAIL WELLINGTON PRESENTED BY TOMMY'S
(Monday 1 - Wednesday 31 August)
Wellington's finest mixologists mesmerize with creative cocktails, featuring a tapas match or incorporating food elements in each creation.
More info on pg.19

FESTIVAL EVENTS

More than just a meal, these are experiences never to be forgotten: show off Wellington's creative culinary spirit and showcase different and innovative ideas, venues, techniques, styles and more.
More info on pg.9

POP UPS, THEMED VENUES

Transform your restaurant into a whole new concept for the month or to match a Dine, Burger, or Cocktail offering, or hold a one off free entry, pay on consumption event where consumers can just rock up on the day.
More info on pg.9

2022 Visa Wellington On a Plate Festival Calendar.

Week 1	Week 2	Week 3	Week 4

Festival Events
1-31 August

Dine *Wellington*
1-14 August

Garage Project presents
Burger *Wellington*
12-31 August

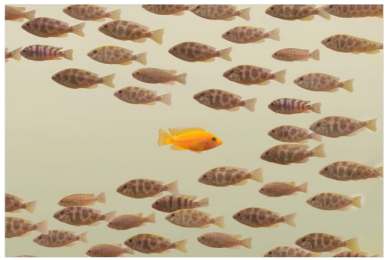
Beervana
19+20 August

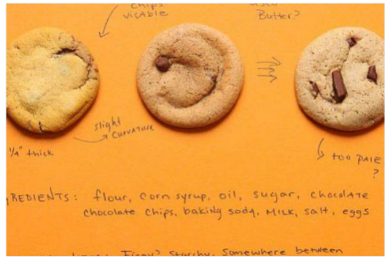
Cocktail *Wellington*
presented by Tommy's
1-31 August

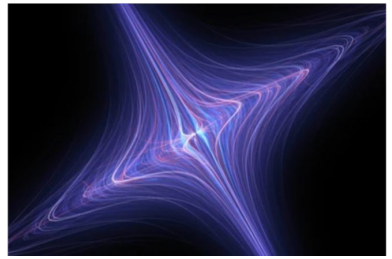
On 12 – 14 August, Dine Wellington, Burger Wellington and Cocktail Wellington all take place. We're calling this weekend *The Crossover*.

2022 Theme.

STATE OF FLUX







Overall Festival Theme

Change, movement, fluidity, comings and goings, always moving. We've all experienced this in the last two years, we've adapted and dare we say ... pivot.

2022 is our transition year, the festival is in a stage of flux; this moment before a big change, the turning of the tide.

The one constant in life is change. From the early buds to the flower, the wind and the seasons, our lives are a state of flux.

Each year we choose a theme for the festival to provide inspiration for you, to keep the programme dynamic and for our marketing campaign.

While it is not mandatory to stick to the theme (we will never turn away a great idea), we encourage you to strongly consider it. It's a great way to help you think outside of the box and present fresh ideas.

Dine Wellington Theme

Following 2021's changes to Dine Wellington, we will again be asking you to use your Dine dishes as a medium to tell a Wellington Story. **See more on page 16.**

What we're looking for from Applicants.

- Creative and innovative ideas, visually impactful and high energy
- Showcasing new products, technologies and techniques
- Interesting and/or spectacular locations
- Unique ingredients, emerging cuisines
- New Zealand firsts - some aspect that hasn't been done before in here or around the world!
- Challenging perceptions and senses
- Collaboration between suppliers, other non-foodie industries, culinary peers
- Take risks – this is a chance to try something you wouldn't normally do
- High quality offerings
- An interpretation of the festival theme for Events, Burger & Cocktail - this is not a requirement but strongly encouraged

WHAT WE WANT TO SEE

Festival Events, Festival Dishes, Burgers and Cocktails will only be approved for the inclusion of the 2022 Visa WOAP programme if they contribute to the Festival objective '**to tell the Wellington food story**'; highlighting innovation, our produce and demonstrating the strength of our hospitality industry.

You'll find **mandatory criteria specific to each platform** on the following pages.

Please **ensure you read these guidelines**, even if you've been part of the Festival before as criteria changes year to year.

Festival Events.

Festival Event Criteria.

- Your event must be unique and created exclusively for Visa Wellington On a Plate
- Change things up - events repeated in their entirety from previous years or events, not displaying creativity and/or a unique angle may be turned down to allow room for new programming
- One-off, extraordinary experiences will be chosen over events that are readily available at any other time of year. Event organisers must submit programming that is different from their normal operation throughout the year
- High quality events matched to the quality of the submission, i.e. the application completed in full with high resolution and high quality images, and events that have potential to attract media attention
- Events must represent good value for money to attendees
- **If the event has a total capacity of 40 pax or more, the organiser agrees to two complimentary tickets being made available** for promotional and media activity, as well as auditing requirements. Visa Wellington On a Plate will take this out of the ticket allocation. In the case of these not being used, Visa Wellington On a Plate will release these back to general sale
- The event must acknowledge its connection to Visa Wellington On a Plate and must display the official Visa Wellington On a Plate logo on all event and marketing collateral (this will be supplied)
- Social posting must use social tags @wellyonaplate so we can share and repost to our channels
- Adhere to the festival values and ultimately respect the process i.e. meet application deadlines, have clear communication and we receive payment on time
- Must include high quality images that can be used across promotional materials, including the printed programme guide and Visa WOAP digital channels, as well as for media usage. We will only accept photographic images, no logos or posters with text. Final images are due **March 28** for the printed programme
- Agree to the Visa Wellington On a Plate 2022 waste minimisation and sustainability requirements:
    - No single use plastics are used as part of your event
    - You dispose of any rubbish in a responsible way (e.g. recycling!)
    - Compostable or sustainable packaging is used for any takeaways (e.g. in the case of food truck events)
- The event has a health and safety plan, a weather response plan, risk management plan, adheres to food safety standards and the Sale and Supply of Alcohol Act 2012. NB: it is the event operators responsibility to obtain any special liquor license/s if required
- All applications that do not meet the minimum requirements of information and photography will be declined. We reserve the right to accept or decline any applications. If your application is declined, we will advise the reasons why

Visa Festival Event Grant.

We are pleased to confirm that Visa will once again be offering up The Visa Event Grant.

This offers event organisers the chance to apply for a grant up to **$5,000 (excl. GST)** to help amplify or put on events that you may not be able to otherwise.

You will be able to apply for the Visa Event Grant as part of your Ticketed Festival Event Application (not available to pop-up events). Successful applicants will be notified in March.

What types of Events are we looking for?

- Minimum of 50 tickets available
- Able to host groups (i.e table of 10)
- Weeknight sessions available
- All-inclusive ticket preferred
- Event need to be cashless. If payment is required on site, the Organiser must have Visa Contactless facilities or agree to provide this for the month of August
- Seated events preferred
- Supporting local businesses
- Memorable 'one-off' events
- Connect people through food
- Highly engaging and immersive experiences - sensory and/or interactive, that create talkability, are shareable/instagrammable

What you get

- One-off cash grant of up to $5,000 (excl. GST). The cash contribution is not to cover all event costs, it is intended to cover to specific costs that will enhance your event and take it to the "next level"
- Event organisers will submit a description of their event, how much funding they would like to apply for and provide an accompanying draft budget

What you need to provide

- 10 FOC tickets for Visa VIP hosting (this can be built into the budget)
- Visible acknowledgement of Visa at the event
- Include Visa logo and Visa Wellington On a Plate logo on all promotion and collateral including social media posts

Festival Events Fees.

There are no changes to event fees this year, and you will only be charged once on acceptance to the 2022 Visa Wellington On a Plate programme, which will be notified on Thursday 17 March.

All fees **must be paid by Wednesday 20 April**. Failure to pay fees will result in your application being declined and not included in the programme.

This is the total fee paid - no further fees or commission are taken.

TICKETED EVENTS

Calculated by total capacity i.e. total number of tickets across all sessions

0 – 20pax	**$300 +GST**
21 – 60pax	**$400 +GST**
61 – 100pax	**$500 +GST**
101 – 200pax	**$800 +GST**
201+pax	**$1,200 +GST**
Low Cost Event (under $60) up to 200 pax	**$300 +GST**

POP UPS & PAY ON CONSUMPTION

Single Day	**0 – 20pax**	**$300 +GST**
	21 – 60pax	**$400 +GST**
	61+pax	**$500 +GST**
Multi Day	**$600 +GST**	

CHARITY EVENT

Please note you will be required to supply a copy of your certificate of charitable trust status with your application

$100 +GST discount on event fee

THEMED RESTAURANT

Theming or rebranding your restaurant at any time during the festival

If related to your Eat & Drink offerings, this covers a separate event listing	**$350 +GST (this is in addition to your Eat & Drink fees)**
Stand alone (pop up style in your own restaurant)	**$600 +GST**

FREE EVENT

Exhibitions/panel discussions, etc with absolutely no additional cost to the consumer at any capacity

$100 +GST

Ticketing Mechanics.

The organisers do not take any commission. The participation fee set out in the previous table is the only payment that you will make to take part in Visa Wellington On a Plate 2022 Events.

As part of your agreement to participate in the Festival, you agree to using the iTICKET ticketing platform.

There is a ticket processing fee of $3.60 per ticket sold (incl GST), this covers the setup of the event on the platform, any updates, the ticket and email processing and customer services with iTICKET. This fee needs to be included in the advertised ticket price, therefore you need to work out what your revenue needs to be, add the GST and the iTICKET fee on top to then set your advertised ticket price.

Advertised ticket price to the customer must include:

- GST
- iTICKET booking fee - customers pay $3.60 booking fee per ticket. This goes to iTICKET and must be included in your advertised ticket price.

For example if your advertised ticket price is $50:

Advertised ticket price (incl GST)	**$50**
– iTICKET booking fee	**– $3.60**
– GST	**– $6.05**
REVENUE (excl GST)	**$40.35**

Payments and Reconciliation

- 100% of revenue collected will be paid out to the event organiser on the first Tuesday after the final session of your event, i.e. expect payment for your event between 2-7 days after the final session of your event
- You will be able to log into your iTICKET Dashboard at any time to view sales statistics and door lists
- Upon payment, you will be able to check and download your iTICKET settlement statement in the Financials section of the iTICKET Dashboard.

iTICKET My Vaccine Pass Verification Process

- Once a customer has completed their ticket order, post-purchase, customers will be provided a link to load their My Vaccine Pass to the iTICKET system (this verifies through the official Mattr My Vaccine Pass system)
- In this page, if customers have purchased tickets for other people, they will be able to email their other ticket holders the link to load their own My Vaccine Passes against their tickets
- As this is a post-purchase process (due to people purchasing for others) it is not mandatory. However, iTICKET will have reminders and prompts throughout the lead up to the events to encourage customers to load their My Vaccine Passes prior to the events
- Tickets will be marked with a Vax Verified note and the name of the Vaccine Pass holder associated with the ticket. These can be scanned using the iTICKET scanning app and the scanning function will also confirm on screen that it is verified. Or you can sight the ticket if you are not scanning. For either option we recommend you check Photo ID with the ticket - so you know the Vaccine Pass does match the person attending. If a customer has not verified through iTICKET's Vax Verification tool, you can either site the My Vaccine Pass (or scan using the Govt's My Pass Verifier App) or load it using the iTICKET scanning app on entry (there is an option to do this when once you have scanned the ticket) and check their photo ID
- Please note that The Vaccine Verification processing for iTICKET through Mattr is at a rate of $0.10 per pass verified. iTICKET fees have been updated to reflect this and will be $3.60 per ticket to cover this in 2022

Burger, Cocktail & Dine Wellington.

Burger, Cocktail & Dine Criteria.

- [ ] Your entry must be created exclusively for Visa Wellington On a Plate 2022 and different to your regular offering or previous Visa Wellington On a Plate offerings. This will be audited
- [ ] Only be available during the advertised dates for each platform. Those selling before Monday 1 August for Dine and Cocktail, and before Friday 12 August for Burger will be disqualified from the public rating process
- [ ] Be of a high standard
- [ ] Have clear and obvious use of local ingredients and local producers i.e. grown here/made **within 100km radius of Wellington CBD**, and at least one named local producer is listed in the description. Make sure you check with the producer in advance as this will be audited
- [ ] Showcase creativity and innovation
- [ ] Agree to the Visa Wellington On a Plate 2022 waste minimisation and sustainability requirements:
    - No single use plastics are used as part of your offering
    - Compostable or sustainable packaging is used for any takeaways
- [ ] Adhere to the festival values, and ultimately respect the process i.e. meet application deadlines, have clear communication and make payment on time
- [ ] Loyalty card/discount cards may be used at your discretion, but not encouraged
- [ ] The restaurant must acknowledge their connection to Visa Wellington On a Plate during the festival and display Visa Wellington On a Plate logo on all marketing collateral. This must be approved and signed off by the Festival marketing team before production (including and not exclusive to print/online)
- [ ] Social posting must use social tags @wellyonaplate so we can share and repost to our channels. Please also use #burgerwelly, #dinewelly, #cocktailwelly as required
- [ ] Must include high resolution and high-quality images that can be used across the Visa Wellington On a Plate digital channels. Only photographic images, no logos or posters will be accepted
- [ ] Please note the image submitted with your application does not have to be the final image, but it must give some indication of your offering. Final images are due **May 10** for the website launch. You can replace the image on the website at any time, including during the Festival. We expect imagery to accurately reflect your offering at all times
- [ ] You must notify the Visa Wellington On a Plate team before holding any media or social media previews of your Festival Dish/Burger/Cocktail before and during Visa WOAP 2022
- [ ] No racist, sexist, misogynistic, offensive names, or swear words in your entry will be accepted (this is a family friendly event). We take a fun but conservative approach to names and puns

All applications that do not meet the minimum requirements of information and photography will be declined. We reserve the right to accept or decline any applications. If your application is declined, we will advise the reasons why.

Dine Wellington.

Following 2021's changes to Dine Wellington, we will again be asking you to use your Dine dishes as a medium to tell a Wellington Story.

This may be a piece of Wellington history, a person, a song about Wellington, a place, the weather, the harbour, the hills, a social movement, art or culture.

This is a chance to really celebrate your Wellington-ness On a Plate!

You will be asked to explain your Wellington Food story in the application, which will also be displayed on the website.

Some starting points to get those creative juices flowing...

- **Food for Thought in the Capital**
- **NZ History: Food**
- See the following page for a handful of some of our favourite Dine Wellington stories from 2021. These examples will give you a good idea of what we are looking for... *(see p.17)*

Listen to **What's Fresh Podcasts**, of 2021 & 2020 Wellington Food Stories Speaker Series. Go on a journey of Wellington's diverse culinary scene as we savour and celebrate the food stories of Wellington. Find out about how some of our favourite foods made it across the ocean, and into Aotearoa's food history.

What's Fresh 2020

The importance of food in Wellington's history from the perspective of tangata whenua

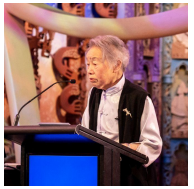
The lesser-known side of Alexander Turnbull as Wellington's first coffee baron

The heady dining days of the late 1980's

Wellington's present food scene of top quality and accessible eats

What's Fresh 2021

A Taste of the Taverna | Wellington's once-thriving, now almost forgotten Hellenic Mile



How home-style cooking brought by Chinese immigrants transformed our dining scene

How we got our taste of Italy

Great Dine Wellington stories from 2021.

Navarin à la Pierre - Egmont St. Eatery

Pierre's, a legendary Wellington institution, paving the way for our city's exemplary hospitality that is known and loved today. Pierre's restaurant operated between 1976 and 1994, owned by the late, great chef & owner; Pierre Meyer. As a Swiss-French restaurateur, he immigrated to New Zealand back in 1958 and with him brought a new European style of dining to our shores. The restaurant became so popular, that tables were booked three weeks in advance, cementing it as the place to be and a favourite haunt for Wellington's elite. After shutting its doors in 1994 Pierre's was inducted into the New Zealand Food Service Hall of Fame in 1998, and eventually ran a cooking school in Khandallah. Pierre's revolutionised the way New Zealand eats with fantastic French flair, both his lamb and navarin dishes became fan favourites. Head chef Taylor Annals has been inspired by Pierre and he both celebrates and pays homage to him with his Festival Dish.

Dish Description: Navarin of Wairarapa lamb belly, glazed baby carrots, turnips, pomme château, swede mostarda and Shoots NZ pistou.

Il Pescato 'Wellington' - La Bella Italia

The Massa Lubrense community in New Zealand is the second largest in the world outside of Massa Lubrense itself. They began arriving on Aotearoa's shores at the turn of the 20th century, settling in Island Bay, Makara, Eastbourne, Lower Hutt and Nelson. Alongside a rich food culture, they brought with them a unique set of fishing techniques and set about growing scores of tomatoes and other fruit and vegetables. Over the years, these communities have played a meaningful part in transforming the Wellington food culture. We tell the story of Massa Lubrense on a plate: passionately prepared seafood and carefully cultivated vegetables.

Dish Description: Wellington Trawling Company fish fillet wrapped in prosciutto di Parma and flakey puff pastry, with a fricassee of Mushroom House pink oyster mushrooms, cherry tomatoes, potatoes, lemon butter and Esther's beetroot pickles.

Coffee Pop - Mr Go's

South Te Aro, the then and the now... The historic "Chinatown" of Wellington covers Tory, Frederick, and Haining Streets, back then infamous for their opium and gambling dens. Today, these streets are (in)famous for their coffee 'dens'. This year, Mr Go's bring these two distinct prominent reference points for the same geographic area onto the same plate.

Dish Description: Coffee custard tart with Havana coffee, poppy seed cream and poppy seed wafer.

The Return of the King - The Library

Inspired by New Zealand's first purpose-built picture theatre. Kings Theatre was opened in 1910, on what is now Dixon Street, was being billed as "the most up-to-date picture theatre in Australasia" (Free Lance, 19 March 1910, p. 9).
Celebrating Wellington's rich and diverse history with the film industry, our dish is a nod to the many young Kiwi creatives who cut their teeth in an industry whose audience fuels themselves on popcorn. In doing so we've chosen to celebrate the many different layers of the humble popcorn kernel.

Dish Description: Popcorn and Whittaker's white chocolate mousse encased in salted caramel popcorn brittle glaze with Zelati burnt butter corn ice cream and Foodnerd freeze-dried corn kernels.

Mrs Couper's Famous Game Pie - Thistle Inn

The Thistle Inn has stood here, on Town Acre 515, since 1840, when William Couper served his first rounds. Then it was a single-storey, gabled building with attics above. Until the 1876 reclamation, it faced the beach and people walked, rowed or paddled here to slake their thirst and sate their appetite, a real favourite of the locals was Mrs Couper's game pie. Sadly the recipe was lost in the fire of 1866, however, we have done our best to replicate and refine this dish using locally sourced venison from Awatoru and smoked pork belly from Scottie's meat in the Wairarapa.

Dish Description: Awatoru wild venison with smoked pork belly, wild rabbit, tahr, fallow deer, wild goat and wild pork in a rich Palliser Estate Pinot Noir gravy with flaky puff pastry top with a pacific oyster and parsnip purée.

Dining vouchers.

All Eat & Drink participants are required to accept a Visa Wellington On a Plate dining voucher up to the value of four times an offering (e.g. 4 x burger OR 4 x dish OR 4 x cocktail) up to a maximum value of $80, to be used during the festival; or a $80 voucher created by the festival organisers for your establishment to be used at anytime up until 31 July 2023.

1. The voucher will be produced by the festival organisers and will include a customised number and embossed sticker to ensure legitimacy. A copy of the voucher will be sent to you to view in advance
2. **We do not reimburse you after the voucher has been redeemed; this is required as part of your participation**
3. Only one voucher will be issued per establishment (regardless of how many platforms your venue is participating in)
4. We use this for publicity and auditing purposes e.g. media hosting, social media coverage, and competitions

Dine, Burger, Cocktail specific criteria.

Dine Wellington – Aug 1-14

- [ ] Your Festival Dish must tell a Wellington Story (and does not need to relate to the overall festival theme, please see p. 16 for more)
- [ ] You can offer a fixed course menu of any number of courses, or a single Festival Dish. You must include the Festival Dish as one of the courses in any set menu.
  Your Festival Dish is what will be publicly rated (not an entire set menu)
- [ ] The Festival Dish can be an entree, main or dessert
- [ ] The price point for both your Festival Dish and/or fixed menu is set by you, the participating restaurant
- [ ] Beverage matches can be determined by you, however only local (100km radius from Wellington CBD) beverage matches will be displayed on the festival website
- [ ] If you are offering a fixed menu your Festival Dish must be on your a la carte menu, unless your establishment only offers a fixed price menu
- [ ] No burger related or flavoured dishes, or resembling burgers (e.g. toasted sandwiches or hotdogs) in Dine Wellington

Cocktail Wellington – Aug 1-31

- [ ] You may offer an alcoholic **and/or** non-alcoholic option for your Cocktail Wellington
- [ ] Your cocktail must either be matched with a canape OR be inspired by, and have reference to, food preparation elements in your creation. For example molecular mixology using sous vide or thermomix. E.g. tomato consommé for a Bloody Mary or the use of fog's to increase the aroma of the cocktail

Burger Wellington – Aug 12-31

- [ ] You are invited to offer a Garage Project beer match for your burger with one of the exclusively brewed beers for 2022, or existing Garage Project beers
- [ ] As the naming right sponsor of Burger Wellington, only Garage Project beers may be used as beer matches during the festival. ***All beer matches used for promotional activity must use one of the nominated Garage Project beers listed in the guide. Promotion includes social media activity, website promotion, email marketing and any paid media activity, as well as any physical in-venue assets.***
- [ ] Any participant promoting a beer match with any other beer will be disqualified from the public ratings
- [ ] Food trucks/pop up kitchens that are using a venue (such as a bar) as a base during the festival must submit their application as the food truck/pop up kitchen, and will be treated/rated as the food truck/pop up kitchen, not the venue
- [ ] No use or play on words of any major burger chain trademarks - for example 'Mc' or 'MAC', 'Whopper' or 'Zinger' (in the past restaurants have received legal cease and desist letters from major corporations). This will be audited

Burger, Cocktail & Dine Fees.

You will only be charged once on acceptance to the 2022 Visa Wellington On a Plate programme which will be advised Thursday 17 March. All fees must are due 20 April 2022. Failure to pay fees on the due date will result in your application being declined and not included in the programme.

This is the total fee – no further fees or commission are taken.

As with previous years, most of the fees are calculated using the same formula we have used for many years, which takes into consideration the seating capacity of your establishment, and the number of days open during your selected platform, and includes a standard charge of $250 + GST fee per application. There are exceptions to this rule for Cocktail Wellington and takeaway focused establishments, outlined in the exceptions table below.

There is a minimum formula fee (seats x days open x 0.65c) of $200 + GST, and a maximum formula fee of $1,000 + GST.
Note: this does not include the $200 - $250 + GST base fee per platform.

To determine whether your venue is eligible for the Regional base fee, please refer to the Downtown Levy Area Map.

	Wellington Central	Regional
	TOTAL FEE (BASE FEE + FORMULA)	TOTAL FEE (BASE FEE + FORMULA)
Burger Wellington only	$250 + (Number of seats x days open during Burger x 0.65c) + GST	$200 + (Number of seats x days open during Burger x 0.65c) + GST
Dine Wellington only	$250 + (Number of seats x days open during Dine x 0.65c) + GST	$200 + (Number of seats x days open during Dine x 0.65c) + GST
Dine + Cocktail (2 platforms)	$500 + (Number of seats x days open during Dine x 0.65c) + GST	$400 + (Number of seats x days open during Dine x 0.65c) + GST
Burger + Cocktail OR Burger + Dine (2 platforms)	$500 + (Number of seats x days open during Burger x 0.65c) + GST	$400 + (Number of seats x days open during Burger x 0.65c) + GST
Burger + Cocktail + Dine	$750 + (Number of seats x days open during Burger x 0.65c) + GST	$600 + (Number of seats x days open during Burger x 0.65c) + GST

Exceptions to the formula

Cocktail only

$300 + GST (total fee)

Food trucks and takeaway focused establishments

(i.e no customer seating)
Days open during Burger x $50 + GST (total fee)

Festival Awards, Public Ratings and Judging.

Each year, we award winners for each category:

- Garage Project presents Burger Wellington
- Cocktail Wellington presented by Tommy's Real Estate
- Dine Wellington

Winners are selected through a public ratings process (any Burger, Cocktail or Festival Dish can be rated out of 10), with the top five highest rated entries subject to a judging process, and the overall winner announced at the Festival Awards evening in September.

Please note this is not a popularity contest whereby the most votes wins. The rating process is out of 10 and reflects quality and experiences of entries. We carefully audit all ratings for fraudulent behaviour (such as rating low competitors, or staff self rating) and will actively exclude entries from the competition if we see this occurring.

Innovation & Interpretation Awards

We've recently introduced new awards, including:

- Most innovative for each Garage Project presents Burger Wellington, Dine Wellington, Cocktail Wellington presented by Tommy's Real Estate and Festival Event
- Best interpretation of the festival theme for each Garage Project presents Burger Wellington, Dine Wellington, Cocktail Wellington presented by Tommy's Real Estate and Festival Event.

Winners for these categories are chosen at the discretion of the Festival Team.

2021 Winners

Egmont Street Eatery – Garage Project presents Burger Wellington

Boulcott St Bistro – Dine Wellington

C.G.R Merchants – Cocktail Wellington presented by Tommy's

Cancellation and change policies.

Festival Events

Before 11.59pm, 17 March 2022

Cancellation of Participation will incur no charge

From 12am, 18 March 2022

Your fee will not be refunded

From 12am, 30 May 2022

The participant/organiser is held accountable for the following actions:

- Inform Visa Wellington On a Plate and iTICKET immediately of the cancellation
- Inform ticket holders that the Festival Event is now cancelled/ changed
- Provide the Visa Wellington On a Plate team with written confirmation that all ticket holders have been contacted
- iTICKET refund all ticket holders. Event Organiser to cover any further costs including booking fees and credit card fees. This is not the responsibility of the Visa Wellington On a Plate team or iTICKET
- Any complaints received by the Visa Wellington On a Plate team relating to the cancelled event will be directed back to the Festival Event organiser
- Failure to pay fees or make contact with any ticket holder of a cancelled event will result in the participant being denied participation in Visa Wellington On a Plate in future years.

Any major application changes after 30 May 2022

Changes will be permitted at the discretion of the VWOAP team:

- Inform ticket holders that the Festival Event is now changed
- Provide the Visa Wellington On a Plate team with written confirmation that all ticket holders have been contacted
- a $50 administration fee will be charged

Burger, Dine, Cocktail Wellington

Before 11.59pm, 17 March 2022

Cancellation of Participation will incur no charge

From 12am, 18 March 2022

Your fee will not be refunded

From 12am, 30 May 2022

The participant/organiser is held accountable for the following actions:

- Informing any customers holding bookings for any offer that the offer is now not available
- Providing the Visa Wellington On a Plate team with written confirmation that all bookings held have been contacted and deferred
- Any complaints received by the Visa Wellington On a Plate team relating to the
- participant/organiser not fulfilling customer bookings will be directed back to the organiser
- Failure to pay fees or make contact with any customer holding
- bookings for a withdrawn offer, will result in the participant being denied participation in Visa Wellington On a Plate in future years.

Any major application changes after 30 May 2022

Changes will be permitted at the discretion of the Visa Wellington On a Plate team:

- Informing any customers holding bookings for any offer that the
- offer has changed
- a $50 administration fee will be charged

COVID-19 information.

Under the Traffic Light Framework, in 2022 **Visa Wellington On a Plate will require all participants to be operating as My Vaccine Pass required venues.**

All workers must be vaccinated. Workers include staff, volunteers, contractors, professional and semi-professional performers. This enables the festival to go ahead without any restrictions in both Green and Orange settings.

If the COVID-19 Traffic Light setting in Wellington changes to Red, 2022 Festival Events can run where the event is up to 100 people per session based on 1m distancing, and seated and separated for service of food and drink.

Festival Events

For events that are unable to run under these restrictions and cannot go ahead as planned in August, we will work with organisers to find alternate dates.

Cancellation of Festival Events will only be allowed after three months at Red. Event Fees will only be refunded at the end of the three-month period if organisers cannot run the event at Red restrictions, and the Traffic Light Level has not changed to Orange or Green.

See Ticketing Mechanics (page 13) for how iTICKET is integrating My Vaccine Pass checks at events.

Burger, Cocktail & Dine

Burger, Cocktail & Dine will run in Red complying with the venue restrictions of up to 100 people, 1m distancing, seated and separated.

By agreeing to the terms and conditions we expect the following from all participants:

- You have a duty of care and responsibility as a public venue, therefore you must adhere to all usual health and safety protocols as well as any specific protocols in place as a result of Covid-19 at all times. This reflects both on your venue, as well as on the Festival
- It is the responsibility of all venues to adhere to the most up to date health requirements and provide contact tracing as required

How to apply.

PLEASE READ THE CRITERIA THOROUGHLY BEFORE THE APPLICATION DEADLINE.

ONLY COMPLETE APPLICATIONS WILL BE ACCEPTED.

Make sure you are subscribed to our **Industry Newsletter**, and are reading all the emails! This is how we communicate everything you need to know throughout the year.

All applications are made through the application portal **www.visawoap.com/dashboard**.

This dashboard is where you will find all relevant information and updates on your application as it is being processed.

New to Visa WOAP?
Please create a **login.**

2021 participants or those with existing accounts, use the account details connected to your venue (simply reset your password if you have forgotten it). Please do not create a new venue.

There should only be one account per venue or event host:

VENUE: add or edit venue details – you must enter a venue to host your event. If your venue already exists, but is assigned to another user, please email **applications@wellingtononaplate.com** and we will reassign this venue to you. This will save you entering the same information again

APPLICATION: There are separate application forms for each part of the festival – Festival Events, Pop Ups, Dine, Burger and Cocktail Wellington. Please complete the application for each platform you wish to participate in, even if there is a double up of information

***Please note**: we strongly recommend you save your application in its entirety elsewhere in case of (unlikely) unforeseen circumstances cause you to lose all information, such as website overload, or your own computer issues such as freezing/crashing etc.*

Key 2022 dates.

JAN

- Applications open — 31
- Wellington Producer Marketplace — 31

FEB

- Event & Dine Applications Close (11.59pm) — 23

MARCH

- Burger & Cocktail Applications Close 11.59pm) — 2
- Preliminary decisions. Portal open for application amends — 10
- Application portal closed — 14
- Final application decision — 17
- Final images due for programme guide — 28

APR

- All fees due — 14
- Programme guide PDF sign off for participants — 14

MAY

- Programme guide to printer — 9
- Final images due for website — 10
- Website preview — 16
- **2022 Festival Launch** — 30
- Website live — 31

JUNE

- Visa Pre- Sale starts (12 noon) — 13
- Visa Pre- Sale ends (11.59pm) — 15
- Tickets General Release (12 noon) — 20

AUG

- 2022 Festival: Dine & Cocktail Wellington starts — 1
- 2022 Festival: Burger Wellington starts — 12
- Final day of Dine Wellington — 14
- 2022 festival ends — 31

SEPT

- Finalists announced — 2
- Festival Awards — 12

Application Checklist.

Festival Events

- [ ] Have an event title (six words or less. Do not include the name of your restaurant in the title as this will be removed). Make it snappy and fun as this is the first chance to sell your event to consumers

- [ ] Create an event description. Please note this copy will be edited by the Festival organising team but should include:
  - one sentence (approx. 10 words) event tagline
  - a few sentences for the printed programme listing
  - a short description used on the website including what people can expect to happen during the event

- [ ] Determined the event date, start and end time

- [ ] Ticket price and ticket description

- [ ] Described what is included in the ticket price

- [ ] Specified the total event capacity/number of tickets available

Burger, Cocktail & Dine Wellington

- [ ] Create a catchy name for your Festival Dish, Burger and/or Cocktail Wellington noting criteria set out earlier in these guidelines

- [ ] Written a description of your offering, and your Wellington Story (for Dine applications)

- [ ] Listed any local beverage matches

- [ ] Included at least one local producer listed in each of your descriptions

All Applications

- [ ] Supplied a high-quality photographic image with each of your applications – this must be the highest resolution possible. No posters or images with text. If you are using a graphic (e.g. hand drawn artwork) please ensure this has enough bleed around the edge so it can be used both in vertical or horizontal formats

- [ ] Price your offering

- [ ] Noted any dietary accommodations

- [ ] Saved and submitted your application once complete

- [ ] Calculated estimated fees and are ready to pay this on acceptance to the programme - notified Thursday 17 March

- [ ] Noted the key dates and have a plan to supply any outstanding information before
the cut off

- [ ] Planned any of your own promotion or marketing activity and noted this must be approved by the Visa Wellington On a Plate team

- [ ] Communicated with your team your plans for Visa Wellington On a Plate 2022

Changes coming in 2023.

Based on recent industry consultation, and in response to the changing global environment, we will be making significant changes to the timing of Visa Wellington On a Plate for 2023.

In 2023, Events, Dine & Cocktail Wellington will take place in May, and Burger Wellington will take place in August timed with Beervana.

These changes mean the festival will better serve you, the industry by giving you two bites of the cherry across the year.

It means you can focus on on just Dine Wellington, or just Burger Wellington, and reduce the pressure on your establishment.

You can still choose which parts you participate in - it's not mandatory to be part of any or all of the Festival.

This also means that 2022 will be a transition year, as we will need to prepare for a May 2023 Festival in the late part of next year. Please note the key dates.

KEY DATES 2022/2023

2023 Visa Wellington On a Plate May Festival: Events, Dine & Cocktail Wellington

2022

- Sep 14 - Guidelines released
- Oct 10 - Applications open
- Nov 2 - Applications close
- Nov 30 - Final application decisions

2023

- Feb 1 - Programme guide to print
- Feb 27 - Programme launch
- Mar 13 - Visa Pre-sale
- Mar 20 - General Release
- Apr 28 - Visa WOAP Events, Dine, Cocktail: starts
- May 14 - Visa WOAP Events, Dine, Cocktail: ends

2023 Visa Wellington On a Plate August Festival: Burger Wellington

2023

- Apr 13 - Guidelines released
- Apr 26 - Applications open
- May 29 - Applications close
- Jun 15 - Final application decisions
- Jul 17 - Programme launch
- Aug 18 - Visa Wellington On a Plate: Burger starts
- Sep 3 - Visa Wellington On a Plate: Burger ends

The Wellington Culinary Events Trust (WCET) is an independent not-for-profit trust that brings you iconic events Visa WOAP, Beervana and Highball. Established in 2014, Wellington is the only city in New Zealand to have an organisation dedicated to promoting food and beverage within its region.

Visa Wellington On a Plate is made possible through the support of many committed sponsors and partners and is brought to you by a small team dedicated to both telling the Wellington food story, and developing and growing the hospitality industry in our region.

PROUDLY BROUGHT TO YOU BY:

VISA

Wellington Culinary Events Trust

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CATO

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Contacts.

Alice: Programme and Events Coordinator
applications@wellingtononaplate.com

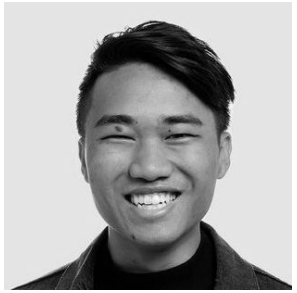
Contact me about all things applications, website, fees.

Beth: Head of Programming & Delivery
beth@wellingtononaplate.com

Have an idea but unsure whether to apply or if it will work out? Talk to me about any or all of your event ideas!

Mel: Head of Marketing and Communications
melissa@wellingtononaplate.com

Got an interesting story to tell? For all PR opportunities, get in touch!



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