

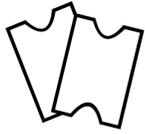
VISA | **!O!**

WELLINGTON ON A PLATE

FESTIVAL PARTICIPATION GUIDELINES 2023



Firstly, thank you to everyone who made 2022 such a success...



81%

Festival Event tickets sold



74,000+

social media followers on our channels



98%

festival goers are likely to return in 2023



252

venues participated across Greater Wellington



18,500+

eNews subscribers



4.3/5

festival goer satisfaction rate with 2022



1,975,000+

pageviews



150+

news stories incl. six national TV features



90%*

businesses will participate in the festival again

(*avg. of previous two years survey as 2022 survey still pending at time of release)

Kia ora festival participants or festival curious,

In 2023 we'll be celebrating 15 years of Visa Wellington On a Plate (Visa WOAP). Established in 2009 by WellingtonNZ, Visa WOAP was developed to grow the region's reputation as New Zealand's culinary capital and to support the hospitality industry during its toughest month.

From 35 participants in 2009 to more than 200 in 2022, Visa WOAP is now independently run by the Wellington Culinary Events Trust and has grown to become the largest food festival in the Southern hemisphere, contributing more than \$30 million to the Wellington economy each year. August is now the second busiest month of the year for restaurants in Wellington.



In fact, the festival has become so successful that following industry feedback last year, in 2023 we will have **two bites of Visa WOAP**. There are some major changes this year, which are summarised below - so please make sure you take the time to familiarise yourself with this document before submitting your application.

- Events, Dine and Cocktail will be **in May**
- Burger will be **in August (Guidelines will be released in mid Feb)**
- Only **one theme across the whole year** and for all aspects of the festival
- Dine must have **an interpretation of the festival theme**
- **Simplified fee structure**, with incentives to take part in both festivals.

As always, if you have any questions please get in touch with myself or Rose, our Programme Coordinator. Our contacts are on the last page of this document.

Cheers and beers - Beth Brash, Head of Programming & Delivery

Visa Wellington On a Plate 2023.

Visa Wellington On a Plate new structure. 2023

In **May**, we'll see the return of Dine and Cocktail Wellington, as well as the pop-ups and ticketed events that the festival has become so well-known for. The May Edition is about culinary creativity, it is a chance to try something new.

August is going to be all about burgers and beer - with fan favourites Burger Wellington and Beervana set to step to the plate.

Not only will the produce and the weather be better, this will also give you and your customers more breathing space to delve into all the delicious delights you have created.

2023 will bring change, and with your support we know it will be better for all.

KEY DATES 2022/2023

May Edition: Events, Dine & Cocktail Wellington

2022

- Oct 17 - Applications open for May
- Nov 7 - Applications close
- Nov 24 - Final application decisions
- Nov 28 - Final programme images due

2023

- Mar 6 - Programme launch
- Mar 20 - Visa Pre-sale
- Mar 23 - Tickets general release
- May 5 - Visa WOAP Events, Dine, Cocktail: starts
- May 21 - Visa WOAP Events, Dine, Cocktail: ends

August Edition: Burger Wellington

Please note these dates are not finalised as we are waiting on final feedback from the industry survey

2023

- Feb 15 - Guidelines released
- Apr 14 - Applications open
- Jun 6 - Applications close
- Jun 13 - Final application decisions
- Jul 18 - Programme launch
- Aug 11 - Visa Wellington On a Plate: Burger starts
- Aug 27 - Visa Wellington On a Plate: Burger ends

How to get two bites of Visa Wellington On a Plate in 2023.

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

MAY EDITION Fri 5 – Sun 21

COCKTAIL AND DINE WELLINGTON

DINE WELLINGTON

Festival dishes and multi-course set menus that are inspired by our yearly theme (Breaking the Mould), to showcase creativity and what your venue does best.

More info pg.15-20

COCKTAIL WELLINGTON

Wellington's finest bartenders mesmerise with creative cocktails, featuring a tapas match or incorporating food elements in each creation.

More info on pg.15-20

FESTIVAL EVENTS & POP UPS

TICKETED

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 pg.8-14

EVENTS

POP UPS

Transform your venue into a whole new concept for the month or to match your Dine or Cocktail offering, or hold a one off free entry, pay on consumption event where customers can just rock up on the day.

More info pg.8-14

AUGUST EDITION: Fri 11 – Sun 27

BURGER WELLINGTON

This annual burger feast challenges perceptions of what's possible between two buns, many matched with specially brewed beers from local brewery Garage Project.

August Edition Guidelines will be released in mid February.

THEMED VENUES

More than just a burger on the menu, transform your venue into a whole new concept for your Burger Wellington offering

August Edition Guidelines will be released in mid February.

2023 Theme - Breaking the Mould.



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

It is only mandatory to stick to the theme for **Dine**, (we will never turn away a great idea for an event), however we encourage you to strongly consider it as in 2023 your interpretation of the theme will be taken into consideration when determining the finalists. It's a great way to help you think outside of the box and present fresh ideas.

Note: We are simplifying things so there will only be one theme across the whole festival (May edition) and Burger Wellington (August Edition). There will no longer be a separate theme for Dine Wellington.

It's the opposite to the obvious, Breaking the Mould is about pushing boundaries and looking at something in a completely different way. It's about looking to the future, being at the pointy end of change, being the trend setters and trailblazers - something Wellingtonians are known for!

It's about thinking outside the box and redefining what we all know as truth or consider the norm.

You could be literally Breaking the Mould - jellies, terrines, cakes and chocolate. Or harnessing all the good mould that happens in food... Koji, camembert, tempeh and botrytis.

Festival Events.



New Events Criteria.

The festival theme is Breaking the Mould, and we are doing just that with two editions for 2023. We want the May Edition to be a place of creativity and innovation. You are strongly encouraged to think beyond the standard themed dinner, so that together we create a programme of events that truly pushes the boundaries and breaks the mould. All offerings should also meet the Visa Wellington On a Plate vision -

“Feeding people’s appetite for life by bringing them together to share **different, inspiring** and **provocative** culinary experiences.”

All events must fall under at least one of the following categories:

Challenging, Edgy, Ambitious

This is where you’re pushing boundaries and making us question what really is a food event. Is it art or is it food? It makes you think about food differently. These are the events you’ll remember for the rest of your life.

Past Examples: Pest Fest - The Larder (2013), Sex & Food - Hugo Grrrl (2022)

Cult Wellington

These are the events that could only happen in Wellington. It’s exciting collaborations between iconic Wellington businesses and events drawing on our history, landscape or people.

Past Examples: Oyster Saloon - Yellow Brick Road (multiple years), Pig Fish (2014), Il Casino Re-visited - Crazy Horse (2014), The Purple Onion - Hummingbird (2019)

Sensory and Immersive

Get lost in a world, be immersed in another. These are time bending, mind blowing events.

Past Examples: Symphonic Feast - Palliser Estate (2014), In Time and Place - Vicki Eats (2022)

We are always looking for hands on, family friendly and collaboration events but they must fall within the criteria above.

Personal Journeys and Meaningful Connections

Food can be deeply personal. It could be a way of exploring your heritage, or connecting with a community. Literally breaking bread with people connects us all, breaks down barriers and forms lasting connections and memories.

Past Examples: Kakwi io - LTD (2022), Rimutaka Gate to Plate (multiple years), Welcome Home - Logan Brown (2016), Hiakai Hangi - Hiakai (multiple years)

Playful and Fun

Sometimes it’s good to not take things too seriously. Food is fun, these are the events that are actively encouraging us to play with our food!

Past Examples: Yeast Feast - Garage Project (2013), Bandersnack - Hillside (multiple years), Wine Rave - Te Aro Wine (2019)



Hiakai Hangi - Hiakai (2018)



*In Time and Place
Vicki Eats (2022)*



Rimutaka Gate to Plate (2015)

Festival Event Terms & Conditions. part 1

PLEASE READ – VERY IMPORTANT INFORMATION

Event Planning

- Your event must be unique and created exclusively for Visa Wellington On a Plate.
 - Change things up - repeated events, 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 rather than 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.
- As part of your agreement to participate in the Festival, you agree to using the iTICKET ticketing platform.
- 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 before General Release.
- 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 give feedback on why, and you will be able to resubmit.

Festival Event Terms & Conditions. part 2

PLEASE READ – VERY IMPORTANT INFORMATION

Promotional Materials

- The event must acknowledge its connection to Visa Wellington On a Plate and must display the current official Visa Wellington On a Plate logo on all event marketing collateral (logo will be supplied).
- The participant must provide high quality images that can be used across promotional materials, such as the printed programme guide, digital channels, and media. We will only accept photographic images, no logos or posters with text. **Final images are due Monday November 28, 2022 for the printed programme.**
- **Image quality:** At least 1200x900 px (4:3 ratio), 300 dpi, no more than 10mb
- **Image format:** Landscape/Horizontal ratio only (portrait images will be cropped, and detail lost)
- Social posts must tag in @wellyonaplate so we can share and repost to our channels.

General Terms

- Adhere to the festival values and ultimately respect the process i.e. meet application deadlines, have clear communication and submit payment on time.
- Agree to the Visa Wellington On a Plate 2023 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
 - 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

Festival Events Fees.

You will only be charged once on acceptance to the Visa Wellington On a Plate 2023 May Edition, which will be notified on Thursday 24 November 2022. All fees **must be paid by 18 January 2023 for Dine/Cocktail/Events**. Failure to pay fees will result in your application being declined and not included in the programme.

This is the total fee paid to The Wellington Culinary Events Trust, the not-for-profit that runs Visa Wellington On a Plate.

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 or 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

FREE EVENT

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

\$100 +GST

THEMED RESTAURANT

Theming or rebranding your venue at any time during the festival

If related to your Dine and/or Cocktail offerings, this covers a separate event listing

\$350 +GST (this is in addition to your Dine and/or Cocktail fees)

Stand alone (pop up style in your own restaurant)

\$600 +GST

Ticketing Mechanics.



Visa Wellington On a Plate does 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 WOAP 2023 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 \$3.50 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 \$3.50 booking fee per ticket. This must be included in your advertised ticket price.

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.

TICKET PRICING EXAMPLE	
Advertised ticket price (incl GST)	\$50
- iTICKET booking fee (ex GST)	- \$3.04
- GST	- \$6.52
REVENUE (excl GST)	\$40.44

Cocktail & Dine Wellington.



Cocktail & Dine Criteria.

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 give feedback on the reasons why.

- ❑ Your entry must be created exclusively for Visa Wellington On a Plate 2023 and different to your regular offering or previous Visa Wellington On a Plate offerings. This will be audited.
- ❑ Only be available from the advertised dates for each platform. Those selling before Friday 5 May for Dine and Cocktail will be disqualified from the public rating process. You are more than welcome to sell your offering after the festival.
- ❑ Showcase creativity and innovation and be of a high standard
- ❑ Have clear and obvious use of local ingredients and local producers i.e. grow/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 we pass this information onto producers.
- ❑ Agree to the Visa Wellington On a Plate 2023 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. This is the venue's own choice.
- ❑ Interpretation of the theme is taken into consideration with the final judging of Dine and Cocktail.
- ❑ The participant 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 (across Facebook, Instagram, TikTok and Twitter) so we can share and repost to our channels. Please also use #WellyOnaPlate, #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 **8 February 2023** 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
 - **Image quality:** Must be at least 1200x900px as high res as possible (but below 10mb). We will need you to resupply if the image is too low res.
 - **Image format:** Landscape only (portrait images will end up being cropped, and detail lost)
- ❑ You must notify the Visa Wellington On a Plate team before holding any media or social media previews of your festival offerings before and during either the May or August editions
- ❑ 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

Dine & Cocktail specific criteria.



Dine Wellington – May 5-21

- ❑ Your Festival Dish must relate to the overall festival theme, please see p. 7 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
- ❑ **Please NO burger related or flavoured dishes, or burger adjacent dishes (i.e. toasted sandwiches or hotdogs) in Dine Wellington**



Cocktail Wellington – May 5-21

- ❑ You may offer an alcoholic **and/or** non-alcoholic option for your Cocktail Wellington
- ❑ Your cocktail must either be matched with a canapé 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, Cocktail & Dine Fees.

2023 brings change and simplified fees. Taking part in one edition of the festival your fee is based off your capacity. To take part in both, there is only an additional \$500+GST to take part.

You will only be charged on acceptance to the Visa Wellington On a Plate 2023 programme, which will be notified on 24 November 2022 for Dine/Cocktail/Events and 13 June 2023 for Burger.

Fees for **Dine/Cocktail/Events must be paid by 18 January 2023 and 27 June 2023 for Burger.**

Failure to pay fees will result in your application being declined and not included in the programme.

This fee, plus the voucher on the following page is the total fee to participate, no commission is ever taken.

	CAPACITY	COST (ex GST)
One Festival (May <u>or</u> August)	1-29	\$500
	30-49	\$750
	50-79	\$1,000
	80+	\$1,250
Both Festivals (May <u>and</u> August)	Any capacity	add +\$500
Takeaway Only venues (August)	/	\$1,000

Vouchers.

All Cocktail and Dine 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 dish OR 4 x cocktail) up to a maximum value of \$100, to be used during the festival; or a \$100 voucher created by the festival organisers for your establishment to be used at anytime up until 30 April 2024.

- 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 (even if you participate in both Dine and Cocktail).
- 4 We use this for publicity and auditing purposes e.g. media hosting, social media coverage, and competitions



Important Information.

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](#).

2022 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, and Cocktail Wellington. Please complete the application for each platform you wish to participate in, even if there is a double up of information

Applications for Burger will open on 14 April 2023.

***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.*

Application Checklist.

Festival Events

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

Cocktail & Dine Wellington

- ❑ Create a catchy name for your Festival Dish and/or Cocktail Wellington noting criteria set out earlier in these guidelines
- ❑ Written a description of your offering, and your theme inspiration (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 24 November 2022 for Dine/Cocktail/Events
- ❑ 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 2023

Key 2023 dates.

OCT	NOV			JAN	
Applications open for May Edition 17	Applications for close May Edition 7	Prelim. decisions, portal open for amends 17	Portal closed for amends 23	Printed programme Guide PDF sent out for sign off 12	Changes due 16
	Final decisions 24	Final programme images due 28		Invoices due for May Edition 18	
FEB	MARCH		MAY		
Programme to printers 7	Images due for website 8	Programme Launch 6	Visa Pre-sale 20	VWOAP May edition begins 5	VWOAP May edition ends 21
Participant website preview 20		Pre-sale ends 22	General release 23	Finalists announced 22	Awards 29

Cancellation and change policies.



Festival Events

**Before 11.59pm,
23 November 2022**

Cancellation of Participation will incur no charge

**From 12am,
24 November 2022**

Your fee will not be refunded

**From 12am,
17 January 2023**

Last minute changes to the printed programme, a \$50 administration fee will be charged

**From 12am,
6 March 2023**

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

- Inform Visa Wellington On a Plate and iTICKET immediately of the cancellation
- Work with iTICKET to 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 will refund all ticket holders. iTICKET will refund the TICKET COST ONLY to the customer (transaction fee is non-refundable, booking fee is non-refundable)
- 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

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

**Any major
application
changes after
6 March 2023**



Dine & Cocktail Wellington

**Before 11.59pm,
23 November 2022**

Cancellation of Participation will incur no charge

**From 12am,
24 November 2022**

Your fee will not be refunded

**From 12am,
6 March 2023**

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
6 March 2023**

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

Food for thought...

What do diners love about Visa WOAP?

Taken directly from the Post Festival Survey for Visa WOAP 2022, here are a few insights into what diners would like to see from participants.

- *“The atmosphere and the excitement that organisers put into creating an amazing experience! You can tell those that look at the BIG and small details.”*
- *“Trying new ingredients, new chefs, new venues, or being reminded of old favourites.”*
- *“Overall outstanding food experiences. Love hearing from the chefs, telling us about the food, what inspired them and why they do what they do.”*
- *“The fact that what I choose will be something surprising and different.”*
- *“Seeing the creativity of our hospitality scene. Seeing new collaborations being made between businesses as well as combinations between food and drinks.”*
- *“The vibe it gives the city. VWOAP creates such a buzz around the city, and it's noticeable now that it's over that things are a bit quieter. I love that it gives wellington restaurants an opportunity to flaunt their talent, and fill their seats!”*
- *“Mostly the weird and wonderful things. Eating something that's hard to come by or that I wouldn't have thought about using as an ingredient before. Basically to 'eat curious!'”*
- *“Trying new restaurants, eating things you wouldn't usually and experiencing one off events”*

They'd like to see more of...

- *Affordable dishes, more unique events. More emphasis on environmental friendliness.*
- *'Middle' priced events.*
- *Options of non- alcoholic pairings also included for those that would like to try 'fancy' drinks but can't consume alcohol.*
- *Events at a lower price point and more capacity for events*
- *More pop up events; more dessert; more reasonably priced options.*
- *Bespoke show and food combinations that do not exist by simply "going out" normally.*
- *More creativity with the dishes/cocktails and sticking to the yearly theme*

How to create an event that gets noticed.

If you want to stand out and get covered in the media, here's some food for thought from our PR and Communications Manager Jade on interpreting this year's festival theme with your Dine, Cocktail, event and pop-up submissions:

- **Is it new or different?** Are you doing something new that no one has seen or done before? Are you being innovative or challenging?
- **Is there a human interest or bizarre element?** Will it make us smile, laugh or gasp? Feel good and quirky stories tend to get cut through...(as do stories with conflict, if it bleeds it leads!)
- **Is it extreme?** Is it super big, or super small, really cheap or really pricey, is it 100% vegan or full on meaty, going all out in one direction will help you stand out
- **Is there a story behind it?** Media love a good story, it could be personal, it could be related to your business, your customers, your location, your ingredients or techniques, this is particularly important for radio
- **Does it look good on camera?** TV in particular want to be able to visualise a story and understand how it will look on screen, this might include the process/making, shots inside and outside your venue - if it looks good that's a big tick on the box
- **Is there a cultural element?** Our diverse cultures and communities are something to be celebrated and explored
- **Is it sustainable or benefit others?** Zero waste, clean and green, 100% reusable and recyclable, does it support a cause?
- **Is it unique to Wellington (or NZ)?** We are Wellington On a Plate after all, and this is our time to shine as New Zealand's culinary capital
- **Is it more than a food story?** Does it link to art, tech, film, music or tell a wider business story?

Festival Partners.

Visa Wellington On a Plate is brought to you by a small team at Wellington Culinary Events Trust (WCET), a not-for-profit trust established in 2014 to promote the Wellington region as the culinary capital of New Zealand. Wellington is the only city in New Zealand to have an organisation dedicated to promoting the food and beverage of its region.

Principal funding and support for Visa Wellington On a Plate is provided by WellingtonNZ (Wellington Regional Economic Development Agency), Wellington City Council and Visa, who have sponsored the festival since 2010.

The festival is made possible through the generous support of many committed sponsors and partners:

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Contacts.



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Contact me about all things applications, website, fees.



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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!



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



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