



FESTIVAL PARTICIPANT PACK

1-31 AUGUST 2021

Welcome to the cherry on the top of NZ's culinary events calendar, Visa Wellington On a Plate 2021



About the festival

Visa Wellington On a Plate is New Zealand's biggest annual culinary festival, attracting more than an estimated 50,000 festival event goers in 2020, and dishing up hundreds of thousands of culinary moments for visitors from across the country and the world.

Now in its 13th year Visa WOAP has grown from 35 participants in 2009, to over 300 in 2020, and contributing millions of dollars to the Wellington economy.

For the whole month of August the Greater Wellington region is transformed into a foodie's paradise, with international 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.

About the Wellington Culinary Events Trust

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 WOAP 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:

PARTNERS:

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CHANGES FOR 2021

There are a number of changes to Visa Wellington On a Plate this year that past participants should be aware of:

FESTIVAL STRUCTURE

2021 will follow the same festival structure as in 2020, with Dine running in the first half of the month, Burger in the second half, and Cocktail and Events running throughout. However, for the middle weekend (14 & 15 August), ALL platforms will be running for one mega-VWOAP weekend!

MOU CHANGES

Each year we review the Memorandum of Understanding that you, and we, both agree to when you participate in VWOAP. There are changes to this agreement and we strongly recommend you read over this agreement when it becomes available to view in the Visa WOAP portal on February 9.

CHANGES TO DINE WELLINGTON

Over the past year, we have been reflecting on the Dine Wellington platform and where we want it to go. Consumers that participate in Dine really love it (and so do we!) but we feel it is time for a change-up so that Dine can serve its purpose as a truly unique platform that celebrates Wellington. So this year we are asking you to use your Dine dish as a canvas to tell your Wellington Story.

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REGIONAL FEES FOR EAT & DRINK

This year, we are introducing a lower fee for venues located outside Wellington Central. This is to encourage regional participation in the festival.

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COVID-19 POLICY

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PRINTED PROGRAMME GUIDE IS BACK!

2021 VISA WOAP FESTIVAL

WEEK 1

WEEK 2

WEEK 3

WEEK 4



FESTIVAL EVENTS

AUG 1 - 31



DINE WELLINGTON

AUG 1 - 15



13-15



BURGER WELLINGTON

AUG 13 - 31



COCKTAIL WELLINGTON

AUG 1 - 31



VISA WOAP BY THE NUMBERS – 2020

Despite 2020 being a rollercoaster of a year with COVID-19 moving the festival to October, cancelling international chef collabs and compressed time frames, we were still able to achieve...

98.5%
consumers will be
returning in 2021

16,000
eNews subscribers

238,000
website users

8,000
Festival Event tickets sold

110+
PR stories including two Australia
mentions and four TV spots

9/10
consumers would recommend
Visa WOAP to others

64,000
combined social media followers

LOOK WHAT YOU'VE ACHIEVED!

Since 2009: **500** restaurants have participated in Visa WOAP, we've hosted **60** visiting national and international chefs, we've held **1,300** Festival Events and sold more than **80,000** Festival Event tickets.



HOW TO PARTICIPATE IN VISA WELLY ON A PLATE?



There are loads of ways to get involved, it's all about finding which parts of the festival work best for your place.



EAT & DRINK

Eat & Drink comprises of three platforms. You can choose to take part in one, two or all three offers:

DINE WELLINGTON p.16

(Sunday 1 – Sunday 15 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.

GARAGE PROJECT PRESENTS BURGER p.18

WELLINGTON *(Friday 13 – Tuesday 31 August)*

The annual 'battle of the buns' for burger-obsessed locals. This burger feast challenges your perception of what's between two buns with many matched with specially brewed beers from local brewery Garage Project.

COCKTAIL WELLINGTON p.18

(Sunday 1 – Tuesday 31 August)

Wellington's finest mixologists mesmerize with creative cocktails.



FESTIVAL EVENTS

p. 10

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.



POP UPS, THEMED VENUES

Transform your restaurant into a whole new concept for the whole 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.



CHEF COLLABORATIONS

Due to the current COVID-19 situation around the world, we are not anticipating hosting any international Chef Collaborations this year. Instead, we encourage you to organise domestic Chef Collaborations which were very popular events in 2020.

If you are already talking to someone, or thinking about hosting a chef collab, please let us know ASAP.

We'll do our best to assist with accommodation requirements but can't guarantee all chef collabs will receive support due to limited resources.

WHAT WE'RE LOOKING FOR FROM APPLICANTS



Festival Events, Festival Dishes, Burgers and Cocktails will only be approved for the inclusion of the 2021 Visa WOAP programme if they contribute to the Festival objective **'to tell the Wellington food story'**; highlighting our producers, 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 all the guidelines**, even if you've been part of the Festival before as criteria changes year to year.



WHAT WE WANT TO SEE

- 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
- Each year we conduct a post event consumer survey from which we frequently get asked to see more of:
 - Work group activities (lunch time/low price point)
 - Child and family friendly/kids only events

2021 THEME

OUT OF PLACE

“One of these things is not like the other” - Sesame Street

Like all our themes, **Out of Place** can mean a million different things and is open to interpretation. It can mean an element of surprise, challenging experiences, adventurousness and the exotic.

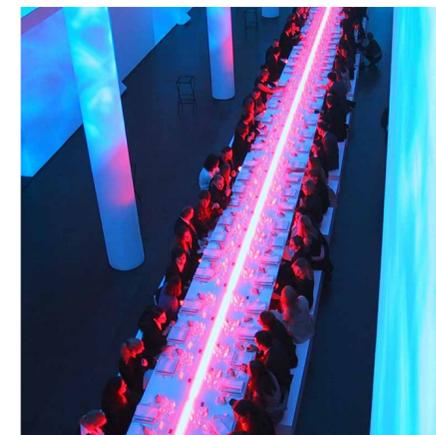
It can also mean out of this place - the cultural or geographical influences on food, or how the soil, climate and geology affect our food - the terroir. It's the misfits, those that go against the grain. The alternative lifestyles, the rebellious.

WHY WE HAVE A THEME?

Each year we choose a theme for Visa WOAP to tie the programme together, to communicate what's important, to provide inspiration for participants, to keep the programme dynamic and changing each year, and is also used as a basis for our marketing campaign.

While it is not mandatory you use this theme (we will never turn away great event ideas), we encourage you to strongly consider it - consumers are increasingly interested in the theme and there are new Festival Awards given to best interpretation of the theme for Dine, Cocktail, Burger & Events.

This is a great way for you to think outside of the box and present fresh ideas.



2020 VISA WOAP FESTIVAL EVENTS



FESTIVAL EVENT CRITERIA



Your event must be unique and created exclusively for Visa WOAP

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 that represents good value for money to attendees

If the event has a total capacity of 40pax or more, the organiser agrees to two complimentary tickets being made available for promotional and media activity, as well as auditing requirements. Visa WOAP will take this out of the ticket allocation. In the case of these not being used, Visa WOAP will release these back to general sale

The event must acknowledge its connection to Visa WOAP and must display the official Visa WOAP 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 values of WCET 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

Agree to the Visa WOAP 2021 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 the correct 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

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 announce that Visa will 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 put on events that ticket holders will remember for a lifetime.

WHAT TYPES OF EVENTS WE ARE LOOKING FOR?

- Larger scale events preferred (minimum of 50 tickets available)
- Able to host groups (i.e table of 10)
- Weeknight sessions available
- All-inclusive/all-inclusive ticket option 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.
- 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 they would like to apply for and provide an accompanying draft budget.

WHAT YOU MUST 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 WOAP logo on all promotion and collateral including social

FESTIVAL EVENTS FEES



There are no changes to event fees this year, and you will only be charged once on acceptance to the 2021 Visa WOAP programme which will be notified Wednesday 31 March.

All fees must be paid by Tuesday 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 to the WCET - 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
200+ pax	\$1200 +GST
Low Cost Event (under \$60) up to 200pax	\$300 +GST

POP UPS & PAY ON CONSUMPTION

Single Day	0 - 20pax	\$300 +GST
	21 - 60pax	\$400 +GST
	61 - 100pax	\$500 +GST
Multi Day	101 - 200pax	\$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

Visa WOAP does not take any commission. The participation fee set out in the previous table is the only payment that you will make to the WCET to take part in Visa WOAP 2021

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

There is a booking fee of \$3.50 (incl GST) per ticket sold, which is charged to the customer. This however must be included in 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 goes to iTICKET and must be included in your advertised ticket price.

For example if your advertised ticket price is \$50:

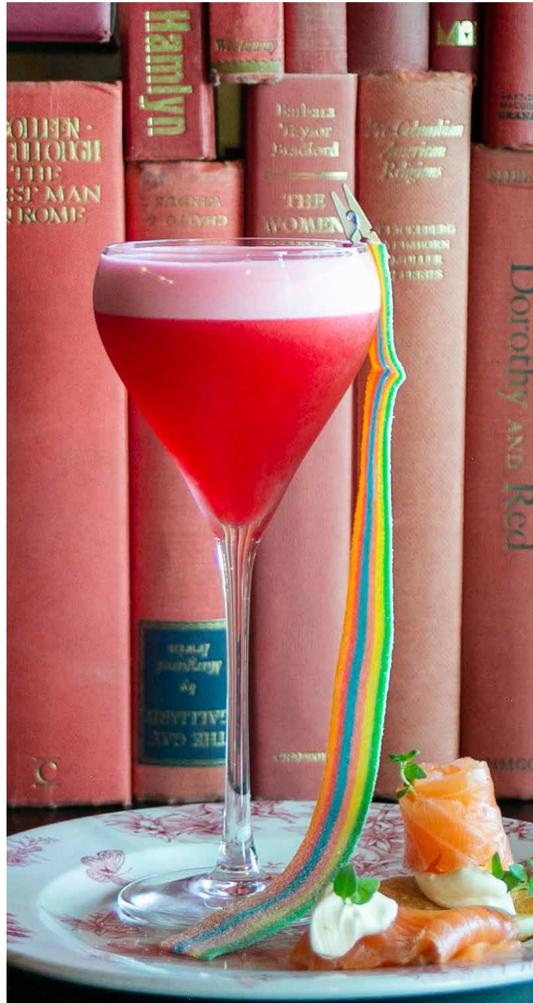
Advertised ticket price	\$50.00
- GST	-\$7.50
- iTICKET booking fee	-\$3.50
REVENUE	\$39.00

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 receive a copy of the final reconciliation from iTICKET



EAT & DRINK



EAT & DRINK CRITERIA



Your entry must be created exclusively for Visa WOAP 2021 and different to your regular offering or previous Visa WOAP offerings. This will be audited

Only be available during the advertised dates for each platform. Those selling before Sunday 1 August for Dine and Cocktail, and before Saturday 14 August for Burger will be disqualified from the public rating process

Be of a high standard

Have demonstrable use of local ingredients and local producers i.e. grown here/made here, 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 WOAP 2021 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 values of WCET, 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 WOAP during the festival and display Visa WOAP 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 WOAP 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 April 7 for the printed programme. 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 WOAP team before holding any media or social media previews of your Festival Dish/Burger/Cocktail before and during Visa WOAP 2021

No racist, sexist, misogynistic or 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.

CHANGES TO DINE WELLINGTON



Over the past year we have been reflecting on the Dine Wellington platform and where we want it to go. Consumers that participate in Dine really love it (and so do we!) but we feel it is time for a change up so that Dine can serve its purpose as a truly unique platform that celebrates Wellington.

Dine Wellington is what started Visa Wellington On a Plate 13 years ago in 2009 and we want it to serve our ultimate objective - **To tell Wellington's Food Story.**

This year we are asking you to use your Dine dish as an artistic medium to tell your Wellington Story. This may be a piece of Wellington history, a person, a song about Wellington, a place, etc.

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

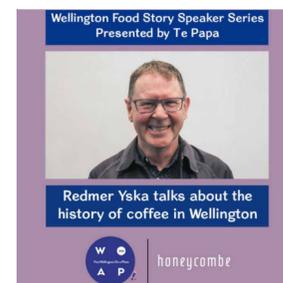
You will be asked to explain your Wellington Food story in the application, which will also be displayed on the website.

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

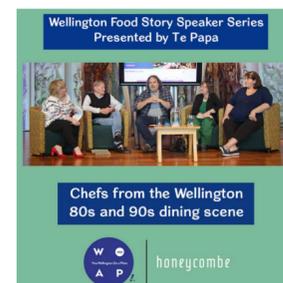
- One of our [Food Podcasts](#), recordings of 2020's Wellington Food Stories Speaker Series. Here you can listen to talks from prominent Wellingtonians and historians on topics such as:



- [the importance of food in Wellington's history from the perspective of tangata whenua \(Liz Mellish MNZM\)](#)



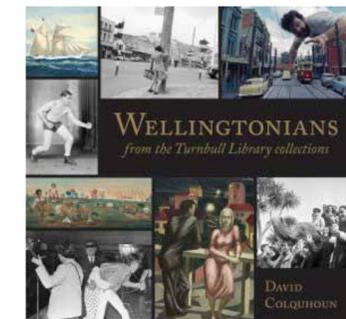
- [the lesser-known side of Alexander Turnbull as Wellington's first coffee baron \(Redmer Yska\)](#)



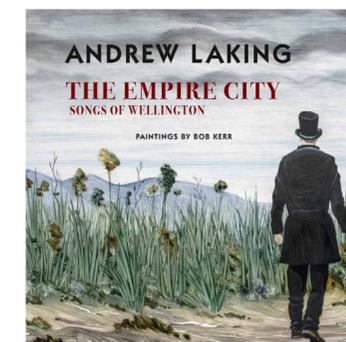
- [the heady dining days of the late 1980's](#)



- [Wellington's present food scene of top quality and accessible eats](#)



- [Wellingtonians: From the Turnbull Library collections by David Colquhoun](#)



- [The Empire City: Songs of Wellington](#)



- [Harry Seresin's Coffee Gallery at Parsons Bookshop, Massey House, Lambton Quay, c. 1957.](#)

- [The story of Ngake and Whāitaitai the taniwha of Wellington harbour](#)

- **Or your own Wellington Story!**

VOUCHERS

All Eat & Drink participants are required to accept a Visa WOAP 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 Visa WOAP for your establishment to be used at anytime up until 31 July 2022.

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

DINE, BURGER, COCKTAIL SPECIFIC CRITERIA



DINE WELLINGTON AUG 1 - 15

Your Festival Dish must tell a Wellington Story (please see p. 16)

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

The Festival Dish can be an entree, main or dessert

Your Festival Dish is what will be publicly rated (not an entire set menu)

The price point for both your Festival Dish and/or fixed menu is set by you, the participating restaurant. You can also have a cheaper lunch menu fixed price if you wish but we are only able to display one price point on the website

Beverage matches can be determined by you, however only Wellington region 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 thermo mix. Or how about tomato consommé for a Bloody Mary, the use of fog's to increase the aroma of the cocktail. The options are endless.



BURGER WELLINGTON AUG 13 - 31

You are invited to offer a Garage Project beer match for your burger with one of the exclusively brewed beers for 2021, 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. We thank you for your understanding.

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 edited.

EAT & DRINK FEES

You will only be charged once on acceptance to the 2021 Visa WOAP programme which will be advised Wednesday 31 March. All fees must be due 20 April 2021. 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 paid to WCET for the Eat & Drink platform - no further fees or commission are taken.

As with previous years, most of the Eat & Drink 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 TOTAL FEE (BASE FEE + FORMULA)	REGIONAL TOTAL FEE (BASE FEE + FORMULA)
Dine Wellington only (one platform)	\$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
Burger Wellington only (one platform)	\$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 + Cocktail Wellington (two 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 Wellington (two 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 + Dine + Cocktail Wellington (three platforms)	\$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)

This year, we are introducing a lower fee for venues located outside Wellington Central. This is to encourage regional participation in the festival.

FESTIVAL AWARDS, PUBLIC RATINGS AND JUDGING

In 2020, we made a decision to remove ratings in the spirit of collaboration, community and lifting everyone up rather than competition. Based off feedback from industry and consumers, in 2021 awards and public ratings will be back!

Winners will be awarded for each category:

- Garage Project presents Burger Wellington
- Cocktail Wellington
- Dine Wellington

Winners are selected through a public ratings process (public can score any Burger, Cocktail or Festival Dish out of 10), with the top 5 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

- Most innovative for each Garage Project presents Burger Wellington, Dine Wellington, Cocktail Wellington and Festival Event
- Best interpretation of the festival theme for each Garage Project presents Burger Wellington, Dine Wellington, Cocktail Wellington and Festival Event

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



2019 WINNERS



CANCELLATION AND CHANGE POLICIES

FESTIVAL EVENTS

Before 11.59pm, 30 March 2021

Cancellation of Participation will incur no charge

From 12am, 31 March 2021

Your fee will not be refunded

From 12am, 31 May 2021

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

- Inform Visa WOAP and iTICKET immediately of the cancellation
- Inform ticket holders that the Festival Event is now cancelled/changed
- Provide the Visa WOAP 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 WOAP team or iTICKET
- Any complaints received by the Visa WOAP 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 WOAP in future years.

Any major application changes after 31 May 2021

- Changes will be permitted at the discretion of the VWOAP team
- Inform ticket holders that the Festival Event is now changed
- Provide the Visa WOAP team with written confirmation that all ticket holders have been contacted
- a \$50 administration fee will be charged

EAT & DRINK

Before 11.59pm, 30 March 2021

Cancellation of Participation will incur no charge

From 12am, 31 March 2021

Your fee will not be refunded

From 12am, 31 May 2021

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 WOAP team with written confirmation that all bookings held have been contacted and deferred
- Any complaints received by the Visa WOAP 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 WOAP in future years.

Any major application changes after 31 May 2021

- Changes will be permitted at the discretion of the VWOAP team
- Informing any customers holding bookings for any offer that the offer has changed
- a \$50 administration fee will be charged

Please note that if an event is unable to take place due to Government imposed COVID-19 restrictions, all application fees will be refunded in full.

COVID-19 INFORMATION



If the COVID-19 Alert Level in New Zealand changes and due to Government imposed restrictions, Visa WOAP 2021 is unable to go ahead as planned in August, we will look to find alternate options and dates, and offer refunds for any Event, and Eat & Drink fees in a situation where any or all platforms are unable to run.

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.

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 or WCET events?

Please create a [login](#)

2020 participants or those with existing accounts, use the account details connected to your venue (simply reset your password if you have forgotten it).



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

- **VENUE:** add or edit venue details – you must enter 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, 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
- You can save your application (at the bottom of the application) and log in to add or edit information any time until the application deadline

Please note: after the application deadline, you will no longer be able to view your application on the dashboard. 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 2021 DATES

FEBRUARY

Application portal open 5pm

09

Wellington Producer Marketplace

15

MARCH

Dine Wellington and Event applications close (11.59pm)

03

Cocktail and Burger Wellington applications close (11.59pm)

11

Preliminary application decision

23

Portal open for successful applicants for final amends

24

Portal closed for internal editing

29

Final application decisions

31

APRIL

All Fees due

20

Any final PDF changes due

29

Final Programme guide PDF sign off

27

MAY

Programme guide to print

03

Website preview available to all participants

17

Wellington programme launch

31

JUNE

Website live (before mid-day)

01

Visa Presale (12noon)

14

Visa Pre-sale finishes (11.59pm)

16

General Release (12noon)

21

AUGUST

Festival Begins

01

Burger Wellington starts

13

Final day of Dine Wellington

15

Festival Ends

31

SEPTEMBER

Announce finalists

02

Judging finishes

07

Festival Awards

08



APPLICATION CHECKLIST

Before the application deadline(s) - have you read all the information and criteria in this pack? For each entry you will need to:

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 Visa WOAP 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

Noted any dietary accommodations

Specified the total event capacity/number of tickets available

Think about if/how you could run this event in COVID Alert Level 2 or 3

EAT & DRINK

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

Priced your offering

Written a catchy description of your offering, including what people can expect to experience during the event

Noted any dietary accommodations

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 1MB, high resolution. 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

Saved and submitted your application once complete

Calculated estimated fees and are ready to pay this on acceptance to the programme - notified Wednesday 31 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 WOAP team

Communicated with your team your plans for Visa Wellington On a Plate.

CONTACTS



Beth: Programme Manager
beth@wellingtononaplate.com

Have an idea but unsure whether to apply or if it will work out? Any or all of your event ideas! We may be able to help make it come to life.



Alice: Programme and Events Coordinator
application@wellingtononaplate.com

All things applications, website, fees.



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

All marketing/design/promotion sign off, PR opportunities, got an interesting story to tell? Get in touch!

Clem: Social Media & Marketing Coordinator
clem@wellingtononaplate.com

All things social media and content.

JoAnne: PR Manager
Joanne@wellingtononaplate.com

All things PR & press.