

Mundaring Truffle Festival Event Management, Planning and Objectives

□ Event Vision

The Mundaring Truffle Festival will showcase the natural surroundings and unique village style atmosphere of Mundaring through the presentation of a world class gourmet food and wine festival themed around the truffle. This festival will attract large numbers of quality gourmet producers, becoming a key industry event in the Australian food and wine calendar, and will bring economic benefits to the local community and beyond through the attraction of high numbers of visitors to the region.

□ Event Purpose

To support economic and cultural development initiatives identified in Shire's Strategic Plan, Economic Development Strategy and Cultural Plan. These initiatives focus strongly on the enhancement of cultural tourism in Mundaring.

□ Objectives

1. To build Mundaring's reputation as the premiere destination point for gourmet food, wine and fine dining
2. To attract a wide range of local and regional gourmet food and wine producers, providing them with sales and marketing opportunities
3. To attract prestigious event sponsors
4. To showcase the culinary arts and add to the events prestige by attracting acclaimed Chefs to present Master Classes and other activities
5. To showcase the Shire's environment, history and community spirit through the inclusion of a range of truffle themed, low cost accessible activities
6. To highlight the importance of the rapidly growing food and wine market in Western Australia
7. To build Western Australia and Australia's reputation as a producer of truffles.

□ Outcomes

1. Attract 13 000 – 15 000 visitors in 2009. 18 000- 20 000 visitors in 2010.
2. Over 40 gourmet food and wine producers attend the Gourmet Produce Markets in 2009 with 50 attending in 2010 and 50% of these producers from the local region (Eastern Metropolitan Region).
3. A minimum of two new sponsors (over \$20 000) are attracted in 2009
A minimum of two new sponsors (over \$50 000) are attracted in 2010
A minimum of three sponsors (over \$70 000) are attracted in 2011 with a minimum of one major sponsor entering into a long term (3 year plus) corporate sponsorship agreement.
4. Two Chefs of international/national acclaim present Truffle Master Classes in 2009

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5. A minimum of 10 free activities that showcase elements of the Mundaring environment and community are included on the event programme for 2009
A minimum of 12 free activities that showcase elements of the Mundaring environment and community are included on the event programme for 2010.
6. A minimum of 50 media “hits” highlighting the food and wine elements of the festival are featured in international, national, state and local level media each year.
7. A minimum of 80% of attendees and stallholders indicate through evaluation surveys that they are “satisfied” or “very satisfied” with their experience of the Mundaring Truffle Festival each year.

1.1. Long term vision/ Target for future growth

Over the next 7 – 10 years, over one hundred and forty thousand visitors will have journeyed to Mundaring to get a taste (or even just a sniff!) of the elusive black truffle.

While here, these people will experience Mundaring’s beautiful natural forest surrounds, village atmosphere, local art and history and strong sense of community spirit. They will also strengthen local business and the state’s economy through spending on WA made gourmet produce and wines as well as local accommodation and other tourism products.

Celebrity chefs, international food and wine writers and world class gourmet producers will travel to Mundaring to be part of this renowned festival. The festival mixes culinary pleasure, informative activities, artistic experience, luxury lifestyle and community living in innovative ways. The diversity of experiences on offer at the festival will enrich the programme and contribute to the festival’s success, sustaining it through high and low economic times.

The Mundaring Truffle Festival will become financially sustainable. As the event develops, income streams will expand to include:

- Increased sponsorship from major players in the food industry
- Increased income from stallholder fees
- Increased income from ticket sales (for Master Classes, demonstrations and other activities)

It is envisaged that by 2011, the event will be self sustaining through the development of a long term (3-year plus) sponsorship arrangement with a major corporate sponsor and through increased event revenue, with reliance on funding (non corporate) support to be significantly reduced.