

BAROSSA VINTAGE FESTIVAL

HANDCRAFTED SINCE 1947



Event Registration Guide
24 - 28 APRIL 2019

BAROSSA VINTAGE FESTIVAL

The Barossa Vintage Festival has a longstanding history as a celebration of vintage, dating back to 1947 when the Barossa community got together to celebrate the end of grape harvest and vintage.

The festival is acknowledged as the largest and longest running wine tourism event in Australia. The Barossa Vintage Festival has always been a celebration 'by Barossans for Barossans' to which we have now invited the rest of the world to come and celebrate – engaging visitors in an immersive food and wine experience, against the back drop of Barossan history and heritage.

The close geographical location of Australia's premier wine region to Adelaide makes the Barossa Vintage Festival highly marketable.

Visitors are provided with many unique experiences and rare opportunities to experience a side of the Barossa not accessible to visitors at other times of the year.

The opportunity to experience the culture and heritage of the Barossa through the diverse program of events creates the difference between the Barossa Vintage Festival and other wine tourism festivals.

2019 will mark the 40th anniversary of Ziegenmarkt and 10 years of the Young Ambassador Program. The Festival will be held from 24-28 April 2019.

KEY DATES

Event Registrations Open: 1 August 2018

Event Registrations Close: 27 September 2018

Program Launch: Early December 2018

Barossa Vintage Festival: 24–28 April 2019

EVENT REGISTRATION FEES

Standard Event Listing

\$660 (inc GST) plus 12 bottles of wine (or equivalent in tickets)

Community/Not For Profit event listing

\$385 (inc GST) plus 6 bottles of wine (or equivalent in tickets)

Budget Community/Not For Profit event listing

\$165 (inc GST)

TO DISCUSS YOUR EVENT IDEAS IN DEPTH
CONTACT JENNY@TOURISMBAROSSA.COM.AU
OR CALL 0428 031 444

TO BEGIN YOUR EVENT REGISTRATION, POP OVER
TO REG.BAROSSAVINTAGEFESTIVAL.COM.AU

FESTIVAL PROGRAMMING

As an open-access festival, any community member or group has the opportunity to host an event.

In 2017, 90 events were registered over five days, split between the categories of Food & Wine, Heritage & Community and The Arts. The Festival managed/partnered events for the 2019 Vintage Festival include:



ZIEGENMARKT (FRIDAY 26 APRIL) - 40TH ANNIVERSARY

A fresh produce and livestock market first appearing in Tanunda in the mid-1800s. It was revived for the 1981 Barossa Vintage Festival and has been a treasured event ever since. The Ziegenmarkt attracts 2500 people to this free family-friendly event at 8am on a Saturday morning.



THE PARADE (SATURDAY 27 APRIL)

First introduced in 1948, the Parade is the most treasured tradition of the Festival. With a route spanning approximately 8kms between Nuriootpa and Tanunda families and visitors line the roads with picnics, brunches and sausage sizzles.



THE SCARECROWS

Appearing like magic from March, Scarecrows pop up in shop-fronts, gardens, vineyards, fields and schools all around the Barossa and hail the start of the festival.



YOUNG AMBASSADOR PROGRAM - 10TH ANNIVERSARY

12 young people, over a 10 month period, participate in a series of events and workshops to help develop their skills and knowledge of the region, heritage, management, interpersonal skills, marketing and business. The Young Ambassadors also assist in developing and managing the festivals' programmed events.

REGISTRATION INSTRUCTIONS AND EXPLANATIONS

If you registered an event in 2017 your login details remain the same, including step 1 & 2 details. You can make any changes you wish in these steps.

To begin your event registration process go to reg.barossavintagefestival.com.au or barossavintagefestival.com.au

Please remember, you can log in and out of the registration system at any time to add, update or alter your details.

STEP 1 – EVENT CONTACT

- If the Event Manager is representing a larger company or organisation and/or will be registering events under multiple wineries, please provide the overarching company details here. If you are representing a single winery, please just enter those details.
- ABN and bank details are required only if you are charging tickets and require settlement payments. These will be automatic at the end of the event provided that you have entered your details here. If you are not requiring ticket settlements, please skip this section.
- Please read and acknowledge acceptance of the Agreement by marking your initials and clicking the check box.

STEP 2 – BUSINESS/ORGANISATION

- Please provide winery/business or organisation name and website here. This is the consumer facing name of the businesses when we promote your event as, for example, “Winery Event presented by”
- If you are hosting multiple events through multiple businesses, you can return here to add the others once you have completed your first registration. For Example:
 1. Step 1 - Overarching company = ‘Treasury Wines’
 2. Step 2 - Winery = ‘Penfolds Wines’ (then move on to step 3 etc
 3. After completion of the first event, return to step 2 and add the next company ‘Saltram Winery’ and move on to te other steps
 4. Repeat as many times as required.
- If you are hosting multiple events within just one winery, see step 3 - Event Details.



STEP 3 – EVENT DETAILS

- This section is where we collect all the vital information needed to promote your event. It is fairly self explanatory. Remember, you can log out and back in at another time if you don't have the full information you need.
- After adding your event, you will be prompted to upload an image and business logo (if applicable) for promotional purposes. This is a great way for Tourism Barossa to promote your event and help it stand out.
- You can return to this step after completing your first event to add additional events by under the same presenting business.

IMPORTANT ABOUT YOUR PROMOTIONAL IMAGE

- Images must be bright, vibrant and represent your event.
- Images with text or borders will not be accepted (posters etc).
- Images must meet the minimum specifications requested on the upload page (min 2mb). Please also see the recommendations for editing your image on the upload page.



NOTES ABOUT YOUR EVENT DESCRIPTION

Please get creative with how you describe your event. Make it evocative and exciting. This is your key sales pitch for people to attend, please treat it that way. We recommend writing it and bouncing it past some friends and colleagues to get their opinion before you add it to the registration system.

Before writing your event description, take a look at the Barossa Brand guidelines (available from Tourism Barossa). Use key words and messaging from the brand guide to help tell your Barossa story. The Barossa Brand has been designed to provide consistency across all brand promotion to help position the Barossa as Australia's global wine and food region.

Please avoid submitting your event with details like this:

VINTAGE FESTIVAL AT MR SMITHS WINERY
Presented by Mr Smiths Winery

Come to Mr. Smiths Winery because we have a view, green grass and a party band. We will be serving Mr. Smiths Shiraz, Riesling, Cabernet, Sparkling, Grenache, Pinot Gris, Semillon and our own home-brewed beer. Mr Jack from Mr. Jack's Restaurant will be serving Kim-chi, soft-shell tacos, sliders, pork belly, pickles and juices from jars at prices between \$5 - \$50.

The above description is all about details and is very exciting. Your 'details' (if deemed necessary) can be added to your extended description for web.

Please make the most of your 100 words in your guide description. Remember, how are you going to stand out from the crowd? First impressions really do count!

STEP 4 - VENUE DETAILS

- In some cases your venue (or venue manager) may not be the same as your event manager. However, in most cases, it will be. I apologise for the doubling up on contact details.

STEP 5 - SESSIONS

SESSION DETAILS

- Sessions refer to each day that your event will be operational. You will need to enter each 'session' with the opening and closing times.

SESSION PRICING

- Please add session pricing for each session that you will be selling tickets for.
- Please refer to the ticketing fees and charges as detailed in the participation agreement.



STEP 6 – APPROVAL

- This section brings together all your information for the printed guide. It will not look like this when designed so just focus on the content.
- Is your description correct? What about the dates, times and venue details? This will be your last chance to proof your entry so please take the time to go through it with a fine-tooth comb.
- Once all registration information is complete (including paying your registration fee in Step 3) you will be able to officially sign off on your Vintage Festival event. All events need to be completed and signed off by 5pm 27 September.

IF YOU ARE STILL GETTING STUCK IN THE REGISTRATION SYSTEM OR ENCOUNTER ANY GREMLINS, PLEASE CONTACT

**JENNY O'BRIEN, 0428 031 444,
JENNY@TOURISMBAROSSA.COM.AU**

