

Report by Joe Sumegi, Communications and Cultural Services Coordinator

RECOMMENDATION

That Council note the report regarding the 2011 Strathfield Food Festival.

PURPOSE OF REPORT

To provide Council with a review of the 2011 Strathfield Food Festival.

REPORT

Council held the inaugural Strathfield Food Festival on Sunday 23 October at Strathfield Town Centre. The event followed last year's Strathfield Taste Food Festival that was part of the Spring Fair.

Like last year, the Food Festival was part of the Crave Sydney International Food Festival, a month long celebration of food throughout Sydney organised by the *Sydney Morning Herald*. This association assisted in giving credibility to the event, as well as promotional opportunities.

The objective of the event was to position the Strathfield area as the pre-eminent Asian food hub and a dining out destination of Sydney.

MARKETING AND PROMOTION

Online

Council established an event website, www.strathfieldfoodfestival.com.au, which was developed in-house. The website included details of the festival and was updated regularly, announcing aspects of the event as they were confirmed.

In addition, a Facebook and Twitter account was established for the event. Both accounts linked the event to the Crave Sydney International Food Festival, chefs and stallholders that were associated with the event.

The event was also listed on known event websites, including City of Sydney's "What's On" page, Timeout Sydney and Events NSW.

Print Media

The target of the advertising campaign was Strathfield locals, as well as food lovers that resided outside of the area. As the event featured Asian cuisine, a heavy focus was to attract those with an Asian background, and this was reflected in the publications selected for advertisements—

- *Sydney Morning Herald* Official Crave Program
- *Inner West Courier*
- *Bankstown Torch*
- *MX*
- *Top News*

- *Sydney Korea Herald*
- *Hoju Donga*
- *Daily Chinese Herald*
- *Chinese Community News*
- *Epoch Times*
- *Punjab Express*
- *Masala Newsline*

In addition to the advertisements, a number of the above papers ran editorial covering the event. There was also extensive coverage in the *Strathfield Scene* in the lead up to the event, culminating in a Strathfield Food Festival wrap, which featured the official event program.

Flyers, posters, banners, letterbox drops

As with the Strathfield Spring Festival, Strathfield Plaza again placed posters promoting the Food Festival in all of its large display modules throughout the centre.

Large outdoor banners were erected at the corner of Centenary Drive and Arthur Street and Strathfield Town Centre, while a letterbox drop of all households within the LGA was also completed.

Radio

Community Service Announcements promoting the event were professionally recorded and sent to every Sydney radio station across AM and FM bands. This proved to be a cost effective way of promoting the event via radio.

EVENT

Demonstration kitchen

The demonstration kitchen featured award winning Korean chef, Adelaide-based Chung Jae Lee, and Seoul of Sydney, a group of Korean cuisine chefs.

The cooking demonstrations were hosted by *Sydney Morning Herald* Good Food Guide co-editor and Crave Festival Director Joanna Savill.

The day ended with a Beer Masterclass hosted by *Strathfield Scene* editor and renowned beer blogger Mark Chipperfield.

With a seating capacity of 50, the demonstration kitchen was hugely popular, with standing room only for most demonstrations.

Strathfield Good Food Guide launch

The second annual *Strathfield Good Food Guide*, produced in conjunction with the *Strathfield Scene*, was launched at the Strathfield Food Festival at the demonstration kitchen marquee and distributed to all festival goers throughout the day.

Stallholders

Eleven food stalls and four sponsor and associate stalls including the Korea Tourism Organization were accepted for the festival.

An indication of the success of any event is the level of trade experienced by the stallholders. The majority of stallholders provided positive feedback, with many requesting that they be contacted again for future Strathfield Council events.

Food Safari Tour

In order to involve restaurants from around the Strathfield area, the Food Festival also included a 'Strathfield Food Safari' degustation style tour. The tour was conducted in conjunction with the *Strathfield Scene* and the opportunity to win tickets to the food tour was advertised in the October *Strathfield Scene*, to those who best described "What you love about Strathfield food".

The Food Safari tour bus departed from the Town Centre at midday from the festival, hosted by *Strathfield Scene* journalist Bernadette Chua. The tour visited four local restaurants who agreed to host the party of 20 for a course of their signature dish. Participating restaurants were:

- Khai's Flemington (Vietnamese)– Homebush West
- Korean Bakehouse - North Strathfield
- Taj Indian Masala – Homebush
- Bassim Korean – Strathfield

The food safari tour was another feature of the Food Festival and allowed an exclusive group to experience the many cuisines and choice of restaurants available in close proximity.

The food safari tour was a successful element of the Food Festival, with both restaurants and participants grateful for the opportunity and very positive about the experience.

Traffic management

In order to hold the Food Festival in Strathfield Town Centre, a traffic management plan and road closure was required to close part of Albert Road, Churchill Avenue and The Boulevard (north of Parnell Street) from 5.30am – 8.30pm.

The road closure was implemented and managed successfully by Council's engineering works and services team, with no problems encountered.

Sponsorship

This year's Spring Festival was well supported, with the following organisations sponsoring the event –

- KIA Motors Australia
- Strathfield Plaza
- Nine Network
- Top Media Group
- Miele

EVALUATION

An estimated 10,000 people attended the Strathfield Food Festival, a great number for a first time event. This success can be attributed to –

- targeted pre-event promotion

- high traffic and strategic location

Feedback received about the event was largely positive. As mentioned earlier, the majority of stallholders traded well and indicated that they would like to be part of future Strathfield Council events.

REFERRAL FROM OTHER DEPARTMENT

No referral was required.

FINANCIAL IMPLICATIONS

Expenditure: \$51,563

Income: \$9,741

Net: \$41,822

Funding was provided in the current budget for this purpose as set out below:

Program	Approved Budget	Expenditure to Date
Communications and Cultural Services	\$979,700	\$452,567