

The future of Food and Beverage Events in Taranaki

RECOMMENDATIONS AND ACTION PLAN

May 2022



venture
TARANAKI
Te Puna Umanga

Food + Drink New Zealand

Food + Drink New Zealand were commissioned by Venture Taranaki to undertake consultation with industry, including food producers, hospitality and event organisers, to develop an exciting and innovative annual food events programme.



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Executive Summary

A successful food event in Taranaki will bring together the Taranaki Food Story and what makes the region unique – the geography, the maunga and the food producers. These are the "WHY"; the Taranaki 'Taste of Place'; and these elements are what set the region apart from other regions of New Zealand.

Currently, Taranaki's food and beverage events landscape can be described as 'grass roots' and it is very much in its infancy.

There is no doubt that a strong and unique food event offering for Taranaki is a successful outcome of a Food Tourism plan for the region. The event needs to be fit for purpose (meet the needs of participants and consumers), designed with clear purpose (tell the unique Taranaki Food Story) and deliver on the outcomes sought by the restaurant and hospitality industry, focusing on the strength of the food producers throughout the region.

This report contains an Event Review of Feastival and includes a SWOT Analysis of the current event which has identified some key outcomes needed to move this event forward, particularly focusing on governance, operations, partnerships, and financial sustainability.

On 20 October 2021, Food + Drink New Zealand facilitated a workshop session with a broad range of representatives of restaurants, events, producers, and hospitality industry from around the Taranaki region. The purpose of this session was two-fold; 1) to share with the group the opportunity that culinary tourism and events provides the region and 2) to understand their views on the sector and what would work best for them in terms of ongoing event development.

To work through these purposes, a series of questions were posed to the attendees which were discussed and workshopped in table groups. The outcomes of these discussions are summarised:

- What food and beverage is Taranaki famous for?
 - What would a visitor choose Taranaki as a food and beverage experience for?
 - What are your food tourism brand themes/pillars?
- What steps need to take place for this to be possible?
 - What would you like to see happen for your sector?
 - What are product development opportunities?
- What would you like Taranaki to be famous for?
- What sorts of food events work best for Taranaki?
 - Objectives, Audience, Formula/Mechanic, Length of Time, Time of Year

The Action Plan in this report details the delivery of the optimal food and beverage event for Taranaki.

This Plan gives the whole Taranaki region the chance to tell its food story and shine a light on food and beverage tourism in its region. This recommended event approach is unlike anything else being delivered in New Zealand right now and can be futureproofed to allow for regional and seasonal growth all while continuing to bring the restaurant, hospitality and producing sectors together to tell the Taranaki Food Story.

Methodology

This Recommendations and Action Plan has been developed by Food + Drink New Zealand during the period of August – November 2021 and has involved:

- Internal discussions and a workshop with Venture Taranaki Trust
- Meetings and discussions with Rachel Church, Feastival
- 1 x Regional Familiarisation visit (October) including a number of producers meet-and-greets
- 1 x External Stakeholders Workshop
- Secondary research review – a review of a wide range of research sources (documented in the References section of this report)

Project Approach

This project and report have been broken down into three key elements:

- Part 1: Events Assessment
- Part 2: Stakeholder Engagement
- Part 3: Action Plan

Deliverables

The key outputs of this work are:

- Determine the best time(s) for food events in the region including optimal number of events
- How to best work with/integrate established food events: Tastes and Tales, Feastival, current restaurant and brewery events and potential events
- Clear definition of USPs for Taranaki food events in the NZ context
- Understand the key drivers of the restaurateurs/producers for their support of Food events
- Event review of Feastival Taranaki

Out of Scope

This is not a full, holistic Food and Beverage Strategy for the Taranaki region. This is a Food and Beverage Event Recommendations and Action Plan that should be used in conjunction with other relevant reference documents including the *Taranaki Food Tourism Project Assessment* (Stafford Strategy, June 2021), *Taranaki on a plate* (Venture Taranaki, June 2017) the *2020-2030 Taranaki Regional Events Strategy* (Venture Taranaki, June 2020), and *Tapuae Roa: Make way for Taranaki* (Venture Taranaki, August 2017).

Introduction

Taranaki is an engine room of food in New Zealand with dairy (especially cheese), fruit, vegetable, poultry, and red meat production all key exports from this region. It's a significant employer and represents more than half of the manufacturing base of the region¹. But, like much of New Zealand, Taranaki's "Food Story" is currently focused on a list of ingredients and their producers and does not really drive deeper into the food experiences offered, presenting the region's food story as a driver of visitor attraction.

However, it was acknowledged in *Taranaki on a plate* (June 2017) that "there's a much deeper connection between food and Taranaki's regional identity, history and culture" (Page 5), and furthermore "at the heart of both the region and the sector is Mount Taranaki" (Page 5). Taranaki's Food Story is and will continue to be an evolution and developing a strong food and beverage event for the region will help to ensure that that story is authentic, genuine, and credible.

Defining the Food & Beverage Tourism Story for Taranaki

New Zealand is the youngest country on earth. Our relatively very recent history means that our nation's food story and culture is still evolving. As a result of well over a century of immigration and our proximity to the Pacific and Asia, New Zealand has embraced many cuisines as well as elements of Māori cuisine. These multiple influences mean we don't have a singular culinary cultural reference like other countries. We didn't invent pasta, curry, or sushi. Our multiple ethnic influences have created an incredibly vibrant and innovative food culture, but they have made it harder to cohesively define what "New Zealand cuisine" is. But the quality and specialness of our food and beverage is intrinsic to us as a people – this is our 'food tourism story'.

Defining New Zealand's, and in turn, the unique food and beverage tourism story of each region of New Zealand is key for each region to understand their food tourism offering. New Zealand's food and beverage tourism story lies in defining our "WHY". Why New Zealand food and beverage and why experience it in New Zealand? At the regional level, the same questions ring true. What sets Taranaki food and beverage apart and why would

someone choose to visit the region because of it? When we understand Taranaki's food and beverage tourism story, food and beverage experiences can be developed, such as events that truly reflect the uniqueness, authenticity and essence of Taranaki that can be used as a reason to visit the destination.

Consider the following thoughts in the Taranaki context...

New Zealand's food and beverage story needs to start at the grass roots – at the makers, the producers, the growers, the fishers, the farmers, the brewers, the distillers, the chefs. If we are going to take food and beverage tourism seriously in New Zealand we shouldn't start with the "tourist"; we need to start with what we grow, and where. Why it grows best there, and when. How we catch it, or cook it, or prepare it, or serve it, and why.

One great thing we've got going for us is that we don't need to invent or exaggerate anything in New Zealand. Food is fresh in New Zealand. We are always close its source and the flavour of our food and beverage speaks for itself; for its terroir; it's the taste of New Zealand. As a country, without doubt we have an extraordinary, ever-changing, and thankfully growing range of talented growers, producers, fishers, farmers, chefs, brewers, and wine makers. They all individually do an amazing job of collectively carving out a new and exciting point of difference for our country beyond its traditional and recognised attributes of adventure and scenery.

¹ *Venture Taranaki (June 2017), Taranaki on a plate, Page 5*

² *Kim Thorp, Brand Consultant, needs to be acknowledged here. This is a paraphrasing of a speech he gave at the Food Hui in 2020.*

A genuine food-visitor wants to discover the real stories, seek out the real talent and find for themselves the real seasonal delicacies. And our stories will mean different things in different seasons and will mean different things in different regions. They will mean different things to different budgets, different tastes, and different areas of interest. We need to ensure we deliver these stories through genuine experiences; nothing manufactured, or "especially for tourists" i.e., we need to evolve from experiences like the hāngi and concert to authentic interactions with New Zealanders and our food and beverage.²

Ultimately, Taranaki's food and beverage tourism story should ensure:

1. Food stories are being told by the diversity of the people from Taranaki – Taranaki's people - farmers, producers, chefs, the whole food community; AND
2. That it defines the 'Taste of Place' of Taranaki:
 - a. the ingredients reflecting the lands, lakes, rivers, oceans, and skies of Taranaki, as well as how that is interpreted, either through unique Taranaki visitor experiences such as an agritourism experience, a pick-your-own operation, right through to a farmer's market, food trucks, fine dining restaurants or an attraction that has a food and beverage offering, such as a food festival, food event or culinary tour.
 - b. ensure that visitors experience an 'authentic' taste of Taranaki; nothing is fabricated 'just for tourists'; the experience reflects 'living like a local'

Understanding and communicating Taranaki's food and beverage story should lead to a change in visitor behaviour i.e., all visitors should have some kind of food and beverage tourism experience. Food and beverage tourism should enrich Taranaki as a visitor destination and as a place to live, work and play.

In 2021, Venture Taranaki commissioned Stafford Strategy to deliver the *Taranaki Food Tourism Project Assessment* (June 2021). In this report, they suggested a vision for Food Tourism in Taranaki:

"Taranaki will be recognised for delivering high quality memorable food experiences that reflect the diverse culture, land and shared history of people from around the Maunga"

This vision aligns well with the feedback provided by the Taranaki restaurant and hospitality industry who attended the Food + Drink New Zealand workshop in October 2021. Mount Taranaki, the maunga, is the life force for the region. Its volcanic soil provides the nutrients that feed the many animals that graze on its slopes and hinterland. Its location and shape provide optimal irrigation and fertilisation of the land and it creates a microclimate resulting in some of the most fertile production land in New Zealand. It is the central source and focal point and the absolute uniquely defining feature for the whole region.

A successful food event in Taranaki will bring together the Taranaki Food Story and what makes the region unique – the geography, maunga and food producers. These are the 'WHY', the Taranaki 'Taste of Place', and these elements set Taranaki apart from other regions on New Zealand.

Part 1: Events Assessment

The Food & Beverage Events Landscape in New Zealand

There are literally hundreds of 'food and beverage events' in New Zealand, ranging from significant multi-day festivals down to small producer-led event experiences. Some of these do an outstanding job of helping to tell a regional (and New Zealand) food story, whilst some of these don't. For the purposes of this report, the focus is on multi-day food and beverage events which align more closely with the Festival concept.

The food and beverage events sector in New Zealand are not well established, with a handful of regions only developing multi-day offerings within the last decade. Prior to this, the food and beverage landscape was predominantly a range of "wine festivals" (with food) rather than a broader sector celebration.

Successful food and beverage events are all successful for quite different reasons, based on the varying goals of each event. Loosely, the winning formula for an event is a combination of the following elements:



* By "well" funded, this means that the event has a diversified income stream (i.e., not heavily reliant on one income source), can appropriately market the event to meet its objectives and does not make a financial loss. Ultimately a successful event is self-sustaining.

The Taranaki Events Strategy

The 2020-2030 Taranaki Regional Events Strategy has identified the five objectives for events in the Taranaki region. Food and beverage events can help to achieve all five of the objectives of this Strategy by:

STRATEGY

FOOD & BEVERAGE

OBJECTIVE ONE

Attract More: Attract incremental visitation (new and repeat) and enable greater value capture

Attract More: Food and beverage travellers have the propensity to spend 25% on food and beverage than regular visitors³

OBJECTIVE TWO

Showcase and Promote Taranaki: Positively profile the region and promote active internal and external advocacy

Showcase and Promote Taranaki: Taranaki's food and beverage story is core to its identity and economy.

OBJECTIVE THREE

Enhance Quality of Life: Enhance regional vibrancy, social inclusion and connection, and civic pride, supporting the attraction and retention of talent.

Enhance Quality of Life: Food and beverage events must first and foremost be designed for locals. Locals must love them if they are to be successful. They build passion and pride for a place.

OBJECTIVE FOUR

Maximise Return on Public Infrastructure Investment: Maximise return on investment in regional infrastructure and public spaces.

Maximise Return on Public Infrastructure Investment: The most successful food and beverage events leverage other sectors. Art, music, design, science, and other fields all enhance the dining experience. Food and beverage events are not limited to restaurants; events can be and should be held in a variety of places and spaces.

OBJECTIVE FIVE

Broaden the Benefits of the Programme: Broaden the geographic and seasonal benefits of the regional events programme across the year and region.

Broaden the Benefits of the Programme: Food and beverage events create the best returns for participants when they are delivered throughout the region, engaging all levels of the food value chain and particularly at times of year that are normally quiet.

³ ANZ & MPI (Edition 1, 2018), New Zealand Food & Agri Tourism: Industry Insights, Page 3

These Key Objectives rely on the success of four Strategic Priorities:

1. **Event Infrastructure:** Identify and address region-wide event infrastructure gaps
2. **Event Programme:** Proactively grow and restructure the events portfolio to deliver on the regional Vision and objectives
3. **Event Funding:** Bring together and expand the public and private funding opportunities to maximise regional return on event investment
4. **Event Capability:** Build on regional capability, collaboration, and decision-making

Food and beverage events, can and do, contribute to all four of Strategic Priorities.

The *2020-2030 Taranaki Regional Events Strategy*, Venture Taranaki has identified their 'Baseline' events programming as:

1. 2 x Signature Events per year
 - WOMAD
 - Festival of Lights
2. 4 x Annual Major Economic/Profile Events
 - Taranaki Garden Festival
 - New Zealand Tattoo & Art Festival
 - AmeriCARna
 - ITU Triathlon World Cup
3. One or more one-off Major Economic/Profile Events
 - e.g., Major concerts and sporting events

The target for 2030 has been identified as:

1. 3 x Signature Events per year
2. 8 x Major Economic/Profile Events

(With the objective of more than 50% occurring on an annual basis)

The Food and Beverage Event Landscape in Taranaki

Whilst all the events listed as 'Baseline Events' in the *2020-2030 Taranaki Regional Events Strategy* offer food and beverage as a component of the event offering, none of these events focus on food and beverage as the primary objective of the event itself. The Taranaki Garden Festival does offer a "Home, Garden and Foodie Tour" as part of their event experience, in addition to the Taranaki Garden Festival's fringe activity, the Taranaki Sustainable Backyards Trail, having a strong focus on edible gardens. Part of the WOMAD experience includes the Global Village which has a strong food focus, but also includes "fashion, art and quirky trinkets".

Currently, Taranaki's food and beverage events landscape can be described as 'grass roots' and it is very much in its infancy. The programme of food and beverage events for the region includes, but is not limited to:

- Feastival (last held in 2020)
- Gindulgence (not unique to Taranaki; there are six iterations of this event held in different cities around New Zealand)
- SOBA Mountain Ales Craft Beer Festival (possibly twice a year, Covid-pending; was supposed to run in mid-November 2021)
- Taranaki Beer Festival (inaugural festival in April 2022)
- Taste and Tales (small scale with potential to grow, currently attracts 30% out of town participation)
- And range of Independent Producer Events (e.g., tours/tastings, small scale and intimate)

The *Taranaki Food Tourism Project Assessment* provides a Comparative Analysis of five New Zealand "foodie" destinations with 12 Key Findings (Figure 1). This "Comparative Analysis is not to duplicate or replicate what is available elsewhere, but rather, to assist in identifying best practice features/factors of success and to identify where there may potentially be gaps that Taranaki could leverage"⁴. Notably, in specific relation to events, there are four notable Key Findings:

- Food and beverage operators that use local produce are an important component
- Events are an important profile raiser
- Industry coordination and collaboration is essential
- Establishing a foodie brand that focuses on the region's foodie unique selling proposition is valuable

There is no doubt that a strong and unique food event offering for Taranaki is a successful outcome of a Food Tourism plan for the region. The event needs to be fit for purpose (meet the needs of participants and consumers), designed with clear purpose (tell the unique Taranaki Food Story) and deliver on the outcomes sought by the restaurant and hospitality industry, focusing on the strength of the food producers throughout the region.



Event Review: Festival

Food + Drink New Zealand has undertaken a review of Festival as the current predominant food event in Taranaki which has the potential to become the basis for a collaborative, sustainable and more developed food event offering. This assessment has been carried out following discussions with event creator, Rachel Church, team members at Venture Taranaki, background reading of promotional materials and budgets and broad desktop research. Whilst not intended to be a critical review, several operational issues and challenges have been identified. Almost all of these can be remedied but it will require further commitment (particularly from the industry), clear operational processes implemented and ultimately, investment from funding partners to make it successful.

Most large-scale arts and culture events (effectively umbrella marketing platforms) operate in an environment of market failure – in essence they rely on public funding grants and support to sustain their core business operations. Building a pathway to being self-sustainability is and should be the long-term goal, but in the short to medium term, events such as Festival, will rely on public funds to deliver their core outcomes.

OVERVIEW

Festival was created by Rachel Church following a detailed review of the restaurant sector in Taranaki (specifically New Plymouth), event and council partners and assessment of other similar food and beverage events around New Zealand. With no dedicated food and beverage event in the Taranaki region, Rachel identified a gap in the market for the development of a food event through which she ultimately wants to "tell the Taranaki Food Story". As detailed in Festival's own collateral, "the idea came from our passion for Taranaki's high calibre local restaurants and our local food scene, our own professional experience and love of events, and the desire to liven up our winter event calendar".⁵

The objectives⁶ of Festival are to:

- Create a vibrant annual event that creates economic growth for our Taranaki CBDs
- Benefit and celebrate Taranaki's culinary, hospitality and tourism sectors
- Attract visitation to the region

Festival aims to work across the entire Taranaki region and all three districts – New Plymouth, Stratford, and South Taranaki. Whilst the offering is quite differing throughout the region, essentially, Festival was designed to attract visitors to Taranaki and encourage locals to try something new.

^{5, 6} Rachel Church, Festival Event Vision & Purpose, 2019

MECHANICS

When initially established in 2018, Feastival's format was "modelled on impactful and proven restaurant and food events such as Visa Wellington On a Plate and Taste London". In year one, Feastival – Taranaki Restaurant Week – was six days long. In year two (2019), Feastival grew to 12 days and in 2020, Feastival was 17 days long, rescheduled after a Covid-19 delay leveraging the Taranaki Garden Festival and RESET 2020. Feastival did not take place in 2021, due to Covid-19 and other limitations.

The Feastival Programme has evolved since its inception, but it broadly offers:

- \$20 or under offering – reduced price menu offerings
- Feasts – unique menus and restaurant experiences
- Cocktail and Burger Competitions
- Festival Events – one off food and beverage event experiences during the festival

REVIEW FINDINGS

The review of Feastival identified many strengths including that the event is region-wide and professionally managed by a passionate and driven Event Director. It identified that Taranaki has a strong pedigree in food production and an ever-growing number of artisan producers are expanding the regions food and beverage offering. The review highlighted the need for any food and beverage events to be industry-led with iwi involvement, have a strong point of difference and encourage participation around the maunga, not just New Plymouth.

The opportunity is there to forge a unique food story for Taranaki through an event platform and use Feastival to celebrate the diverse range of producers and hospitality around the region. The review also identified the opportunity to grow involvement from the wider region with more events outside of New Plymouth to encourage travel between districts.

Part 2: Stakeholder Engagement

On 20 October 2021, Food + Drink New Zealand facilitated a workshop session with a broad range of representatives of restaurants, events, producers, and hospitality industry from around the Taranaki region. The purpose of this session was two-fold; 1) to share with the group the opportunity that culinary tourism and events provides the region and 2) to understand their views on the sector and what would work best for them in terms of ongoing food and beverage event development.

A series of questions were posed to the attendees which were discussed and workshopped in table groups. The outcomes of these discussions are summarised as follows:

WHAT FOOD AND BEVERAGE IS TARANAKI FAMOUS FOR?

Taranaki is surprisingly diverse in the food and beverage options on offer. The workshop attendees identified the following as key products for the region – dairy, quinoa, bread, honey, farm produce, gin, rum, coffee, seafood, beef and wild game. A key theme that came from the attendees was "Mountain Meets the Sea", the connection of food to the story of place and regionality. In addition, attendees identified a number of reasons why visitors would come to Taranaki for a food and beverage experience – the region is famous for its nature, the landscapes, the ability to experience the heart of Taranaki in a long weekend and the friendly nature of the region.

WHAT WOULD YOU LIKE TARANAKI TO BE FAMOUS FOR?

The workshop attendees envision Taranaki as an authentic food and beverage destination with events that encompass producers, accommodation providers, bars and venues around the maunga. They would like to see the story of our land being told, such as the water from the maunga and the rich volcanic soil which lends itself to not only spectacular food production but beautiful gardens around the region. The theme of wellness and Taranaki as a connected region with the intimate feeling of a village were also strong points in the food story.

WHAT STEPS NEED TO TAKE PLACE FOR THIS TO BE POSSIBLE?

It was identified by the group that collaboration across the industry was key to the success of any food and beverage events with events collaboratively planned and delivered by industry. The workshop attendees identified what sort of food events work best for Taranaki with Festival, Taste & Tales, marae-based, storytelling, masterclasses and various tours coming through strongly.

WHAT ARE THE PRODUCT DEVELOPMENT OPPORTUNITIES, IE WHAT'S MISSING?

- Neutral linkage platform to, for example, encourage collaboration
- A central hub to buy local produce, ie a "Mountain to Surf" market
- Regionalise the cheese and farmer's story
- Inclusion of local talent in product development
- Clean water off the maunga and volcanic soil for growing food and gardens
- Education on local products
- Meet the makers
- Locals to act as advocates for the industry
- Iwi engagement
- An engagement group/committee
- Identification of the regions points of difference



Part 3: The Action Plan

So, what is the food and beverage events opportunity for Taranaki? Let's start by revisiting the Food Tourism vision suggested by Stafford Strategy:

"Taranaki will be recognised for delivering high quality memorable food experiences that reflect the diverse culture, land and shared history of people from around the Maunga"

Detailed in this Action Plan are specific actions relating to Feastival as it is currently and more specifically the overall governance, operations, partnerships, and financial sustainability of the organisation that sits behind Feastival. In addition to this are Food + Drink's broader actions for the evolution of a food and beverage event for the Taranaki region – whether this is an evolution of the current Feastival format or an entirely new event platform. Much of the thinking has been drawn from the collective feedback of the Industry Workshop held in New Plymouth on 20 October 2021.

Each Action has been given priority ratings dependant on the order in which the recommendations should be delivered. These priorities are:

Priority 1	Immediate	Should be completed within the next year
Priority 2	Medium Term	1–2 years
Priority 3	Long Term	2+ years

Action Plan: The Current Festival Event

Feastival's overall reason for being is a valid one and ultimately food events are proven all around New Zealand, but for Feastival to deliver on its intended outcomes and ultimately deliver for the industry participants, as its key stakeholders, Food + Drink New Zealand recommends:

GOVERNANCE

Recommendations	Action/s	Priority
Establish an Industry Advisory Committee (no fiduciary responsibility)	<ul style="list-style-type: none"> • Act as 'establishment committee' to assist with industry buy-in • Driven by industry • Appoint a chair or lead and quorum on decision making • Clearly define Feastival's unique identity – what makes it unique and why would someone travel to Taranaki for it? • Agree to Feastival objectives • Set KPI's based on objectives • Establish USP of Feastival and programming selection parameters – application vs registration (registrations are for everyone; applications do not guarantee acceptance) 	1
Establish a formal organisation (Trust or Company is recommended; not an Incorporated Society – memberships are too hard to manage)	<ul style="list-style-type: none"> • Appoint Trustees / Board Members • Full fiduciary responsibility • Strategic support and advocacy • Scheduled board meetings and AGM (if needed based on organisation type) • Not just 'food people' but key individuals who are "movers and shakers" in the region / New Zealand 	3

OPERATIONS

Recommendations	Action/s	Priority
Develop a full Feastival Operating Manual	<ul style="list-style-type: none"> • Policies and procedures for the operation of Feastival (effectively the 'rules'), including such things as: <ul style="list-style-type: none"> – Cancellation Policies – Code of Conduct 	1
All participants to sign a 'Memorandum of Understanding'	<ul style="list-style-type: none"> • Detailing the two-way partnership and deliverables of both parties 	1
Work up realistic timelines for the event delivery	<ul style="list-style-type: none"> • From registration through to delivery • Share this with participants and partners – educate them on how long it takes and what it takes to deliver the event 	1
Investment in content management software	<ul style="list-style-type: none"> • Streamline and manage applications and participant data 	3
Develop training opportunities for restaurants, hospitality, and events people	<ul style="list-style-type: none"> • Help them understand how to create successful festival events: <ul style="list-style-type: none"> – PR Training – Social Media Training – Marketing Training – Etc 	2
Create festival event programming in 'hubs'	<ul style="list-style-type: none"> • Encourage people to travel outside of New Plymouth for Feastival (e.g., a collective of events across a weekend in and around Opunake) 	2
Build Feastival support team	<ul style="list-style-type: none"> • Employ the skills needed to deliver key elements of the event programme. 	2

PARTNERSHIPS

Recommendations	Action/s	Priority
Establish a sustainable sponsorship structure	<ul style="list-style-type: none"> Sponsorship structure cannot rely on annual renewals (long term is more strategic) <ul style="list-style-type: none"> Tier structure vs bespoke offering 	1
Balanced income sources	<ul style="list-style-type: none"> Develop a budget with income from a range of balanced sources – participant fees, grants, sponsorship, ticket commission etc No event should be solely or largely reliant on one income source 	1
Formalise relationship with key hospitality drivers	<ul style="list-style-type: none"> Develop a close working relationship with key hospitality drivers to understand their success measures and what outcomes they need from Feastival. 	1
Create opportunities for producers and the restaurant and hospitality community to meet and connect	<ul style="list-style-type: none"> Develop a market trade day (B2B forum) for restaurants and hospitality to connect directly with local producers and suppliers of all scale. 	2
Local Iwi partnerships	<ul style="list-style-type: none"> Identify key individuals in local Iwi who can help forge partnerships to help tell local Māori food stories and heritage. 	1

FINANCIAL SUSTAINABILITY

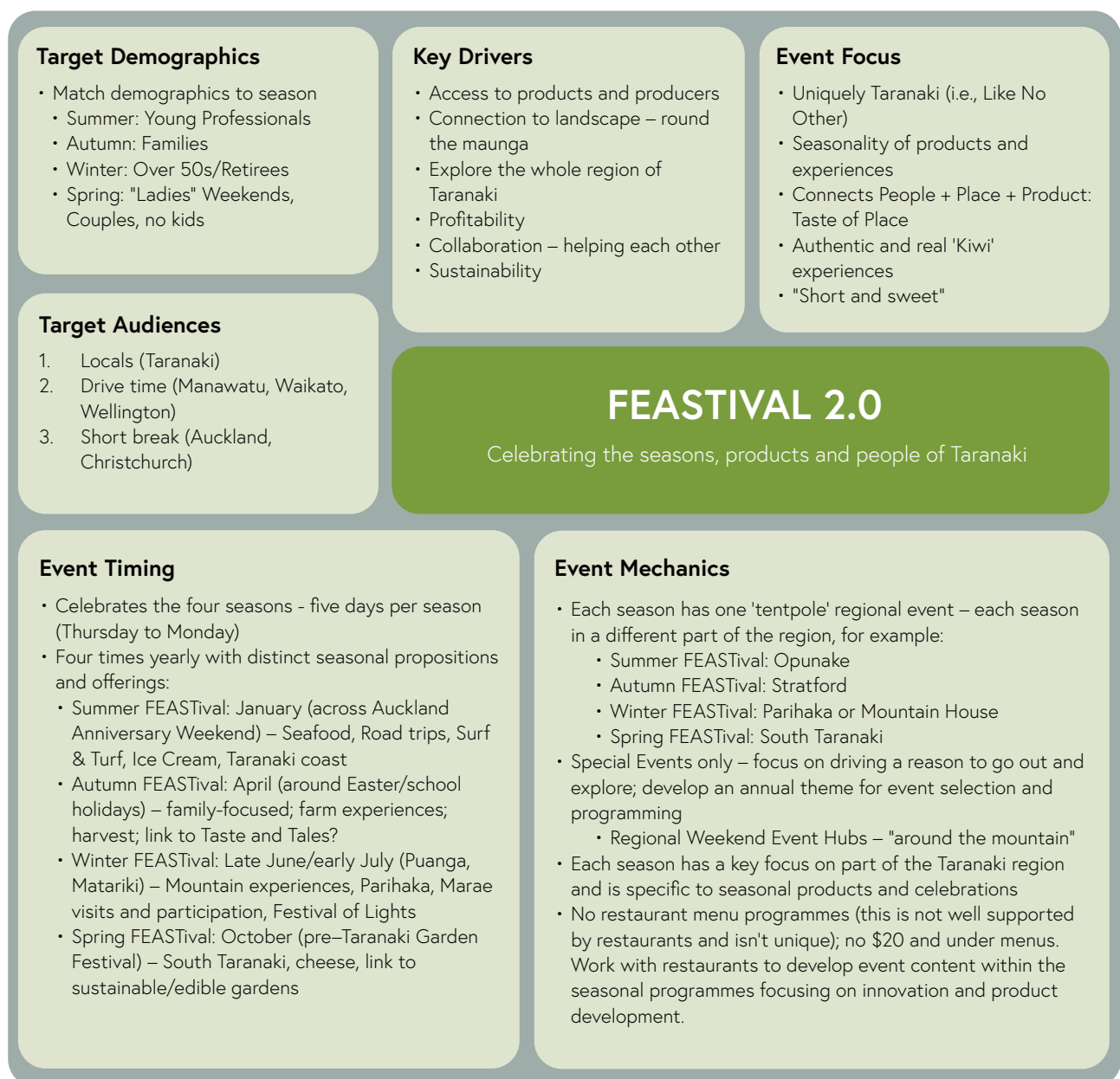
Recommendations	Action/s	Priority
Develop formalised event pricing structure	Set price vs capacity-based formula NO discounts offer Implement upfront participation fee payment and cancellation fees (linked to introduction of Memorandum of Understanding)	1
All participants to sign a 'Memorandum of Understanding'	Do you solve a problem for them? i.e., reputation building Are they naturally aligned to a food event? i.e., Appliance manufacturer or significant category exporter Do they like to support Taranaki events? i.e., giving back to the community	2
Feastival "Owned" Events	Can Feastival develop and own any of its own events to generate revenue?	3

Action Plan: Delivering the Optimal Food & Beverage Event for Taranaki

It should be noted that to successfully implement the optimal food and beverage event for Taranaki, the actions listed in the previous section specifically relating to Feastival, need to be set in motion regardless. The recommendations made for Feastival are relevant to the structure of any event platform and their implementation will ensure the necessary structures and processes are in place to ensure successful event delivery.

In developing the concept for the optimal food and beverage event for the Taranaki region, consideration has been given to the elements that contribute to the delivery of a successful event. Summarised below is a potential format for a refreshed Feastival that delivers not only on the necessary requirements to be a successful event but has taken into consideration the contribution of the wider restaurant and hospitality industry in Taranaki, who are the content creators of any food and beverage event offering.

A REVISED FEASTIVAL EVENT



Source: Distillation of industry workshop feedback and current New Zealand landscape

STAGED ROLL-OUT

To successfully roll out this new Feastival format, it would be recommended that a staged approach is taken, for example:



Partnerships can be developed for individual seasons, with more significant partnerships developed across all seasons. As sustainable income sources are secured, additional resource can be brought onboard to support the event roll out.

Considerations of a successful event:

- Authentic storytelling: tells the Taranaki Food Story
- Meets industry objectives (there is high industry satisfaction)
- It is well funded and financially secure
- Meets audience needs (high audience satisfaction)
- Delivered at an optimal time that fills a gap in the calendar
- Locals love it and are proud of it
- It builds a positive reputation for itself, the region and for New Zealand; and
- It delivers on the key performance indicators set to measure its success

Integrating with other events

As referenced in the 'Event Timing' section of the Feastival diagram, alignment with other regional events, such as Taste and Tales has been noted. There are obvious synergies in forming partnerships to cross-market to events with a similar target market and to help increase the length of stay of out-of-town visitors.

What does success look like?

This new seasonally focused FEASTIVAL series will deliver:

- Better producer and chef collaborations
- More regional event content
- More focus on multi-experiences and storytelling
- Drives more support and pride from locals as it's a 'whole of region' approach
- Ability to leverage other events and Taranaki experiences (arts, gardens etc)
- Drives the development of food touring routes/food trails
- Provide a platform for seasonally specific celebrations and events
- Using the maunga as the focal point for the journey around the region
- Help tell the story of how the landscape 'feeds' the land and brings the region together

Furthermore, this approach strongly supports the 2020-2030 Taranaki Regional Events Strategy by:

STRATEGY	FOOD & BEVERAGE
OBJECTIVE ONE	
Attract More: Attract incremental visitation (new and repeat) and enable greater value capture	Attract More: Feastival will create multiple reasons to visit Taranaki at different times of years – different seasons for different reasons focusing on different parts of the region.
OBJECTIVE TWO	
Showcase and Promote Taranaki: Positively profile the region and promote active internal and external advocacy	Showcase and Promote Taranaki: Feastival can be a year-round food and beverage consumer platform to tell the Taranaki Food Story.
OBJECTIVE THREE	
Enhance Quality of Life: Enhance regional vibrancy, social inclusion and connection, and civic pride, supporting the attraction and retention of talent.	Enhance Quality of Life: Feastival will create activity and attraction right around the region, injecting vibrancy and pride into regional communities.
OBJECTIVE FOUR	
Maximise Return on Public Infrastructure Investment: Maximise return on investment in regional infrastructure and public spaces.	Maximise Return on Public Infrastructure Investment: Feastival will create the ability to use public infrastructure to deliver the events programme and create opportunities to engage with spaces in new ways, e.g., street parties etc
OBJECTIVE FIVE	
Broaden the Benefits of the Programme: Broaden the geographic and seasonal benefits of the regional events programme across the year and region.	Broaden the Benefits of the Programme: Feastival will be driven by collaboration at its heart, throughout the whole region and year.

Similarly, Feastival can help in the achievement of the four Strategic Priorities:

- 1. Event Infrastructure:** By collaborating throughout the region, gaps will be identified where there is a shortage in facilities.
- 2. Event Programme:** Feastival will deliberately focus its activity predominantly in the shoulder and off season to drive visitation to the region at traditionally quiet times of year.
- 3. Event Funding:** Taking a broad regional approach with measurable outcomes will make it easier to work with private sector partners who want to connect with communities across the Taranaki region, not just in New Plymouth.
- 4. Event Capability:** A successful and vibrant hospitality and restaurant sector is key to the ability for the region to attract talent, investment, and other events. Feastival provides the restaurant and hospitality industry with the platform they need to showcase their burgeoning reputation.

Next Steps

In reality, there is work to be done, funding to secure and industry collaboration required to achieve this ambitious evolution of Feastival. But this is not unobtainable. At its core, the Feastival proposition is solid. The recommendations detailed in the Current Feastival Action Plan on Page 23 are a critical step in achieving any long-term goals for any food and beverage event in the region. With the help of a newly formed Taranaki Culinary Advisory Group, priorities should be determined about a staged roll out of the new Feastival format.

This Plan gives the whole Taranaki region the chance to tell its food story and shine a light on food and beverage tourism in its region. This recommended event approach is unlike anything else being delivered in New Zealand right now and can be futureproofed to allow for regional and seasonal growth all while continuing to bring your restaurant, hospitality and producing sectors together to tell the Taranaki Food Story.

PROGRESS TO DATE

Since the workshops were held in October 2021, the Taranaki Culinary Advisory Group has been established with key industry leaders, producers and events organisers forming the group. They have worked together to determine a new format for Feastival which will see two seasonal events per year with a focus on a different district within the Taranaki region for each event.

ABOUT VENTURE TARANAKI

Venture Taranaki is the regional development agency for Taranaki. The organisation is responsible for regional development strategy, enterprise and sector development, investment and people attraction, and major project initiatives which contribute to the inclusive and sustainable growth of the region. Venture Taranaki is a registered charitable trust and a New Plymouth District Council Controlled Organisation, supported by the three District Councils of the Taranaki region.



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