



discover farming

EXPRESSION OF INTEREST EVENT COORDINATION

ABOUT DISCOVER FARMING

Discover Farming is a month long event during May, celebrating innovation, produce and agriculture from our colourful and highly productive local Goondiwindi region.

DISCOVER FARMING OBJECTIVES

- Showcase quality local produce and authentic country experiences
- Provide a strong, positive voice for agriculture and our region
- Increase tourist numbers to the region to boost the local economy
- Improve the wider community's understanding and connection to agriculture
- Showcase the latest technologies across various industries
- Engage our youth in technology and agriculture

WHAT WE'RE LOOKING FOR

- Event Organisers or venues interested in creating and implementing a suitable event for the Discover Farming brand (see www.discoverfarming.com.au), which is a unique program of activities, not available at any other time of the year.
- A mix of free and ticketed events that will entice day trippers, locals and weekend visitors, as well as activities for youth (both local and from other regions).
- Events that provide a diversity to our program of experiences and provide an authentic regional experience.
- Events that compliment other activities in the program.
- Events that are cost-recovery or profit making, Discover Farming is unable to provide subsidies or cover financial losses.

WHAT WILL DISCOVER FARMING PROVIDE FOR YOUR EVENT?

Discover Farming provides an umbrella under which individuals, groups, organisations can run their own special events or activities aligned to our objectives.

For a fee of \$100 Discover Farming will promote all accepted events or activities through:

- Inclusion under the Discover Farming umbrella and associated marketing
- Inclusion in the Discover Farming printed program and on the website
- Ticket sales set-up and all ticket sales management
- Promotion of your event and relevant business news/imagery through selected marketing activities (social media, public relations, advertising)
- At least one boosted/ paid post on Facebook
- Risk management plan template
- At least 1 face to face meeting with Discover Farming management committee to assist with event roll-out

Event Organisers are encouraged to also undertake their own additional advertising, talk to us to access Discover Farming materials.

If you require marketing collateral to be created (e.g. logo, photography or video), we encourage you to make contact with the committee ASAP to discuss what support we can provide. Please note a cost may be incurred.

WHAT IS MY ROLE IF I AM PART OF DISCOVER FARMING?

As a host of an event or activity, you will be responsible for managing your own activity or event and associated costs. You will be responsible for organising the necessary venue and equipment, bookings enquiries, public liability insurance and permits, if necessary. You will be entitled to keep all profits.

Each Event Organiser will be required to meet with a committee member at least once during the lead-up to the event.

Each Event Organiser will need to complete a risk management (template provided) at least two months prior to the event, this allows the Discover Farming brand to commit to a quality experience, and to minimize issues arising during the very busy month!

HOW DO I BECOME INVOLVED?

Complete the following Expression of Interest form and return it to Discover Farming by Friday 12th October, 2018 via email hello@discoverfarming.com.au or deliver to My Design, 2/8 Herbert Street, Goondiwindi, 4390.

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Event Organiser acknowledges that completion of this form does NOT guarantee entry into Discover Farming 2019.

EVENT/ PROJECT PROPOSAL

Event/ Project Name (if available):

Event Project Address or Location:

Proposed Dates:

Brief Description:

Relationship of proposed event to Discover Farming objectives
(see page 1 above)

What price range are you proposing your event will fit into?

- ☐ Free
- ☐ Gold coin - \$10
- ☐ \$11 - \$50
- ☐ \$51 - \$100
- ☐ Over \$100



APPLICANT DETAILS

Name of Entity:	
Contact Person's Name:	
Contact Details:	Mobile:
	Email:
	Other:
Postal Address:	
Website:	
Facebook:	
Instagram:	

PLEASE RETURN SIGNED EXPRESSION OF INTEREST FORM BY FRIDAY 12TH OCTOBER

HELLO@DISCOVERFARMING.COM.AU

