



# *From Source To Sensation*

*Creating brand awareness and value for the region's produce and developing the complete produce to plate experience*

## Tasmania's Cradle Coast Food & Beverage Strategy

2005-2008



An Australian Government Initiative

**AusIndustry**



**CRADLE COAST AUTHORITY**



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## Introduction

This strategy is the first of its kind in Tasmania. It is a dual industry strategy that will deliver significant benefits to the primary sector and to the tourism industry.

The aim in developing this strategy was to establish a Cradle Coast food and beverage tourism sector that is able to compete with other regions, develop strong brand value and awareness of the region's produce off shore and add value to the existing Cradle Coast tourism "experience".

There are at least two major outcomes that can be expected from the successful implementation of this strategy:

1. The development of a brand for Cradle Coast produce that will increase the value of Tasmania's Cradle Coast produce
2. Increased and improved food and beverage related experiences for visitors to the region

Brand development strategies have been successfully undertaken in relation to produce from many destinations around the world with the aim of creating increased value for producers. This strategy recognises that the region's tourism operators and destination marketers can assist in opening new markets and creating brand awareness (and brand value) for a region's primary producers.

It also recognises that primary producers and processors in the region can enhance the holiday experience of visitors by making their produce readily available and providing opportunities for visitors to experience their produce in unique and novel ways.

## The Opportunity

The Cradle Coast region produces a wide and diverse range of produce – "it produces all the ingredients for a five course meal".

Across all four seasons of the year, a range of produce is grown and produced in the region. Having members of the value chain across primary production, tourism and hospitality work is the key to making more produce available and visible to visitors in the region in order to build brand value and awareness over time.

There is the potential to leverage off the regions pristine, colourful and lush environment and its location on the edge of a world class wilderness area to produce a powerful and compelling brand and a unique produce to plate experience for visitors.

There is the opportunity to promote premium quality seasonal produce at different times of the year and to make it more readily available and visible to visitors in the region.

## The Strategy Framework

This report articulates five strategies and detailed associated actions in order to achieve the following objectives:

Strategy	Objectives	KPI's
<b>Develop a strong and differentiated food and beverage experience</b>	The development of unique visitor experiences centred around the regions produce to plate experiences	Greater overnight stay conversion Increased visitor numbers and spend Increased number and quality of F&B tourism operators
<b>Position the region as providing the complete produce to plate experience</b>	Differentiate the food and beverage experiences	Greater brand awareness of Cradle Coast Food & Beverage in the minds of visitors
<b>Co-operatively promote the region's food &amp; wine experiences</b>	Increased cross selling among producers and operators Increased marketing collateral	Increased viability of existing F&B operators Increased marketing collateral
<b>Increase brand awareness of region's produce</b>	Greater visibility of local produce in all regional tourism and retail outlets	Increased purchases by visitors of regional produce Increased availability of produce in local outlets
<b>Build a strong network of operators from producer to plate</b>	Develop a coordinated network of operators from produce to plate to underpin all strategies	Database of producer to plate operators Regular communication between industry sectors


## Key Initiatives

Some of the key initiatives that form part of this strategy include:

1. Working with the value chain across multiple industry sectors to make fresh produce more available to visitors in the region
2. A campaign aimed at food and beverage and tourism operators “four plates for four seasons” to encourage the use, branding and interpretation of Cradle Coast produce in their outlets, on their menus, etc
3. A campaign aimed at visitors to the region “garden on the edge of the wilderness” to inform them about the availability of fresh, seasonal produce in the region, the location of farm gate experiences in the region and the location of food and beverage outlets that offer fresh seasonal produce from the region
4. Provision of interpretation medium about produce and producers in the region to food and beverage providers and tourism operators
5. Provision of branding collateral for fresh produce to producers and distributors
6. Working with primary producers, distributors, processors who wish to develop produce to plate experiences

Conclusion

This strategy



Cradle Coast Tourism engaged Tourism Consulting Company, Red Inca, to develop a Food and Beverage Strategy for Tasmania's Cradle Coast region. The development of this strategy was supported by the Tasmanian Farmers & Graziers Association and jointly funded by the Cradle Coast Authority and AusIndustry.

The objective in developing this strategy was to establish a Cradle Coast food and beverage tourism sector that is able to compete with other regions, develop strong brand value and awareness of the region's produce off shore and add value to the existing Cradle Coast tourism "experience".

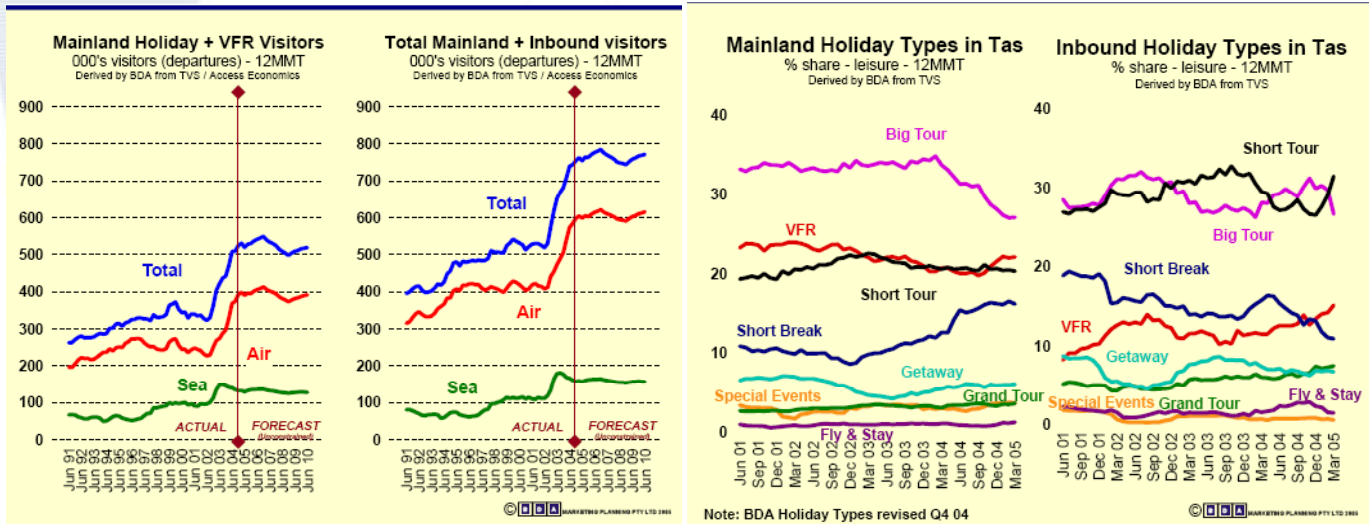
This strategy is a cross-industry strategy. It has implications and benefits for both the tourism and hospitality industry and the primary production industry in the region.

This strategy is about harnessing these opportunities and returning the benefits of:

- Increased brand awareness and value of the region's produce
- Enhanced visitor experience
- Increased visitation and spend

This strategy has been developed in consultation with industry representatives and stakeholders (*see stakeholder consultation list in Appendix A*).

*NOTE: This strategy does not encompass King Island. It is recognised that King Island has developed a strong and differentiated brand with international strengths in particular produce markets. Because of its different market position, a separate strategy will be developed for King Island.*



BDA Marketing Planning: Tracker (March 05)

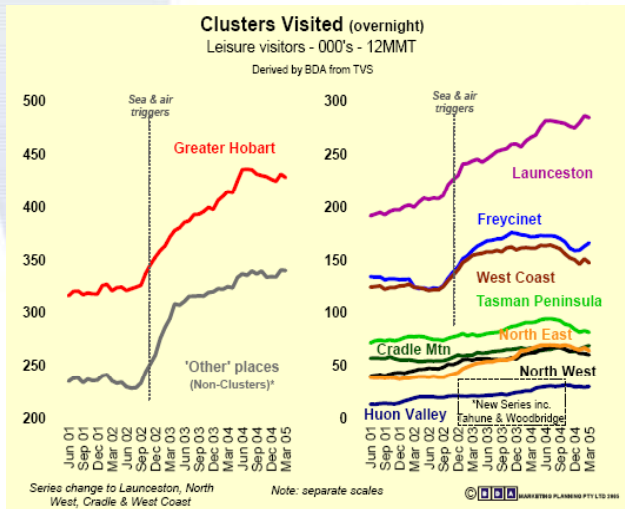
## Tasmanian Visitor Growth and Trends

Tasmania has seen strong and rapid growth in its visitor market over the past years which was largely driven by the state's increased air and sea access. This growth is now forecasted to peak and flatten in the coming years.

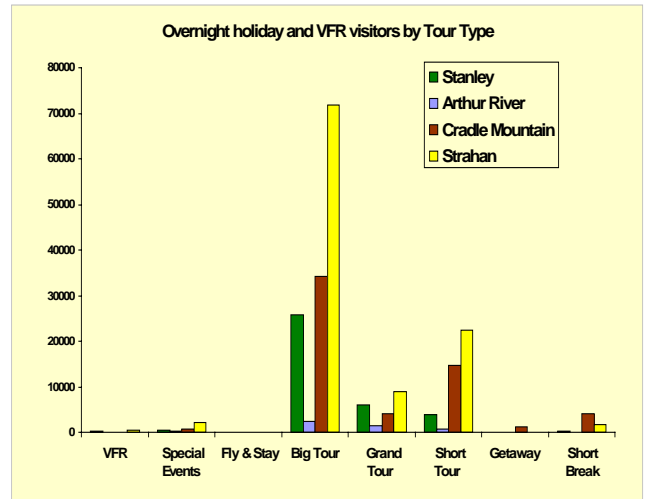
Over the last two years, the state has also witnessed a massive structural change in the make-up of the Tasmanian visitor market. Whilst the Big Tour segment remains Tasmania's largest holiday type segment, it has experienced a sharp decline in both market share and absolute numbers. The Big Tour visitors are typified by older couples who tour the entire state by car for a two week period and visit many of the states regional areas and attractions. They go everywhere, see everything and their spend is good.

The Short Tour segment is Tasmania's second largest holiday segment and market share is currently holding steady. The Short Tour visitor is in the state for a week. They tend to tour only parts of the state but are a very high yielding visitor segment.

Whilst the state's traditional touring segments are either flattening or in decline, there has been an increase in the overall size and market share of the Short Breaks & Visiting Friends & Relatives (VFR) segments. The growth in these segments has largely been driven by lower airfares. These segments are not as attractive for the Cradle Coast tourism sector as they are in the state for a shorter period and do not tend to travel the state extensively. The Short Breaks visitor is in the state for approximately 3 nights and they tend to fly into Hobart (70% approx) or Launceston (30% approx) and stay there. They are a high spending segment but the marketing cost of reaching them is also high and a quality standard of tourism experience is needed to entice them to regional parts of Tasmania.



BDA Marketing Planning: Tracker (March 05)



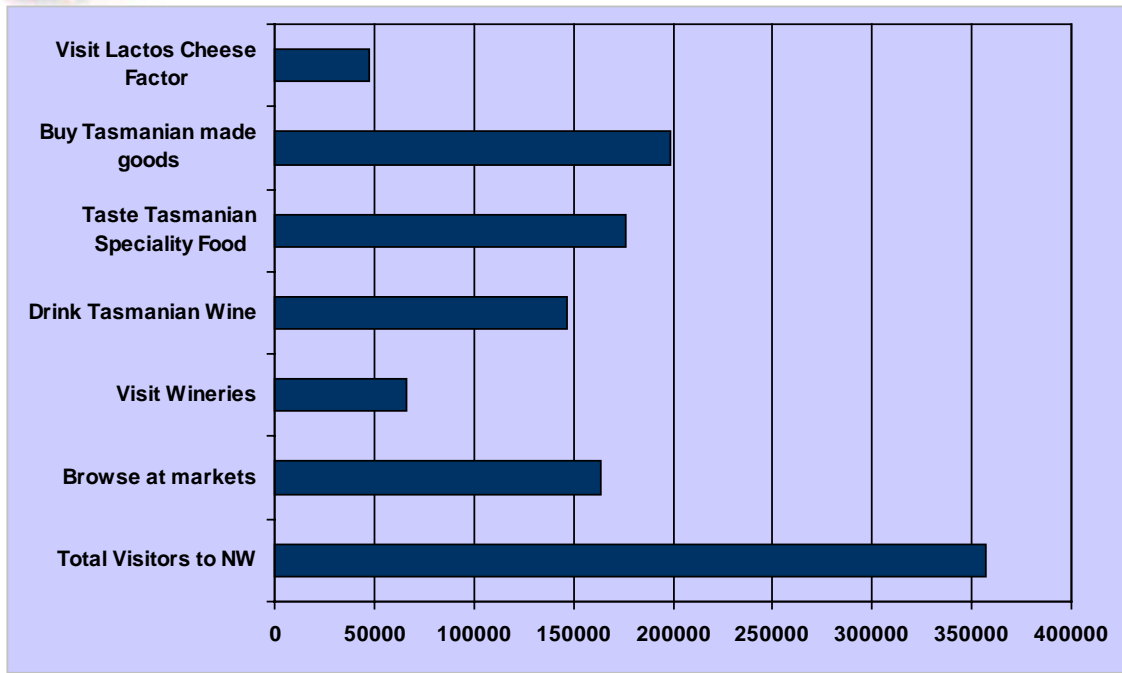
Tourism Tasmania: TVS Dec (04)

## Cradle Coast Visitation Trends

The most recent growth we have seen in the Tasmanian visitor market was primarily fuelled by Victorians taking short breaks or visiting friends and relatives. Continued buoyancy in these customer segments will be almost totally dependent on airline pricing and capacity decisions.

The overall impact of the changes we have seen in the visitor mix has been a lower average number of nights spent in the state, lower attraction visitation and a decline in the number of overnight visitors to almost all of the state's major tourism clusters. Visitor numbers to the North West and Cradle Mountain have flattened and visitor numbers to the West Coast have declined significantly.

Visitor to the state's north west are predominantly touring types and are dominated by the Big Tour visitor (particularly in Strahan). Short Breaks visitors are largely absent from most tourism centers in the North West (however, a small percentage visit Cradle Mountain and Strahan).



Tourism Tasmania: TVS March (05)

## Interest in Food & Wine

Experiences that involve local produce, goods and food and wine are very popular with visitors. Nearly half of all visitors to the North West Coast are interested in browsing at markets, buying Tasmanian goods, tasting Tasmanian specialty food or drinking Tasmanian wine.

The Tasmanian Wine & Food Strategy (2002) suggests that an increased number of visitors expect quality food and wine experiences as a mandatory part of their holiday experience. However, neither food, wine, nature or history alone comprise the experience and it is the unique combination of these attributes that could potentially provide the competitive advantage for the north west region.

Food, wine and tourism experiences will not attract significant additional volume in their own right unless the region positions itself solely around food and/or wine (eg., Murray Food Bowl, Margaret River, etc). However a superior food and wine offering will increase regional spend. Regions that promote its local produce well to tourism markets are also likely to grow their markets as the brand value and awareness of their produce is increased (A profile of wine visitors in Australia, Tourism Research Australia, 2003).

## What the consumer wants from F&B tourism experiences

- enjoy the experience and feel happy
- be inspired
- to experience something special that they can talk about with friends
- a novel experience
- a beautiful environment
- indulged and experience luxury

Good Living Tourism Project, CRC

## Desired Experiences

Tasmania's visitors (especially our touring visitors) show high levels of participation in food and wine related activities. For the experience to become an integral part of a unique and memorable holiday experience, it must be of a high quality, it must make people happy, it must be unique and it must (ideally) be located in a beautiful environment.

A study of High yield Travellers in Sydney & Melbourne (Red Inca, 2004) segmented potential visitors on the basis of the types of experiences they want when they travel. It identified four segments:

1. Wilderness and adventure
2. Relaxation and fun
3. Relaxation and adventure
4. Culture, nature and history

A group of experiences that clustered together were - fun, wine, food, novelty. This cluster of experiences was a factor for the first three segments above and a particularly important factor for the relaxation and fun segment.

## Strengths & Opportunities

The Cradle Coast region produces a wide and diverse range of produce. Tasmania produces approximately 80% of Australia's processed vegetables, the bulk of which are grown in the Cradle Coast region. As well as vegetables it produces a wide range of fruit, herbs, dairy products, meat and pharmaceutical products – "it produces all the ingredients for a five course meal".

There is the potential to leverage off the regions pristine, colourful and lush environment and its location on the edge of a world class wilderness region and produce a powerful brand and unique produce to plate experiences.

There is the opportunity to promote premium quality seasonal produce at different times of the year and to make it more readily available and visible to visitors in the region.

There is the potential for producers and processors in the region to provide the visitor with on farm/factory experiences.

There is potentially a marketing advantage in being able to utilise the region's tourism gateways (Strahan, Devonport and Launceston) and the region's icon attractions (Cradle Mountain and Strahan) as distribution gateways to promote the region's produce and farm gate experiences.

Food can potentially become an important interpretation medium to tell stories about the region's history, culture and people and add value to the existing visitor experience.

## Weaknesses & Threats

Tourism experiences centred around food and beverage are in the early stages of development in the region and in some areas there is a scarcity of product on the ground. Existing operators need to be nurtured and new product developed in order to get to critical mass quickly.

Relationships between tourism operators, retail and food & beverage outlets and producers are currently weak and will need to be built as a fundamental cornerstone of the strategy.

The region is generally not currently perceived as having strengths in food and wine despite the fact that Cradle Coast is Tasmania's "food cradle".

Traditionally, food producers in the region have been "price takers" and producers need to find ways of adding value through brand to negotiate premium prices.

## Vision

“To be recognised as Tasmania's premier food producing region”

## Mission

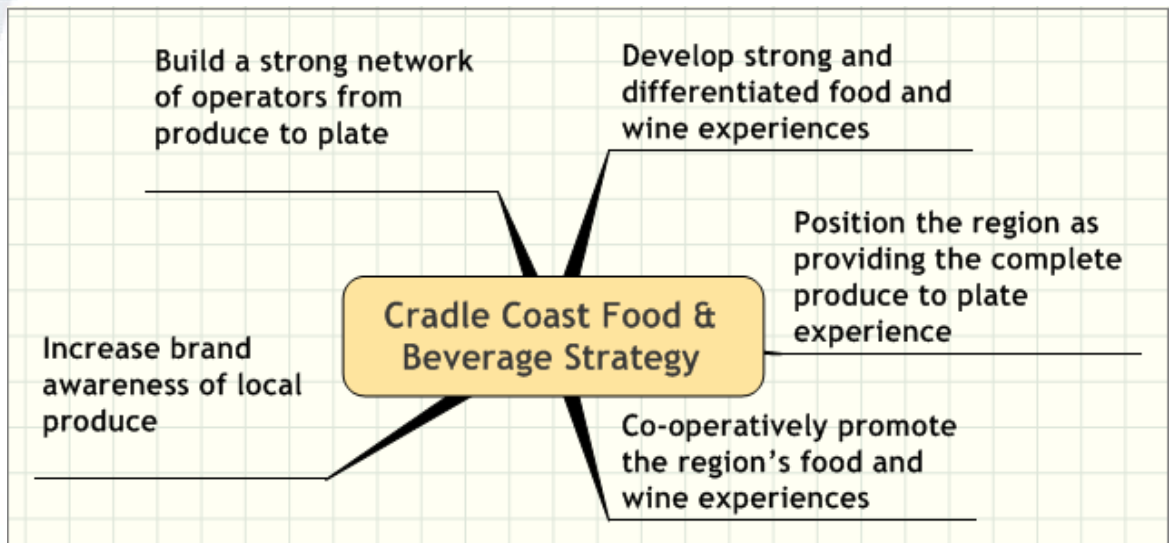
“to produce quality food and deliver to visitors an unforgettable food & beverage experience that showcases our food, our environment and our people”

## Values

- **Customer focused** – understanding visitor/customer needs;
- **Diversity** – a wide range of quality food and beverage experiences;
- **Personalised** - quality food and beverage service delivery;
- **Quality** - tourism infrastructure, interpretation and tour and activity product;
- **Continuous improvement** - monitoring quality service standards;
- **Natural and authentic** – develop Food and Wine experiences that are linked strongly with the natural environment and are delivered in an authentic manner;
- **Integrated experiences** – a combination of food and beverage experiences with nature and cultural elements;
- **Uniqueness** - experiences that utilise regional strengths to create points of difference;
- **Co-operation** – an informed and supportive network of food and beverage operators and producers that build strong partnerships at both the regional and state level.

## Goals

1. Provide visitors and locals with unique food and beverage experiences that exceed their needs and expectations.
2. Build the brand value and brand awareness of Cradle Coast produce.
3. Increase visitor yield and overnight stays in the region.
4. Build a strong network of food producers and processors, distribution and retail outlets and tourism and hospitality operators in the region.
5. Build strong partnerships with state, regional and local stakeholders to grow resources, capabilities and knowledge.

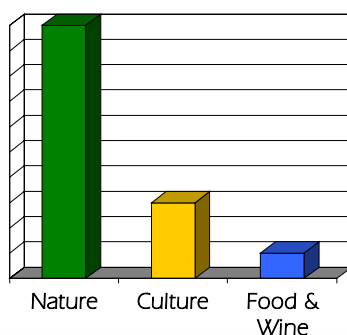


## Five strategies

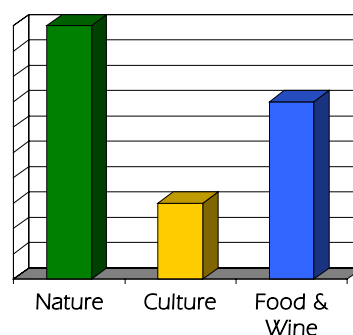
Five interrelated strategies have been designed to build on the region's strengths in order to reposition the region as being strong in food and wine experiences – in particular, produce to plate experiences.

1. Build a strong network of operators from produce to plate
2. Develop strong and differentiated food and wine experiences
3. Position the region as providing the complete produce to plate experience
4. Co-operatively promote the region's food and wine experiences
5. Increase brand awareness of local produce

**North West's current appeals**



**North West's potential appeals**





## Build a strong network of operators from producer to plate

In order to underpin the success of the following four strategies and to ensure rapid and sustained growth and viability of the industry, it is essential that a strong network of operators from producer to plate be developed and supported over time. This would involve a range of tactics which would include:

- Establish a committee with cross industry representation to guide implementation of the strategy
- Develop a database consisting of:
  - Food producers, distributors, wholesalers, processors and retailers
  - Tourism operators, existing farm-gate experience providers
  - Restaurant and café operators
- Utilise existing distribution means to target industry (through industry association newsletters, mailing lists, meetings, etc)
- Develop an understanding of the key players in the supply chain for produce in the region
- Build relationships between the food and beverage operators, tourism operators and the fresh food produce supply chain to increase the availability and visibility of fresh seasonal produce in the region

### Recommendation/s

Develop and support a strong network of operators from producer to plate.

## Develop a strong and differentiated food and beverage experience

The Cradle Coast's food and beverage tourism sector is currently in its early stages of development and existing market-ready product is currently concentrated in the Meander Valley, Kentish, Latrobe and Central Coast council regions.

Whilst all regions boast a number of highly successful producers and tourism food & beverage operators, a great deal more development is required to advance the sector quickly.

This strategy is about product development and will involve:

- evolving existing food and wine related tourism product
- developing new farm-gate experiences
- improving service delivery and supporting infrastructure
- adopting the experience model (shown on the following page) to guide the development of the unique Food & Wine Experience for the Cradle Coast region

### Recommendation/s

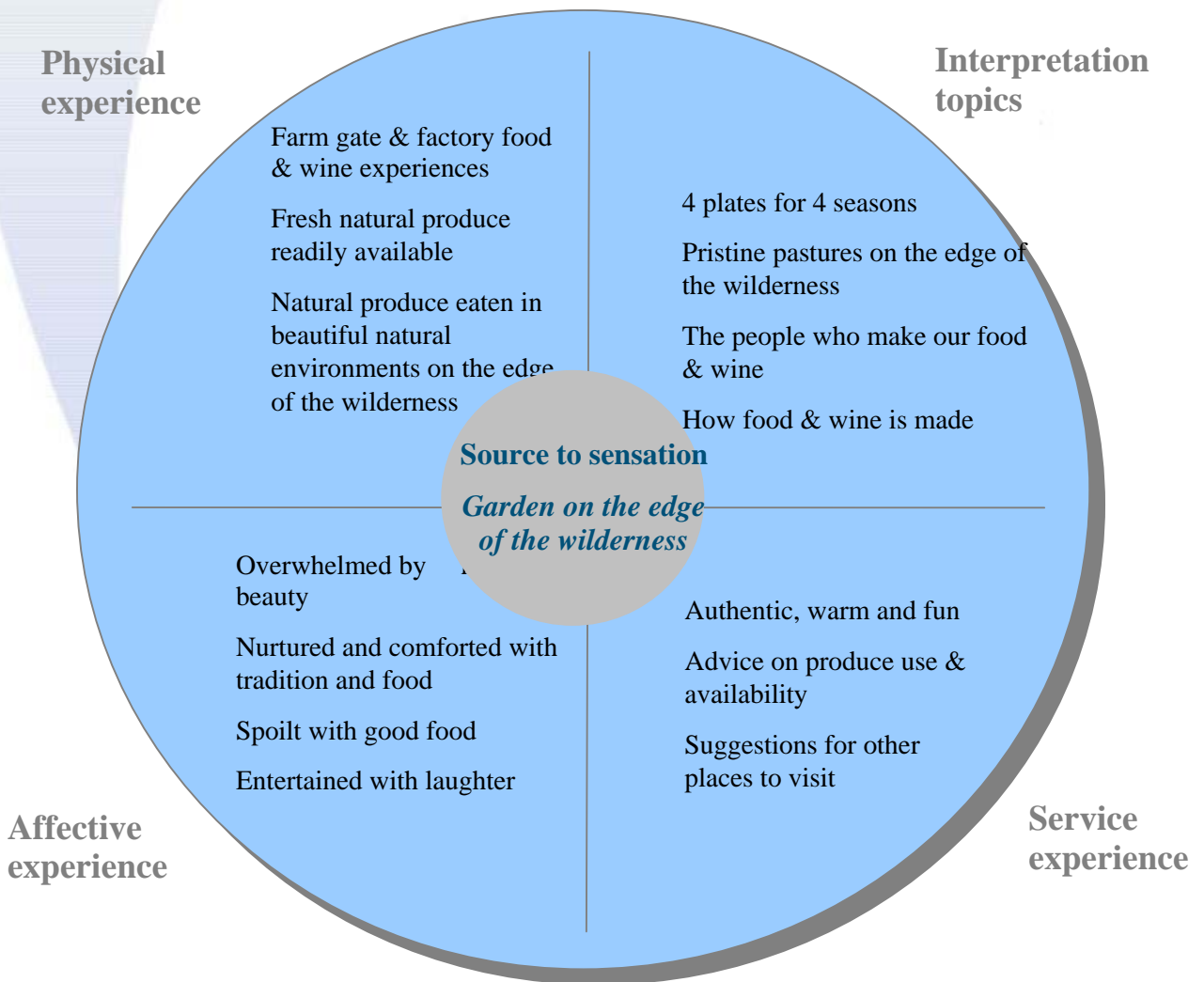
Adopt the experience model on the following page to guide product development, interpretation, branding and service delivery.

Support existing operators develop interpretation and service delivery that is in alignment with the model.

Encourage and support producers and food operators in the development of new tour and activity product that is aligned with the model.

Develop the "four plates for four seasons" menus and seasonal produce directory that will underpin the positioning, promotion and placement of fresh, seasonal produce in the region.

## The Cradle Coast F&B Experience



### The Cradle Coast Food & Wine

The experience centres around farm-gate produce and fresh seasonal food experiences. The region's produce will be a tangible cue for the interpretation of the region, its culture, its natural beauty and its people. The service experience will be authentic, warm and fun and it will leave visitors feeling nurtured, spoilt, entertained and overwhelmed by beauty.

## Position the region as providing the complete produce to plate experience

The Cradle Coast region's strength in food and wine is the diverse range of high quality food and beverage produce grown in the region. No other region in Tasmania can make this claim.

The opportunity exists to gain a competitive advantage over other regions by positioning the Cradle Coast as Tasmania's premium producer of diverse and high quality agricultural produce.

A brand model that articulates the region's brand characteristics is shown on the following page.

This strategy is about branding and positioning both the region's produce and the associated food & wine visitor experiences.

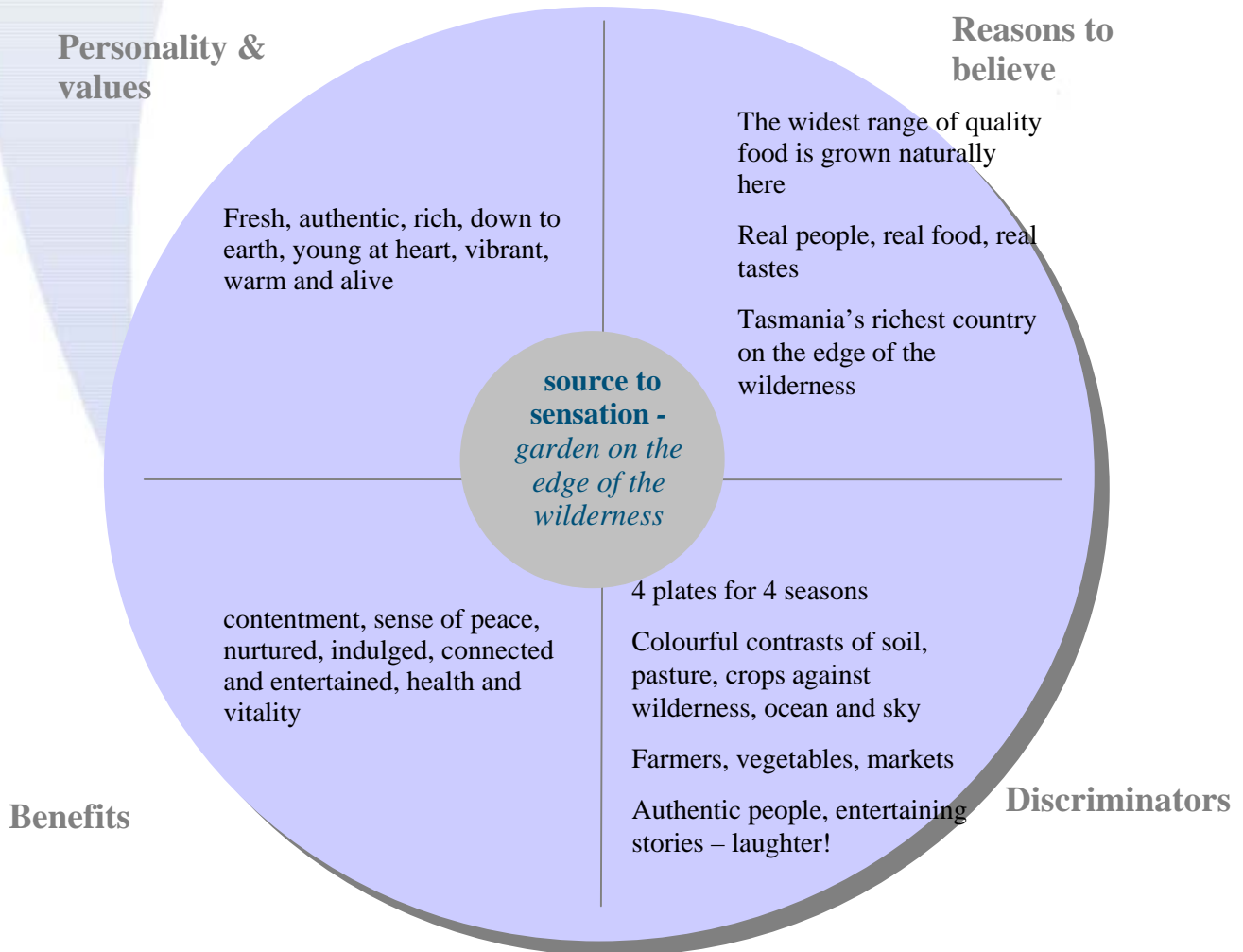
### Recommendation/s

Position the Cradle Coast as the state's/nation's premium food and beverage producing region.

Develop a Food & Wine brand guideline to support operators.

Encourage and support producers and tourism operators to utilise and support the Cradle Coast brand.

## Brand Framework



## Positioning Statement

Cradle Coast is Tasmania's food 'cradle'. The widest range of seasonally produced vegetables as well as beef and dairy produce is grown or made in the rich brown soil to be found in Cradle Coast country's lush pastures on the edge of the wilderness. Cradle coast offers the complete produce to plate experience.

The brand will be campaigned through:

- "4 plates for 4 seasons" – to encourage greater visibility and use of the region's produce and primarily aimed at foodies, restaurants and retail outlets
- "Source to sensation - garden on the edge of the wilderness" – branding the region's farmgate visitor experiences and primarily aimed at visitors in the region

## Co-operatively promote the region's food & wine experiences

The promotional strategy will initially target the following four markets (in order of priority):

- the touring market in the region
- food and beverage, tourism and retail outlets in the region
- “foodies” in Hobart, Launceston, Sydney and Melbourne
- Tourism stakeholders
- The community

Promotional activities aimed at the touring market will primarily leverage off existing distribution points in the region. The main promotional tool will be a booklet - “From Source To Sensation: the complete farm-gate guide to Tasmania's Cradle Coast”. It will identify the complete range of farm-gate experiences in the region (attractions, tours, activities, farm stays, produce availability, restaurants and cafes that utilise fresh regional food).

Promotional activities will also be aimed at food and beverage, tourism and retail outlets in the region. These activities will be campaigned using the “4 plates for 4 seasons” theme and will consist of menus designed using local seasonal produce for each of the four seasons of the year. The menus would be supported by a directory of producers/suppliers and information on product availability.

### Recommendation/s

Utilise a celebrity chef to spearhead the 4 plates for 4 seasons campaign

Develop marketing collateral tailored to each target market

Conduct a media publicity campaign around the 4 plates for 4 seasons campaign

Promote the availability of fresh seasonal produce to food and tourism operators

## Increase awareness of local produce

In order to lift awareness of local produce, this strategy will aim to encourage local tourism operators, café's and restaurants and other retail food outlets to feature local seasonal produce.

As well as raising brand awareness of the region's produce, this strategy will also assist in raising the quality of the visitor experience.

A series of menus will be designed by a celebrity chef that utilises seasonally available produce at different times of the year. These menus will be supported by a producer supplier directory. The supplier directory will list the suppliers of produce that is available for retail. This tool will be used to encourage greater visibility of regional produce within the region.

Restaurants will not only be encouraged to utilise local produce but also to identify it in their menus (eg., "Cradle Coast Mushrooms").

Producers will be encouraged to label their produce wherever possible with the Tasmania's Cradle Coast brand.

### Recommendation/s

Encourage and support the placement of local produce in regional food & wine, retail and tourism outlets around Tasmania.

Strategy	Objectives	KPI's
<b>Develop a strong and differentiated food and beverage experience</b>	The development of unique visitor experiences centred around the regions produce to plate experiences	Greater overnight stay conversion  Increased visitor numbers and spend  Increased number and quality of F&B tourism operators
<b>Position the region as providing the complete produce to plate experience</b>	Differentiate the food and beverage experiences	Greater brand awareness of Cradle Coast Food & Beverage in the minds of visitors
<b>Co-operatively promote the region's food &amp; wine experiences</b>	Increased cross selling among producers and operators  Increased marketing collateral	Increased viability of existing F&B operators  Increased marketing collateral
<b>Increase brand awareness of local produce</b>	Greater visibility of local produce in all regional tourism and retail outlets	Increased purchases by visitors of regional produce  Increased availability of produce in local outlets
<b>Build a strong network of operators from producer to plate</b>	Develop a coordinated network of operators from produce to plate to underpin all strategies	Database of producer to plate operators  Regular communication between industry sectors

## Build a strong network of operators from producer to plate

Actions	Resource/ Responsibility	Timing
<p>Establish a regional sub committee of the Cradle Coast Authority that will have carriage of the implementation of this strategy. The committee would consist of no more than 8 members. It would ideally have representation from:</p> <ul style="list-style-type: none"> <li>•The Cradle Coast Authority</li> <li>•The Tasmanian Farmers &amp; Graziers Association</li> <li>•The Tasmanian Agricultural Productivity Group</li> <li>•The Australian Hotels Association</li> <li>•A local tourism organisation</li> <li>•A food producer, a food processor and a fresh food distributor</li> <li>•A farm-gate experience operator</li> </ul>	Cradle Coast to initiate and support committee	Nov 05
Engage a project officer (for a two year period) to co-ordinate the implementation of the strategy	\$120,000	Jan 06
Source funding for the strategy – investigate tourism and primary industry funding sources at the state and commonwealth level	Project officer	Immediate and ongoing
Develop a quality assurance system to manage positioning/branding issues, service delivery standards and product quality issues.	Sub committee	Dec 05
Email newsletter to be sent quarterly to all operators on the database with latest product ideas and suggestions and notification of training and development opportunities and meetings	Project officer	Ongoing
At the end of the first year of implementation, develop a strategy and business case for the commercialisation of the ongoing administration and development of the food & wine strategy	Project officer, Sub committee	Dec 06

## Develop a strong and differentiated food and beverage experience

Action	Resource	Timing
Further develop data base to encompass <b>all</b> existing and "potential" F&BT operators, food producers, processors and distributors, restaurants/cafes in the region	Project Officer	Dec 05
Survey all operators on the database to collect information to develop the "Source To Sensation" farm gate experience guide and the "four plates for four seasons" produce directory.	Project Officer	Jan 06
Contact industry associations and send press release about the proposed initiative and supply contact details for other interested operators to respond to survey	Project Officer	Jan 06
Assess "potential product" against agreed selection criteria as formulated by the steering committee	Cradle Coast Authority	Feb – Mar 06
Develop a network of current and potential farm gate experience providers and assess capability building needs. Work with stakeholders – especially DED and OPCET.	Project Officer	Ongoing
Liase with OPCET, Training Providers and DED about the nature of the training and business development needs identified and assist in tailoring capability building to meet the needs	Project Officer	Ongoing
Work with the regional events officer to assist in the development and promotion of the Harvest Festival and investigate the development of produce based festivals in the other three seasons of the year	Project Officer	Ongoing
Work with Tas Temptations and Tas Vacations to package a produce to plate holiday package	Project Officer	Mar 06
Approach tour operators to encourage development of F&B tours in the region – sponsor potential operators to attend Harvest Festival	Project Officer	Ongoing
Examine the potential for "new product development" such as F&B tours i.e. combining like or complimentary operators	Project Officer	Ongoing
Develop interpretation themes and collateral for operators	\$10,000	Feb 06
Work with markets to assist in promotion and development to attract more visitors and more F&B experiences	Project Officer	Ongoing
Develop F&BT weekend packages for the intrastate market	Project Officer	July 06

## Position the region as providing the complete produce to plate experience

Action	Resource	Timing
Ensure that marketing collateral that is aligned to the food and wine brand model	Project Officer	Ongoing
Commission photography to support the brand model	\$8,000	Dec 05
Ensure alignment with the Cradle Coast Branding Project and appropriate emphasis on produce	Project Officer/Committee	Ongoing
Ensure alignment with regional cluster and touring route brand models	Project Officer	Ongoing
Create an "F&B Tourism Brand, Interpretation & Product Guide Line" to ensure all F&B related activities portray a consistent image in the market place and distribute	\$10,000	Jan 06
Establish an online "Cradle Coast Product & Brand Page" for food and wine operators to provide members with access to branding templates, images, etc	\$5,000	Jun 06

## Co-operatively promote the region's food & wine experiences

Actions	Resource	Timing
Develop a listing of produce available by season in the region	Project Officer	Dec 05
Engage a celebrity chef to spearhead the promotional strategy, design the menus for each season based on produce availability and attend the launch of the "four plates for four seasons" campaign	\$20,000	Oct 05 to launch (Mar 06)
Develop a 10 minute video highlighting the "four menus for four seasons" campaign and featuring the celebrity chef for distribution to television media at launch	\$20,000	Jan 06
Develop the supplier directory based on survey results to support the "four plates for four seasons" menus and distribute to restaurants, cafes, tourism operators and retail outlets	\$20,000	Feb 06
Invite media and food writers from Melbourne to food and wine weekends hosted in the region	\$20,000	Ongoing
Produce a regional F&BT brochure promoting the region's range of farm-gate produce experiences. Distribute to all operators in the region and through brochure exchange outlets. Cradle Coast to assess potential operators for quality before inclusion.	\$12,000	Mar 06
Develop produce availability posters for distribution	\$5,000	Mar 06
Design and produce point of sale displays that can be placed in all regional food tourism outlets to cross sell the region's food experiences to visitors	\$10,000	Mar 06
Market the publications and the product availability to Tourism Tasmania, tourism associations in the region, the Visiting Journalists Program, TVIN Centre staff around the state and Tas Temptations and Tas Vacations through face to face visits/presentations	Project Officer	Ongoing
Create a dynamic web page promoting Cradle Coast's F&BT sector, suppliers, produce and farm gate experiences	\$5,000	Ongoing
Develop a media distribution list (local, state, national and tourism media as well as primary industry associations and media) and send press releases each season on events, farmers markets, produce in season and menu suggestions	Project Officer	Mar 06
Focus on Strahan and Cradle Mountain operators to "showcase" and promote regional produce/operators	Project Officer	Ongoing
Take the "Source to Sensation" and the "four plates for four seasons" campaigns to local schools to educate	Project Officer	Jun 06
Market the "Source to Sensation" brochure and the "four plates for four seasons" at farmers markets	Project Officer	Ongoing

## Increase brand awareness of local produce

Actions	Resource	Timing
Promote the "four plates for four seasons" menus and produce guide to all food operators in the region with an accompanying directory of produce suppliers and availability – utilise mail and email distribution and face to face visits	Project Officer, Cradle Coast Authority	Ongoing
Build relationships with regional, state, and national food and tourism outlets to "push" regional produce/products	Project officer	Ongoing
Support regional producers to "showcase" their produce and products at local farmers markets, events and festivals	Project officer	Ongoing
Work with TT-line to "showcase" regional produce, via supplying ships, staff product knowledge/training, and "on-board" promotional materials	Project Officer	Ongoing
Provide producers and distributors with brand material (stickers, etc) for use in packaging	\$15,000	Ongoing



## Project Expenses

Project Officer (2 yrs, including on costs)	\$180,000
Development of interpretation themes	\$ 10,000
Photography	\$ 8,000
Create brand	\$ 10,000
On line brand page	\$ 5,000
Engage celebrity chef	\$ 20,000
Supplier directory	\$ 20,000
Regional F&B Brochure	\$ 12,000
Media famils	\$ 20,000
Posters/point of display material	\$ 15,000
Website	\$ 5,000
Brand collateral	\$ 15,000
Miscellaneous expenses	\$ 15,000
Video production	\$ 50,000
Project Management	\$ 50,000
Project administration	\$ 25,000
Project administration (in kind)	\$ 15,000
Steering committee (in kind)	\$ 25,000
Famils (in kind)	\$ 15,000
Produce (in kind)	\$ 15,000

**TOTAL PROJECT EXPENSES \$500,000**

## Project Income

ACC	\$200,000
State Government	\$200,000
Cradle Coast Authority	\$ 25,000
Tourism & Hospitality Industry	\$ 25,000
Primary Industry	\$ 25,000
TFGA	\$ 25,000

**TOTAL PROJECT INCOME \$500,000**

The strategy steering group would seek funding from local, state and federal sources as well as from industry.

Funds of \$500,000 are sought to cover the strategy implementation over a two year period. Federal funds would be sought to cover operation of the strategy for year one which would cover appointing a project officer for one year and developing the communication and branding collateral.

A combination of state, local government and industry fund would fund the strategy for its second year of operation during self funding options for the ongoing production of branding and marketing collateral would be developed.

During the second year of operation, the project officer would:

- develop a business plan for the ongoing implementation of the food and wine development program and the ongoing implementation of the produce branding exercise.
- investigate the establishment of a Farm Gate Tourism Group that would licence its members and their contributions would pay for ongoing promotional costs and updates of the region's farm-gate experiences guide.
- work closely with regional producers and processors who export produce off shore.
- keep up to date the Cradle Coast Farm-gate Experiences Guide targeted at visitors and the Produce Directory targeted at the Hospitality industry.

Ian Waller,  
 Wayne Bolton,  
 Denis Leonard,  
 Ian Martin,  
 Nick Steel,  
 Mark Smith,  
 Peta Sugden,  
 Deb Lewis,  
 Judy Robinson,  
 Michelle Distill,  
 Jill Langworthy,  
 Lea Coates,  
 Kellie Hamill,  
 Judy Moore,  
 Igor Van Gerwen,  
 Nigel Squibb,  
 Laurie House,  
 Troy Baggett,  
 Cate Arnold,  
 Jane Bennett,  
 John Weatherly,  
 Rod White,  
 Stephen Roche,  
 Andrew Tierrney,  
 Delma Carpenter,  
 Carolyn Nichols,  
 Remmo Beerepoot,  
 Clinton Downing,  
 Joe Downing,  
 Ruth Cole,  
 Richard Bovill,  
 Jackie Merrett,

Cradle Coast Authority  
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 Tasmanian Farmers & Graziers Association  
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 Tasmanian Agricultural Productivity Group  
 DED  
 Tourism Tasmania  
 Barringwood Park Vineyard  
 Spreyton Fresh Pty Ltd  
 Spreyton Fresh Pty Ltd  
 Coates Quality Smallgoods  
 Burnie Farmers Market  
 Marketing Devonport  
 Anvers Confectionery  
 Tafresh/R.W. Squibb & Sons/Big Apple  
 Betta Milk/Whisky Tasmania  
 Deck Café & Restaurant  
 Ghost Rock Vineyard  
 Ashgrove Cheese  
 Leven Valley Vineyard  
 Pedro's  
 Penguin Old School Market  
 Petuna Seafood  
 Pindari Potato Factory  
 Redbank's Farm Tasting Centre  
 The Honey Farm  
 Weindorfers  
 Weindorfers  
 Wilmot Hills Vineyard  
 Lemontyne Lodge  
 Mersey Skill Training