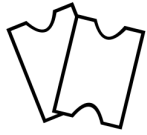


VISA | **!O!**
WELLINGTON ON A PLATE

2024 FESTIVAL PARTICIPANTS GUIDELINES FOR EVENTS



Firstly, thank you to everyone who made 2023 such a success...



82%

Festival Event tickets sold



74,000+

social media followers on our channels



98%

festival goers are likely to return in 2024



256

venues participated across both Festival Editions



18,800+

eNews subscribers with a **44%** average open rate



430,000+

Website visitors across both editions



160+

stories in local, national, and international media reaching **354.6m**



4.4/5

festival goer satisfaction rate

Kia ora festival participants or the festival curious,

Important note! These guidelines are for 2024 Festival Event applications only. The Events category includes ticketed, non-ticketed (formerly known as Pop Ups) and themed restaurants.

The guidelines for Burger Wellington will be released in late February and applications will close in April. The Events application process kicks off earlier to allow more time for discussion, curation, and the looming deadline of a printed programme guide.



In case you missed the news, in 2024 Visa Wellington On a Plate will return to one edition of the festival in August. We want to do it once and do it right!

Over the last few years, the cost of marketing has increased exponentially and in these tough times that's not a cost that we are willing to pass on to you. We want to focus our marketing efforts on one edition so that we can drive the best outcome for participants.

In 2024 we've also made the decision to simplify the festival, and will be hitting pause on Dine and Cocktail. We're going to take a moment to review both formats to make them work better for everyone. This allows us to go hard on the two most popular platforms of Visa WOAP amongst both consumers and industry - Events and Burger.

Take some time to read through the next few pages which outline the theme and the event criteria, and please get in touch if you want to workshop any event ideas - no idea is too crazy - one of the more fun aspects of my job is playing creative and culinary matchmaker for festival events!

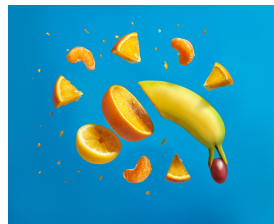
As always, if you have any questions please get in touch,

Cheers and beers,

Beth Brash, Visa Wellington On a Plate Manager

beth@wellingtononaplate.com

2024 Festival Theme - Play With Your Food.



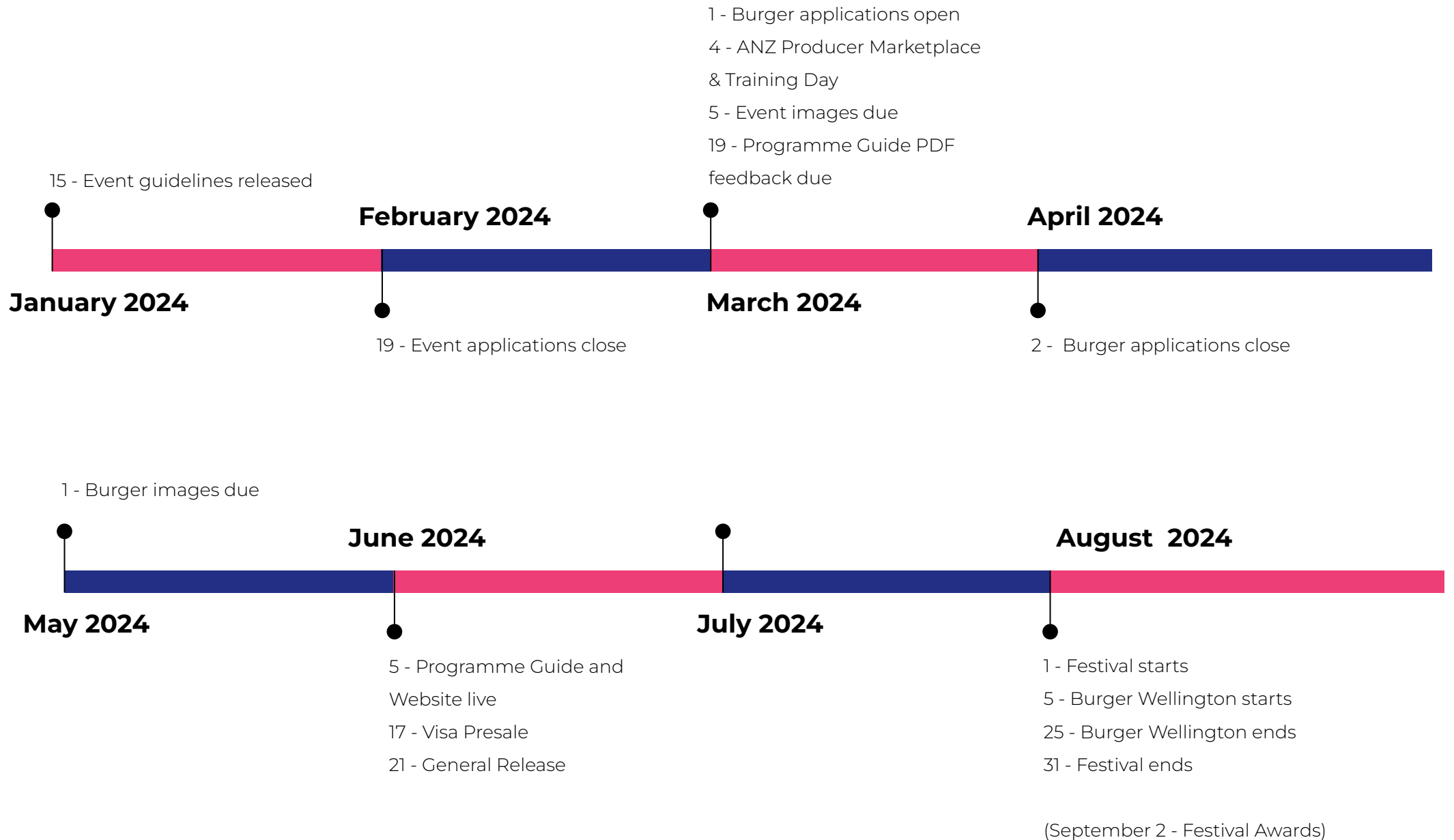
We used to be told to “quit playing with your food”. But this time we’re telling you to do the exact opposite. Food should be fun, so why don’t we have a play. This could be interactive elements, or “surprise and delight” moments.

It could bring a kid-like lens to an event, or draw inspiration from childhood experiences or food. It could be unexpected cooking methods or serving table side.

As always the theme is very much up for interpretation, all we ask is that you just have a little fun.

N.B Please note, we will not accept any events that encourage food waste, non-sustainable practices, or violate tikanga.

Visa Wellington On a Plate key dates.



Festival Event Criteria.

Festival-goers can experience more than a meal through either ticketed or non-ticketed events. You can choose whether to showcase your culinary creativity, skills, and innovation at a one-off or series of ticketed events... Or, perhaps you want to transform your venue into a completely new concept for the festival... or hold a one-off free entry, pay on consumption event where customers can just rock up on the day. The choice is yours.

- **Your event must be unique and created exclusively for Visa Wellington On a Plate.**
 - Change things up - repeated events, events not displaying creativity and/or a unique angle may be turned down to allow room for new programming.
 - One-off, extraordinary experiences will be chosen rather than events that are on offer at your venue at any other time of year.
- The application must be completed in full with high resolution and high quality images that can be used across promotional materials, such as the printed programme guide, digital channels, and media. No logos or posters with text.
- **Final images are due March 5, 2024 for the printed programme.**
 - **Image quality:** At least 1200x900 px (4:3 ratio), 300 dpi, no more than 10mb
 - **Image format:** Landscape/Horizontal ratio only (portrait images will be cropped, and detail lost)
- Venues participating in the Festival must use the iTicket ticketing platform.
- Events must represent good value for money to attendees.
- We reserve the right to accept or decline any applications. If we decline your application, we will give feedback on why and the opportunity to resubmit. Note that applications that do not meet minimum information and photography requirements will be declined.



Event Categories.

We want Visa Wellington On a Plate to be a place of creativity and innovation. You are strongly encouraged to think beyond the standard themed dinner, so that together we create an exciting programme of events that invites people to 'Play With Your Food'.

All offerings should also meet the Visa Wellington On a Plate vision - "Feeding people's appetite for life by bringing them together to share **different, inspiring** and **provocative** culinary experiences." From experience, we know the types of events that work well in the Festival. That's why we ask that your **event falls under at least one of the following categories:**

Challenging, Edgy, Ambitious

This is where you're pushing boundaries and making us question what really is a food event. Is it art or is it food? It makes you think about food differently. These are the events you'll remember for the rest of your life.

Past Examples: Pest Fest - The Larder (2013), Sex & Food - Hugo Grrrl (2022)

Cult Wellington

These are the events that could only happen in Wellington. It's exciting collaborations between iconic Wellington businesses and events drawing on our history, landscape or people.

Past Examples: Oyster Saloon - Yellow Brick Road (multiple years), Pig Fish (2014), Il Casino Re-visited - Crazy Horse (2014), The Purple Onion - Hummingbird (2019), Orien-TABLE - KC Cafe & Capitol Restaurant (2023)

Personal Journeys and Meaningful Connections

Food can be deeply personal. It could be a way of exploring your heritage, or connecting with a community. Literally breaking bread with people connects us all, breaks down barriers and forms lasting connections and memories.

Past Examples: Kakwi io - LTD (2022), Rimutaka Gate to Plate (multiple years), Welcome Home - Logan Brown (2016), Hiakai Hangi - Hiakai (multiple years), Whakapapa of Your Kai - Josh Hunter & Mitchell Teirney, Havana Bar (2023)

We are always looking for hands on, family friendly and collaboration events but they must fall within the criteria above.

Sensory and Immersive

Get lost in a world, be immersed in another. These are time bending, mind blowing events.

Past Examples: Symphonic Feast - Palliser Estate (2014), In Time and Place - Vicki Eats (2022), Abstraction - Graze Wine Bar (2023)

Playful and Fun

Sometimes it's good to not take things too seriously. Food is fun, these are the events that are actively encouraging us to play with our food!

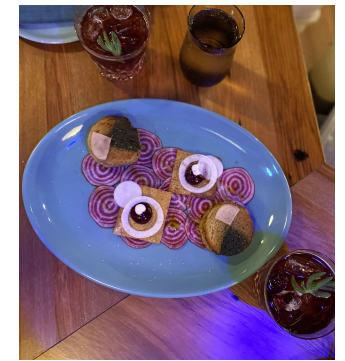
Past Examples: Yeast Feast - Garage Project (2013), Bandersnack - Hillside (multiple years), Wine Rave - Te Aro Wine (multiple years), Moira Rose: Mother! - The Library (2023)



Bandersnack - Hillside (multiple years)



Whakapapa of Your Kai - Josh Hunter & Mitchell Teirney, Havana Bar (2023)



Abstraction - Graze Wine Bar (2023)

2024 Festival Awards.

The Visa Wellington On a Plate Festival Awards will take place on Monday 2 September.

This will be a chance for us all to celebrate a successful festival and raise a glass to the winners.

Awards will be given for:

Best Use of Theme - Burger
Best Use of Theme - Event

Most Innovative - Burger
Most Innovative - Event

3rd Place - Burger Wellington
2nd Place - Burger Wellington
Winner of Burger Wellington

Judging Process:

The winner of Best Use of Theme and Most Innovative is selected by a judging panel. The winner of Burger Wellington will be selected through a public ratings process (public can score the Burger out of 10 on the website), with the top 5 highest rated entries subject to a judging process. We then send out five judges to the five finalists. The judging criteria covers **Taste, Presentation, Ingredients, Theme and Innovation.**

Please note this is not a popularity contest whereby the most votes wins. The rating process is out of 10 and reflects quality and experiences of entries. We carefully audit all ratings for fraudulent behaviour (such as rating low competitors, or staff self rating) and will actively exclude entries from the competition if we see this occurring.

People's Choice Regional Awards

Kāpiti
Porirua
Hutt City
Upper Hutt
Wairarapa



How to create an event that gets noticed.

If you want to stand out and get covered in the media, here's some food for thought from our PR guru on how to make your event stand out:

- **Is it new or different?**

Are you doing something new that no one has seen or done in New Zealand before? It could be a tech-infused culinary creation, a new culinary technique, product.

- **Is there a newsworthy trend or current event angle?**

Are you doing something that celebrates a new trend or cultural event that will be topical in August. Perhaps you're inspired by the the Dr Who exhibition at Tākina, or you're doing winter right by embracing the new culinary wellness trend.

- **Does it look good on camera?**

Good visuals not only important for the 'Gram, they're key to getting on primetime TV. Producers want to understand how it will look on screen, this might include the process/making, shots inside and outside your venue.

- **Is there a human interest or bizarre element?**

Will it make us smile, laugh or gasp? Heart-warming and quirky stories tend to get cut through... so do well-known personalities, cute animals, charities, and children .

- **Is it extreme?**

Media love a superlative. Is it the biggest, smallest, saltiest, sweetest, oldest, or most expensive? is it 100% vegan or full on meaty, going all out in one direction will help you stand out.

- **Is it sustainable or charitable?**

Zero waste, clean and green, 100% reusable and recyclable, does it support a cause or benefit others?

- **Is it more than a food story?**

Does it link to art, tech, film, music or tell a wider business story that could appeal to different media outlets?

- **Is it uniquely Wellington (or undeniably Kiwi)?**

We are Visa Wellington On a Plate after all, and this is our time to shine nationally and internationally as New Zealand's culinary AND creative capital.

- **Is there a cultural element?**

We are Aotearoa's capital city and our diverse cultures and communities are something to be celebrated and explored.

Festival Events Fees.

You will only be charged once on acceptance to the Visa Wellington On a Plate 2024.

All fees **must be paid by 18 March 2024 for Events**. Failure to pay fees will result in your application being declined and not included in the programme.

This is the total fee paid to the Wellington Culinary Events Trust for Events (the not-for-profit that runs Visa Wellington On a Plate) we do not take a commission on ticket sales.

TICKETED EVENTS

Calculated by total capacity i.e. total number of tickets across all sessions

0 – 20 pax **\$300 +GST**

21 – 60 pax **\$400 +GST**

61 – 100 pax **\$500 +GST**

101 – 200 pax **\$800 +GST**

201+pax **\$1,200 +GST**

Low Cost Event
(under \$60) up to 200 pax **\$300 +GST**

NON-TICKETED & PAY ON CONSUMPTION

Single or Multi Day **\$600 +GST**

CHARITY EVENT

Please note you will be required to supply a copy of your certificate of charitable trust status with your application

\$100 +GST discount on event fee

FREE EVENT

Exhibitions/panel discussions, etc. with no additional cost to the festival goer in any capacity

\$100 +GST

THEMED RESTAURANT

Theming or rebranding your venue at any time during the festival

If related to your Burger offering, this covers a separate event listing in the printed programme **\$350 +GST**
(in addition to your Burger fee)

Stand alone (Pop Up-style in your own restaurant) **\$600 +GST**

Ticketing Mechanics.



Visa Wellington On a Plate does not take any commission.

As part of your agreement to participate in the Festival, you agree to using the iTICKET ticketing platform. There is an inside ticket processing fee of \$2 per ticket sold (incl GST), this covers the setup of the event on the platform, any updates, the ticket and email processing and customer services with iTICKET. There will also be an outside ticketing fee of \$2.50 per ticket, which will be added to the customer's order at check out. Please note this inside fee has been reduced from previous years and now split between the inside ticket cost and the additional fee.

The \$2 inside ticketing **fee needs to be included in the advertised ticket price**, therefore you need to work out what your **revenue needs** to be, **add the GST** and the **iTICKET fee** on top to then set your advertised ticket price.

TICKET PRICING EXAMPLE

| | |
|------------------------------------|----------------|
| Advertised ticket price (incl GST) | \$50 |
| - iTICKET booking fee (ex GST) | - \$2 |
| - GST | - \$6.52 |
| REVENUE (excl GST) | \$41.48 |

Payments and Reconciliation

- 100% of revenue collected will be paid out to the event organiser on the first Tuesday after the final session of your event, i.e. expect payment for your event between 2-7 days after the final session of your event
- You will be able to log into your iTICKET Dashboard at any time to view sales statistics and door lists
- Upon payment, you will be able to check and download your iTICKET settlement statement in the Financials section of the iTICKET Dashboard.
- **If the event has a total capacity of 40 pax or more, the organiser agrees to two complimentary tickets being made available** for promotional and media activity, as well as auditing requirements. Visa Wellington On a Plate will take this out of the ticket allocation. In the case of these not being used, Visa Wellington On a Plate will release these before General Release.

How to apply.

All applications are made through the application portal www.admin.visawoap.com/dashboard.

There are different forms for each type of application.

Subscribe to our [Industry Newsletter](#). This is how we communicate everything you need to know throughout the year.

New to Visa WOAP?

Please create a [login](#) for the dashboard.

2023 participants or those with existing accounts, use the account details connected to your venue. Reset your password if you have forgotten it, and please do not create a new venue or account.

Application Checklist

- ❑ Have an event title (six words or less. Do not include the name of your venue in the title as this will be removed). Make it snappy and fun as this is the first chance to sell your event to customers!
- ❑ Create an event description. Please note this copy will be edited by the Festival organising team but should include:
 - one sentence (approx. 10 words) event tagline
 - a few sentences for the printed programme listing
 - a short description used on the website including what people can expect to happen during the event
- ❑ Determine the event date, start and end time
- ❑ Ticket price and ticket description
- ❑ Describe what is included in the ticket price
- ❑ Specified the total event capacity/number of tickets available
- ❑ A high-quality photographic image – this must be the highest resolution possible. No posters or images with text. If you are using a graphic (e.g. hand drawn artwork) please ensure this has enough bleed around the edge so it can be used both in vertical or horizontal formats
- ❑ Note any dietary accommodations

Cancellation and change policies.



Festival Events

**Before 11.59pm,
26th February**

Cancellation of Participation will incur no charge

**From 12am,
27th February**

You will be charged a \$100 admin fee

**From 12am,
18 March**

You will be charged the full participation fee

**From 12am,
5 June 2024**

You will be charged the full participation fee, and, if applicable:

The participant/organiser is held accountable for the following actions:

- Inform Visa Wellington On a Plate and iTICKET immediately of the cancellation
- Work with iTICKET to inform ticket holders that the Festival Event is now cancelled/changed
- Provide the Visa Wellington On a Plate team with written confirmation that all ticket holders have been contacted
- iTICKET will refund all ticket holders. iTICKET will refund the TICKET COST ONLY to the customer (transaction fee is non-refundable, booking fee is non-refundable)
- Any complaints received by the Visa Wellington On a Plate team relating to the cancelled event will be directed back to the Festival Event organiser
- Failure to pay fees or make contact with any ticket holder of a cancelled event will result in the participant being denied participation in Visa Wellington On a Plate in future years

**Any major
application
changes after 5
June 2024**

Changes will be permitted at the discretion of the Visa Wellington On a Plate team:

- Inform ticket holders that the Festival Event is now changed
- Provide the Visa Wellington On a Plate team with written confirmation that all ticket holders have been contacted
- a \$50 administration fee will be charged

Festival Partners.

Visa Wellington On a Plate is brought to you by a small team at Wellington Culinary Events Trust (WCET), a not-for-profit trust established in 2014 to promote the Wellington region as the culinary capital of New Zealand. Wellington is the only city in New Zealand to have an organisation dedicated to promoting the food and beverage of its region.

Principal funding and support for Visa Wellington On a Plate is provided by WellingtonNZ (Wellington Regional Economic Development Agency), Wellington City Council and Visa, who have sponsored the festival since 2010.

The festival is made possible through the generous support of many committed sponsors and partners:



SPONSORS



DELIVERY PARTNERS



CHARITY PARTNERS

