

FESTIVAL PARTICIPATION GUIDELINES 2025



NORTH



ABOUT NORTH FESTIVAL

NORTH Festival, established in 2021 and funded by the not-for-profit, Launceston Central, is dedicated to showcasing the culinary excellence of Northern Tasmania while amplifying the gastronomic reputation of Launceston. Our mission is to provide a vibrant platform for local venues and producers, fostering engagement with the community in a dynamic and creative manner. NORTH Festival is primarily venue-based, with a focus on Central Launceston establishments. We celebrate the region's rich food and beverage culture, ensuring that event themes, ingredients, and content are distinctly Tasmanian, with a special emphasis on Northern Tasmania.

To participate, events must incorporate a food or drink component and commit to promoting NORTH branding. We encourage unique and innovative events that generate excitement and appeal to a broad audience, often featuring collaborations between venues and producers. Our values reflect our commitment to sustainability, efficiency, and support for local businesses. At the heart of NORTH Festival is a dedication to fostering community connections and enhancing the overall experience for both participants and attendees.

KEY DATES

MAY	JUNE	JULY	AUG	SEP	OCT
5 - Applications open	9 - Applications reviewed and registration forms sent <i>*application can still be sent through for review post this date</i>	28 - Registrations for program close	15 - Program live on website and printed programs distributed	Digital and physical marketing packs delivered	8 - 22 NORTH Festival

FESTIVAL CRITERIA

NORTH events	What’s on the menu?	Sample the NORTH
<p>A once-off event (or multiple sessions of the same event), for a set amount of time, delivering a tangible food- and/or beverage-related experience, featuring and highlighting Tasmanian (preferably Northern Tasmanian and in season) produce as the hero. The event must take place within the NORTH Festival program dates.</p> <p>Venues should name the hero ingredient/supplier in their promotions.</p> <p><i>NORTH can facilitate introductions between venues and local suppliers if desired.</i></p> <p><i>Examples include:</i></p> <ul style="list-style-type: none">• <i>Long Table Dining – Think laneway or courtyard dinners, intimate wine cellars, or communal tables with shared feasts.</i>• <i>Meet the Maker – Invite a local grower, distiller, brewer, or producer to co-host and speak about their craft.</i>• <i>Themed Tastings – Gin flights, wine pairings, chocolate and cheese combos, or curated tasting paddles.</i>• <i>Workshops & Masterclasses – Host a pasta-making session, a fermentation class, cocktail crafting, or baking basics.</i>• <i>Pop-Ups & Collabs – Partner with another venue, chef, or food truck for a one-off experience.</i>• <i>Live Music Nights – Combine music and food in a relaxed setting to draw a diverse audience.</i>• <i>High Tea or Brunch Events – Elegant, daytime offerings are always popular and accessible.</i>• <i>Producer-led Dinners – Build a menu around one local supplier’s seasonal ingredients.</i>	<p>An offer specifically created for NORTH Festival featuring and highlighting Tasmanian (preferably Northern Tasmanian and in season) produce as the hero ingredient.</p> <p>Could be a main meal, snack, or beverage, but must be available for the duration of the festival.</p> <p>Venues should name the hero ingredient/supplier in their offer name.</p> <p><i>NORTH can facilitate introductions between venues and local suppliers if desired.</i></p> <p><i>Examples include:</i></p> <ul style="list-style-type: none">• <i>Feature a Local Hero Ingredient – Design a dish around one local ingredient or supplier.</i>• <i>Signature Cocktails or Drinks – Create a special NORTH-themed cocktail using local spirits.</i>• <i>Limited Time Dish or Pairing – Offer something exclusive only available during the festival window.</i>• <i>Heritage-Inspired Flavours – Reimagine classic Tassie recipes or ingredients with a modern twist.</i>• <i>Paddock to Plate Stories – Let the dish tell the story of where the food came from.</i>	<p>Free samples of Tasmanian produce/products that people can drop in and sample.</p> <p>The idea is that people come in for a free sample and (hopefully) make a full-priced purchase of the same or another product while in-store.</p> <p>Venues should name the hero ingredient/supplier in their offer name.</p> <p><i>Examples include:</i></p> <ul style="list-style-type: none">• <i>Tea, Coffee, or Juice Tasters – Great for daytime foot traffic and retail outlets.</i>• <i>Condiment, Dip, or Sauce Samples – Tasmanian honey, chutneys, olive oil or hot sauce.</i>• <i>Sweet Bites – Tasmanian-made fudge, chocolate, dried fruit, or baked goods.</i>• <i>Snacks to Go – Small serves of jerky, cabana, nuts, or crackers with provenance.</i>
		<p>NORTH meal deals*</p> <p>Any food- or beverage-related meal deal or offer, available across the festival dates. Can be items or specials that are already on the menu, or have been in the past.</p> <p>*This is just an internal term to help us categorise these offers. We won’t be promoting ‘NORTH meal deals’ externally under this label.</p> <p><i>Examples include:</i></p> <ul style="list-style-type: none">• <i>Mention NORTH Festival to receive a free entree with any main meal purchase</i>

HOW WE PROMOTE YOU

NORTH events & What’s on the menu?	Sample the NORTH	NORTH meal deals*
<ul style="list-style-type: none">• Events will be the main feature of the printed and digital program.• All events will listed and ticketed on the NORTH website.• Promoted via socials in posts/stories.• Supply NORTH logo for businesses to use through own networks.• Chalk paint decals on the venue windows (where possible).• Plus the festival as a whole advertises through traditional media such as newspaper, magazines, radio, highway signage, etc.	<ul style="list-style-type: none">• Included under its own heading on the printed and digital program.• Has its own section on the website.• Promoted via socials in posts/stories.• Personalised window decals or posters ‘free samples for NORTH – come in!).	Businesses can promote these themselves through the use of NORTH’s social media hashtags/tags, and *may* be shared by NORTH, but will not be included on any printed/digital programs.

FESTIVAL FEES

Paid events	Non ticketed/pay on consumption events	What’s on the menu?	Sample the NORTH & NORTH meal deals
1-29 attendees \$110 inc GST 30-59 attendees \$160 inc GST 60+ attendees \$250 inc GST	\$60 + GST	\$60 + GST per menu item	No cost involved
<ul style="list-style-type: none">• <i>Calculated by total capacity i.e. total number of tickets across all sessions. For three or more sessions on the program, submit the EOI and we will reach out to discuss.</i>• <i>This is the total fee paid to Launceston Central (the not-for-profit that runs NORTH Festival) we do not take a commission on ticket sales.</i>• <i>All fees must be paid by 2 August 2025 for events. Failure to pay fees will result in your registration being declined and not included in the program.</i>• Please note: If there are any outstanding fees from previous NORTH Festival programs, these must be cleared before your event can be accepted into the 2025 program. Participation will not be confirmed until all outstanding balances are resolved.			

TICKETING MECHANICS

As part of your agreement to participate in the Festival, you agree to using the IWannaTicket platform. NORTH Festival is a not-for-profit, run by Launceston Central, NORTH Festival does not take any commission.

For all ticketed events (including free events where registration is required), ticketing will be managed by the NORTH Festival organisers.* Each venue will receive a unique user login to the ticketing platform to view live ticket numbers for their event only. This login will also allow venues to add their own bank account details so that all revenue will come directly to the venue for their event(s).

NORTH Festival will pass on any booking fees directly to the customer, so no additional costs will be incurred by venues for this. While NORTH Festival will not be adding a margin onto ticket costs this year, this may be subject to change in future years.

*This does not apply to free, walk-in events that do not require ticketing.

END OF FESTIVAL REPORTING

We love data at NORTH Festival! This is why we handle the ticketing platform for events. We will still require additional information from you post-festival to continue to grow the festival. Here is some examples of information we will be chasing;

- For ticketed events, any incidental revenue received as a result of these NORTH events (e.g. any additional spend outside of what was included in the ticket cost).
- For free/walk-in events, if possible, any spend that can be attributed to these NORTH events (e.g. dollar value of daily takings that are more than your usual for a similar day).
- Any anecdotal feedback received from your guests about their NORTH experience.
- Number of times your menu was sold throughout NORTH.*
- Total dollar value of menu items sold throughout NORTH.*
- If possible, total value of any incidental revenue received as a result of these NORTH bookings (e.g. if a meal was purchased, what was the additional beverage and/or dessert spend).
- Any anecdotal feedback received from your guests about their NORTH experience.
- *We can help! Ask us if you need help to set up a button in your point of sale system, which will make it easy to record and report this data.