

WELCOME TO



CHECK IN AT WESTERN SYDNEY PARKLANDS

@WesternSydPark

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@westernsydneyparklands

SHARE YOUR PHOTOS WITH US #parklandsfoodfest #wsparklands

PARKLANDS FOOD FEST 2019

Be part of this popular Western Sydney celebration of great food and community! When: Saturday 7 September 2019, 10am-4pm

Where: Lizard Log, Abbotsbury (Fairfield area)

THEMES

- Fresh local farm produce
- Great local businesses
- Sustainable living
- The latest food and drinks trends
- Hands on cooking and food
 - growing workshops
- Outdoor activities for all the family



WHAT DOES PARKLANDS FOOD FEST OFFER YOU?

- Connection with an established event (8th year, grows annually)
- A great product showcase in Sydney's Biggest Backyard
- Engagement with Western
 Sydney Parklands' 4m visitors
 annually





FEATURING... FRESH PRODUCE FROM PARKLANDS FARMS









FOOD CELEBRITIES and CHEFS

- 2019 talent to be confirmed Previous line-ups include
- Food critic and *MasterChef* judge, Matt Preston
- The Shahrouk sisters from Family Food Fight
- Dan Hong from Mr Wong,
 SBS TV and mum Angie
- Miguel Maestre, Paul
 West and many more...

HANDS ON WORKSHOPS

- Great gardeners, growers and food artisans share their
 knowledge
- Kids get their hands dirty!













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LOCAL HEROES We celebrate legendary food businesses from Western Sydney creating the very Best of the West :

- chefs, restaurateurs
- farmers and artisan
 food producers

KIDS ZONE

- Plenty for all the family, with an emphasis on active play
- Activities include mobile rock climbing, face painting, circus skills and more!









pull'n shots

WHAT DO VISITORS LOVE?

It's local

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- The variety of food
- Fresh produce and
 - artisan producer stalls
 - Family friendly
 - atmosphere
- Cooking demonstrations
- Music and entertainment
- Delicious desserts

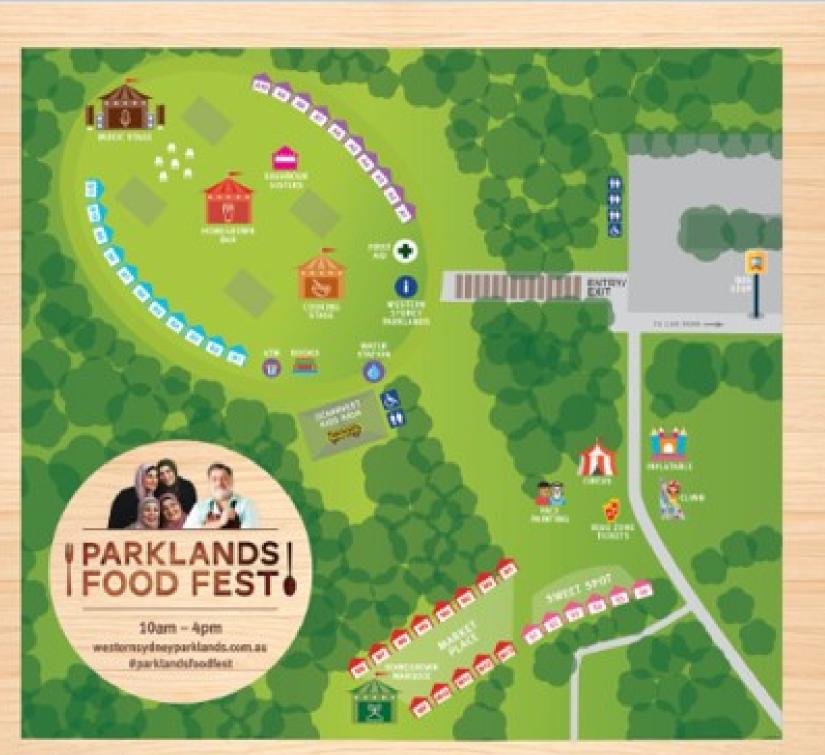
WHY DO THEY COME?

- To taste great food
- To relax and enjoy a free public event
- To entertain the kids
- To buy fresh produce
- To see celebrity chefs

MARKETING & PROMOTION

- Six week campaign: owned + paid and partner platforms
- 12 Parklands billboards in premium locations (M4/M7), reaching 1.5 million views daily
- Web and social #parklandsfoodfest
 @westernsydneyparklands
 westernsydneyparklands.com.au
- E-news via Parklands News (35% open rate)
- Radio, print and digital ads
- Strong local/metro editorial + specialty event listings (print, radio, on-line), plus specialty publications

• On-site event collateral



TODAY'S PROGRAM				FIND A STALL		
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- Sydney's Biggest Backyard!
- environment.
- Sydney.

ABOUT WESTERN SYDNEY PARKLANDS

Covering 5280 hectares, the Parklands stretches 27 kilometres from Quakers Hill in the north to Leppington in the south. It's

Set in the heart of Western Sydney, Western Sydney Parklands is a place for people of all backgrounds to meet, celebrate, learn, play, exercise and appreciate our beautiful natural

It includes extensive walking and cycling tracks, award-winning playgrounds, world class sporting and recreation venues, urban farms, a mountain bike trail and fantastic event spaces. This huge green corridor is part of a long-term vision by the NSW Government for contemporary urban living in Western



COME AND JOIN US!

For more information about how you can get involved,

contact: events@wspt.nsw.gov.au

Find us at

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Westernsydneyparklands.com.au

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