

SAT 7 SEPTEMBER

 **PARKLANDS**
FOOD FEST 

AT LIZARD LOG



Western Sydney Parklands



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)

WELCOME TO



CHECK IN AT WESTERN SYDNEY PARKLANDS

  @WesternSydPark

 @westernsydneyparklands

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#parklandsfoodfest #wsparklands



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

MORE
THIS WAY



 @westernsydneyparklands



FEATURING...
FRESH PRODUCE
FROM PARKLANDS
FARMS





FABULOUS FOOD STALLS





FOOD CELEBRITIES and CHEFS

2019 talent to be confirmed

Previous line-ups include

- Food critic and *MasterChef* judge, Matt Preston
- The Shahrour 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!





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!





There are craft brews,
live music and the
popular Sweet Spot





WHAT DO VISITORS LOVE?

- It's local
- 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				
WHEN	WHO	WHAT	NO.	STALL NAME	STALL NAME			
COOKING STAGE	10.15am	Shafiqat Sisters	Family Food Fight	A1	Coffee BOGA	MARKET PLACE		
	11.15am	Matt Preston	MasterChef Delicium	A2	Mergolis BBQ Pit			
	12.15pm	Shafiqat Sisters	Family Food Fight	A3	Beak In Duck Out			
	1.15pm	Matt Preston	MasterChef Delicium	A4	Panabubong Filipino Soul Food			
	2.15pm	Flower Woods	delicious, Food Editor	A5	The Citrus Factory			
HOME-GROWN MARQUEE	10.15am	Eaty Green Recipes	Sensational Seasonal Salads	A6	Pardilla Approach Catering	A11	Holly Davis	
	11.15am	Joe Papadopoulos	The Art of Butchery	A7	Get Shredded	A12	Harvest Hub	
	12.15pm	Holly Davis	Foraging Vegetables	A8	Skinner's Lane	A13	SpiceCraft	
	1.15pm	Eaty Green Recipes	Sensational Seasonal Salads	A9	El Tera Lata Mexican Food Truck	A14	Goats on the Loose	
	2.15pm	Holly Davis	Foraging Vegetables	A10	Mato Burger	A15	Auntie's Waggy Tails	
MUSIC STAGE	10.30am	Kathleen Stevenson	RnB/Soul	A16	Mano Burger	A16	Oliver's Salt	
	11.45am	Raduga 'n'	Country Tunes	A17	Dhahrah, Sisters	A17	San Fresh Farm	
	1.15pm	Sweet Jelly Rolls	Country & Blues	A18	Pol'n's Skato Coffee	A18	Saxams	
	2.45pm	Katit	African Rhythms	A19	Tara Hungry Italian	A19	Sydney Flowers Express	
				A20	Delicium	SWEET SPOT		
				A21	Burger Road		A1	Play My Chirrup
				A22	Tookays T-Shop		A2	Torch Me Corns B00ie
				A23	Mr Sun Mac		A3	Lovella Cookies
				A24	Food Of The East		A4	Gourmet Biscuits
				A25	Korean BBQ	A5	Black House	
				A26	Charlie Chazans	A6	Gluto Gelato	
				A27	Firebox BBQ			
				A28	Buns Central			





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 Sydney's Biggest Backyard!
- 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 environment.
- 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 Sydney.



COME AND JOIN US!

For more information about how you
can get involved,

contact: events@wspt.nsw.gov.au

Find us at

Westernsydneyparklands.com.au

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