



# Plateful Perth Prospectus 2024





## ACKNOWLEDGEMENT

The City of Perth acknowledges the Whadjuk Nyoongar people as the Traditional Owners of the lands and waters where Perth city is situated today and pay our respect to Elders past and present.

The logo for Plateful Perth is a black circle with a white outline. Inside the circle, the word "plateful" is written in a white, cursive script font, and the word "PERTH" is written in a white, uppercase, sans-serif font below it.

plateful  
PERTH

# Applications are now open for Plateful Perth 2024

Plateful Perth is back.

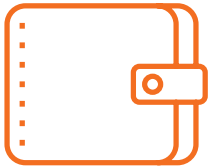
In August 2024, Plateful Perth is set to turn the City of Light into a gastronomic paradise, injecting bursts of flavour and vibrancy throughout every corner of the city! Join the culinary journey of this month-long celebration of Perth's diverse flavours.

Plateful Perth is not just a campaign; it's a celebration of taste, a feast for the senses that you won't want to miss. Get ready to indulge in the city's culinary treasures through a delightful array of exclusive offers, events, and experiences.

And here's the best part – YOUR business can be part of the lineup and there is no cost to be involved. Plateful Perth provides an unbeatable platform to showcase your business and draw in eager foodies from far and wide.

# Why get involved?

Plateful Perth is backed by an extensive \$450,000 marketing campaign which will be seen across Perth. The 2023 program was a great success and the results speak for themselves:



**\$1,650,137**

Total paid and earned media value for the program and supporting campaign



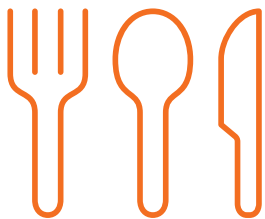
**\$620,275**

of earned media value through PR – excluding social media!



**143**

earned media articles



**9%**

increase in consumer spending in restaurants in the City of Perth year on year (1-31 August 2023 vs 1-31 August 2022), and **29.3%** month of month (1-31 August 2023 vs 1-31 July 2023)



**13.7%**

increase in consumer spending in bars/taverns/lounges in the City of Perth year on year (1-31 August 2023 vs 1-31 August 2022), and 14.7% month of month (1-31 August 2023 vs 1-31 July 2023)



**83%**

of total event tickets were sold



**83.34%**

of participating businesses said the event was 'valuable', with 80% of those saying it was 'extremely valuable'



**83.33%**

of respondents said they would participate in Plateful Perth next year



# Comments from businesses

'Seeing the Plateful Perth ads across Perth! The OOH component was especially impactful.'

'The advertisement and integrated promotion were great.'

'We were very happy with the results, no negative feedback :).'

'Looking forward to a bigger and better 2024 campaign. Thanks for the opportunity.'

'No favourite part really. No standout "part" one comment - its good to have the syndicated efforts of multiple F&B operators working together. Glad the City tried to rally everyone in this instance.'

'We look forward to next year.'



# The program

Building upon the resounding success of last year, Plateful Perth 2024 is once again poised to elevate Perth City's dining landscape.

Your business is invited to apply to be part of this gastronomic showcase, where innovation and indulgence blend for unforgettable experiences.

Elevate your brand as we shine a light on the City's vibrant dining scene in a captivating canvas of unique events, experiences and offers.

## Events

Craft a one-off event that showcases the uniqueness of your establishment. Whether it's a themed culinary night, chef's table experience, or a collaborative event, let your creativity shine. Events should not only highlight your culinary expertise but also provide patrons with a memorable and distinctive experience that sets your business apart.



## Experiences

Create engaging experiences that go beyond traditional dining. Consider chef-led workshops, special menus, interactive tastings, or masterclasses. These experiences can be hosted multiple times across the campaign



## Offers

Design enticing offers that captivate customers and drive foot traffic. From special dishes to exclusive discounts on pairings or limited-time promotions, your offers should showcase the best of your culinary offerings. Encourage patrons to explore your menu, try new dishes, and share their experiences, creating a buzz around your establishment throughout the Plateful Perth 2024 campaign.



Venues need to meet the program criteria which can be found at [platefulperth.com.au](https://platefulperth.com.au)



# Unlock the benefits of joining Plateful Perth 2024 for your business



## Enhanced Brand Visibility and Recognition

Businesses can leverage the substantial campaign budget of \$450,000 to amplify their events, experiences or offers. This comprehensive advertising and public relations approach will maximise awareness and reach, showcasing the best of the City of Perth's dining scene.



## Boost Economic Activity

Participating businesses can seize the opportunity to increase revenue by attracting a broader customer base through participation in the campaign. Plateful Perth 2024 provides businesses with a platform to showcase their strengths via unique events, experiences or offers.





## Networking and Collaboration Opportunities

The campaign provides a unique platform for businesses to connect with peers, industry professionals, and potential collaborators.



## Social Media Spotlight and Digital Presence

Participating businesses can feature their offerings, events, and experiences on the festival's official website, [platefulperth.com.au](http://platefulperth.com.au), and further enhance their digital footprint. You can also capitalise on the extensive social media presence of the @CityofPerth and @VisitPerth. Potential exposure not only showcases their offerings to a broader audience but also builds a loyal customer base through active engagement and interaction on digital platforms.

# How to get involved?

To be considered for Plateful Perth 2024, apply now via the application form via the QR code, or join a business information session.



Venues need to meet the campaign events, experience criteria which can be found at [platefulperth.com.au](https://platefulperth.com.au)

## Business information sessions

We're hosting two information sessions on Tuesday 20 February. These sessions give businesses the opportunity to learn more about the program and how they can get involved.

The sessions will be held at Council House, 27 St Georges Terrace, Perth.

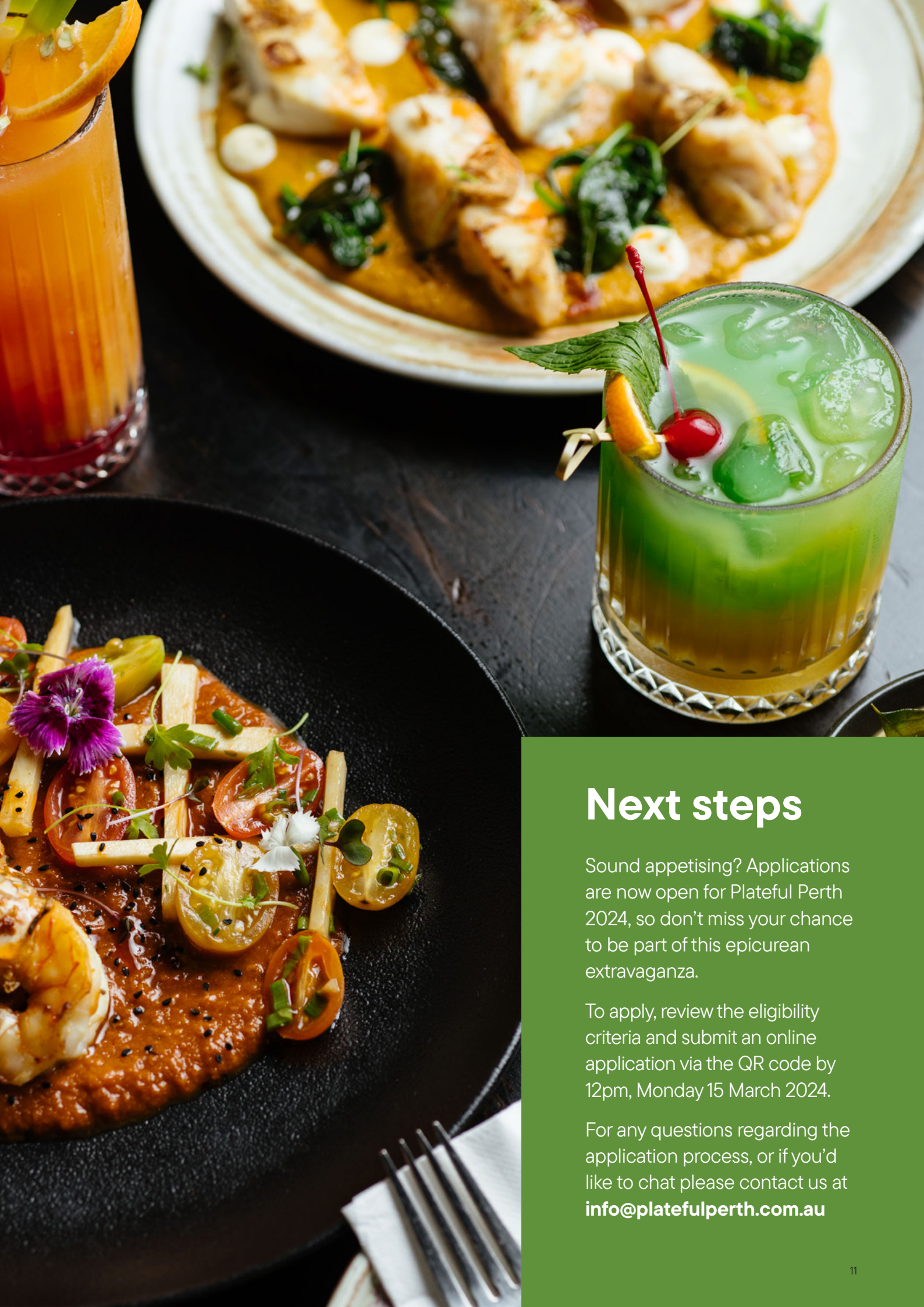
**Tuesday 20 February, at 10am and 4pm.**

## Other Opportunities

For non-hospitality businesses, there's still an opportunity to make the most of the extra foot traffic the program will bring into the City. Have a think about what your business could offer customers this August, and post about it on the **Visit Perth business portal** for a free plug.

The City delivers a variety of targeted events and campaigns throughout the year which attract visitation to the city, deliver economic impact and engender community pride. For additional opportunities to contribute to the activation, vibrancy and prosperity of Perth, please contact the City at [info.city@cityofperth.wa.gov.au](mailto:info.city@cityofperth.wa.gov.au). Stay up to date and sign up to our business eNews at [perth.wa.gov.au](https://perth.wa.gov.au).





## Next steps

Sound appetising? Applications are now open for Plateful Perth 2024, so don't miss your chance to be part of this epicurean extravaganza.

To apply, review the eligibility criteria and submit an online application via the QR code by 12pm, Monday 15 March 2024.

For any questions regarding the application process, or if you'd like to chat please contact us at [info@platefulperth.com.au](mailto:info@platefulperth.com.au)



This publication is available in alternative formats and language upon request.



GPO Box C120,  
Perth WA 6839



27 St Georges Terrace  
Perth WA 6000



[perth.wa.gov.au](http://perth.wa.gov.au)

**T** 08 9461 3333

**E** [info@cityofperth.wa.gov.au](mailto:info@cityofperth.wa.gov.au)



**CITY OF  
PERTH**  
*City of Light*