



EST. 2000
FRANKLAND RIVER
WINE REGION

Wine Fest!

The Other River Festival



Zone 1

VIBRANT, WELCOMING CITRUS THEMED

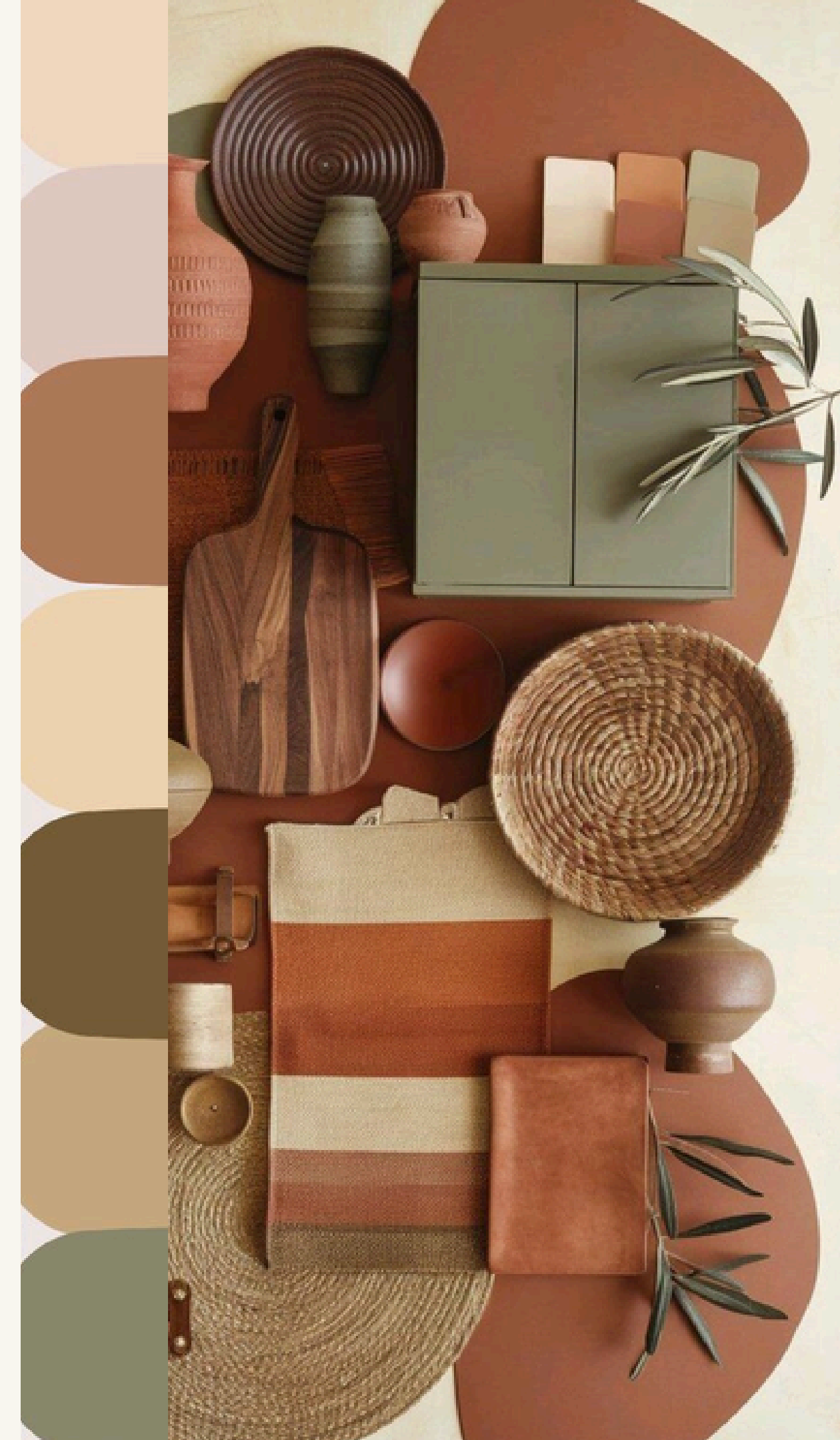
1. BRIGHT & ZESTY WINES
2. SENSORY AROMA & FLAVOUR CATEGORY, CITRUS ZETS, MINERAL, FLORAL
3. FOOD VAN TO PAIR, ASIAN FUSION | SILAS PEPPER & SALT
4. DECORATIVE CITRUS PALATE, BUNTING, CITRUS FRUITS, YELLOW & GREEN FLOWERS
5. KIDS ZONE, CITRUS BOB, LEMONADE STAND



Zone 2

RURAL NATIVE AUSTRALIAN THEMED

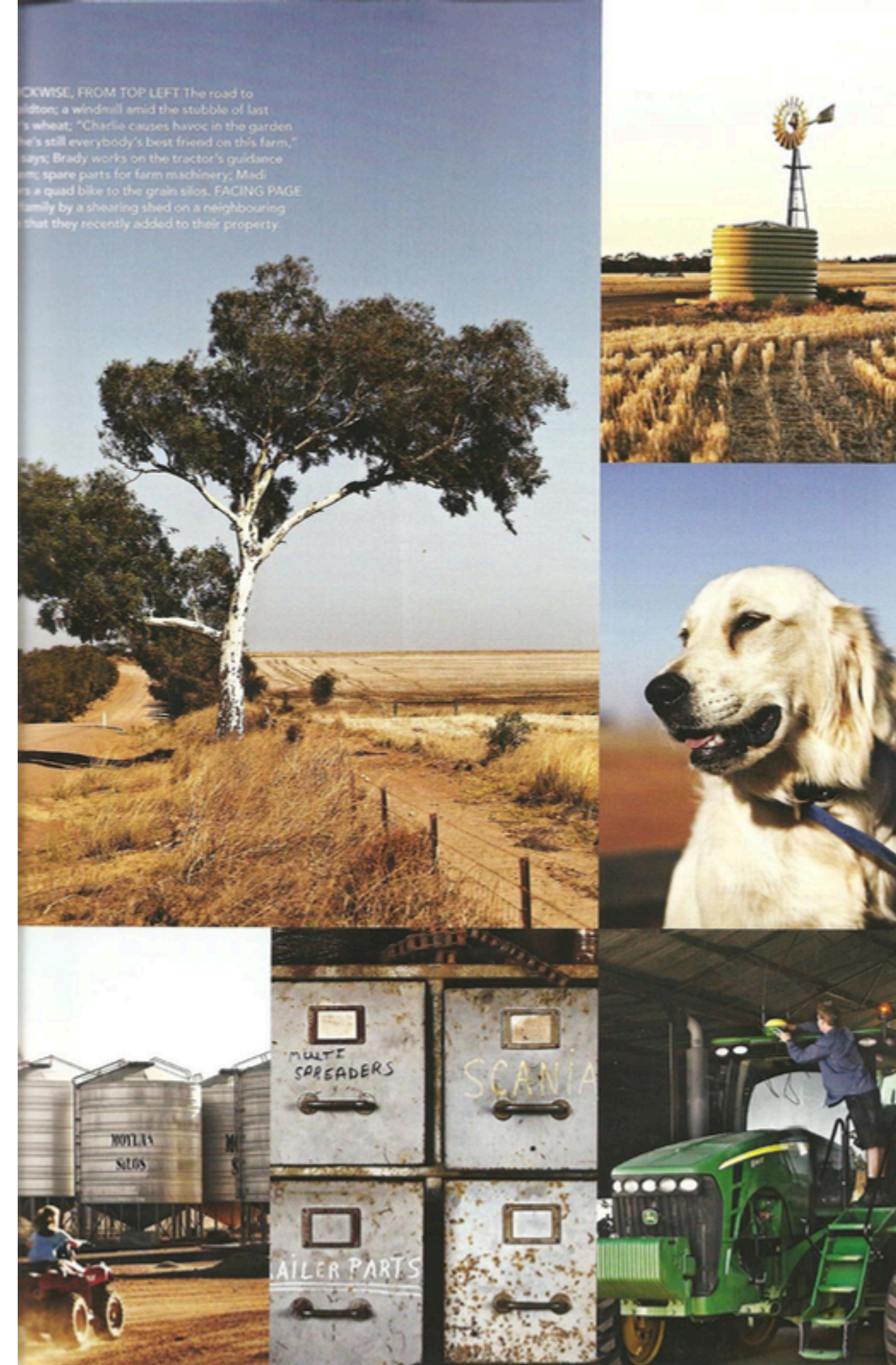
1. LIGHT RELAXING REDS OR FULLER BODIED WHITE WINE PAIRING
2. TACTILE SENSORY WALL, TOUCH AND FEEL, TEXTURES OF THE BUSHLAND
3. FOOD VAN TO PAIR, AUSTRALIAN | LAMB CHOPS (TASTE PEOPLE)
4. DECORATIVE NATIVE AUSTRALIAN COLOUR SCHEME, EUCALYPTUS BRANCHES, GREENS AND SOME EARTHY REDS.
5. KIDS ZONE, EDUCATION, MATCH THE LEAVES TO THE TREE OR CRAFT A NATIVE WREATH



Zone 3

FARMERS FIELDS THEMED

1. FULL BODIED RED WINES FOR TASTING
2. FRESH PRODUCE TASTING STAND
3. FOOD VAN TO PAIR, COUNTRY AUSTRALIA | BURGER BY SASHA
4. DECORATIVE WHEATS, HEMP BUNTING, SUMMER FARMS
5. KIDS ZONE, HOW MANY BALLOONS IN THE TRACTOR, MATCH THE GRAINS



CLOCKWISE, FROM TOP LEFT: The road to the windmill; a windmill amid the stubble of last year's wheat; "Charlie causes havoc in the garden but he's still everybody's best friend on this farm," says Brady; Brady works on the tractor's guidance system; spare parts for farm machinery; Madi riding a quad bike to the grain silos. FACING PAGE: The family by a shearing shed on a neighbouring property that they recently added to their property.

Zone 4

COMMUNITY TABLE THEMED

1. BOTTLE AND GLASS PURCHASE OPTION - WINES TO SHARE
2. STAGE TO ROTATE BANDS - ACOUSTIC, JAZZ, HERO BAND
3. LONG COMMUNITY TABLE SEATING TO RELAX AND EAT FOOD
4. DECORATIVE RUSTIC, RELAXED, HAY BALES, PALLETS, RICH COLOURS
5. KIDS ZONE, EGG RACE, SACK RACE, JENGA, LAWN GAMES



Layout

WINE TASTING TO BE INTEGRATED INTO THE THEME.

USE LOCAL PRODUCE WHERE POSSIBLE FOR ALL FOOD VENDORS & SENSORY STATIONS

USE LOCAL PRODUCERS AND VENDORS WHERE POSSIBLE

ZONES 1 - 3 ARE ALL TASTING ONLY, OTHER THAN FOOD VANS.

MARQUEE TO BE SET IN A SEMI CIRCLE WITH LONG COMMUNITY TABLE (ZONE 4) IN THE CENTRE

ENTRANCE IS SECTIONED TO ONE END, WHERE YOU PURCHASE TICKET AND RECEIVE COMPLIMENTARY BRANDED FR WINE GLASS, TASTING BOOKLET

EXIT END OF FESTIVAL IS DESIGNED TO BE A WAREHOUSE CHECKOUT STATION. ONE SIDE WILL BE THE WINE WAREHOUSE PICK & PACK. ON THE OTHER SIDE WILL BE LOCAL VENDORS/PRODUCERS DISPLAY AND WAREHOUSE PICK AND PACK



Mission

300 GUESTS

7 WINE PRODUCERS

3 FOOD VENDORS

6 LOCAL GROWERS/FARMERS/BUSINESSES

2 WRITE-UPS ON EVENT

5 WRITE-UPS ON REGION

1 BUS LOAD FROM ALBANY CENTRE

FULL ACCOMMODATION IN REGION

ENOUGH TRACTION & DEMAND TO REPEAT THE EVENT
YEAR ON YEAR WITH POTENTIAL TO REPLICATE IN
PERTH



**Wine
Fest!**

OCTOBER 17, 2026

3PM TO 10PM

Location

OPTION 1:

PROS: CENTRAL, VISIBLE, ACCESSIBLE, LOTS OF SURROUNDING PARKING,
INTIMATE SIZE

CONS; DUAL ROADWAYS (SAFETY), NOT AN OPEN SPACE FOR DESIGN
SETUP, MAY BE TOO SMALL

OPTION 2:

PROS: TIES IN WITH VINEYARD, OPEN SPACE, VISIBLE, ACCESSIBLE,
VARIABLE SIZE OPTIONS

CONS: PRIVATELY OWNED, NOT LOOKED AFTER, MAY NOT BE AVAILABLE

OPTION 3:

PROS: KID FRIENDLY, ACCESSIBLE, LOTS OF PARKING, ENCLOSED, NO
MAJOR ROADS

CONS: NOT VISIBLE, SCHOOL GROUNDS, MAY REDUCE WALK-INS

OPTION 4:

PROS: PUBLIC SPACE, VISIBLE-ISH, PARKING AVAILABLE, HUGE SPACE

CONS: REALLY LARGE SPACE, LESS VISUALLY APPEALING FOR WALK-INS



CONTINGENCY IS TOWN HALL IF WEATHER IS BAD

Engagement

WE PLAN ON INVITING AND FUNDING MEDIA TO THE EVENT TO:

- GENERATE EARNED MEDIA COVERAGE
- INCREASE REGIONAL AWARENESS AND BRAND RECOGNITION
- SUPPORT PRODUCER STORYTELLING
- SHOWCASE THE DIVERSITY OF THE FRANKLAND RIVER REGION
- CREATE LONGER-FORM EDITORIAL AND DIGITAL FEATURES
- BUILD ONGOING MEDIA RELATIONSHIPS

AN ADDITIONAL COMPONENT OF THIS VISIT WILL BE TO HOST MEDIA AND INDUSTRY AT EACH OF THE PRODUCERS FACILITIES OVER THE DAYS LEADING UP TO THE EVENT, WITH A FINAL FAMILIE AT WINE FEST.

By linking the festival with coordinated producer visits and regional engagement, the experience maximises the benefit to wine producers and growers in the Frankland River region, highlighting more premium wines that the Great Southern and WA offer.

Expenses

	EXPECTED COST
INFRASTRUCTURE [MARQUEES, POWER, PORTABLE TOILETS, LIGHTING, SOUND EQUIPMENT, TABLES, CHAIRS]	\$9700
DECORATIONS & SIGNAGE	\$5000
MUSIC	\$4600
OPERATIONAL [LIQUOR LICENSE, INSURANCE, FIRST AID, TRAFFIC CONTROL, WASTE COLLECTION]	\$5000
WINE AND FOOD SAMPLES	\$3000
TRANSPORTATION [COMMUNITY BUS & INBOUND BUS FROM ALBANY]	\$6800
MEDIA & PRESS	\$6000
MARKETING & PHOTOGRAPHY	\$1000
TICKET SALES [GLASSES, BOOKLETS, MERCHANDISE]	\$5000
	\$46100

Income

	PROPOSED CONTRIBUTIONS
FRANKLAND RIVER WINE REGION	\$3000
FRANKLAND RIVER PRODUCERS (FRANKLAND ESTATE, LANGE ESTATE, ALKOOMI WINES, FERNGROVE WINES, CERUBINO WINES, SWINNEY WINES)	\$3000
WINE OF WESTERN AUSTRALIA	\$18440
GREAT SOUTHERN WINE REGION	\$3000
FRANKLAND RIVER COMMUNITY & RESOURCE CENTRE	\$3000
SHIRE OF CRANBROOK	\$16000
TICKET SALES	(\$6000)
WINE SALES (TO PRODUCERS)	(\$10000)
FOOD SALES (TO VENDORS)	(\$6000)
	\$46100