

A graphic of a rainbow with five curved lines in yellow, blue, orange, green, and blue, arching over the text.A bunch of fresh green leaves in the top right corner.

**KIMBERLEY  
KIDS IN THE  
KITCHEN**

# **Partnership Prospectus 2024**

A bunch of fresh green leaves in the bottom left corner.

[info@downsouthcreative.com.au](mailto:info@downsouthcreative.com.au)



## WHAT IS KIMBERLEY KIDS IN THE KITCHEN?

Set against the breathtaking backdrop of the Kimberley region, a cultural and culinary revolution is coming. Kimberley Kids in the Kitchen is not just a cooking competition; it's a gateway to a world of opportunities for the young minds of the region. This initiative is scheduled to be relaunched in August 2024, as part of Taste of the Kimberley, where young contestants aged 10 to 16 will have the chance to showcase their culinary skills in a cook-off at FEASTival. The prospect of winning great prizes is enticing, but the real value lies in the experiences gained, the connections forged, and the potential for personal and community growth.

### Primary Objectives

**Promote culinary creativity:** Encourage young participants to explore their creativity through the creation of original recipes using locally sourced produce and bush foods from the Kimberley region.

**Celebrate cultural heritage:** Showcase the rich culinary traditions and cultural diversity of the Kimberley area by highlighting the use of traditional ingredients and cooking methods in participants' recipes.

**Community engagement and cohesion:** Facilitate meaningful connections between participants, schools, Indigenous communities, and local stakeholders through collaboration and fostering meaningful connections, and strengthening social bonds within the community.

**Empower youth leadership:** Provide opportunities for young people to take ownership of their culinary creations, develop leadership skills, and share their cultural knowledge and heritage with others.

**Promote healthy eating:** Encourage participants to explore nutritious and sustainable food choices by incorporating fresh, locally sourced ingredients into their recipes and promoting the benefits of healthy eating.

**Economic Development:** The program supports local economies by promoting the use of locally sourced produce, thereby boosting demand for these products and supporting local farmers, producers, and businesses.

**Education and Skill Development:** Through hands-on workshops and mentorship opportunities, the program provides valuable learning experiences and skill development opportunities for participants, equipping them with culinary skills, cultural knowledge, and practical life skills that can benefit them in the future.



## SPONSOR OPPORTUNITIES & BENEFITS

### EVENT PARTNER

Investment \$5,000

#### Benefits Brand Exposure:

- Opportunity to have an exhibitor stand at the event
- Media wall photo opp with chefs and participants
- Prominent signage at the event
- Acknowledgement in media releases
- Verbal acknowledgement at the event
- Logo recognition on all promotional collateral - print, digital, advertising

#### Benefits Hospitality/Other:

- Opportunity to be 'at event' tasting judge



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## SPONSOR OPPORTUNITIES & BENEFITS



### EVENT SUPPORTER

Investment \$1,000 - \$4,000

#### Benefits Brand Exposure:

- Media wall photo opp with chefs and participants
- Signage at the event
- Acknowledgement in media releases
- Verbal acknowledgement at the event
- Logo recognition on all promotional collateral - print, digital, advertising

## Boab fruit salad wins prize

By Rourke Walsh

A tropical fresh fruit salad with boab nut yogurt was the dish that caught the judge's attention at the first Kimberley Kids in the Kitchen cook-off on Monday.

The inventive recipe, prepared by Kununurra student Judy Cloud, incorporated a number of local ingredients to win the top honours.

The 16-year-old said she grated the boab nut and added it to the yoghurt to get the desired taste.

"I cook sometimes at home but I do it more for a bit of fun," she said.

Junior MasterChef host and judge Anna Gare, who was also in town for the Kimberley Kitchen, said some of the dishes in the competition were as good as she had seen on the hit television series and in restaurants around town.

"I think they made the most of all the ingredients on offer and did a stunning job," she said.

"You grow fabulous fresh produce here and you have the younger generation growing up with an interest in food, so I think Kununurra on a culinary scale will become a big food region."

Fellow judge and celebrity chef Don Hanvey said Judy's dish met the standard to claim the prize.

"You were judged on presentation, flavour and taste, local content and health, and she ticked the boxes in all of those areas," he said.

"The competition went well and we will be back... hopefully we can stimulate some more interest."

Mr Hanvey said the Kids in the Kitchen concept will now be rolled out across a number of regional areas with winner to compete for the State title.



Junior MasterChef judge Anna Gare, with Judy Cloud, 16, who won the Kimberley Kids Kitchen cook-off, and fellow judge celebrity chef Don Hanvey. Picture: Rourke Walsh



The Kimberley Kids in the Kitchen cook-off was held at the Kimberley Community Centre on Monday, May 6, 2014.

Kimberley Lifestyle 17

## Kimberley cook-off for young chefs

By Rourke Walsh

The Kimberley Kids in the Kitchen cook-off will return to the Kimberley Community Centre on Monday, May 6, 2014, and will be a fun and healthy event.

A competition will be held for the Kimberley Kids in the Kitchen cook-off on Monday, May 6, 2014, and will be a fun and healthy event.

The event is open to all children aged between 11 and 16 years of age.

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judges to see. "I think what makes it a competition with a winner is that the judges will be able to taste the dishes and see the kids' passion for cooking, and that's what we're looking for," he said.

"It's about creating a fun and healthy environment for the kids to learn and grow, and that's what we're looking for," he said.

"The event is open to all children aged between 11 and 16 years of age."

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Kimberley Regional Ambassador Don Hanvey will return to the Kimberley for the Kids in the Kitchen cook-off on Monday, May 6, 2014.



info@downsouthcreative.com.au



## SPONSOR OPPORTUNITIES & BENEFITS

### Sponsorship Form

Name

Position

Mobile

Company Name

Address

Email

### Sponsor Package

All prices are inclusive of GST.

For other options please contact Down South Creative directly via [info@downsouthcreative.com.au](mailto:info@downsouthcreative.com.au)

Event Partner

Event Supporter

### Payment Method

An invoice will be sent to the listed contact upon receipt of a signed sponsorship form.

Please email this form to:

[info@downsouthcreative.com.au](mailto:info@downsouthcreative.com.au)  
Tel: +61 400216026

### Terms & Conditions

- Receipt of a sponsorship form confirms your intention to sponsor
- Payment must be made within 30 days of invoice

### Cancellation Policy

- Cancellation 30+ days prior to the event will incur payment of 25% of contracted amount
- Cancellation 0-30 days prior to the event will incur payment of 100% of the contracted amount
- All cancellations must be made in writing to [event@southernpeaks.com.au](mailto:event@southernpeaks.com.au)

Signature

Date



[info@downsouthcreative.com.au](mailto:info@downsouthcreative.com.au)