

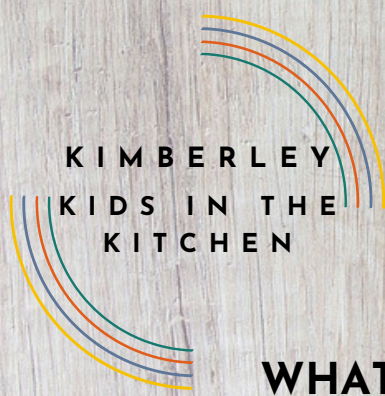
A graphic of a rainbow with five curved lines in yellow, blue, orange, green, and blue, arching over the text.A bunch of fresh green leafy vegetables in the top right corner.

**KIMBERLEY
KIDS IN THE
KITCHEN**

Partnership Prospectus 2024

A bunch of fresh green leafy vegetables in the bottom left corner.

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WHAT IS KIMBERLEY KIDS IN THE KITCHEN?

Program Overview: Kimberley Kids in the Kitchen is a community-driven initiative aimed at empowering youth through culinary education, cultural enrichment, and health promotion. Starting with a relaunch in the Kimberley region in August 2024, the program plans to expand to cover all regions of Western Australia.

Core Objectives

Empowerment through Education: Provide youth across WA with the skills and knowledge to prepare healthy, culturally inspired dishes using local ingredients.

Employment: Linking to job pathways in the hospitality and tourism industry.

Cultural Preservation and Promotion: Celebrate and preserve the diverse cultural heritage of WA through culinary arts and medicinal value of foods.

Community Engagement and Cohesion: Foster community spirit and cohesion through regional events and activities.

Health Promotion: Encourage healthy eating habits and nutrition awareness among youth and their communities.

Job Pathways: The Kids in the Kitchen initiative is poised to become an annual iconic event on Western Australia's state culinary calendar.

Planned Expansion and Timeline:

- **2024:**
 - August: Program relaunch in the Kimberley as part of Taste of the Kimberley.
 - Objectives: Fine-tune program structure, engage local schools and communities, establish a successful model for replication.
- **2025:**
 - Target 4 regions and adapt and implement the Kimberley model in new regions, focusing on local collaboration and ingredient sourcing.
 - Mid-Year Review: Assess program impact and community feedback to refine approach.
- **2026:**
 - Target remaining 5 regions.
 - Finalise regional adaptations, focusing on distinct cultural and culinary features.
 - Continuous Feedback: Incorporate ongoing feedback into program improvements and regional adaptations.
- **2027:**
 - Culmination of a regional/statewide cookbook showcasing the culinary talents of participants from all regions as well as local artworks

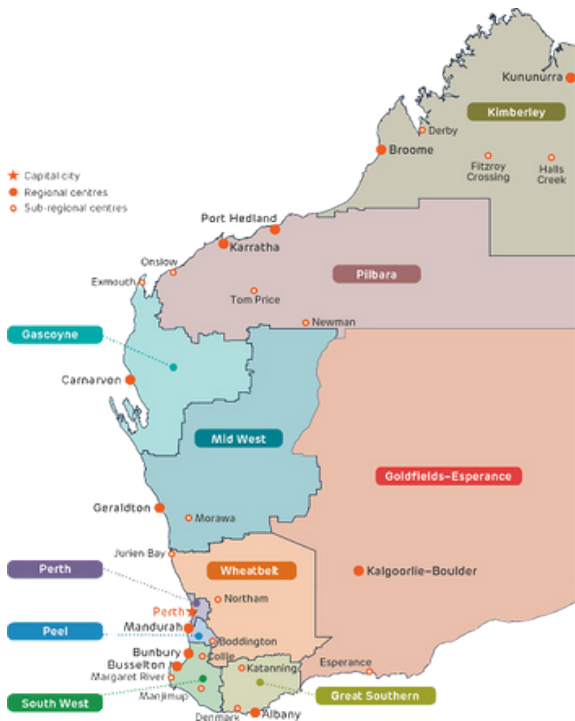


SPONSOR OPPORTUNITIES & BENEFITS

Expected Outcomes:

- Increased culinary and nutritional knowledge among youth across WA.
- Strengthened community ties and increased cultural appreciation.
- Enhanced visibility and promotion of local ingredients and culinary talents.
- Establishment of a sustainable, annual event that continues to celebrate and nurture young talent in the culinary arts across WA.
- Job pathways into hospitality and tourism industry.
- As it expands across WA, the initiative is expected to highlight the rich culinary diversity of the state, making it a key annual event that attracts participants and spectators alike, contributing significantly to the cultural and social fabric of the community.

This strategic plan aims to not only broaden the scope of Kids in the Kitchen program but also to enrich the lives of youth across Western Australia by connecting them with their local cultures and communities through the culinary arts.





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

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





**KIMBERLEY
KIDS IN THE
KITCHEN**



SPONSOR OPPORTUNITIES & BENEFITS

EVENT FRIEND

Investment from \$250

Benefits Brand Exposure:

- Media wall photo opp with chefs and participants
- 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 yogurt 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 Hanecy 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 Hanecy 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 Hanecy. Picture: Rourke Walsh



The Kimberley Kids in the Kitchen cook-off will return to the Old Valley Muster next weekend with the aim to teach kids to value local produce and healthy meals.

Kimberley Lifestyle 17

Kimberley cook-off for young chefs

By Rourke Walsh

The Kimberley Kids in the Kitchen cooking contest will return to the Old Valley Muster next weekend with the aim to teach kids to value local produce and healthy meals.

A creation of WA Food Ambassador Don Hanecy, the competition was launched in Kununurra at the Old Valley Muster in 2013 and saw a dozen kids go head-to-head in the kitchen.

This year, organisers are excited to see more interest in the contest by moving it to the schedule to be a part of the newly branded Moon Fair next Sunday afternoon.

The cooking contest, modelled on popular television program Junior MasterChef, will be judged by Hanecy celebrity cook and food writer Stephanie Alexander and WA food ambassador Ian Trent.

Hanecy said with the cooking contest held for one year, it was important for building master chefs to submit their applications and proposed recipes before the May 14 deadline.

"I think the first event was really well received in the community, and it was great to see a diverse range of kids who

good to use." Hanecy said while it was a competition with a winner judged at the end, the culinary experts were also there to mentor the kids on food and cooking, and would be happy to provide advice.

"It's about encouraging kids to cook, but to also cook with local ingredients and to cook healthy meals incorporating a lot of fruit and vegetables," he said.

Contestants will be provided with an individual portable gas stove, a chopping board, tea towels, a spatula, salt and pepper, a whisk, extra virgin olive oil, a pan, a fork, a serving plate, knives, spoons and presentation crockery.

They will also receive an apron and a name tag for identification, but will need to bring their own crockery, set of knives, and other cooking equipment needed as well as an apron.

Eight contestants will be selected to cook off against each other and will have 30 minutes to prepare the dish they have decided on. Entrants must be between 11 and 16 years of age.

First prize includes an amazing chef's hat and a certificate for cooking excellence and a signed copy of Stephanie Alexander's



WA Food Ambassador Don Hanecy will return to the Kimberley for the Old Valley Muster 9th month.



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KIMBERLEY
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Contact Details

SPONSOR OPPORTUNITIES & BENEFITS

Sponsorship Form

Name

Position

Mobile

Company Name

Address

Email

Sponsor Package

All prices are exclusive of GST.

For other options please contact Down South Creative directly via
info@downsouthcreative.com.au

Event Partner

Event Supporter

Event Friend

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
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

Signature

Date

info@downsouthcreative.com.au