



PARTICIPATION PROSPECTUS

BACKGROUND

HONEY MONTH IS A NATIONALLY RECOGNISED EVENT FOCUSED ON SHOWCASING THE AUSTRALIAN HONEY INDUSTRY AND RAISING THE PROFILE OF AUSTRALIAN HONEY. COMMENCING IN 2012, THE HONEY FESTIVAL PART OF HONEY MONTH HAS GROWN SUCCESSFULLY EVERY YEAR.

HONEY MONTH IS DESIGNED TO ENCOURAGE ALL BUSINESSES TO PARTICIPATE IN THE MONTH OF MAY, HOSTING EVENTS AND EDUCATING THE LOCAL COMMUNITY ABOUT WA HONEY.

OVER THE YEARS, HONEY MONTH HAS INCLUDED DEGUSTATION DINNERS, EDUCATIONAL PLATFORMS AND HONEY-INSPIRED WORKSHOPS.

HONEY MONTH STRIVES TO GET THE COMMUNITY TO KNOW THEIR BEEKEEPERS AND MEET THE PEOPLE BEHIND AUSTRALIAN FOOD. WE ENCOURAGE THE FOOD INDUSTRY TO SUPPORT LOCAL AND ENJOY THE HONEY WE HAVE ON OUR OWN DOORSTEP.



**HONEY MONTH COMMENCES FROM
1 MAY – 31 MAY 2024**

INDIVIDUAL EVENTS WILL RUN THROUGHOUT THIS MONTH AT VARIOUS LOCATIONS AROUND WA. PEOPLE WILL HAVE THE OPPORTUNITY TO TASTE ALL THE VARIOUS LOCAL HONEY WA HAS TO OFFER,

ENJOY A HONEY-THEMED DINNER AND EVEN LEARN HOW TO BE A BEEKEEPER THROUGH ELECTIVE COURSES.

THE HONEY MONTH COMMITTEE OFFERS TO ASSIST GROUPS IN DEVELOPING THEIR IDEAS AND CRITERIA TO SUPPORT EVENTS.

THE EVENT WILL WORK UNDER ONE BANNER CALLED BEES2HONEY INC HOWEVER YOU CAN USE YOUR BRANDING AS PART OF THIS OVERARCHING BRAND.

THIS EVENT IS PART OF



**HONEY
MONTH**



- **Marketing Campaign**

The marketing campaign will consist of online social media platforms and various marketing from honey industry bodies.

- **How to Get Involved**

Be willing to embrace the honey theme. The theme is about developing an experience with honey, bees and food.

- **Be Willing to Think Outside the Box When Developing Your Event**

Think about what makes your business unique and different. Will you sell tickets or run a free event, including a workshop or course or include accommodation along with your event? The list is endless.

- **Be Open to Partnering With Other Businesses or Organisations.**

Partnering reduces stress on resources. You can partner with a food provider where you may lack having this as an offering. Draw on other people's expertise to make an event flow professionally.

- **Be Willing to be an Active Part of the Marketing Campaign**

This means updating your website, Facebook page and other social media channels, linking it to the BEES2HONEY campaign and prompting for sharing and tagging.

If you want to be involved in this event over the month of May please contact bees2honeywa@gmail.com

