

FEAST *of the* SENSES

23—28 March 2017 Innisfail, Tropical Nth Queensland

www.feastofthesenses.com.au



Event Snapshot:

Started in 2003 by members of the then DPI ***The Feast of the Senses*** is arguably North Queensland's premier Tropical Food Experience. Centered around the town of Innisfail, an hour's drive south of Cairns the festival headlines our impressive variety of rare and exotic fruits whilst also showcasing our enviable range of other produce including meat, seafoods, herbs, spices and wine the Festival celebrates a veritable Smorgasbord of Fine Fare. Nowhere else is such a range of produce and cultures found as in this particular region of Tropical North Queensland. The event has grown into a multi-cultural celebration of the local community.

What Sets us Apart?

Innisfail is the 'jewel in the crown' of Tropical North Queensland. It is situated on the fork of the mighty North and South Johnstone rivers in the lea of Queensland's tallest mountain. The town is arguably the best example of Art Deco Architecture in Australia. It is the centre of the rare and exotic fruit industry of Australia and more varieties are grown here than anywhere else. Agriculture is central to Innisfail's existence with the sugar and banana industries leading the charge.

Who Are We?

Feast of the Senses Inc. is an independent committee of local community members who are passionate about both the local produce and the region around Innisfail in Tropical North Queensland. The event is now strong enough to contract a Festival Manager who is responsible for all aspects of running the Festival under the guidance of the committee.

Where are we going?

Our Top 5 Priorities:

- To continue to hold a sustainable festival each year to coincide with the major harvest of the rare & exotic tropical fruit of the region
- To promote the rare and exotic produce of the region and its uses to intrastate, interstate & international markets
- To celebrate all aspects of local culture and cuisine within the local community
- To highlight the best example in Australia of concentrated art deco architecture that is Innisfail township
- To contribute to the local economy of the region through the festival

Making it Happen

Our Priority Actions are:

- The Festival will continue to grow and be recognised as a Destination Event
- The Festival continues to attract sponsorship, both locally and nationally in recognition of a tangible history
- To increase media attention on the region of Innisfail to increase visitor and tourist numbers
- To encourage visitation to the region at the low and shoulder seasons to assist in the economic growth and development of the Innisfail region
- For the Innisfail Region to continue to be recognised as a significant center for both rare and exotic produce and art deco architecture and to develop strategies to increase that recognition