



AUSTRALIA HOUSE MELBOURNE

Hello,

Thank you for your interest in our event, Dairy Lane.

Dairy Lane is an annual event debuting in 2021. The event will be held on Saturday May 8th and Sunday May 9th, 2021. In the City of Melbourne. "Dairy Lane" would like to thank the City of Melbourne and The Victorian State Government for sponsoring and supporting with the "City Reactivation Grant"

Dairy Lane is inspired by my mother Mary-Jane who shared her recipes and her mothers and her grandmothers and her great Aunts cookbooks and recipes during the Melbourne Lockdowns.

The concept is to produce a new annual event in Melbourne and this year to bring people back into the city. The concept of bringing Victorian Dairy farmers and producers to Melbourne and create a market for Mother's Day weekend. The name comes from Melbourne's famed Laneways full of wonderful cafes, restaurants, bars, hotels & stores in the Melbourne laneways. We have asked approx. 150 (plus) of the laneway establishments to create a dish or beverage to serve on their menu or offer as a takeaway. As May 9th, 2021 is Mother's Day in Australia we are encouraging the restaurants to participate so Melbourne knows the CBD is the place to come to and enjoy some food or drink inspired by Dairy. Our Dairy farmers have had a very rough few years and the CBD has also had a very rough time over the past year. This is an opportunity to celebrate our Dairy Industry in Victoria as the Country's leader and Melbourne's great food and beverage establishment's which are also celebrated as the Nations best.

On Saturday May 8th – Dairy Lane Country Fair to be held at Scots in Collins street in the Assembly Hall and the Tim White Hall. At Scots Church 156 Collins Street Melbourne. All Participants in Dairy Lane, The Portrait Cookbook and Victorian Dairies are invited to bring their dish or beverage to the Assembly Hall at Scots between 10am to 10:30am to go on show in our Dairy Lane Country Fair Table. We will all join together for a wonderful feast and eat and drink all together the food on display and share stories of the recipes, family stories, your dairy and food and beverage establishment in Melbourne. We are bringing together the farmers, the consumers that cook and food and beverage establishment's together and all creating dishes from dairy. The Walls of the Hall will have Portraits of those already participating in the Cookbook and photos taken of a Milk bottle during the 3 Melbourne Lockdowns.

On Sunday May 9th – Dairy Lane Mother's Day family and Mum celebration in Melbourne's Lanes, Arcades, Malls, Hotels and restaurants and Cafes, Bars and Stores. All creating a special Dairy Lane dish or beverage to serve or sell for takeaway for visitors on Mother's Day. There will be approx. 150+ establishment's joining the Event. The aim to bring many families together in Melbourne and eat and drink and celebrate Mum's with special Dairy based created desserts and Beverages.



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If you have received this letter, it is to invite you to participate in Dairy Lane 2021.

And you're a part of one the four groups mentioned and numbers 1, 2, 3 and 4. This is your invitation and registration Form. We are 100% inviting you to take part in Dairy Lane and our Country Fair at Dairy Lane Event on Saturday May 8th and Sunday May 9th, 2021.

1. **Portrait Cookbook Participants:** If you're in the portrait book or have been asked to us invite you to attend with your specially made dish. We will put it on display on our Country Table. On May 8th at 10:30am at Scots Hall.
2. **Laneways Food and Beverage Establishments:** If you have an establishment in Melbourne's cafes, restaurants, bars, Hotels, or retail stores then we invite you to join your establishment and prepare a special dish and serve and sell on May 8th and May 9th. We also ask you to bring your dish to Scots Hall and join our Country Fair with all participants.
3. **Victorian Dairy's:** If you're a Victorian Dairy we will ask you to join Dairy Lane Market on May 8th and May 9th and bring your beautiful range of products and sell so visitors can eat at the market and pack up so people can take home. We also ask you to bring your products to Scots Hall on May 8th to put onto our Country Table and we will have your own table for your display at the Country fair to show the visitors.
4. **Exhibition:** There will be two Exhibitions on site, presented by Australia House. Portraits of the Australian's who are participating in the Melbourne Recipe Cookbook. And there will be a special exhibition of photos of a Milk Bottle in photos taken in Melbourne during the three lockdowns.



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Important Information and Invitation for your participation of May 9th for the Mother's Day Dairy Lane Program.

2. Dairy Lane Mother's Day May 9th – 2021.

Please prepare a special Mother's Day dish or beverage prepared and inspired by any dairy product. Please prepare to place in your window of your establishment and we will give you a Poster to place in your window to help you dress up and to signify to visitors you are participating in Dairy Lane. We invite you to serve the special dish on May 8th & May 9th and promote it to all your customers that you're participating in the Dairy Lane Mother's Day weekend. We will include you on our online website which will open prior to the Event with a full list of establishments participating. We will come around and take a portrait of you and your team and your special dish and we ask for your recipe so we can put online and into the catalogue and cookbook of Melbourne we are producing. Please complete the Registration Form and we will send you your event pack. Please give us as much information as possible so we can publish your information properly. Include your story so we can tell online and in the book.

All Melbourne Laneways, Arcades, Malls, Bars, restaurants, cafes, hotels, retailers and stores are invited to participated.

3. Dairy Lane Dairy Market – May 8th and 9th.

For the first year we have invited. Small number of the highest quality Dairy farmer and brands to join the Dairy Market. We invite you the Dairy to come join the Event and bring your beautiful range of products and join our marketplace established for both days. At the Dairy Lane Market, you can sell your products for the visitors to eat on site or to take home with them. We suggest you make an effort to make your area beautiful so the visitors who will love the Market place see your best. Please fill out the registration form and email us photos and your farm or brand story so we can post onto our website and social media site. We have invited 12 Victoria Dairy's to participate. So, the visitors can enjoy a wonderful and full range of Dairy products all made in Victoria. We have also invited all Dairy's to participate in our Country Fair. Please tell us your story and provide photos and any marketing material so we can get your information out there as much as possible.



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LOCATIONS

1. Country Fair and Exhibition

Saturday May 8th at Scots Church Halls: The Assembly Hall and The Tim White Hall.
156 Collins Street Melbourne.

2. Dairy Lane Food and Beverage serving the Dairy based dish or beverage for – Mother's Day

Mother's Day – May 9th De Graves Street Lane, Centre Place laneway, AC/DC Lane, Hardware Lane, Block Arcade, Cathedral Arcade, Capital Arcade, Hosier Lane, Tattersalls Lane, Duckboard Lane, Rankins Lane, Croft Lane, Howie Place, Bank Place, Somerset Lane, Royal Arcade, Myers Place, Crossley Street Lane, Little Collins Street, Flinders Lane, Little Bourke Street, Bourke Street Mall, Major International and Melbourne Hotels in Melbourne CBD, The Queen Victoria Market. Plus, all cafes, restaurants, bars, hotels & retails stores in the Melbourne CBD area.

3. Dairy Market

Dairy Market will be held on both May 8th and May 9th in Collins Street Melbourne. The area will be set up as a market for the participating Victorian Dairy's. Will have an area for visitors to sit and enjoy the beautiful dairy products and also will be able to purchase products to take home. There will be 12 participating Victorian Dairy's.

Collins Street – Melbourne.



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4. Publicity and promotion

- We will publicise the event for two weeks leading up to the mother day weekend via socials and media releases.
- We will include you on our website, in our event guide and we will curate a post of your portrait and promote you on our social media sites.
- We will do post event publicity and your product and brand story.
- We will list you on City of Melbourne, State Government of Victoria and 12 other associated sites for events.

Please send us your logo for inclusion in guide and on our website.

We suggest you promote your site on your website and social media and we will give you a link to the info for the exhibition. If you choose to use a hash tag for the event, please use; #australiahouse, we will also be able to send you links for our online guide.

We have a professional 3rd party PR team doing the PR for the event and we will forward your information onto them.

We ask you advertise to your clients to come visit you at event and show their support for your company.



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**AUSTRALIA HOUSE
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Registration sheet

Company Name: _____

Contact personnel: _____

Name of your Product:

Brief introduction of your company:

Information for our invoice for your registration

Company name in full: _____

ABN number: _____

Trading address: _____

Phone Number: _____

Email address: _____

Website and social media links:

Any special requirements:

Signature of participation confirmation

Name: _____

X _____ **Date:** _____





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Dairy Lane

Melbourne will be transformed into a 'dairy city' for one magical weekend, so families can treat their Mother's-on-Mother's Day and eat and drink, choosing from one of the hundreds of delicious and specially made dairy products.

There will be more than 150 (plus) businesses participating in Dairy Lane's Mother's Day weekend special. All businesses involved will put their own signature spin on their product creations and the public will be able to come and experience it.

If you would like further information on the Dairy Lane event, please see

<https://australiahouse.com/dairy-lane>.

Australia House

Established in 2015 in Melbourne, Victoria, Australia House is a celebration of culture and agriculture. Australia House encompasses the best of Australian culture in art and food creativity.

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E: info@australiahouse.com

W: www.australiahouse.com.

Social media links

Instagram: <https://www.instagram.com/australiahouse.melb/>

LinkedIn: <https://www.linkedin.com/company/178671>

Facebook: <https://www.facebook.com/AustraliaHouse.melb>

Twitter: <https://twitter.com/australiahouse2>



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