

**Report on the
2006 Nice (French Riviera) AGEHOTEL
And Nice College of Hospitality**

Salon Culinaire Activities

**And Future
Australian "Bush Food"
Promotional and Marketing Projects
In France and Beyond**

REPORT WRITTEN BY:

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1. SYNOPSIS

This report lists the various activities and discussions held between the various stakeholders of:

- The Nice (French Riviera) 2006 AGECOTEL Salon Culinaire Management team
- The Nice College of Hospitality Director and Director of Operations
- The Nice City Council Deputy Mayor
- And Daniel Abad, The Hanson Group Director

The purpose of the 2006 AGECOTEL Salon Culinaire event was to:

- Continue the promotion and marketing of Australian "Bush Food" products after the initial October 2004 training and awareness activities conducted at the Nice College of Hospitality
- Renew the relationship with the French Hospitality industry that was created during the 2004 activities
- Develop additional contacts with French Food Manufacturing companies and the French Hospitality industry beyond the French Riviera area
- Explore commercial opportunities for the export and sale of Australian "Bush Food" products
- Discuss future promotional and marketing projects and activities with the above-mentioned groups of stakeholders

The report concludes that there is a clear interest for Australian "Bush Food" products in France and that this interest should be further investigated and developed.

The report recommends that the current Australian stakeholders who have been involved in the 2006 AGECOTEL Salon Culinaire continue to allocate resources to develop and strengthen the momentum that The Hanson Group has created in France in order to develop a number of "Bush Food" export and commercial projects in France.

The report also recommends that the Manufacturing companies that have participated in the 2006 AGECOTEL should consider a working relationship with The Hanson Group as an Agent for the marketing and sale of their "Bush Food" products in France and beyond.

2. EXECUTIVE SUMMARY

- 2.1 Name:** Daniel Abad
- 2.2 Position:** Director
- 2.3 Organisation:** The Hanson Group
- 2.4 Travel Dates:** 26th January – 11th February 2006
- 2.5 Destinations:** Nice (French Riviera)

2.6 Purpose:

- Continue the promotion and marketing of Australian “Bush Food” products after the initial October 2004 training and awareness activities conducted at the Nice College of Hospitality
- Renew the relationship with the French Hospitality industry that was created during the 2004 activities
- Develop additional contacts with French Food Manufacturing companies and the French Hospitality industry beyond the French Riviera area
- Explore commercial opportunities for the export and sale of Australian “Bush Food” products
- Discuss future promotional and marketing projects and activities with the above-mentioned groups of stakeholders

3. SIGNIFICANT OUTCOMES

The 2006 AGECOTEL project has recently been successfully completed. This major event has again involved the following Hanson Group personnel:

- **Dale Chapman**, a well-known Aboriginal Chef from the Sunshine Coast - (See below for details and background)
- **Daniel Abad**, Hanson Group Director - (See below for details and background)

There was a new addition to the team with:

- **Paul Hart**, Hospitality Teacher currently located in Alice Springs – Northern Territory. During this project, Paul provided his extensive knowledge of food preparation, Australian wines and Australian “Bush Food” to the College teachers, students and the guests dining at the Salon restaurant. Paul also manned the Salon stand and conducted a number of awareness sessions for the attending public.

The project has also involved a number of “Bush Food” manufacturing companies:

- **Barbushco Pty/Ltd**
- **The Dilly Bag**
- **Nutworks Macadamia Processors**
- **Outback Bush Foods P/L**
- **Outback Treats**
- **Oz Tukka**
- **Serendipity**

These companies have agreed to participate in the Salon activities and provided a range of their products. These products were used for the following purpose:

- Promotional material for the Salon restaurant, demonstrations and taste samplings
- College training activities and workshops
- Banquet

The remaining stock is also currently being used to as promotional packs to further penetrate the French food market and the Hospitality industry sector.

To date, approximately ten organisations have indicated their interest in either stocking these products in their business or distributing these products through their existing client network or purchasing certain ingredients in order to manufacture new lines such as ice creams. Negotiations are currently under way in France to secure commercial deals with these interested parties.

4. BODY OF REPORT

- 1. Nice Salon Culinaire – 05–08 February 2006**
- 2. "Bush Food" Promotional Tour**
- 3. Australian Year in Nice – Sept 07 – August 08**

The Hanson Group has recently returned from its fourth and most successful promotional tour of Australia in Nice on The French Riviera. This latest event has again involved another cooperative activity with the Nice College of Hospitality, its Staff and students.

The Hanson Group, a well-known and established name on the French Riviera since 2002 has actively promoted Australia on a number of occasions.

It all began in 2000 when the Nice Carnival Committee extended an official invitation to Daniel Abad, Hanson Group Director and the Nunukul Yuggera Wantamaa Aboriginal Dance Troupe to perform at the 2002 Nice Carnival.

That same year, Daniel also facilitated a Hospitality student placement program when two Australian Cookery apprentices received an offer to work for a period of three months at "Le Mirazur", a prestigious restaurant in Menton near the Italian border with France.

During that exchange, Daniel held a series of meetings with Mr. Michel Prosperi, Director of the Nice College of Hospitality and Mr. Jean-Paul Gravelle, the Director of Operations. Discussions at these meetings centred on staging a number of Australian "Bush Food" awareness sessions and restaurant services at the Nice College.

The College subsequently agreed to hold an Australian "Bush Food" program at the Nice College of Hospitality in October 2004 that would include the following activities:

1. An official opening day to include a Gala Banquet for 150 of the City's Dignitaries, Hospitality industry representatives and Corporate leaders. The program also featured "Bush Food" static displays, and practical workshops
2. A series of "Bush Food" training lectures and practical demonstrations, for the College's students and instructors
3. A "Bush Food" menu for the Nice Dining public for a three-day period in one of the College's three training restaurants.

This program was staged during the French national "Semaine du Gout" (Week of Flavours). That yearly event celebrates food, flavours and the pleasures of the table and involved the following Hanson Group personnel:

Dale Chapman, a well-known Aboriginal Chef from the Sunshine Coast who has provided her Dilly Bag "Bush Tucker" catering and instructional services to schools and community centres for a number of years.

While in Nice, Dale introduced the French Hospitality industry to "Bush Food" flavours and trained a number of French cookery teachers and students in this area. She also conducted a number of practical workshops, presentations and organised static displays.

John Wrench a retired senior pharmacist from the Royal Brisbane Hospital who assisted Dale in all the planned activities during that time. He also conducted a series of workshops on Bunya nut and tropical forest fruits during that week.

John is involved in numerous environmental projects around the Brisbane and he also conducts a wide range of "Bush Food" training and educational programs in and around Brisbane.

Daniel Abad coordinated and managed every aspect of the 2004 program. His knowledge of the hospitality industry in Australia and France ensured the success of this project. Daniel was also responsible for all liaison and communication needs during the program. Daniel has developed a strong network with the Nice City Council, the Education and Vocational Training department, the Hospitality industry, Art galleries, museums and the Agriculture department.

This initial 2004 Bush Food event attracted a high level of interest among the French Riviera Hospitality industry that discovered a whole range of new flavours and new possibilities for the creation of a wide range of new and exciting dishes. Out of this activity, three new major projects emerged.

1. 2006 Agecotel Salon Culinaire

Mr Paul Obadia, the "Directeur General" of Nice Expo who attended the 2004 banquet at the Nice College of Hospitality formally invited The Hanson Group to attend and be the guest nation at the Nice 2006 AGECOTEL Salon culinaire. AGECOTEL is a Hospitality Industry event that is staged every 2 years at the Palais de Expositions in Nice. This event took place between the 5th and 8th February 2006. Mr. Obadia suggested that Australian "Bush Food" and other food products to be the feature event of the 2006 AGECOTEL.

Prior to the event, the AGECOTEL Corporation circulated over half a million promotional packs featuring Australian Bush foods as a draw card for the event to the Hospitality Industry in France, Belgium, Germany, Monaco, Italy and Spain.

Mr. Obadia has also proposed that an Australian "Bush Food" restaurant be run during the 4 days of the Salon to allow the visiting Hospitality industry to sample these new flavours. He finally also proposed to hold a Gala Banquet at the Nice College of Hospitality on the last evening of the 2006 AGECOTEL Salon.

Mr. Prosperi and Mr. Gravelle both embraced this proposal and subsequently offered the use of the College facilities and the involvement of its teachers and students for both the AGECOTEL restaurant and the Banquet.

2. Bush Food Promotional Tour

After the resounding success of the 2004 event, Mr. Prosperi and Mr. Gravelle are also keen to duplicate the 2004 activities throughout a number of Colleges of Hospitality in

France. He has proposed an up to 3-month tour of France involving 24 cities in 12 different regions of France. Mr. Gravelle is currently studying the logistics of this new project prior to making a firm proposal.

3. Australian Year In Nice

Mr. Jean-Claude Mari, the Nice Deputy Mayor has proposed an Australian year in Nice between September 2007 and August 2008. During that period a number of events would be staged to highlight, market and promote Australia in its various forms such as:

- Trade
- Tourism
- Indigenous culture in all its forms
- Education and Vocational Training
- Photography
- Art
- Music
- Fashion
- Sport
- Agriculture

Timetable

Friday 27th January 2006

2.00 – 3.30 PM Meeting with Mr. Jean-Paul Gravelle, Nice College of Hospitality to discuss training week at the College starting on Monday 30th January 2006

4.00 – 5.30 PM Meeting with Mr. and Mrs Quintin re the Aboriginal Art exhibitions at the AGEHOTEL restaurant and the Nice College of Hospitality and the Data projector for the Salon

8.30 – 10.30 PM Meeting with The Hanson Group French Colleague, Marie-Claude Abad to discuss all aspects of the project and finalise the planning of all the coming activities

Saturday 28th January 2006

10.00 AM – 5.00 PM Meeting with The Hanson Group French Colleague, Marie-Claude Abad to discuss all aspects of the project and finalise the planning of all the coming activities

Sunday 29th June 2006

10.00 AM – 4.00 PM Meeting with Graphic Designer to finalise information sheets, promotional pamphlets and signs for all the planned events

Monday 30th January 2006

9.00 AM – 5.00 PM Meetings with Jean-Paul Gravelle at the College to discuss all restaurant and Banquet-related issues

Meeting of Staff, Teachers and students involved in the Salon activities to discuss menus, quantities, ingredients

Training activities to prepare the Back and Front of House personnel for the Salon activities

Check stock and allocate ingredients to the various activities (Salon restaurant, Salon Stand demonstrations and samplings and Banquet

8.30 – 10.30 PM Meeting with The Hanson Group French Colleague, Marie-Claude Abad to discuss all aspects of the project and finalise the planning of all the coming activities

Tuesday 31st January 2006

9.00 AM – 5.00 PM Meetings with Jean-Paul Gravelle, teachers and students at the College to discuss all restaurant and Banquet-related issues

Training activities to prepare the Back and Front of House personnel for the Salon activities

Check stock and allocate ingredients to the various activities (Salon restaurant, Salon Stand demonstrations and samplings and Banquet

8.30 – 10.30 PM Meeting with The Hanson Group French Colleague, Marie-Claude Abad to discuss all aspects of the project and finalise the planning of all the coming activities

Wednesday 1st February 2006

9.00 AM – 5.00 PM **Salon Activities:**

- Inspect premises – Stand and Restaurant
- Plan the layout of both locations
- Meet with the AGECOTEL Management team
- Organise equipment hire, photocopying, stationery, table cloths

Thursday 2nd February 2006

9.00 AM – 5.00 PM Salon and College Activities to continue planning the event

Friday 3rd February 2006

9.00 AM – 5.00 PM Salon and College Activities to continue planning the event

Friday 3rd February 2006

9.00 AM – 5.00 PM Salon and College Activities to continue planning the event

Set up the Salon stand with all food displays and equipment

Saturday 4th February 2006

9.00 AM – 5.00 PM Salon and College Activities to continue planning the event

Set up the Salon stand with all food displays and equipment

Sunday 5th - Wednesday 8th February 2006

9.00 AM – 7.00 PM Salon and Restaurant activities including:

- Up to 60 lunches served at the restaurant every day
- Demonstrations, explanations and taste tests at the Stand
- Negotiations with interested parties in view of distributing or purchasing Australian "Bush Food" products

Wednesday 8th February 2006

8.30 PM – 12.30 AM Gala Banquet at the Nice College of Hospitality

Thursday 9th - Friday 10th February 2006

9.00 AM – 5.00 PM

- Dismantle the Salon stand
- Post Mortem meeting with the AGECOTEL Management team and Mr. Gravelle of the College of Hospitality
- Meetings to follow up contacts established during the Salon
- Planning for future activities

5. CONCLUSION

The 2006 AGECOTEL project has once again clearly proven that there is a real interest for Australian “Bush Food” products in France at least among the French Hospitality, Gourmet Food outlets or manufacturing companies.

The Hanson Group has again demonstrated a high level of professionalism and reliability in the conduct of its business with a proven track record, a strong reputation and effective network in France.

6. RECOMMENDATIONS

Based on the reactions and the interest that The Hanson Group has noted from retailers, distributors and manufacturers who attended the Salon, The Hanson Group strongly recommends that the momentum that the past two events have created be sustained by investing further resources in the future projects that the Nice College of Hospitality and the Nice city Council have proposed.

It is also recommended that the Manufacturing companies that have participated in the 2006 AGECOTEL should consider a working relationship with The Hanson Group as an Agent for the marketing and sale of their “Bush Food” products in France and beyond.

The Hanson Group – 2006 Nice AGECOTEL Salon Culinaire Stand

