GIMUY™
FISH FESTIVAL
PROSPECTUS 2021

"We are fishing for a better future"

~ Gudju Gudju Fourmile

Bilan Gudan - Welcome to Gimuy

We, the Gimuy Wâlubara Yidinji people are very excited that this years Gimuy Fish Festival is fast approaching

Our core principles of promoting sustainable seafood harvesting & production, indigenous health & employment, indigenous land & sea management & supporting our local industries/businesses remains vital

This year the coral bleaching has been at the forefront of everyones minds We need to find ways to highlight this importance our sea resource is Especially here in North Queensland where our main econimic sectors include fishing and tourism which rely so heavely on our coral ecosystem

This event encourages sustainable fishing practices and guides consumers' choice and in turn offers alternatives to empower our city

We see the Gimuy Fish Festival as a positive solution to the many challenges that continue to contain our potential of becoming real visionaries on our tribal lands

This year's program promises more diversity and quality on all levels We stand again to raise the bar, placing on the agenda the need for industry reform indigenous participation and sustainable practices when working on land and sea

Once again our children's program will be an important feature in 2021 as We pass on our knowledge &encourage decision makers and leaders of our future to take on the challenges of tomorrow

We aim to stabilise, the cultural, social & economical pillars that support the City of Gimuy's ability to enjoy continued prosperity and socio-economic health Thanks for your interest and we look forward to your contributions

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Overview

The Gimuy Wálubara Yidinji Nation has hunted and fished the Cairns region since the beginning of time, the Guppi protector spirits have also been present and our Gimuy Elders continue to teach the younger generation how to care for the land and sea to ensure fish stocks are plentiful. Today the Trinity inlet is a delcared fish habitat area by the Queensland Government

The Gimuy Fish Festival 2021 is a celebration of culture, community and culinary delights. The Gimuy Wálubara Yidinji invites all who love and cherish the region then come on down to this event to unite on issues of sustainability, indigenous biocultural diversity and natural wealth.

We all play a part in ensuring the environment we live in is strong and resilient. A healthy country, healthy foods, healthy life.

Gimuy is inviting local restaurants to battle for the Gimuy 'Cook Off' crown as some of Cairns most acclaimed chefs will demonstrate a variety of amazing and tasty seafood recipes

There will be 400 free lunch tickets available to sample the sustainable seafood feast and vote for who is the best chef in town

There will be information stalls with opportunities to talk to real people working on practical grassroots projects in food production, conservation, eco-rehab and traditional land and sea management

There will be children activities, traditional dancers & cultural performances

The day will round off with a Yidinj Buloga (gathering celebration) bringing together Yidinj dancers from many different clans to perform the stories of the landscapes and the history of the Yidinji people.

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5TH DECEMBER 2021

FOGARTY PARK ESPLANADE

COOK OFF

This year local restaurants will compete for this prestigious award and cook more than two hundred meals free of charge. The challenge is to woo festival goers for their vote and become Gimuy's Top Chef.

Restaurateurs are shortlisted and selected based on their Indigenous employment, use of native ingredients, how they interact with traditional owners, how they recycle their waste and inclusion of local produce.

Previous festivals have attracted thousands of people and free meal tickets are expected to be snapped up again, our event boasts more than an 80% voter turn outwhich means all Cook Off participants will need more than just a great tasting meal to win the hearts and minds of festival goers and convince the public to vote for them.

festival partners

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Abriculture

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ENTERTAINMENT

Gimuy Walubara Yidinji dancers will help the celebrations by entertaining the community with an array of spectacular local song and dance

Gimuy have invited other Yidinji groups to come and dance on their lands as a demonstration of their love for country.

The GImuy Fish Festival is also a proud host to many local bands and once again will feature more local acts in its bid to promote local home grown talent

Free food, free activities and & entertainment, this is the Gimuy Fish Festival

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RECYCLE RANGERS

We want more children to become part of the community solution and 'Underwater Wonder World' will be the headquarters for the new generation of Eco warriors at the Festival

Ww are working in partnership with a number of child care centres to create a new 'Underwater Wonder World' from recyclable materials workshops will be offered to families on the day to create their own sea creatures from recyclable items to add to the interactive display.

Other initiatives include making sea monsters from fresh fruit, cultural games, face painting and a sea themed jumping castle

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SPECIAL SITES

This festival will also honour our Elders, we want our leaders of all walks of life to enjoy this event They can rest and enjoy the festival with all the luxuries of tea, coffee biscuits and free food from a tent with a view and a comfy chair

The 'Baby Boat' facility is the mother ship of parental assistance - from baby changes to a feeding station this is a baby bonus that will make it more comfortable and friendlier to Mums, Dads and carers

The Gimuy Fish Festival is doing its best to take care of the past, the present and the future

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STALLS

If your core business is anything to do with indigenous culture, health, environment or the seafood industry then the Gimuy Fish Festival is your place for business

45 stall spaces will be on offer and its expected these places will go quick The stalls are an excellent public relations exercise for those organisations wanting to do face to face business or inform the community of what's happening in their world

Food vendors will also be a key part of the scene from vegan food suppliers through to coffee vans

This year the festival will host a fish market to help promote local suppliers to the public and relevance business outlets

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"Invest now, build a new tomorrow"

– Gudju Gudju Fourmile

RED OCHRE
$10,000+

WHITE OCHRE
$5,000+

YELLOW OCHRE
$2,000+

We are happy to offer three levels of sponsorship for you to consider

This is an excellent opportunity to promote your brand or business to a unique audience determined to look after the future fish resources, address indigenous employment and source local solutions

The 2021 Gimuy Fish Festival is proud to be a non smoking event

Get involved now!

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SPONSORSHIP LEVELS

RED OCHRE - $10,000+

Our Red Ochre Sponsorship is the premium level, providing the highest level of exposure at our event This category is limited to 3 sponsors

Red Ochre sponsors will have:

- Their logo on all awards
- Sponsors representative to present winning trophy for the Gimuy Cook Off Challenge
- Logo on Winner and runner up certificates
- Major partner status and logo placement on all marketing materials and all publicity
- Major partner status and advertising on National and local indigenous radio leading up to and during the event
- Onsite signage around stage

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SPONSORSHIP LEVELS

WHITE OCHRE - $5,000

Our White Ochre Sponsorship is the 2nd level, This category is limited to 5 sponsors

White Ochre sponsors will have:

- Sponsors to present various awards
- Logos on various Winners and runner up certificates
- Logo and branding on some of the festival material
- White Ochre Sponsor status and logo placement on some marketing materials and some publicity
- White Ochre Sponsor status and advertising on National and local indigenous radio leading up to and during the event
- Onsite signage around stage

White Ochre Sponsor will receive:

- Welcome to country at an event held in Gimuy [Cairns]
- *Gimuy Walubara Yidinji painting
- *Invitation to cocktail event for 2 people

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SPONSORSHIP LEVELS

YELLOW OCHRE - $2,000

Our Yellow Ochre Sponsorship is the 3rd level, This category is unlimited

Yellow Ochre sponsors will have:

- Logo and branding on some of the festival material
- Sponsor status and logo placement on some marketing materials and some
- publicity
- Sponsor status and advertising on National and local indigenous radio leading up to and during the event
- Onsite signage around stage

Yellow Ochre Sponsor will receive:

- *Gimuy Walubara Yidinji painting
- *Invitation to cocktail event for 2 people

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