

Peter Malinauskas MP
Premier

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Norwood Food & Wine Festival to kick new goals for local economy

The Malinauskas Labor Government is bringing back the Norwood Food & Wine Festival with a fresh take which will feature a vibrant ‘festival of footy’ atmosphere and a major headline act.

Footy and festival fans are set to gather along a significant length of The Parade, from Portrush Road to Osmond Terrace, from 11am to 8pm on Sunday 7 April, coinciding with the second of two matches at Norwood Oval during AFL Gather Round - when Richmond take on St Kilda.

Australian indie act The Temper Trap – the only band to have ever performed at two AFL Grand Finals – will headline an expansive line up of live entertainment set to further draw crowds to the Norwood precinct.

The precinct’s bars, cafes and restaurants will be joined by some of the state’s best wine, beer and spirit producers for an afternoon of festivities in true South Australian style.

The reimaged festival is free to enter, with AFL games broadcast on big screens along The Parade and within venues.

The return of the Norwood Food & Wine Festival will deliver a major economic boost for the local community as the state’s food, wine and produce are showcased along The Parade to capitalise on the influx of visitors expected for this year’s AFL Gather Round.

Participating local traders include fan favourites arkhé, The Bath Hotel, 30 Acres, Amadio Wines, and Argo, offering everything from fresh seafood to charcoal fired dishes, lavish desserts, and unique cocktails.

Other premium South Australian producers, produce and venues will be showcased including South Australian wineries from across the state, Fair Seafood, Pirate Life, other bespoke breweries and 23rd Street Distillery and other regional distillers.

The Norwood Food & Wine Festival will also feature a Tasting Australia presented by RAA Travel cooking demonstration stage hosted by celebrity chef Callum Hann.

Local musicians, the Dusty Lee Band and Motel Music, will join the lineup of entertainment.

The inaugural AFL Gather Round contributed more than \$83 million to the South Australian economy, generated over 150,000 visitor nights, and saw 268,000 fans attend matches including more than 40,000 people from interstate.

Fans snapped up tickets for this year's Gather Round quickly with eight out of nine matches sold out in days and now only a handful of tickets remain to see the reigning Premiers Collingwood play Hawthorn on Sunday afternoon, ahead of the free Gather Live concert with Jet and Baker Boy.

In great news for fans that missed out, the AFL will release a limited number of tickets to all matches at 1pm (local time) on Thursday March 21. Tickets are expected to sell out fast so fans are encouraged to get in quick.

Quotes attributable to Peter Malinauskas

We know how much local and visiting footy fans got behind the AFL Gather Round last year, and now we're making sure as much of our state benefits from this hugely popular event by extending the party well beyond the CBD.

There's a real sense of nostalgia for the Norwood Food & Wine Festival and we're bringing it back better than ever to ensure local businesses can really capitalise on the influx of visitors.

The Norwood Food & Wine Festival will showcase the best of South Australia's culinary experiences together with live music and roving entertainment, and it is free to enter – helping draw crowds beyond the sell-out matches at Norwood Oval while offering the perfect celebration of our state and what it shares with the world.

Quotes attributable to AFL CEO Andrew Dillon

With eight matches sold out across Gather Round already, we are thrilled to announce a limited release of tickets to all matches will go on sale for fans this Thursday.

The countdown to Gather Round has officially commenced and we've seen an unprecedented level of interest for this year's Festival of Football in Adelaide.

In response to this demand, we will see entertainment offerings throughout the city rise to another level. The Norwood Food & Wine Festival on Sunday is sure to be one of the highlights, and we're excited to have The Temper Trap on board to get the party started."

Quotes attributable to Robert Bria, Mayor City of Norwood Payneham and St Peters

Norwood Parade will be at its best for this hugely exciting event. We are ready to welcome locals and visitors, and to highlight the wonderful variety of bars and

eateries across our flagship dining precinct. The hospitality spend in Norwood alone during Gather Round last year was more than \$2.2 million.

All eyes will be on Norwood Oval for the clash between Richmond and St Kilda – and fans will be spoilt for choice before and after the game.

The Norwood Food & Wine Festival is the place to be and the place to be seen. Join the party on The Parade!

Quotes attributable to Tony Franzon, Owner Bath Hotel

We are delighted to be part of the reimagined Norwood Food & Wine Festival and know The Parade will be buzzing as it unfolds.

Events like this are so important for local traders. We saw the boost that Norwood's two Gather Round games delivered last year – and now, with further focus and investment, we hope that benefit will grow even further.

Quotes attributable to Dougy Mandagi, The Temper Trap

We love coming to South Australia – a state that loves festivals, having good times and of course footy.

We've done some really cool things with the AFL over the years, and we are excited to continue that by playing in Norwood during Gather Round. See you there.