

Destination Events Grant Program Summary



Scarlett Mac Events – Peninsula VineHop Festival 2023 \$25,000.00

November 2023 - Peninsula VineHop Festival is a multi-venue craft drinks event, taking place across eight venues, showcasing 40+ wine, spirit, spritzer, craft beer and cider brands. Festival-goers travel by bus between venues and enjoy tastings, live music or DJs and food trucks at each location.

This year includes two Hub venues at Hastings Foreshore and The Briars in Mount Martha, with a new 'Hub-to-Hub Shuttle' as a great option for people who want to spend more time at just a couple of venues, without compromising of the variety of tastings and entertainment.

Mornington Peninsula Vignerons Association – Winter Wine Weekend 2024 \$14,250.00

This annual three-day celebration has been held during the King's Birthday long weekend in June since the 1980s.

The weekend opens with a showcase exhibition and tasting on the second Saturday in June from 11am to 4pm in the Pavilions at Red Hill Showgrounds. This is a rare opportunity to experience around 40-45 Mornington Peninsula wineries exhibiting around 120 premium wines in one place at one time, highlighting the incredible diversity in wines resulting from the climate and terroir unique to the region. There are also 6-8 winery/local restaurants providing highlights from their menus using the freshest seasonal local produce. Local musicians also add to the festival vibe of the day.

UNO Events Pty. Ltd. – Coastal Jam Mornington Peninsula 2024 \$20,000.00

Coastal Jam Mornington Peninsula 2024 is a music and arts festival that serves as a cultural and economic catalyst for the region. The event takes place at Mornington Park and features a diverse line-up of artists across multiple genres, including electronic, indie rock, and hip-hop. The festival also includes visual arts and interactive installations, offering attendees a well-rounded arts experience.

Northern Mornington Peninsula Tourism Inc – Main Street Mornington Festival 2024 \$20,000.00

Main Street Mornington Festival creates job opportunities, economic development and tourism for the region, music and arts industry while creating a great day out for the community to spend with friends and family. Entertainment will include local musicians and artists from the Mornington Peninsula and Victoria, comprising visual artists, bands, DJs, open mic, roving performers, spoken word, children's space & activities, and cultural & educational workshops, community groups, education and outreach programs, youth groups and school performances.