



COOK FOR YOUR CAREER

CAMPAIGN OVERVIEW

What is Cook For Your Career?

On Monday 17 January we launched our exciting new Cook For Your Career campaign. This initiative not only further supports our Quality brand awareness campaign but also demonstrates our commitment and support to the hospitality industry.

The HOSTPLUS Cook For Your Career competition profiles one of Australia's toughest and most exciting professions. It has been designed to lend credibility to the hospitality industry by showcasing the best we have to offer and featuring some of our leading chefs and restaurants, while also nurturing those who are the future of our industry.

We are working with Burson-Marsteller (our PR agency), to promote this initiative wherever possible and have developed this overview to provide you with more information about the competition.



Frank Camorra, MoVida

HOSTPLUS' Cook For Your Career is a national competition providing people of working age (15 years and nine months and over) from any background with the opportunity to realise their dream of becoming a professional chef. No hospitality experience is necessary – just a passion for food and a desire to create great tasting food.

They'll receive a full training apprenticeship with one of the following chefs/restaurateurs:

- David Pugh, Restaurant Two (Queensland)
- Peter Doyle, Peter Doyle@The Quay (New South Wales)
- Camillo Crugnale, Assagio (South Australia)
- Hugh Whitehouse, Saffire-Freycinet (Tasmania)
- Frank Camorra, MoVida (Victoria)
- Telina Menzies, The George (Western Australia)
- Chey Farrell, Skycity (Northern Territory)

The competition will run in three stages:

Round 1 of the competition

The first round of entries will require entrants to submit a photograph of their dish with supporting material outlining why they want to embark on a cooking career. The submission will include a little background detail about the person, along with their reason for entering and the origins of their passion for cooking. We (HOSTPLUS along with hospitality industry leaders and professional chefs) will then choose the best two to five entries (depending on the calibre of the entrants) from each state.

The entrants will then be interviewed by the relevant chef/restaurateur in their State. This will include a basic skills test and interview. This ensures each of the chefs/restaurateurs are comfortable with the selection of entrants and are confident that they can select one stand-out entrant to represent their State in the Grand Final Cook-Off being held in Melbourne at the Melbourne Food and Wine Festival on **Friday 11 March 2011**. The Cook-Off will take place at 4.00pm (AEST) (prior to the HOSTPLUS Foodie Films event) at Federation Square, Melbourne.

An extensive media campaign will take place during Round 1 to drive quality entries, and also promote the chefs/restaurateurs involvement.

We also need your support by asking you to get on to Facebook and 'like' and 'share' our campaign - simply visit www.facebook.com/cookforyourcareer

Round 2 of the competition

Each entrant chosen by the appointed State chef/restaurateur will then be required to video-tape their cooking skills and have the video uploaded on to the Cook For Your Career Facebook page and microsite. Of note, each of the seven semi-finalists will receive a handy cam (which they can keep) to record the preparation of their signature dish. This can be edited to ensure it is no longer than two minutes. They will then need to actively campaign for their video to be 'liked' by requesting the public to vote for them on the Cook For Your Career Facebook profile.

During this stage of the competition by providing the general public with the opportunity to vote for their favourite finalist they'll also go into the draw to win a return flight from their nearest capital city to Melbourne (Victorians exempt) to attend the Grand Final Cook-Off and participate in the competition as a guest judge.

Round 3 of the competition

Following the public voting period, the top two candidates with the most votes will be flown to Melbourne (Victorians exempt) to take part in the Grand Finale public Cook-Off, as part of the Melbourne Food and Wine Festival in March 2011. They will have the opportunity to meet and network with Australia's premier chefs and partake in some of the festival's foodie activities. The winner will then gain a full apprenticeship at one of Australia's best restaurants in their state. Media will be invited to the Cook-Off.

The Grand Finale Cook-Off will take place at 4.00pm on Friday 11 March, 2011.

Key competition dates are:

Key competition dates	
Round 1	
C4YC entries open	Monday, 17 January 2011
Entries close	Wednesday, 9 February 2011 (8.00pm)
Chef meets and interviews selected entrants	Tuesday, 13 February 2011 to 17 February 2011
Round 2	
Top 7 national semi-finalists named	Tuesday, 22 February 2011
Public voting period (and media interviews)	Tuesday, 22 February – Monday 7 March, 2011
Top 2 grand finalists and public guest judge named	Tuesday, 8 March 2011
Round 3	
Grand Final Cook-Off (Melbourne)	Friday, 11 March 2011

Media overview

We are working with public relations agency, Burson-Marsteller, on a targeted media campaign to support the Cook For Your Career competition to raise awareness of the competition, drive competition entries and ensure audience engagement. In addition, the secured media coverage will not only promote the HOSTPLUS brand but also help profile the various restaurants and chefs participating in our Cook For Your Career campaign. It's another way HOSTPLUS is supporting our community.

Media targets will include:

- National and metro print media (e.g. mX, Herald Sun, Daily Telegraph)
- Local media, print, TV and radio (e.g. Leader and Bulletin publications)
- Broadcast media (e.g. Channel 7, Sunrise etc)
- Consumer magazines (e.g. Take 5, Woman's Day etc)
- Online (Taste.com.au and online food bloggers such as Not Quite Nigella)
- Hospitality trade magazines

If you would like a copy of our media schedule please let me know.



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