



National Cherry Festival 2019 Cherry and Charity Queen/King Competition Guide





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Note: The National Cherry Festival Committee reserve the right to change or update at any time and without notice. Adverse conditions and unseen complications with third party suppliers can result in changes beyond our control.





Introduction

Thank you for participating in the Cherry Queen/King Competition. The National Cherry Festival (NCF) Committee are assured you will find the competition a memorable and a life changing experience.

This document gives an outline and list of engagements that you are required to attend.

The competition winners will be required to be available for events in December 2019 and during the following year, all entrants are expected to be living in the region from the start of the competition in July 2019 through to the handover of the title in December 2020.

However, for entrants the competition process starts in July 2019 and ends at the completion of the 2019 National Cherry Festival.

- Entry to the competition is restricted to male and female residents residing in Hilltops Council Region who are 18 years and over on 1 July 2019.
- Each entrant will choose a local charity or local not for profit organisation and organise a minimum of one fundraising event prior to Monday 2 December 2019.
- Funds raised by entrants will be split 60 percent to chosen charity/not for profit organisation and 40 percent to National Cherry Festival Committee.
- Entrants will be recognised in the following year NCF program as being event sponsors.
- Fundraising will commence from 1 July 2019 and be finalised by Monday 2 December 2019.





Outline

The competition is one of the most important parts of the National Cherry Festival and identifies an individual who can always fill the role of an ambassador for Young and Hilltops Region from the crowning ceremony in December through to the National Cherry Festival the following year. This voluntary role is not arduous, although title holders are required to take part in several events post crowning, including attending monthly National Cherry Festival meetings.

For entrants, involvement in the competition offers an opportunity for greater community involvement, to help your favourite cause or local club and to be awarded a prestigious title and win a wonderful prize. Former entrants have welcomed the chance to get to know others in the competition and to further their knowledge of the community and increase their confidence and skills.

Each entrant will choose a local charity, not for profit community-based club or service provider in the Hilltops Region and organise a minimum of one fundraising event prior to Monday 2 December 2019.





History

The National Cherry Festival is a major regional event which puts Young and the Hilltops Region on the map. Now in its 70th year this harvest festival draws people Australia wide and overseas visitors to experience the harvest of our delicious cherries and enjoy all that Hilltops offers.

One of the most important parts of our festival is the Cherry Queen and King Competition. It is deeply imbedded in the town's history and the annual crowning ceremony remains to this day a popular attraction.

This competition is a key part of the festival on many levels:

- It finds a person worthy of representing the town and region in the year to come.
- It generates publicity in the region and state.
- The competition activities create interest and excitement in the festival.
- The competition helps raise funds to run the festival and provides an opportunity for local charities and not for profit organisations to generate income for their cause.





Fundraising

As part of your commitment to the success of this year's Festival you have the opportunity as an entrant to organise a minimum of one fundraising event between Monday 1 July 2019 and Monday 2 December 2019.

This does not have to be a difficult exercise – you will not be judged solely on funds raised but on creativity, involvement of others and promotion of the Festival. We are happy to offer suggestions and support. Events can vary from a cupcake drive, cookbook fundraiser, a Ball, a sporting event. Please ensure you run all event by the National Cherry Festival President and National Cherry Festival Coordinator.

It is important that entrants are aware that funds are split; 40 percent goes to the National Cherry Festival Event and 60 percent goes to your elected charity or not for profit organisation you have chosen. The entrant who raises the most funds will be crowned Charity Queen or King.

There will be regular Entrant meetings which will be arranged at convenient times for everyone so that we can stay in touch and keep you informed of details as they come to hand.

During your time as an entrant it is advised to make diary entries and keep photographic evidence of events and activities that you are involved in. At the end of the competition you are requested to hand in for judging a personal portfolio, this can be a major part of the judging process.

At no time during the competition are the entrants judged by National Cherry Festival Committee members or staff members of the Young Visitor Information Centre nor Hilltops Council staff. All entrants have an equal opportunity to be crowned the Cherry Queen or King, and or Cherry Charity Queen or King.

The entrant who has the highest total point score at the completion of the competition and has conducted themselves in an appropriate manner continuously throughout the processes will be crowned the Cherry King or Queen.





The Cherry Charity Queen/ King crown will be awarded to the entrant who has raised the most money for their fundraising recipient. In the event of an entrant being awarded both the highest points & the most funds raised this entrant will be awarded both titles (2018).

We look forward to working with you and are happy to be available to you for any questions you may have.

It is also advisable along with other records to format an income expenditure spread sheet to keep track of your fundraising activities.

As an entrant you are required to regularly deposit the funds raised following the conclusion of each event held at Hilltops Council, Young office in Boorowa Street. You will be issued with a receipt by council and your funds will be managed by council's accountants, who will make out a cheque to your chosen charity or organisation for presentation.

Following the conclusion of the National Cherry Festival there will be a debrief held on Wednesday 11 December 2019. There it is advised entrants invite their chosen charity or organisation to present your funding cheque to at the Young Visitor Information Centre. Media coverage will be arranged, and you are requested to take part in all photographs and or filming at this time.





Judging Process

Entrants are judged at each of the arranged events and judging is done by mystery judges and on your entrant portfolio.

At the end of the competition you are requested to hand in for judging a personal portfolio, this portfolio can be along the lines of a scrap book, depicting the events held during your fundraising and details of other activities undertaken during your time as an entrant.

The winning Cherry Queen/King for 2019 will be the entrant who has the highest total point score at the completion of the competition prior to the actual National Cherry Festival.

The winning Cherry Charity Queen/ King crown will be awarded to the entrant who has raised the most money overall for their fundraising recipient.

In the event of an entrant being awarded both the highest points & the most funds raised this entrant will be awarded both the Cherry Queen & Charity Queen title (2018).

Once crowned either or both Cherry – Charity Queen for 2019 National Cherry Festival, you retain your title until the winners are announced for the next year, in this instance that will be at the Festival in 2020.

At no time during the competition are the entrants judged by National Cherry Festival Committee members or staff members of the Young Visitor Information Centre nor Hilltops Council staff. All entrants have an equal opportunity to be crowned the Cherry Queen/King, and or Cherry Charity Queen/King.





Events and Commitments

As an entrant you will be required to attend several events leading up to 2019 National Cherry Festival but also post event in 2020.

At each event held and or organised by the festival there will be people assigned to judge you in the following areas: local knowledge, public speaking, interaction and general presentation.

Please note, the below information could change, if so you will be informed by the Cherry Queen Coordinator as soon as possible.

National Cherry Festival Meetings

Entrants are to attend as many Committee meetings as possible to contribute to the overall success of the Festival. These are held at the Visitors Information Centre at 6:00pm on the first Wednesday of each month.

Pamper Day, Photoshoot and Program Profile

All entrants are asked to provide a profile that includes your thoughts on where you live and your plans for the future. These details can be updated and edited as the year progresses.

Please see attached draft portfolio for you to complete at time of entering the competition.

As a treat and a way to say thank you for all your hard work leading up to this event, we hope to organise a pamper afternoon for all entrants. This will be an opportunity to spend some informal time together, have your hair and makeup done.

A photoshoot will be conducted in August. This photo will be published in the event program along with your program Profile





Cherry Blossom Long Lunch

You will be invited to attend and participate in the official launch for this year's Festival which will be held on Sunday 22 September 2019 at the Cherry Blossom Long Lazy Lunch. This will be an opportunity to be interact with the community and visitors to the Hilltops Region. Entrants are also judged at this event.

Regional Events

It is important to showcase the National Cherry Festival at our regional events; the Boorowa Irish Woolfest held on Sunday 6 October 2019, the Harden Kite Festival held on Saturday 12 October 2019 and post NCF at the Chinese Lambing Flat Festival 21 March 2020. There you will be asked to represent the NCF Committee by participating in the Street Parade (Woolfest & Cherry Festival) and help at the Information Stand or general event activities (Boorowa, Harden and Young).

Cherry Growers Auction and Dinner

Entrants will be asked to attend an all-expenses paid for trip to the Cherry Growers Auction and Dinner. Here they will be representing the NCF committee in early November **with the date to be advised.**

Rotary Dinner

There will also be a Rotary Dinner held in Young in November, **with the date to be advised.** Attendance will be at 6.30pm for a 7.00pm dinner. Each entrant will be required to give a three to four minutes presentation to introduce yourself, where you have come from, what you are interested in. You may like to talk about your work, study, goals or future ambitions. You may also talk about the Cherry Queen and King Competition and why you have entered.





National Cherry Festival Weekend

The National Cherry Festival Weekend for 2019 will be held from Friday 6 December – Sunday 8 December 2019. Entrants are asked to participate in all activities of the festival weekend including but not limited to:

- Friday evening Street Festival and Fireworks
- Visit NCF Events including Anderson Park, Art Show, Car Show
- Cherry Pie Eating Competition – Saturday 7 December 2019
- Street Parade – Saturday 7 December 2019
- Cherry and Charity Queen/King Crowning – Saturday 7 December 2019
- Radio Interviews – Saturday morning and night (and in the lead up to the festival)
- Breakfast and poets in Anderson Park – Sunday 8 December 2019
- Pip Spit – Saturday 8 December 2019

Important Dates

Dates to lock in and attend the following functions:

- Cherry Festival Meetings – Monthly (first Wednesday of the month)
- Informal Cherry Queen/King Entrant meetings
- Photo Shoot and Pamper Day – Friday 26 July 2019 **TBC**
- Cherry Blossom Lunch – Sunday 22 September 2019
- Boorowa Irish Woolfest – Sunday 6 October 2019
- Harden Kite Festival – Saturday 12 October 2019
- Cherry Growers Auction and Dinner – **TBC** Early November
- Rotary Dinner – **TBC** November 2019
- National Cherry Festival Weekend Friday 6 December – Sunday 8 December 2019
- National Cherry Festival Debrief Meeting and Presentation of Fundraising Cheques – Wednesday 11 December 2019
- Australia Day Celebration 26 January 2020
- Lambing Flat Chinese Festival – Saturday 21 March 2020





Application Process

If you are committed to be a part of the competition, please submit your application form to the Young Visitor Information Centre. Along with the details of your chosen charity or organisation and contact liaison.

National Cherry Festival Contacts

Postal

Att: National Cherry Festival Committee
Locked Bag 5
Young NSW 2594

Address

Att: National Cherry Festival Committee
Young Visitor Information Centre
Anderson Park, Lovell Street Young NSW 2594
P: 1800 628 233
E: vic@hilltops.nsw.gov.au

National Cherry Festival President 2019

Caitlin Sheehan
P: 0488 010 297

National Cherry Festival Entrant Coordinators 2019

Alison Foreman
P: 0437 145 042

Rebecca Jones

P: 0408 676 810





Nomination Form

Name: _____ Age: _____

Address: _____

Home: _____ Mobile: _____

Email: _____

Occupation: _____

I, _____ hereby agree to being nominated as a 2019 cherry queen/king entrant and accept that as part of my involvement I am required to attend the following functions:

- Cherry Festival Meetings – Monthly (first Wednesday of the month)
- Informal Cherry Queen/King Entrant meetings
- Photo Shoot and Pamper Day – Friday 26 July 2019
- Cherry Blossom Lunch – Sunday 22 September 2019
- Boorowa Irish Woolfest – Sunday 6 October 2019
- Harden Kite Festival – Saturday 12 October 2019
- Cherry Growers Auction and Dinner – TBC
- Rotary Dinner – TBC November 2019
- National Cherry Festival Weekend Friday 6 December – Sunday 8 December 2019
 - Friday evening Street Festival and Fireworks
 - Cherry Pie Eating Competition – Saturday 7 December 2019
 - Street Parade – Saturday 7 December 2019
 - Cherry and Charity Queen/King Crowning – Saturday 7 December 2019
 - Radio Interviews – Weeks leading up to festival & Festival Weekend
 - Young Rodeo – TBC
 - Visit NCF Events including Anderson Park, Quick Shear, Art Show
 - Breakfast and poets in Anderson Park – Sunday 8 December 2019
 - Pip Spit – Sunday 8 December 2019
- Charity Cheque Presentation Wednesday 11 December 2019 – prior to debrief meeting
- National Cherry Festival Debrief Meeting – Wednesday 11 December 2019
- Australia Day Celebration 26 January 2020
- Lambing Flat Chinese festival – Saturday 21 March 2020

I also understand I can hold fundraising events between Monday 1 July 2019 and Monday 2 December 2019. As a Cherry Festival Queen/King entrant fundraising is not limited to a registered charity and may include local charitable organizations, “not for profit” community-based clubs, associations and sporting clubs but may not include commercial entities or businesses.

Entrant Signed: _____ Date: ____/____/2019

Chosen Local Charity or Organisation: _____

Contact Person: _____ Phone: _____





Entrant Profile

Full Name: _____

Age: _____ Occupation: _____

Charity & or sporting body or organisation:

Interests:

What do you love about the National Cherry Festival?

What are your plans for the future?

What do you enjoy about living in the Hilltops Region?

