

Media Release



Friday, 7 August 2026

Businesses encouraged to help bring *A Taste of Italy Griffith* to life

Local businesses are encouraged to embrace the spirit of A Taste of Italy Griffith, by creating vibrant shopfront displays inspired by Italy and the region's rich Italian heritage.

With thousands of visitors expected to descend on Griffith for the festival from 24 to 30 August, businesses are encouraged to dress their shopfront in Italian style! An eye-catching display is a fantastic way to welcome visitors, add to the vibrant atmosphere across Griffith and encourage people to step inside and discover your business.

Griffith Mayor, Doug Curran, said the festival was a whole-of-community celebration and businesses played an important role in creating an unforgettable experience for visitors.

"A Taste of Italy Griffith is one of our signature events and it's an opportunity for our entire community to showcase what makes our city so special," Mayor Curran said.

"When visitors arrive, we want them to immediately feel the excitement and energy of the festival. It all adds to the atmosphere and encourages people to explore, shop and stay longer."

Whether you're a café, restaurant, retailer, accommodation provider or service business, there are countless ways to join the celebration and create an unforgettable experience for locals and visitors alike. To help businesses get involved, the Tourism Team has produced a Business Activation Guide packed with simple, affordable ideas to embrace the Italian spirit and be part of the excitement.

Tourism Manager Mirella Guidolin said, "Together, let's fill Griffith with the sights, sounds, smells and flavours of Italy.

"Our Business Activation Guide is attached with ideas and information on how to get involved. If you haven't already, we'd love to hear from you - please contact the Tourism Team or visit us at the Griffith Tourism Hub.

"To learn more about A Taste of Italy Griffith, visit www.atasteofitalygriffith.com.au."

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A TASTE OF ITALY GRIFFITH

BUSINESS ACTIVATION IDEAS

Help us bring the spirit of Italy to Griffith during A Taste of Italy Griffith!

Whether you're a café, restaurant, retailer, accommodation provider or service business, there are countless ways to join the celebration create an unforgettable experience for locals and visitors alike.

We've put together some simple ideas to help you embrace the Italian spirit and be part of the excitement. Together, let's fill Griffith with the sights, sounds, smells and flavours of Italy!

ITALIAN THEMED WINDOW DISPLAY

Dress your shopfront in Italian style! An eye-catching display is a fantastic way to welcome visitors, add to the vibrant atmosphere across Griffith and encourage people to step inside and discover your business

SPECIAL DEALS & ITALIAN-INSPIRED OFFERS

Planning something special for A Taste of Italy Griffith? Whether it's an Italian-inspired menu, themed treats, exclusive offers, gift with purchase or in-store promotion, we'd love to hear about it so we can help spread the word.

PLAY ITALIAN MUSIC

Transport your customers to Italy with a playlist of Italian music. A fuss-free way to create an authentic ambiance and enhance your customers' A Taste of Italy Griffith experience.



DRESS THE PART

Encourage your team to embrace the Italian spirit by dressing in Italian-inspired outfits or simply adding a touch of green, white and red to their outfit - a fun way to contribute to the atmosphere and spark conversations with visitors.

We also have badges available - let us know if you'd like some delivered.



HAVE PROGRAMS AVAILABLE

Help visitors make the most of their time in Griffith by having programs available for customers to discover the events, experiences and activities happening throughout the week.



EXTEND YOUR OPENING HOURS

With more people visiting Griffith during the week, consider extending your opening hours or trading on Sunday to welcome more customers, help visitors make the most of their stay and maximise your exposure. Don't forget to let us know so we can help promote.

A TASTE OF ITALY GRIFFITH

BUSINESS ACTIVATION IDEAS



SOCIAL MEDIA

Help spread the word about A Taste of Italy Griffith by sharing your business activities on social media. Share your activities, specials and Italian-inspired touches, and tag **@VisitGriffith** or **#VisitGriffith** – we'll share your posts with visitors and the wider community.

We'd also love to see your photos from throughout the week—send them to the Visit Griffith so we can showcase your involvement.

Hashtags to use:

#ATasteOfItalyGriffith
#ATOIG2026

JOIN THE SIDEWALK SALE

Bring your business outdoors for the A Taste of Italy Griffith Saturday Sidewalk Sale! Take advantage of the pre-approved footpath use for this one-day-only opportunity to showcase your products in an inviting outdoor space and be part of the CBD excitement. Registrations required.

SURVEYS

Help us understand visitors experiences by encouraging them to complete the A Taste of Italy Griffith feedback survey. Display the poster, hand out flyers or simply remind customers to share their thoughts—we want to hear from everyone.

