

TASTING AUSTRALIA

Event Criteria

All applications will be reviewed by the Creative and Management team to ensure they meet the brand requirements, theme and primary objective of the festival. Your event must meet the criteria below:

- ❖ Event should be held between the **13 and 22 April 2018**
- ❖ Ensure Tasting Australia ethos of **people, produce, place** is clear throughout event and concept
- ❖ Promotes South Australia as a culinary tourism destination
- ❖ Showcase South Australian produce/producers and/or experiences
- ❖ Promote our premium food and beverage produced in our clean environment
- ❖ Tell your South Australian story through the people that know it best, your producers, your chefs, your guests, your community

Your event must be:

- ❖ Fully resourced and managed by you. Events South Australia and Tasting Australia creative and event management contractors shall not be held responsible for, nor undertake control over, the event or tour
- ❖ Must be different from your daily operations (include something additional/different for the duration of the Festival).
- ❖ Dates of event must fall within Tasting Australia (13-22 April 2018)*
- ❖ Be ticketed through our online ticketing system (even if free) **
- ❖ The event shall be prepared to accommodate visiting national and international media free of charge (number will be agreed upon by both parties but will not exceed 5% of capacity)

*dates and **ticket prices need to be flexible until confirmed by Tasting Australia team

If approved:

- ❖ You must supply Tasting Australia with two images for use in promoting your event through Tasting Australia website and social media – keep in mind this is your key call to action for consumers therefore you must:
 - Ensure images are suitable for marketing purposes
 - Ensure images show the experience of your event
 - Ensure images are of a high quality

If you don't have any suitable images, we suggest you log on to the [South Australian Tourism Commission media gallery](#) to select from our extensive range of images.

- ❖ You must supply Tasting Australia with a copy of your Public and Products Liability policy for your event to the minimum value of \$10 million (\$10,000,000). Tasting Australia is not able to provide any insurance for your event.
- ❖ Tasting Australia can use the information provided in your application to promote your event in the 2018 Tasting Australia program if approved by the Tasting Australia team.

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- ❖ Events **must** be marketed under the Tasting Australia banner – the Tasting Australia name and/or logo must be included in any marketing you undertake for the event, including but not limited to social media, print media and radio.
- ❖ The event description provided may be edited by the Tasting Australia team for marketing purposes across all platforms.

Conditions of registration

You will need to agree to the following terms and conditions for your Associated Events application to be considered:

- ❖ All events need to be scheduled to occur during **Tasting Australia dates of 13-22 April 2018**.
- ❖ All applications **must** be submitted by **Friday 24 November 2017**.
- ❖ The Tasting Australia team can use the information provided in your application to promote your Associated Event in the 2018 Tasting Australia.
- ❖ Associated Events need to be marketed under the Tasting Australia banner – the Tasting Australia name and/or logo must be included in any marketing you undertake for the event, including but not limited to social media, print media and radio.
- ❖ Eventbrite is the official ticketing platform for Tasting Australia and all Associated Events must be promoted, managed and ticketed using Eventbrite.
- ❖ Eventbrite charges a fee per transaction. Tasting Australia has negotiated a reduced fee with Eventbrite. The fee is 5% of the ticket price per transaction.

Example:

Ticket Price	Standard Fee	Tasting Australia Fee
\$20.00	\$2.19	\$1.00
\$90.00	\$6.39	\$4.50
\$238.00	\$15.27	\$11.90

- ❖ The fee is included in the ticket price and will be deducted from the total transaction amount when transferred by Eventbrite to your nominated account. Please make sure you include this 5% fee when determining your ticket price.
- ❖ The Tasting Australia Team may edit the Associated Event description for marketing purposes across all platforms.
- ❖ Current relevant confirmation of insurance documentation from your insurance brokers certifying that you have public and products liability insurance for an insured amount of \$10 million (\$10,000,000), and workers compensation insurance as required by law, must be provided to the Tasting Australia team prior to details of your Associated Event being published in the program.
- ❖ You must indemnify and keep indemnified the South Australian Tourism Commission and its employees from and against all costs, losses, damages, expenses (including legal expenses) or other liabilities suffered or incurred by the South Australian Tourism Commission or its employees as the result of a claim made or threatened by a third party arising out of or in respect of: (a) any negligence, wrongful act or omission or

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breach of duty of or by you; or (b) any breach of your obligations under these terms and conditions.

- ❖ Your Associated Event must be able to accommodate visiting national and international media free of charge (numbers will be agreed between you and the Tasting Australia team but will not exceed 5% of capacity).
- ❖ You will be responsible for providing Terms of Sale for any tickets purchased to your event
- ❖ You will be responsible for processing any refunds requested for your event.
- ❖ Cancellation of your event is determined by you however you will be required to notify the Tasting Australia team of your cancellation and all tickets will be refunded to the consumer.
- ❖ Post event, you must complete a survey in relation to your Associated Event experience and provide comment on successes and improvements. This information will be shared with all participating events.