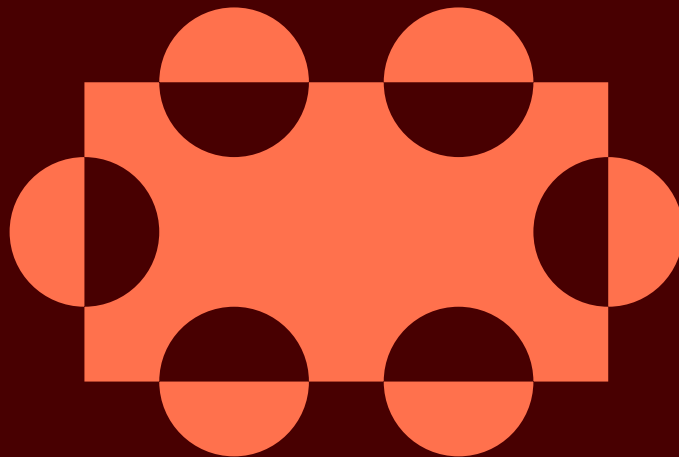


ASSOCIATED EVENT GUIDELINES 2027



**TASTING
AUSTRALIA**

Presented by
JOURNEY BEYOND

**30 APRIL TO
09 MAY 2027**

SOUTH AUSTRALIA 



A table worth joining.

WELCOME

Eating and drinking bring people together. They start conversations, spark curiosity and shape the moments we remember.

Associated events celebrate our state's people, produce and place in new and unexpected ways – inviting the Tasting Australia presented by Journey Beyond audience to value craft and connection.

From intimate dinners and tastings to workshops, celebrations and journeys across South Australia, associated events share stories and flavours only found here.

Joining the Tasting Australia program is an opportunity to be part of something bigger – to create experiences that linger long after the last bite.

Pull up a chair.



WHY TAKE PART?

Tasting Australia brings curious, engaged food and drink lovers to the table.

Hosting an associated event allows your experience to become part of the Tasting Australia presented by Journey Beyond program. It's a chance to connect with an audience hungry for new flavours, ideas and adventures – to share your story and join one of Australia's longest-running culinary festivals.



BEING PART OF THE PROGRAM ALLOWS YOU TO:

- Reach national and international audiences with an appetite for discovery.
- Launch something new and creative – from a product or tour to a one-off experience.
- Connect with a highly engaged audience who love food, beverages and the stories they shape.
- Introduce your brand, business or experience to new customers.
- Collaborate with other businesses, makers and people across South Australia's food and drink community.
- Benefit from Tasting Australia's broader marketing and communications activity.
- Retain all ticket revenue, with running costs covered by each event host.
- Use bespoke digital assets developed for associated events including a menu, posters and electronic direct mail banner.
- Receive support from a dedicated contact person along the way.



JOINING THE PROGRAM

Your event should align with the spirit of Tasting Australia presented by Journey Beyond and celebrate the people, produce and places that make South Australia worth sharing. We're looking for events that champion their regions and highlight:

PEOPLE

The chefs, producers, winemakers, distillers, brewers and makers who shape our food and drink culture. We want to know your story, what you create and how your work supports culinary tourism.

PRODUCE

Quality South Australian ingredients and beverages, with a focus on the craft, provenance and people behind each plate and glass.

PLACE

The places that give South Australian food and drink its character. Tell us where you're from, what makes it special and how your event brings that sense of place to life.



All events must take place in South Australia during Tasting Australia presented by Journey Beyond from 30 April to 09 May 2027.

WHAT WE'RE LOOKING FOR

- ✔ **Craft with purpose**
Thoughtful experiences with care and quality behind them.
- ✔ **Something unique**
Events distinct from your usual offerings throughout the year.
- ✔ **Curiosity and discovery**
Something to explore, learn, taste or experience – whether familiar or unexpected.
- ✔ **A quality offering**
Events that adhere to best practice in areas including risk management, weather contingency, workplace health and safety, food safety standards and responsible service of alcohol.
- ✔ **A sense of place**
Events celebrating South Australia and the people, produce and places that make it unique.
- ✔ **Real connection**
Experiences that bring people closer to food, drink, makers, producers and each other, particularly those that reflect South Australia’s True South vision, support regenerative concepts, are inclusive and highlight Aboriginal culture.
- ✔ **Something worth sharing**
Events that create memorable moments and give people a reason to gather, linger and reflect afterwards.



WHAT WE'RE NOT LOOKING FOR

- ✗ **Just another meal**
An event or experience you host at other times of the year.
- ✗ **Generic experiences**
Events that could happen anywhere.
- ✗ **Purely promotional activity**
Events primarily designed to sell a product, promote a business or generate brand exposure.
- ✗ **All sizzle, no substance**
Experiences without a clear idea, sense of purpose or connection to food and drink.
- ✗ **Something that doesn't feel like us**
Events that don't reflect the spirit of curiosity, craft, connection and celebration that sits at the heart of Tasting Australia.

If you've ticked all the boxes, you're ready to take the next step. If you're not sure, get in touch – we're always happy to talk it through.

DATES TO KNOW	WHAT WHEN
APPLICATIONS OPEN	FRIDAY 28 AUGUST 2026
APPLICATIONS CLOSE	TUESDAY 13 OCTOBER 2026
ACCEPTANCE ADVISED	FRIDAY 16 OCTOBER 2026
WEBSITE COPY SENT FOR APPROVAL	THURSDAY 5 NOVEMBER 2026
PACKAGE PAYMENT AND COPY APPROVAL DUE	THURSDAY 12 NOVEMBER 2026
ONLINE PROGRAM RELEASE	THURSDAY 3 DECEMBER 2026

YOUR EVENT

Make the experience as memorable as what's on the plate.

Tasting Australia presented by Journey Beyond audiences are curious by nature. They want to taste, learn, discover and be involved – whether that's around a kitchen table, behind the scenes with a producer or somewhere they've never been before.

KEEP THESE THINGS IN MIND

- **Give people something they can't get every day.** Your event should have a clear point of difference and go beyond your usual offering.
- **Create for the curious.** Tasting Australia audiences are looking for memorable experiences that go beyond great food and drink. Think about how your event can surprise, inspire or deepen their connection to South Australia's people, produce and places.
- **Make it immersive.** Consider hands-on masterclasses, behind-the-scenes access, tours or meals in unexpected places.
- **Bring people together.** Collaborate with chefs, producers, venues, makers or like-minded personalities to create something with a little more to discover.
- **Let South Australia shine.** Celebrate local produce and beverages, provenance and the people and places behind what's on the plate and in the glass.
- **Think about who you're inviting.** Consider whether your experience is suited to families and children, or whether a dedicated family-friendly session could open it up to more people.
- **Plan for the season.** Think about weather, timing and what will make your experience feel right for the time of year.
- **If people are hungry for more, give them more.** Additional sessions can be added when demand is strong.



ON THE DAY

MAKE IT FEEL LIKE TASTING AUSTRALIA

- Display your Tasting Australia venue decal prominently.
- Use and display the Tasting Australia logo at your event through items such as your menu and signage.



FOOD FOR THOUGHT

A selection of associated events our audience loved in 2026 – and what made them successful.

RIESLING D'ÊTRE

- Beverage-led
- Celebration of South Australian beverages benchmarked with international vintages.

TWILIGHT IN THE QUINCES – SINGING MAGPIE PRODUCE X TEMPERANCE

- Regional collaboration between producer and chef
- Highlighting regional food and beverages

NEVER NEVER & BIZZARRO PRESENT: THE WORLD'S BEST BAR ... BAR LEONE (HK)

- Collaborative event with the team from an internationally celebrated bar
- One night only

ARKHÉ X RESTAURANT AC

- Collaborative event with international chef
- South Australian food and beverage

A BRIDGE BETWEEN SOUTH AUSTRALIA AND TASMANIA

- South Australian produce
- Winemaker in attendance



BRING YOUR EVENT TO LIFE

Your event copy and imagery help people decide what they want to experience. The more detail you can share at the application stage, the better we can bring your event to life and make sure it's represented accurately.

After acceptance into the Tasting Australia associated events program our professional copywriter will shape and refine your event description in preparation for the festival launch.

We'll work with you to make sure your event is presented at its best – giving audiences a clear sense of what they can look forward to.

COPY

Share your story. Provide a concise description of at least 100 words that gives people a sense of what they will experience, taste, learn, make or discover.

Include the venue in your description. Help people picture where their experience will take place.

Tell us what makes your event special. Highlight the elements that set it apart from your regular offering – from collaborations and hands on experiences to special produce or unique locations.

Give people a taste of what's included. Provide as much detail as possible about the experience and inclusions. Functional information will appear as bullet points at the bottom of your listing.

Think beyond the plate. What will make this an experience worth remembering?

IMAGES

Choose images that make people want to be there. Images should be clear, high-resolution and at least 2MB.

Invest in great photography where you can. High-quality images bring your event to life. Ensure no AI generated images are used.

Make sure your images tell the right story. Images should accurately represent your event and the experience guests can expect.

Think landscape. Consider how your image will appear on the website – landscape images work best.

Keep it clean. Avoid adding text to your images. All important information will be included in the event listing.



MARKETING PACKAGES

*Events featuring international chef or beverage talent can access the Level 1 package at no cost.

	PACKAGE 1 – \$500 EX GST	PACKAGE 2 – \$900 EX GST	PACKAGE 3 – \$2,000 EX GST
PROFESSIONAL COPYWRITING AND EDITING OF YOUR EVENT DESCRIPTION	✓	✓	✓
UNIQUE EVENT LISTING ON TASTING AUSTRALIA WEBSITE	✓	✓	✓
USE OF THE TASTING AUSTRALIA LOCO FOR USE ON YOUR MARKETING COLLATERAL	✓	✓	✓
TASTING AUSTRALIA DECAL TO DISPLAY IN YOUR BUSINESS	✓	✓	✓
A MARKETING TOOLKIT TO ASSIST IN YOUR MARKETING CAMPAIGN	✓	✓	✓
ONE (1) INSTAGRAM STORY, SHARED PRE-EVENT WITH DIRECT LINK TO TICKETS	✓	✓	✓
ONE (1) INSTAGRAM STORY HIGHLIGHT INCLUSION	✓	✓	✓
ONE (1) POST ON FACEBOOK	✓	✓	✓
ONE (1) EDM INCLUSION PRE-EVENT	✗	✓	✓ *lead article
ONE (1) INCLUSION IN GROUPED, PAID SOCIAL MEDIA CAROUSEL AD TARGETING TASTING AUSTRALIA'S DATABASE	✗	✗	✓
ONE (1) EVENT FEATURE ON THE TASTING AUSTRALIA WEBSITE PROGRAM PAGE FOR 14-DAY PERIOD PRE-EVENT (30K AVERAGE MONTHLY VIEWS)^	✗	✗	✓
PROACTIVE PITCHING BY TASTING AUSTRALIA PR TEAM WHERE POSSIBLE	✗	✗	✓
TWO (2) TICKETS TO THE TASTING AUSTRALIA OPENING LUNCH	✗	✗	✓

YOUR APPLICATION

BEFORE STARTING YOUR EVENT APPLICATION PLEASE ENSURE YOU HAVE:

- An event concept formed, including food and beverage inclusions.
- Your event date, time, venue and ticket price.
- A event description of at least 100 words.
- A high-resolution landscape image with no logo or text overlay.
- A plan to market and promote your event beyond activities led by Tasting Australia – you may wish to do this through channels including email, social media, public relations and advertising.
- Confirmation of the dietary requirements your event can accommodate.
- A public liability insurance certificate of currency – minimum \$20 million – valid for your event.
- Bank details for your post-event payout.



HOW TO APPLY

1. REGISTER VIA EVENTOTRON.COM

Visit eventotron.com and sign up as a new user.

Note: if you have applied for the Tasting Australia associated event program previously you can use the same credentials.

2. COMPLETE YOUR EVENT APPLICATION

- Search for ‘Tasting Australia 2027’ within the ‘Seasons’ tab.
- Click on the blue ‘Apply Now’ button.
- Work your way through the application form. You can save as you go and return at any point to Eventotron to complete the application.
- Click ‘Submit application’.
- Need more information? Please view our detailed Eventotron instructions [here](#).



A festival worth sharing.

For more information

Madeline Burke - Assistant Festival Manager

madeline.burke@sa.gov.au

(08) 8132 8331