

TASTING AUSTRALIA

PRESENTED BY



ASSOCIATED EVENTS: JOIN THE PROGRAM

30 APRIL – 9 MAY 2021
SOUTH AUSTRALIA

KEY DATES:

APPLICATIONS CLOSE:
SUNDAY, 18 OCTOBER

NOTIFICATION OF ACCEPTANCE:
THURSDAY, 22 OCTOBER

WEBSITE COPY SENT
FOR APPROVAL:
MONDAY, 9 NOVEMBER

WEBSITE COPY APPROVAL
AND PACKAGE PAYMENT DUE:
THURSDAY, 12 NOVEMBER

ONLINE SALES OPEN & LAUNCH:
FIRST WEEK OF DECEMBER

PRINTED PROGRAM COPY
SENT FOR APPROVAL:
TUESDAY, 8 DECEMBER

PRINTED PROGRAM COPY
APPROVAL DUE:
THURSDAY, 10 DECEMBER

PRINTED PROGRAM LAUNCH:
SATURDAY, 13 FEBRUARY





THE TASTING AUSTRALIA STORY

30 APRIL – 9 MAY 2021

“The country’s most intriguing, engaging and surprising gastronomic festival.”

John Lethlean, The Australian

Since 1997 Tasting Australia presented by RAA Travel has offered innovative events and indulgent adventures. It celebrates the delicious possibilities of eating and drinking today, inviting guests to discover what’s new on the menu.

This annual festival showcases the nation’s best alongside home-grown heroes – chefs, winemakers, distillers, producers, restaurateurs and more – delivering a full-bodied, locally grown offering that continues to attract international acclaim.

Bold, fresh and uniquely South Australian experiences shape the program, with associated events a crucial part of the picture.

The vision for Tasting Australia is to inspire national and international media, producers, buyers, chefs and guests to visit South Australia while remaining relevant and appealing to locals. We want the festival’s audience to feel constantly curious about what it will deliver next – and compelled to join the fun rather than risk missing out.

Magic happens when global talent and local produce converge. Tasting Australia takes the best of South Australia to the world through innovative, creative and thought-provoking programming and unique culinary tourism experiences.

Tasting Australia is the perfect platform to show foodies and event lovers what you’re all about – and why they should keep coming back – through marketing on Tasting Australia channels, potential media activity and delivering a great time.

In 2021 Tasting Australia will be held from 30 April to 9 May. Ten days and two big weekends will unfold across metropolitan Adelaide and regional South Australia.

The festival is set to be both a chance to celebrate the local hospitality industry and to support businesses in their recovery from a tumultuous time. Devastating bushfires followed by the COVID-19 pandemic have tested the sector like never before.

Through months of uncertainty we’ve reflected on the importance of gathering to enjoy food and beverages, and on the fact that these experiences are about much more than a meal. We connect with people, produce and place as well — elements Tasting Australia will continue to honour on its return.

In 2021 you can be part of the story. Join the Tasting Australia program and let the festival’s audience discover you.



ABOUT ASSOCIATED EVENTS

Associated events are independently hosted and form part of the broader Tasting Australia program. In 2020, prior to cancellation, the associated events program was made up of over 110 events, in venues all across Adelaide and South Australia. We encourage businesses to focus on what sets them apart – and in doing so to encourage festival-goers to travel regionally and discover a new side of their favourite South Australian products and venues. This might be a meal, tour, tasting, foraging experience or something else entirely. What’s the best way to tell your story?

The most successful events in recent years have been experiential. Our audience wants to be immersed, get their hands dirty, learn and savour Australia’s best. We encourage you to offer guests the chance to get off the beaten track, experience hands-on classes around your kitchen table or try food and beverages available only that day.

Each nominated event is assessed by festival director Simon Bryant and the event management team, to ensure they meet the Tasting Australia criteria. Acceptance into the program isn’t guaranteed, but organisers will work with interested parties where possible to provide opportunities to be involved.

All associated events must take place during Tasting Australia (30 April – 9 May).

The festival director assesses the applications based on three key corner stones of Tasting Australia:

People – chefs, winemakers, producers, participants, distillers, brewers.

The people that make the food and beverage industry. Who you are and how you contribute to the food, beverage and culinary tourism market.

Produce – a demonstration of best practice in the use of South Australian and Australian produce.

Place – telling the culinary tourism story of where you are from.



BENEFITS FOR ASSOCIATED EVENTS

Acceptance into the Tasting Australia program for associated event holders includes a range of benefits.

Hosts have the right to use the Tasting Australia trademark to market their event. They will also benefit from the overarching festival marketing and communications activities and may receive additional support through various targeted digital, social and publicity campaigns.

All ticket revenue after booking fees from an associated event goes directly to the event holder, and likewise all costs associated with running the event remain the event holder's responsibility.

Tasting Australia is a platform to showcase your product to a highly engaged and hungry audience – and to draw on the authority and industry respect the festival has built over more than 20 years.



Access to national and international audiences



Opportunity to collaborate with other businesses



Dedicated PR and marketing support



Use the festival platform to launch a new product, tour or experience



Join South Australia's premium food and beverage festival



Work with inbound interstate and international media



Communicate with a captive food and beverage-loving audience



Inclusion in the Tasting Australia 2021 printed program – distribution in *The Advertiser* statewide, plus additional 40,000 copies locally and interstate



Be seen on the Tasting Australia website and social media channels



Promote your brand to a wider audience



Liaise with a dedicated contact person



ASSOCIATED EVENTS SUPPORT

In 2021 we want to support associated event holders in both managing their events and developing their business.

As an event owned and managed by the South Australian Tourism Commission, Tasting Australia is committed to helping all South Australian hospitality and tourism stakeholders increase their market reach, exposure and growth.

To drive this we're hosting a short series of online webinars using in-house knowledge and partner expertise to help grow your event and give your involvement in Tasting Australia added value.

Tasting Australia associated events webinars

1. Marketing and PR Webinar with Events South Australia digital, marketing and PR team
 - Advice on using Tasting Australia logos and assets
 - How to pitch to media
 - What type of content to produce
 - Listing events on the Australian Tourism Data Warehouse, and why this is important
2. Instagram Strategy Workshop: Tips on how to promote an event
3. Event Management Masterclass with Tasting Australia event team
 - Driving tickets sales via physical sales, promotions, and discounts
 - Access to Event Management budgeting tools
 - Developing COVID safe events

ASSOCIATED EVENT PACKAGES

PACKAGE 1: **\$350** NOT FOR PROFIT: **\$0****

- ✔ One post on Facebook
- ✔ One post on Twitter
- ✔ Inclusion in printed program (80 words max)

PACKAGE 2: **\$700**

- ✔ One post on Facebook
- ✔ One post on Instagram Stories (IG Stories include swipe-up to purchase tickets)
- ✔ Two posts on Twitter
- ✔ Inclusion in printed program (120 words max)

PACKAGE 3: **\$1,500**

- ✔ Two posts on Facebook
- ✔ One post on Tasting Australia's Instagram feed
- ✔ Two posts on Twitter
- ✔ One eDM inclusion
- ✔ One inclusion in blog article
- ✔ Inclusion in printed program with photo (200 words max)*

Guidelines for social media images apply.

Images must be high resolution and cannot have an overlay of text or logos.

*** Written approval of logo usage required

** Package 1 is \$0 for not for profit charity organisations. If you wish to upgrade to package 2-4 only pay the difference in price.

* Layout of feature to be determined based on program design. A selection of images options are requested and must not contain any words. Images may be cropped and resized based on program design.

^ Where more than one package 3 and package 4 include in article, ranking preference will be given on basis of event sponsorship, then alphabetically.

For in event social coverage, must be within within 2.5 hour drive of Adelaide CBD.

All packages include:

- ✔ Online event page and ticketing platform
- ✔ Use of Tasting Australia logos on marketing collateral***
- ✔ Professional copywriting/editing of your event description
- ✔ Access to the SATC and Tasting Australia image suite to help promote your event
- ✔ Co-hosting of your Facebook event page through Tasting Australia Facebook (you will be required to create the event on your facebook page)
- ✔ Tasting Australia 2021 decal to display in your business in the lead up to and during the festival
- ✔ Access to Tasting Australia webinars
- ✔ Access to sponsor contacts from Tasting Australia's commercial partners: RAA, The Fork, Yalumba, Kanga Coaches, Kangaroo Island Spirits, Alliance Airlines etc.

PACKAGE 4: **\$3,000**

- ✔ Two posts on Facebook
- ✔ Two posts on Twitter
- ✔ One post on Tasting Australia's Instagram feed
- ✔ Two posts on Instagram Stories (IG Stories include swipe-up to purchase tickets)
- ✔ Guaranteed social media coverage of your event on TA Instagram stories (event day coverage)#
- ✔ One feature eDM (lead article)
- ✔ One inclusion in blog article^
- ✔ Inclusion in printed program with photo (200 words max)*
- ✔ One inclusion in a grouped, paid social media carousel ad
- ✔ 2 x tickets to Tasting Australia's VIP Opening Party in Town Square
- ✔ Inclusion on 'featured events' carousel on program page of the Tasting Australia website

ASSOCIATED EVENT PROCESS



STEP 1

CONCEPT

- The best events are experiential
- Have a unique selling point
- Collaborate with others
- Consider school holidays, family involvement
- Hero delicious food and beverage
- Consider weather and seasonality

STYLE OF PREVIOUS EVENTS

- Tours: Walk, bike, car, helicopter, forage, indigenous
- Breakfast, lunch or dinner
- Art and culinary
- Tastings
- Masterclass
- Eating
- Learning

CONSIDER TASTING AUSTRALIA ETHOS

- People
- Produce
- Place

Refer to page 3 for further details



STEP 2

SUBMIT ONLINE APPLICATION VIA EVENTOTRON

Visit tastingaustralia.com.au for more information and to complete your online application via the Eventotron portal by **Sunday 18 October 2020** – and select your associated event package.*



STEP 3

NOTIFICATION OF ACCEPTANCE

Tasting Australia creative team will review all applications and advise of acceptance into the program by **Thursday 22 October 2020**.



STEP 4

SUBMIT ADDITIONAL DETAILS

Once notified of acceptance into the Tasting Australia program you'll be required to log back into the Eventotron application portal to make package payment fee, and supply additional information including your bank details and certificate of currency.



STEP 5

APPROVAL OF YOUR ONLINE EVENT MARKETING

On **9 November 2020** you will be sent any revisions to your website and program copy. You will be required to approve this by **12 November 2020**.

Please mark this date in your diary as the time frame for approval is tight.



STEP 6

DEADLINE TO COMPLETE REGISTRATION

Steps 4 and 5, including event package payment fee, must be completed by by **12 November 2020**.

Your event will not be listed on the Tasting Australia website or in the printed program until payment is received.



STEP 7

ONLINE PROGRAM LAUNCH

All associated events will launch online in the first week of **December 2020** for a Christmas pre-promote. The Tasting Australia printed program will be released and distributed in February 2021.



STEP 8

APPROVAL OF PRINTED PROGRAM LISTING

On **8 December**, you will be provided with your printed program copy (shorter than website copy) for approval by **10 December 2020**.

* An additional \$1,000 fee is payable if your application is submitted after **Sunday 18 October** (payable in addition to the package fee).



HOW TO SUBMIT YOUR APPLICATION

Eventotron is a festival registration and management system that provides a fast, simple way to apply for the Tasting Australia associated event program. All marketing approvals and payment of acceptance fee will also occur via this system. Eventotron is used by the biggest festivals around the world, including Edinburgh Fringe Festival and Sydney Fringe Festival.

STEP 1

Visit eventotron.com (or access via Tasting Australia website)

STEP 2

Register as a new user

Note: if you applied for 2020 event, you can use your same credentials

STEP 3

Now login using the email and password you just created

Note: if you applied for the 2020 event, you can use your same credentials to login and move to step 5.

STEP 4

Please click on **Complete your Profile** if prompted

STEP 5

Search for Tasting Australia 2021 within **Festival** tab
(*not the event tab*) in the top left hand corner

STEP 6

Click the blue **Apply** button

STEP 7

Enter event name – click on next

Note: Before applying for your 2020 event, we recommend you have your event concept formed. See page Step 1 of page 7 for information

STEP 8

Work your way through the application form.

You can save and revisit at any time before Sunday 18 October. If at any stage you need help or have questions, don't hesitate to contact the Tasting Australia team on the details provided on page 12.

STEP 9

Once all sections are complete select **Click to complete your registration**

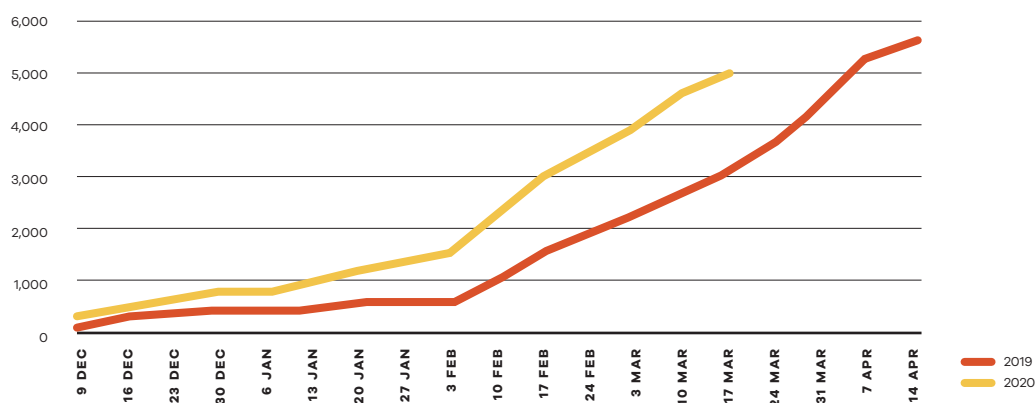


2020 OVERVIEW

This year Tasting Australia was planned for 5 to 14 April, with events set to take place across Adelaide and regional South Australia. Due to the COVID-19 pandemic and government advice on non-essential organised public gatherings above 500 people the event was postponed to October 2020. After three months of planning and monitoring the effects of the pandemic we opted not to hold Tasting Australia in 2020.

Ahead of the cancellation ticket sales for 2020 were tracking well above 2019 and were expected to exceed all targets.

YOY Associated Events Ticket Sales Comparison



The breadth of events – from lunches to tastings, dinners to tours, celebrity guest appearances to hands-on masterclasses – were well received by Tasting Australia guests, who are hungry for an authentic experience that champions flavour, personality, and informal excellence.

2020 MEDIA COVERAGE

BETTER TRAVEL



Taste and hunt for Truffle at The Truffle Festival, Coonaberran.

foodie FESTIVALS

Put these food and drink festivals in your diary and plan a trip around them in 2020

What could be better than a weekend away to enjoy the bounty of a region in its own celebration? Not much! So check out these food and drink festivals coming to a place near you!

come alive with activities. On show is Victoria's best produce. It's best to book your stay now. The festival takes place in March 2020. melbournefoodandwine.com.au

TASTING AUSTRALIA, ADELAIDE, SA
 Want the chance to sample some of South Australia's best at more than 100 events, lunches, dinners and tastings? Head that way for the annual Tasting Australia Festival. Across Adelaide and the well-known regions of the Barossa, McLaren Vale, Clare Valley and Kangaroo Valley, to name just a few, you'll get

to taste SA's best food and wine, and also be among stunning scenery. Tasting Australia takes place from March 27 to April 5, 2020. tastingaustralia.com.au

BATLOW CIDERFEST, NSW
 Love cider? We've got the perfect festival for you. Along the road to Gundagai are the apple groves of Batlow, where every year cider lovers descend to celebrate the crop. There will be craft cider sessions with producers where you can learn while you taste, plus orchard and cider tours, food stalls and entertainment. The festival

WINE&DINE

Three minutes with ...

Karena Armstrong
 Salopian Inn



Co-owner and chef at McLaren Vale's celebrated Salopian Inn, Karena Armstrong is a guest programmer for Tasting Australia 2020. At the Salopian Inn, Karena has developed a surprising, seasonal and ever-changing menu centered on Asian flavours and timeless techniques. She will bring her food philosophy to Tasting Australia this month with a special Glasshouse Kitchen Dinner.

What's happening at the Salopian Inn this year?
 We are looking to expand to another venue and present a different version of regional hospitality.

If you could have an appetizer, what would it be?
 Popping. It's my dream of the time and it's my comment.

Happiness is?
 Monetary and should be inhibited.

Something we don't know about you?
 I can't see myself from becoming a kick-butt in karate. It's been a few years journey and I have learned a lot about myself.

What inspires you most, and why?
 Eating most definitely. Tasting food and watching others eat makes me think about how I would use the ingredients and then I go from there.

What is on your bucket list?
 That's a very tough one to travel with my husband and children as they are in their teenage years now. Travel is so good for their souls.

Where have you travelled?
 I love to travel, but I don't really have a place I need to go back to. I have thought about making ginger dumplings by a lake in the northern region of Japan, but I'm just going and not on a list. Travel always makes you realise what you have in your life.

Chef gets kids in the kitchen



STRICTLY COOKING: Chef Duncan Welgemoed cooks with his sons Max, 9, and Alex, 6, at restaurant Adelaide. Photo: MATT LITTON

JESSICA GALLEY DELICIOUS.SA EDITOR

THESE are no machines in the kitchen when Duncan Welgemoed's kids are around. The formidable chef, photographed over the years with fat-topped arms crossed and branding the likes of a blowtorch or knives, suffers when in the company of his sons, Maxwell, 9, and Alexander, 6. Except when it counts.

"If they're holding a knife badly or playing around near the heat, I'm a little bit strict," says Welgemoed, of the laid-back Adelaide restaurant, in Adelaide.

The Welgemoed boys cook together often - Max even

cooks a meal for the family by himself once a week.

"Pizza, burger, taco - simple stuff really," says the nine-year-old. "Sometimes it does get a bit complex."

The boys eat everything, says Welgemoed - "except mushrooms". Now, Duncan the dad is to share his kid-friendly recipes and tips at the

Advertiser, delicious.SA and TAFE SA's 1. Plate's cooking series for Tasting Australia.

1. Plate's hands-on cooking classes are a chance to work closely with one of SA's best-known chefs, including Welgemoed, Karena Armstrong (The Salopian Inn),

2018 MasterChef winner Sashi Chhabal (Gaja by Sashi) and Stewart Weston (Past Time Lovers). For his kids in the kitchen class, Welgemoed is inviting parents to bring along their budding young chef to cook three veg-based dishes.

He says cooking with kids is so valuable because "it teaches them about nutrition, allows them to be creative, builds confidence and helps them develop their palate". "And the social aspect of sitting down together and eating as a family is important," he says.

Even at the age of six, Alex "loves chopping, peeling and

Despite the cancellation, media coverage for Tasting Australia presented by RAA Travel was strong.



As at 17 March 2020 (following the postponement announcement on 13 March 2020)

Compared to the same point in 2019, there were an additional 214 traditional media items and 112 social media items with an additional potential reach of 6.3 million.

NEWS 00

A Taste for adventure will lure flying foodies



Workers to lose jobs in new year

Top legal minds rue Folau deal

Woman dies in unit inferno

Stabbed by guest as she slept

Woman dies in unit inferno

NEWS 01

SCREEN LEGEND KIRK DOUGLAS DIES AGED 103 [PAGE 23]

The Advertiser

Girl, 13, recovers from horrific attack, faces new threats

SOCIAL MEDIA BASH SHOCK

Festival feast is on the menu

Duluk faces tougher punishment

HELP SUPPORT AUSSIE FARMERS BUY AUSSIE FRUIT AND VEG

NEWS 05

Shock bashing sparks review



Taste something you'll love

NEW DISPLAY HOME OPEN THIS WEEKEND!

Burbank

DIGITAL COVERAGE



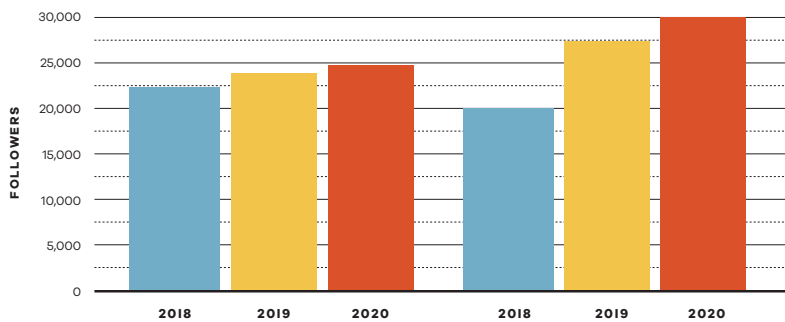
Public appetite for Tasting Australia content via digital platforms and social media channels is growing steadily. The event speaks to a dedicated network of people across various online platforms.

↑ 16%
WEBSITE VISITS

In 2020, website visits were up by 16% year on year, with 47% from interstate and international markets. Users were also spending 35% more time on site, indicating quality visitors who were engaged with content and programming.



60K
TOTAL FOLLOWERS



f +4%
INCREASE

o +11%
INCREASE

12.6K EDM DATABASE

44.12% EDM AVERAGE OPEN RATE



TASTING AUSTRALIA

PRESENTED BY
RAA
Travel


TOWN SQUARE VENDORS:

Town Square food vendor applications will be coming soon. To register your interest, please email tastingaustralia@sa.gov.au

FOR MORE INFORMATION ON ASSOCIATED EVENTS, PLEASE CONTACT:

Ashby Field, Event Coordinator
ashby.field@sa.gov.au, (08) 8463 4585

TASTINGAUSTRALIA.COM

    #tastingaustralia

