BORROWED GROUND

A REGIONAL CULINARY RESIDENCY
PRESENTED AS PART OF

TASTING AUSTRALIA

Presented by
JOURNEY BEYOND

30 APRIL TO
09 MAY 2027

SOUTH AUSTRALIA

Put your region on the table



PUT YOUR REGION ON THE TABLE

An extraordinary opportunity to showcase your region's people, produce and places on the Tasting Australia stage.

Host an internationally acclaimed MICHELIN-starred chef, their sous chef and a leading South Australian chef for an immersive three-day culinary residency. Together, they'll discover the flavours, stories and experiences that make your region unique.

Their journey will inspire a Tasting Australia Signature Dinner in Town Square, bringing the essence of your region to life for festival audiences through an unforgettable culinary experience.

EXPRESSION OF INTEREST (EOI)	KEY DATES
EOI OPENS	WEDNESDAY 4 NOVEMBER
EOI CLOSE	WEDNESDAY 2 DECEMBER
APPLICANTS NOTIFIED OF OUTCOME	WEDNESDAY 16 DECEMBER

THE OPPORTUNITY

What happens when an international chef discovers South Australia from the ground up? The South Australian Tourism Commission (SATC), through Tasting Australia, is inviting organisations representing South Australian regions to submit proposals to showcase their region through an extraordinary culinary experience, opening their doors and sharing their tables with visiting culinary talent.

An internationally acclaimed chef from a MICHELIN-starred restaurant will spend time alongside a leading South Australian chef, meeting the growers, producers, fishers, winemakers, tourism operators and local characters who shape your region.

The residency will culminate in a Tasting Australia Signature Dinner in Town Square, shaped by the featured region and bringing its people, produce, landscapes and stories to an audience of food and drink lovers, industry leaders and media.



AT A GLANCE

THE EXPERIENCE	A three-day, two-night culinary residency in your region.
VISITING TALENT	One international MICHELIN-starred chef, their sous chef and one leading South Australian chef.
THE APPLICANT'S ROLE	Curate and host a distinctive itinerary connecting chefs with the people, produce, places and visitor experiences that define the region by coordinating with Regional Partners who may assist in delivering particular aspects of the residency.
THE FESTIVAL OUTCOME	A Tasting Australia Signature Dinner in Town Square inspired by the featured region.
APPLICANT CONTRIBUTION	$5,000 ex GST toward the international chef talent fee, plus agreed hosting, transport, itinerary and content costs.
WHO SHOULD APPLY	Organisations capable of acting as the lead entity for a South Australian region, coordinating Regional Partners and delivering the proposed residency, with the authority and capacity to meet the commitments outlined in this Invitation. An organisation may apply in its own right and coordinate with Regional Partners, or may submit an application as part of a consortium.

WHY PARTICIPATE?

Put your region in the spotlight through Tasting Australia, showcasing its people, produce and places to new audiences.

- **Showcase your region:** Bring your region's unique flavours and stories to life through a Tasting Australia Signature Dinner in Town Square.
- **Inspire future visitation:** Build destination awareness and give food and travel lovers new reasons to discover your region.
- **Create lasting content:** Capture compelling stories, photography and video to support your region's ongoing destination marketing.
- **Build valuable connections:** Connect local producers and tourism operators with leading culinary talent, creating opportunities for collaboration and future growth.



WHAT WE ARE LOOKING FOR

All South Australian regions have stories worth sharing.

We are looking for a proposal that reveals what could only happen in your part of the state: the grower who knows every inch of the land, the producer doing things differently, the winemaker, fisher, chef or local character who gives the region its flavour, and the landscapes and experiences that shape each plate and glass.

Show us the experiences that bring these elements together and would make an international chef stop, look closer and want to know more.

A STRONG PROPOSAL WILL DEMONSTRATE

- A distinctive regional food and drink identity and a clear sense of place.
- Outstanding producers, growers, winemakers, artisans and food and drink businesses.
- Authentic, hands-on or behind-the-scenes experiences.
- Quality tourism, hospitality and accommodation experiences that complement the culinary story.
- Strong collaboration and confirmed support across Regional Partners.
- A realistic itinerary and the capability to deliver it safely and professionally.
- A commitment to sustainability, responsible visitation and meaningful regional benefit.
- A shared ambition to show what makes the region, and South Australia, worth discovering.

THE ROLE OF THE APPLICANT AS REGIONAL LEAD

The Applicant will act as the regional lead and will be responsible for coordinating the producers, tourism operators, accommodation providers, councils, economic development partners and other organisations involved in the proposed residency (Regional Partners). Regional Partners may have specific roles and responsibilities in delivering the residency but will not, solely by reason of their involvement, be Applicants or members of a consortium.

If selected, the Applicant will enter into a separate written agreement with SATC and will be responsible for performing its obligations under that agreement, including coordinating the involvement of Regional Partners where required.

PARTNERSHIPS ARE ENCOURAGED

Applicants are encouraged to collaborate with relevant Regional Partners. Regional Partners may include regional economic development agencies, councils, industry associations, producers, tourism operators and other participating organisations. Regional Partners may contribute towards the $5,000 chef fee and collaborate on hosting, transport, itinerary, content and other requirements.

An Applicant coordinating with Regional Partners is not, for that reason alone, applying as a consortium.

A consortium arises where two or more entities jointly submit a Response. If a Response is submitted by a consortium, it must identify each consortium member and their respective roles and responsibilities in accordance with the Invitation for EOI Conditions.

WHAT SUCCESS COULD LOOK LIKE

- A compelling and authentic experience for the visiting chefs.
- Stronger collaboration between food, drink and tourism businesses.
- New destination content and stories that can be used after the event.
- Greater awareness of regional places to eat, drink, stay and explore.
- New relationships and ideas that support future product or experience development.



ROLES, INVESTMENT AND RESPONSIBILITIES

The following summary is designed to help Applicants understand the expected commitments associated with the opportunity before applying. The final roles, responsibilities, financial contributions and other terms applying to the successful Applicant will be set out in a separate written agreement between the successful Applicant and SATC. The successful Applicant may coordinate with Regional Partners to deliver aspects of its obligations under that agreement.

THE SUCCESSFUL APPLICANT WILL	SATC WILL
Contribute $5,000 ex GST toward the international chef talent fee.	Contract and confirm one international MICHELIN-starred chef.
Host the international chef, their sous chef and the South Australian chef for three days and two nights.	Contract and confirm one South Australian chef.
Cover in-region accommodation and transport for the chefs.	Cover international flights and Adelaide accommodation for the chefs.
Cover meals and beverages for the chefs while they are in region.	Deliver the Signature Dinner event in Town Square.
Coordinate a draft itinerary of producer, winemaker and visitor experience visits, subject to feedback from the Tasting Australia Creative Team.	Pay regional producers for food and beverage supplied for the Signature Dinner.
Coordinate and cover regional social content and/or photography and videography for the Applicant's own marketing purposes.	Cover social content and/or photography and videography for one day of the residency for Tasting Australia marketing purposes.
	Provide the successful Applicant with two tickets to the Signature Dinner.

SHARED TRAVEL COST

SATC and the successful Applicant will share equally the cost of transporting the chefs between Adelaide and the region, whether by plane or car.

BEFORE SUBMITTING

Applicants should ensure they have the internal authority, Regional Partner support and delivery capacity needed to meet the financial and coordination commitments described above.
Applicants must read the Invitation for EOI Conditions before submitting an application. The Invitation for EOI Conditions apply to participation in this EOI Process and must be read together with this Invitation. By submitting an application, the Applicant confirms that it has read and understood the Invitation for EOI Conditions and agrees to comply with those conditions in participating in the EOI Process.



INDICATIVE PROGRAM JOURNEY

1
REGIONAL EOI
Applications received by Wednesday 2 December.

2
FINALISATION
SATC review EOI's and advise applicants of outcome including the international and South Australian chefs to be matched to each applicant.

3
RESIDENCY PLANNING
Final itinerary confirmed in consultation with SATC.

4
THREE-DAY RESIDENCY
Residencies will take place between Monday 26 April and Thursday 6 May 2027. Successful Applicants will be advised of their allocated residency dates during the Finalisation stage.

5
SIGNATURE DINNER AND LEGACY

Signature Dinners will be held on:
30 April 2027 at 7pm | 6 May 2027 at 7pm | 8 May 2027 at 7pm

Successful Applicants will be allocated one of the above dates and will be advised of their allocated date during the Finalisation stage.

EXPRESSION OF INTEREST QUESTIONS

Keep your response concise and practical. Supporting material may be attached where it helps demonstrate partner commitment or the quality of the proposed experience.

1. YOUR REGIONAL STORY

- What makes your region's food, drink and visitor offering distinctive?
- Why is your region well suited to host an international MICHELIN-starred chef, their sous chef and a leading MICHELIN South Australian chef?

2. PROPOSED EXPERIENCE

- Provide a draft three-day, two-night itinerary and explain the significance of each stop.
- Identify the producers, growers, artisans, winemakers, tourism operators and other Regional Partners proposed to be involved in the residency.
- Highlight proposed hands-on, behind-the-scenes or place-based experiences, including accommodation and transport arrangements.
- Identify distinctive tourism experiences beyond food and wine, such as cultural, heritage, nature or Aboriginal tourism experiences.

3. REGIONAL COLLABORATION AND DELIVERY

- How will the Applicant lead and coordinate delivery of the residency, including with Regional Partners?
- Describe the proposed role, responsibilities and committed support of each Regional Partner identified?
- How will the Applicant facilitate meaningful engagement between the visiting chefs and regional businesses?
- What are the principal delivery risks and how will they be managed?
- Is the EOI being submitted by the Applicant in its own right or as part of a consortium? If it is being submitted as part of a consortium, identify each consortium member the part of the requirements each member will provide and how the consortium members will work together to deliver the proposed residency.

4. SUSTAINABILITY AND RESPONSIBLE VISITATION

- Identify relevant sustainable practices in winemaking, farming, aquaculture, food production or tourism.
- Explain how the proposal supports sustainable tourism principles and responsible visitation.
- Identify any environmental, cultural or community-led sustainability initiatives the chefs could experience.

5. REGIONAL BENEFITS AND LEGACY

- What longer-term destination, industry, trade, community or economic benefits could the initiative generate?
- How would your region use the residency and associated content after the event?
- How would your region measure success?



SUBMISSION REQUIREMENTS

- Contact Person:
  Madeline Burke, Assistant Festival Manager Tasting Australia
  tastingaustralia@sa.gov.au

- **Applicant details:** [legal entity name, ABN, Region represented, primary contact person and contact details]
- **Application structure:** confirm whether the Applicant is applying in its own right or as part of a consortium
- **Consortium details (if applicable):** identify each consortium member and its proposed role

- Applications open: **Wednesday 4 November 2026**
- Applications close: **Wednesday 2 December 2026**
- Notification of outcome: **Wednesday 16 December 2026**
- Last Queries Date: **Wednesday 25 November 2026**

- Residency and Signature Dinner timing: Exact date TBC but will be between **Friday 30 April – Sunday 9 May 2027**
- Submission method: Online via **Tasting Australia website**



ASSESSMENT AND SELECTION

Eligible applications will be assessed against the following criteria. Applicants should ensure their response addresses each criterion

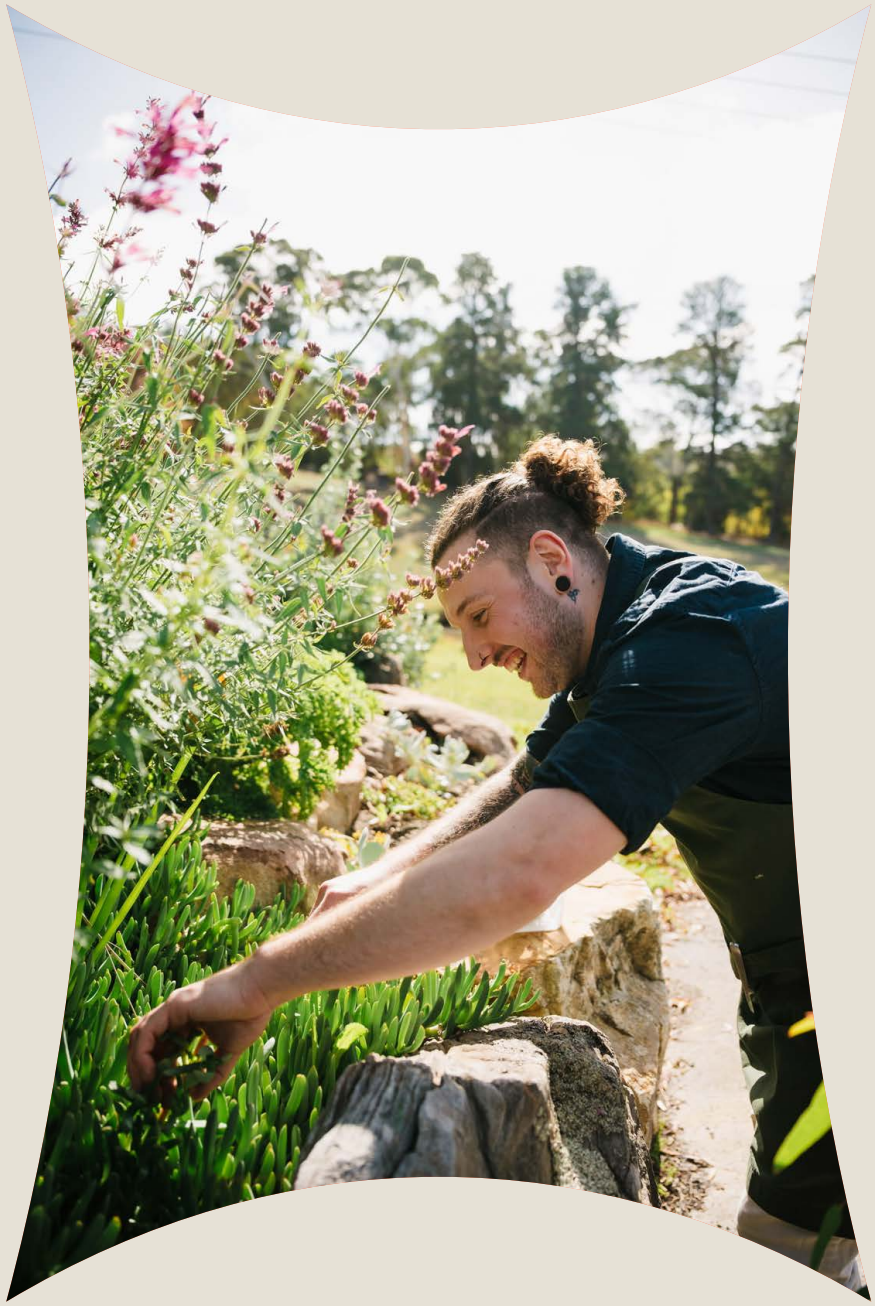
CRITERION	WHAT ASSESSORS WILL CONSIDER	WEIGHTING
Distinctiveness of regional story and culinary identity	A clear sense of place and a compelling story grounded in the region's people, produce and experiences.	25%
Strength and feasibility of proposed itinerary	A cohesive, authentic and deliverable residency with quality experiences, accommodation and transport.	25%
Delivery capability and regional collaboration	Clear leadership, partner commitment, coordination capacity and practical risk management.	20%
Storytelling, destination impact and legacy	Potential to create useful content, strengthen destination appeal and generate benefits beyond the event.	20%
Sustainability and responsible visitation	Evidence of sustainable practice, responsible visitation and relevant environmental, cultural or community initiative.	10%

SELECTION PROCESS

- Applications will be reviewed against the published assessment criteria.
- SATC may contact Applicants to clarify information or discuss delivery requirements.
- The selected region will work with the SATC's team to refine the itinerary and confirm final responsibilities, costs and timing.
- The placement and matching of chefs to with successful Applicants will be at the discretion of SATC.
- A maximum of three (3) residencies are available. The number of available residencies may change at SATC's discretion.

PUT YOUR REGION ON THE TABLE

Show us the people, produce, places and experiences that make your region unforgettable. Create a residency that leaves a lasting impression on chefs, audiences, industry and visitors.



A festival worth sharing.

For more information
Madeline Burke - Assistant Festival Manager
tastingaustralia@sa.gov.au
(08) 8132 8333

INVITATION FOR EOI CONDITIONS

1. **INVITATION**

1.1 **SATC's Requirements**

SATC invites You to submit a Response for the Purpose in accordance with this Invitation.

1.2 **Accuracy of Invitation**

All information provided in or in connection with this EOI Process or Invitation is prepared in good faith and believed to be accurate at the time of publication. However, SATC makes no promise or representation as to its accuracy or completeness, reserves the right to amend or update any information where required, and will not be liable for any inadvertent errors or omissions.

1.3 **Your Use of Invitation**

Unless SATC gives its prior written consent, You must not reproduce, re-advertise or otherwise use any part of this Invitation, except for the purpose of preparing and submitting a Response.

1.4 **Your Use of websites**

All information necessary to submit Your Response in response to this Invitation can be accessed via **https://tastingaustralia.com.au/get-involved/borrowed-ground** You can download the Invitation documentation, upload Your Response and receive notifications about this Invitation through that website for free.

1.5 **EOI Process does not create a contract**

a) Your participation in this EOI Process, (including the preparation and submission of Your Response), is at Your sole risk.

b) Nothing in this Invitation, the EOI Process or Your Response creates, or is to be construed as creating, any binding contract or other legal relationship, whether express or implied, between You and SATC.

c) Selection as the successful applicant does not create a binding agreement between You and SATC. Any engagement is subject to You and SATC entering into a separate written agreement in relation to the Purpose.

2. **COMMUNICATION**

2.1 **Contact Person**

Unless otherwise advised by the Contact Person, You may only communicate with the Contact Person about this Invitation.

2.2 **Requests for Clarification**

a) You may submit written queries or requests for further information to the Contact Person up to and including the Last Queries Date.

b) SATC does not guarantee a response to any query, particularly where the query is received after the Last Queries Date.

c) SATC may, in its discretion, notify other Suppliers of any question or matter You raise and any response given.

d) SATC is not required to consider any unsolicited or otherwise impermissible clarification from You.

e) SATC may make additional information about this Invitation available at **https://tastingaustralia.com.au/get-involved/borrowed-ground**

3. **YOUR RESPONSE**

3.1 **Format of Response**

Unless otherwise directed, You must complete Your Response using the online submission form.

Your Response must:

a) be in English;

b) be endorsed by an appropriately authorised officer;

c) all prices clearly and legibly stated; and

d) quote prices in Australian dollars, inclusive of GST, and separately identify any applicable GST amount.

SATC may disregard any illegible part of a Response.

3.2 **Cost of Preparing Your Response**

You are responsible for all costs associated with preparing and submitting Your Response and otherwise participating in this EOI Process.

4. **LODGING A RESPONSE**

You must submit Your Response by the Closing Date and Time specified in the Invitation, unless SATC extends that deadline in its absolute discretion.

4.1 **Online Submission**

a) You must comply with the Online Lodgement requirements specified in the Invitation (if any).

b) You must virus check Your Response, including all files and documents, before submitting it electronically.

c) You are encouraged to submit Your Response at least two hours before the Closing Date and Time.

d) Each online submission will be treated as full and complete. If You need to change any document, You must resubmit all documents.

4.2 **Late Responses**

If a Response is lodged after the Closing Date and Time, it will be ineligible for consideration.

4.3 SATC's Use of Your Response Materials

a) All Response Materials become SATC's property upon submission.

b) Intellectual Property owned by You or any third parties forming part of the Response Materials will not pass to the SATC with the physical property comprising the Response Materials.

c) You grant SATC a perpetual, irrevocable, worldwide, sublicensable and royalty-free licence to use, reproduce and circulate any copyright material in Your Response as necessary for the Evaluation and preparation of any resulting contract. You warrant that the Response Materials do not infringe any third-party Intellectual Property rights.

5. CONSORTIA AND SUB-CONTRACTING

5.1 Consortia

If You are part of a consortium, Your Response must identify the part of SATC's Requirements each consortium member will provide and explain how the members will work together to fully meet SATC's Requirements. Each consortium member that is not a natural person must also provide details of its legal status and any relevant corporate structure.

SATC will treat You as the primary contact for the Response.

For clarity, an organisation that supports or assists You in delivering Your Response as a "Regional Partner" is not a consortium member unless it is identified in Your Response as forming part of the consortium.

5.2 Sub-contracting

If Your Response relies on subcontractors, Your Response must identify the tasks each proposed subcontractor will perform. You remain legally responsible for meeting SATC's Requirements.

6. EOI PROCESS CONDUCT

6.1 Your Conduct

You must:

a) unless otherwise advised by the Contact Person, communicate about this Invitation only through the Contact Person;

b) declare any actual or potential conflict of interest when submitting Your Response and throughout any resulting engagement;

c) not offer any incentive, inducement, reward or benefit, or otherwise attempt to influence, any SATC employee or representative, or any member of an evaluation team;

d) not directly or indirectly approach any SATC employee or representative, other than the Contact Person, to lobby or seek information about this Invitation;

e) not engage in collusive or anti-competitive conduct with any Supplier;

f) comply with all South Australian laws applicable to this EOI Process;

g) disclose whether You are acting as an agent or nominee, or jointly with any other person, and identify each other person;

h) not issue any news release or respond to media enquiries about this EOI Process or Invitation without SATC's prior written approval.

If You act contrary to the expectations outlined above, SATC reserves the right (regardless of any subsequent dealings) to exclude Your Response from further consideration.

If You do not comply with the requirements of this clause 6.1, SATC may, despite any subsequent dealings, exclude Your Response from further consideration.

6.2 SATC Conduct

SATC will:

a) keep confidential any information that SATC agrees to treat as confidential in accordance with clause 6.3a);

b) give Suppliers the opportunity to participate fairly.

6.3 Confidentiality

a) You must identify any part of Your Response that You consider confidential and explain why. SATC is not required to treat information as confidential unless it agrees to do so, and You acknowledge that SATC may provide to external consultants in accordance with clause 7.2a) or otherwise publicly disclose that information.

b) SATC will not accept any condition in Your Response that seeks to prohibit or restrict SATC's right to disclose information.

c) Despite any confidentiality undertaking, by submitting a Response You agree that SATC may provide information about You or Your Response to the Australian Competition and Consumer Commission (ACCC) if SATC reasonably suspects, or the ACCC notifies SATC that it reasonably suspects, cartel conduct or unlawful collusion in connection with this EOI Process, whether or not the suspicion relates to Your Response.

d) Information provided by or on behalf of SATC is confidential to SATC and must be kept confidential. You may disclose that information only to persons who need to know it for the purpose of preparing and submitting Your Response.

7. EVALUATION PROCESS

7.1 Evaluation

In evaluating Responses SATC will consider:

a) the Evaluation Criteria;

b) any presentations, interviews or site visits (where applicable); and

c) any other information that SATC considers relevant.

7.2 SATC's Evaluation Rights

SATC may, in its absolute discretion:

a) engage external consultants to assist with evaluating Responses;

b) consider any relevant matter when evaluating Responses;

c) invite any person or entity to submit a Response;

d) permit a Supplier to amend its Response;

e) decide not to evaluate Your Response further if Evaluation Criteria are not satisfied in Your Response;

f) consider, decline to consider or accept a Response submitted other than in accordance with this Invitation;

g) seek further information about Your Response, including by requesting additional information, presentations or interviews with You or Your key personnel;

h) obtain and assess financial viability information about any Supplier or related entity, including with assistance from third-party providers;

i) make enquiries of any person or entity, including referees, about any Supplier or its Response; and

j) visit, at a mutually convenient time, facilities operated by any Supplier, its proposed subcontractors or its customers to assess capability and performance.

7.3 **Discontinue Evaluation**

SATC may, in its absolute discretion, decide not to proceed further with the EOI Process in relation to the Purpose. If this occurs, SATC will notify all applicants.

7.4 **Shortlisting**

SATC may shortlist Suppliers and continue evaluating only those shortlisted Responses. SATC is not required to notify You, any supplier or any other interested person or organisation of its intention or decision to shortlist.

7.5 **Negotiation**

SATC may, in its absolute discretion:

a) negotiate with You or any Supplier, including in parallel with more than one Supplier, to vary a Response, resolve capability, capacity, technical, cost, effectiveness or contractual matters, or address any other relevant matter;

b) re-evaluate Responses following any negotiation;

c) suspend, discontinue or terminate negotiations with You, any Supplier or any other person or organisation at any time;

d) negotiate with You or any Supplier for any part of SATC's Requirements, negotiate with other Suppliers for the same or different parts of SATC's Requirements, and enter into one or more contracts for those parts; and

e) negotiate with any organisation that is not a Supplier and enter into a contract with that organisation for SATC's Requirements, or any part of them, on terms SATC considers appropriate.

7.6 **Further Approach to Market**

SATC may choose to make a further approach to market on a similar or different basis than that specified in this Invitation.

8. **FEEDBACK**

You may request feedback directly from SATC through the Contact Person.

You may provide feedback:

a) after downloading the Invitation if You decide not to submit a Response; or

b) at the end of the EOI Process, following any debrief or contract award, as applicable.

If You are using the survey tool for the first time, further information about the Supplier feedback initiative is available on both websites.

9. **COMPLAINTS**

a) If, at any time during the EOI Process, You consider You have been treated unfairly, You must first notify the Contact Person in writing.

b) If the matter is not resolved, You may escalate the complaint by lodging a complaint through SATC's Complaints and Feedback process.

c) SATC will handle the matter in accordance with its complaint management process.

10. **GLOSSARY**

In this Invitation, unless the contrary intention is apparent:

a) Closing Date and Time means the date and time nominated in the Invitation by which Responses are required to be submitted.

b) Contact Person means the person nominated in the Invitation authorised by SATC to communicate with Suppliers about the EOI Process.

c) EOI Process means the process that begins when SATC issues this Invitation and ends when SATC awards a contract, determines another outcome, or terminates the process earlier.

d) Evaluation means the process for considering and evaluating Responses in accordance with clause 7.1.

e) Evaluation Criteria means the criteria specified in the Invitation that SATC will use to evaluate a Response.

f) Intellectual Property means any patent, copyright, trade mark, trade name, design, trade secret, know-how, semiconductor circuit layout, or other intellectual property right, whether registered or unregistered, including any right to apply for regisration or renewal.

g) Invitation means this document, which invites persons to submit a Response.

h) Last Queries Date means the date and time nominated in the Invitation as the last date for Suppliers to seek information or clarification of any matters relating to the Invitation.

i) Purpose means identifying and selecting a South Australian region to host and participate in a Tasting Australia culinary residency, culminating in a Tasting Australia Signature Dinner showcasing the selected region.

j) Response means the documents constituting a Response submitted by a Supplier to meet SATC's Requirement in accordance with this Invitation.

k) Response Materials means all documents, data and other materials, as updated or amended, provided by a Supplier as part of its Response to this Invitation.

l) SATC means the South Australian Tourism Commission (ABN 80 485 623 691), a body corporate pursuant to the South Australian Tourism Commission Act 1993 (SA) of Level 9 250 Victoria Square/Tarntanyangga, Adelaide SA 5000.

m) SATC's Requirements means the requirements specified in the Invitation, which will form the basis of the specifications under any agreement entered into with the successful applicant.

n) South Australian Time means the time observed in South Australia, being ACST (Australian Central Standard Time).

o) Supplier or You or Your means any person or organisation responding to this Invitation by submitting a Response.