

ASSOCIATED EVENT GUIDELINES 2026

**TASTING
AUSTRALIA**

PRESENTED BY

JOURNEY BEYOND



WHAT ARE ASSOCIATED EVENTS?

Associated Events are independently hosted events that form part of the annual Tasting Australia program.

We welcome involvement from South Australia's diverse hospitality sector, and know associated events inspire regional travel while also showing a new side of familiar venues.

Leisurely meals, foraging experiences and special tastings are among options – the more creative the better!



WHY TAKE PART?

Tasting Australia shares your event – and your story – with a highly engaged and hungry audience. Draw on the authority and industry respect this festival brand has built over 20+ years.

Tasting Australia offers all associated events:

- Access to national and international audiences.
- A platform to launch a new product, tour or experience.
- A highly engaged food and beverage-loving audience.
- Exposure for your brand to potential new customers.
- The opportunity to collaborate with other businesses.
- Overarching marketing and communications activities.
- All ticket revenue, with all running costs the event-holder's responsibility.
- A dedicated contact person to assist with queries.



EVENT ELIGIBILITY & SELECTION CRITERIA

- Your event must align with the ethos of Tasting Australia and highlight:

PEOPLE:

The chefs, producers, winemakers, distillers and brewers who shape South Australia's food and beverage industry. We are interested in who you are and how your business supports culinary tourism.

PRODUCE:

Quality ingredients and beverages sourced from South Australia.

PLACE:

Where you are from and what makes it so special.

- Each event should be unique and distinct from your usual offerings throughout the year. Think of an event that couldn't happen on just any day — something that feels intentional, engaging and worth remembering.
- Your event must be of a high standard that adheres to best practice in areas including risk management, weather contingency, workplace health and safety, food safety standards and the responsible service of alcohol.
- We encourage applications to demonstrate [South Australia's "True South" hospitality](#) by considering regenerative concepts and inclusivity.
- All events must take place in South Australia during Tasting Australia from 8 to 17 May 2026.
- We welcome events that celebrate South Australia's seafood industry and coastal regions.
- Events featuring international chef or beverage talent will be able to access the Bronze package at no cost.

KEY DATES

ITEM	DATE
Applications Open	Monday 1 September 2025
Applications Close	Tuesday 14 October 2025
Acceptance Advised	Friday 17 October 2025
Website Copy Provided for Approval	Tuesday 25 November 2025
Package Payment and Copy Approval Due	Tuesday 2 December 2025
Online Program Release	First week of February 2026



YOUR EVENT CONCEPT

YOUR EVENT

The most successful associated events have experiences at their heart.

Tasting Australia's audience wants to be immersed – to learn, eat, drink, watch and make. Guests love to get off the beaten track, join hands-on classes around your kitchen table, or discover food or drink they can't try on any other day. Keep the following in mind:

- Your event should have a unique selling point and be different from your usual offerings.
- Consider adding experiential elements such as property tours, hands-on masterclasses, or dining in unique and unexpected locations.
- Collaborations have proven successful – think about partnering with venues, chefs, food and beverage producers or likeminded personalities that align with your brand.
- Highlight delicious food and beverages, incorporating local produce wherever possible.
- Determine if your event is suitable for children or consider hosting family-friendly events.
- Take weather and seasonality into account.

2025 EXAMPLES

[arkhé x Big Don's Smoked Meats](#)
Adelaide



[Autumn Lunch with the Bees](#)
Adelaide Hills



[Baird Bay Experience](#)
Eyre Peninsula



[Sunset Food and Wine x Southern Ocean Lodge x Islander Estate](#)
Kangaroo Island

COPY & IMAGES

Event copy and images are crucial for promoting your event. A professional copywriter will edit your event description as part of acceptance into Tasting Australia's associated event program. The more detail you provide at the application stage, however, the better we can ensure your event is represented in an accurate and compelling way.

We reserve the right to edit the copy and/or imagery of your event listing(s) to align with our overall brand and messaging. We will work closely with you on your website copy, ensuring your event is presented in the best possible light.

COPY	IMAGES
<ul style="list-style-type: none">• Provide a concise description of at least 100 words. Functional information, including event inclusions, will appear as bullet points at the bottom of your listing.• Reiterate the venue location within the event description.• Highlight the unique elements of your event that differentiate it from your regular offerings. This could include chef collaborations, experiences or special produce.• Provide as much detail as possible in the event inclusions demonstrate value for money.	<ul style="list-style-type: none">• Your image/s should be clear and high-resolution (minimum 2MB).• Whenever possible, invest in high-quality images that can be used across your campaign.• Your image/s should enhance your event listing and accurately represent your event offering.• Consider how your image will display on the website – landscape images work best.• Avoid including text in your image; all important information will be provided in the event listing.



ASSOCIATED EVENT PACKAGES

ALL EVENT PACKAGES INCLUDE:

- Professional copywriting and editing of your event description for the Tasting Australia website
- Promotion on Tasting Australia's website, including an event page and link to the festival's ticketing platform
- Use of the Tasting Australia logo on marketing collateral~
- Tasting Australia decal to display in your business in the lead up to the festival
- A marketing toolkit to assist in your campaign

Please note, guidelines for social media images apply. Images must be high resolution and cannot have an overlay of text or logos.

~Written approval of any logo usage required.

BRONZE PACKAGE

\$450 + GST

NOT FOR PROFIT PRICE: \$0*

General package inclusions plus:

- One (1) post on Facebook
- One (1) Instagram Story, shared pre-event with direct link to tickets
- One (1) Instagram Story highlight inclusion

*Bronze Package is \$0 for not-for-profit charity organisations. If you wish to upgrade to Silver, Gold or Platinum packages, you will only pay the difference in price.

SILVER PACKAGE

\$800 + GST

General package inclusions plus:

- One (1) post on Facebook
- One (1) Instagram Story, shared pre-event with direct link to tickets
- One (1) Instagram Story highlight inclusion
- One (1) eDM inclusion pre-event**

**Priority placement in eDM is given to Gold & Platinum package events. Platinum package events are entitled to a lead placement in an eDM..

GOLD PACKAGE

\$1,500 + GST

General package inclusions plus:

- One (1) post on Facebook
- One (1) post on Instagram, shared pre-event to the Tasting Australia feed
- One (1) eDM inclusion pre-event**
- One (1) event feature on the Tasting Australia website program page for seven-day period pre-event (30K average monthly views)^

**Priority placement in eDM is given to Gold & Platinum package events. Platinum package events are entitled to a lead placement in an eDM.

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

PLATINUM PACKAGE

\$3,000 + GST

General package inclusions plus:

- One (1) post on Facebook
- One (1) post on Instagram, shared pre-event to the Tasting Australia feed
- Guaranteed social media coverage of your event on Tasting Australia's Instagram stories (event day coverage)#
- Proactive pitching by Tasting Australia PR team where possible
- One (1) inclusion in grouped, paid social media carousel ad targeting Tasting Australia's database
- One (1) feature in an eDM (lead article)**
- One (1) event feature on the Tasting Australia website program page for 7-day period pre-event (30K average monthly views)^
- Two (2) Tasting Australia VIP tickets

**Priority placement in eDM is given to Gold & Platinum package events. Platinum Package events are entitled to a lead placement in an eDM.

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

#For in-event social coverage, must be within 1.5-hour drive of Adelaide CBD.



SUBMITTING YOUR APPLICATION

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Before you start your event application, please ensure you have:

- An event concept formed, including food and beverage inclusions.
- Event date, time, venue, ticket price.
- A website listing of at least 100 words.
- Dietary requirements that can be accommodated.
- Public Liability Insurance Certificate of currency (minimum \$20 million) valid for date of event.
- Bank details for your post-event payout.
- High resolution landscape image with no logo or text overlay.

PROCESS

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 acceptance fee payment will also occur via this system.

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 your same credentials.

2–Complete your event application

- Search for 'Tasting Australia 2026' within the 'Festival & Seasons' tab.
- Click on the blue 'Apply' button.
- Enter your event name and click 'Next'.
- 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'.
- If you need more information, please view our detailed Eventotron instructions [here](#).



THANK YOU

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