

# THE WINTER SERIES

**TASTING  
AUSTRALIA**

PRESENTED BY



**1 JULY—  
31 JULY  
2021**

**JOIN THE  
PROGRAM**

**KEY DATES:**

**APPLICATIONS OPEN:  
MONDAY 19 APRIL**

**APPLICATIONS CLOSE:  
WEDNESDAY 19 MAY**

**NOTIFICATION OF ACCEPTANCE:  
MONDAY 24 MAY**

**PACKAGE PAYMENT DUE:  
THURSDAY 27 MAY**

**ONLINE SALES OPEN:  
MONDAY 31 MAY**

# THE TASTING AUSTRALIA STORY

## TASTING AUSTRALIA PRESENTED BY RAA TRAVEL

**“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. This year for the first time we introduce the inaugural Tasting Australia Winter Series presented by RAA Travel. The festival is continually growing and evolving, and we are excited to engage with the local food and beverage industry year-round with an exciting series of events.



## THE WINTER SERIES

**1 JULY —31 JULY 2021**

The Tasting Australia Winter Series presented by RAA Travel has been designed to further highlight, promote and feature South Australian eating and drinking events and venues. With a winter focus, the series will celebrate the seasonal produce and experiences that the time of year has to offer, with a whole new way for Tasting Australia patrons to explore every flavour of South Australia.

The Winter Series will be capped at 30 events.



## SIMON BRYANT

FESTIVAL DIRECTOR

Simon Bryant is a chef who believes in ethically sourced, premium local and fresh produce bring king of the kitchen. The former executive chef of Hilton Adelaide and protege of The Grange legend Cheong Liew, Simon has worked in kitchens around the country and the world for more than two decades.

Simon's love of Asian cuisine drove him to explore Malaysia, Singapore, Japan and China before settling in Adelaide. Bryant found widespread Australia public support as a television presenter alongside the esteemed Maggie Beer for ABC TV's The Cook and The Chef.



## NICK STOCK

BEVERAGE CURATOR

Nick Stock is one of Australia's most respected and prolific wine critics. His deep involvement in wine stretches well beyond wine-writing to show-judging, educating, broadcasting and winemaking.

His wealth of knowledge extends to all corners of the wine world, and this has made him one of the most popular and widely read Australian wine writers. Nick was awarded Best Drinks Journalist at the 2007 Le Cordon Bleu World Food Media Awards.



## DARREN ROBERTSON

FOOD CURATOR

Darren Robertson has a passion for farm-to-table cooking and sustainable, ethically farmed produce. Originally from the UK, Darren trained at the Michelin starred Gravetye Manor. He moved to Australia in 2001 and became Head Chef at Tetsuya's. He is currently the co-owner and chef at The Farm in Byron Bay and Three Blue Ducks in Sydney and Brisbane.

Darren is recognised internationally, appearing on various cooking shows including Iron Chef USA, Masterchef, The Great Australian Cookbook and My Kitchen Rules, in addition to co-authoring three cookbooks.

# ABOUT WINTER SERIES EVENTS

The Winter Series events are independently hosted and form the Tasting Australia Winter Series presented by RAA Travel program.

We encourage businesses across Adelaide and regional South Australia to focus on what sets them apart. In doing so, we aim to inspire eventgoers to travel regionally and discover a new side of their favourite South Australian products and venues this winter.

This might be a meal, tour, tasting, foraging experience or something else entirely.

The most successful Tasting Australia events are 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 the kitchen table or try food and beverages exclusively available for that day only. 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 in creating the perfect Winter Series event.

**All Winter Series events must take place between 1 July - 31 July.**



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



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



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

# BENEFITS OF PARTICIPATION



Acceptance into the Tasting Australia Winter Series presented by RAA Travel program 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 goes directly to the event holder, and likewise all costs associated with running the event remain the event holder's responsibility.

The Tasting Australia Winter Series presented by RAA Travel 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 audiences



Access to South Australia's premium food and beverage festival audience



Dedicated PR and marketing support



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



Opportunity to collaborate with other businesses



Promote your brand to a wider audience



Communicate with a captive food and beverage-loving audience



Be seen on the Tasting Australia website and social media channels



Liaise with a dedicated contact person

# EVENT PACKAGES



## PACKAGE 1: \$300 +GST NOT FOR PROFIT: \$0\*

- ✔ One post on Facebook
- ✔ One post on Twitter
- ✔ One eDM inclusion

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



## PACKAGE 2: \$700 +GST

- ✔ One post on Facebook
- ✔ One post on Twitter
- ✔ One post on Instagram
- ✔ One post on Instagram Stories (IG Stories include swipe-up to purchase tickets)
- ✔ One eDM feature

### 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 Winter Series Presented by RAA Travel 2021 decal to display in your business in the lead up to the festival

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

# EVENT PROCESS



STEP

1

## DEVELOP A CONCEPT

The best events are experiential and have a unique selling point. Consider collaboration with others, family involvement and seasonality. Hero delicious food and beverage. The Winter Series is all about embracing seasonal produce and creating unique events that truly highlight the best of a South Australian winter.



STEP

2

## SUBMIT ONLINE APPLICATION VIA EVENTOTRON

Visit [tastingaustralia.com.au](http://tastingaustralia.com.au) for more information and to complete your online application via the Eventotron portal by COB Wednesday 19 May 2021 – and select your event package.



STEP

3

## NOTIFICATION OF ACCEPTANCE

The Tasting Australia creative team will review all applications and advise of acceptance into the program by Monday 24 May 2021.



STEP

4

## ADDITIONAL DETAILS AND FEE PAYMENT

Once notified of acceptance into the program you'll be required to supply additional information in the Eventotron portal (i.e. bank details). This and your package fee are due by Thursday 27 May 2021. Your event will not be listed on the Tasting Australia website until payment is received.



STEP

5

## PROGRAM LAUNCH

All Tasting Australia Winter Series events will launch on the Tasting Australia website for ticket sales on Monday 31 May 2021.



# 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 Winter Series Presented by RAA Travel. 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](https://eventotron.com) (or access via Tasting Australia website)

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- STEP 2** Register as a new user  
Note: if you applied for the 2020 or 2021 Tasting Australia events, you can use your same credentials

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- STEP 3** Now login using the email and password you just created  
Note: if you applied for the 2020 or 2021 Tasting Australia events, you can use your same credentials to login and move to step 5.

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- STEP 4** Click on 'Complete your Profile' if prompted

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- STEP 5** Search for Tasting Australia Winter Series 2021 within the 'Festival' tab (not the event tab) in the top left hand corner

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- STEP 6** Click the blue 'Apply' button

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- STEP 7** Enter your event name and click 'Next'  
Note: Before applying for your event, we recommend you have your event concept formed. See Step 1 of Event Process for information

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- STEP 8** Work your way through the application form  
If at any stage you need help or have questions, don't hesitate to contact the Tasting Australia team on the details provided on the next page.

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- STEP 9** Select Submit Application

# TASTING AUSTRALIA

PRESENTED BY



## THE WINTER SERIES

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FOR MORE INFORMATION ON  
THE WINTER SERIES, PLEASE CONTACT:

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[TASTINGAUSTRALIA.COM.AU](http://TASTINGAUSTRALIA.COM.AU)

    #tastingaustralia

