

## SATC Food & Wine Industry Prospectus 09/10

### For Individual Products:

Activity	What This Entails...	Partnership Opportunity	Potential Budget Range	Due Date to Register Interest	SATC Contact
Food & Wine Brochure	<p>SATC is producing a Food &amp; Wine guide designed to be used as an on-the-ground guide for travellers while they are in South Australia.</p> <p>The Guide ad rates should be determined by June 2009 and sent to industry.</p>	Advertising	Final costs TBD, but in the range of \$500-5000, depending on size of ad.	July 31, 2009	Chris Booth, Media Communications Manager <a href="mailto:Chris.booth@tourism.sa.com">Chris.booth@tourism.sa.com</a>
“Visit the Home of (Insert your product here)” database promotion	<p>Wine &amp; Food industry brands have databases of people who are interested in their products. As a way to deliver a promotional bonus to that group, as well as inspire travel to South Australia, SATC will partner with select products on a joint promotion to your company’s database. SATC will provide the prize, run the promotional forms, and will require an opt-in for SATC travel offers in the future.</p> <p>SATC will only be able to consider up to 3 partnerships with South Australian Food &amp; Wine brands a year.</p>	SATC will host customized promotional web form for each brand that participates (up to three a year). SATC will also give away a trip to SA as part of promotion.	In-kind access to data, and links from your website. FOC product for the prize (x2 people).	June 30, 2009	Steve Kernaghan, EGM Communications <a href="mailto:Steve.kernaghan@tourism.sa.com">Steve.kernaghan@tourism.sa.com</a>

Domestic Advertising	SATC will run print media in Sydney and Melbourne, and can negotiate discount partner rates for industry partners that can feature a tourism experience	SATC can negotiate 30% off print advertising. Final schedule to be negotiated by Aug 2009.	\$7,000+ for each ad, running Sep-Nov 09, or Jan-Apr 10 in Sydney Morning Herald or Melbourne Age. Depends on ad size.	July 31, 2009	Stacie Morrison, Consumer Communications Manager <a href="mailto:Stacie.morrison@tourism.sa.com">Stacie.morrison@tourism.sa.com</a>
Visual Asset Library	The SATC Visual library at <a href="http://media.southaustralia.com">http://media.southaustralia.com</a> is a global resource for imagery for South Australia.	Food & Wine operators can supply license-free imagery to SATC for posting in this gallery.  SATC retains final right of non-usage depending on the imagery's professional quality and appropriateness for tourism promotion.	Partner pays for and provides imagery/video footage. No other fees apply. Must sign SATC terms of usage.	Ongoing	John Montesi, Visual Asset Manager <a href="mailto:John.montesi@tourism.sa.com">John.montesi@tourism.sa.com</a>
Australian Tourism Exchange 2010	Of interest to product that incorporate a tourism experience that international travel sellers can book. SATC is happy to discuss customized sponsorships for companies interested in these opportunities.  The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show of its kind in the southern hemisphere. The business-to-business event provides a forum for Australian tourism	<ol style="list-style-type: none"> <li>1. In-kind sponsorship of Eastern Happy Hour (x1) - wine or food (approx 200 people for 1 hour) You receive: <ul style="list-style-type: none"> <li>• Opportunity to show signage</li> <li>• Naming rights sponsor, acknowledged at Happy Hour</li> <li>• Serving staff dressed in your corporate shirt/apron/hat</li> </ul> </li> <li>2. In-kind sponsorship of Western Happy Hour (x1, numbers are usually higher) - wine or food (approx 400 people for 1.5 hours). You receive: <ul style="list-style-type: none"> <li>• Opportunity to show signage</li> <li>• Naming rights sponsor,</li> </ul> </li> </ol>		31 October, 2009	Belinda Barton, Trade Events Coordinator <a href="mailto:Belinda.barton@tourism.sa.com">Belinda.barton@tourism.sa.com</a>

	<p>businesses to showcase their products, meet overseas contacts and negotiate business deals. It also provides the international travel trade the opportunity to experience Australia first hand. Up to 100,000 networking and business appointments are conducted during the event.</p> <p>ATE is divided into two modules allowing exhibitors to target the markets most appropriate for their tourism product. The Eastern module targets buyers from Japan and Asia and the Western module targets buyers from UK, Europe, the Americas, the Gulf Countries, South Africa, New Zealand and the South Pacific. International buyers attend the module according to where their company is based and Australian exhibitors can apply to attend one or both modules.</p>	<p>acknowledged at Happy Hour</p> <ul style="list-style-type: none"> <li>• Serving staff dressed in your corporate shirt/apron/hat</li> </ul> <p>3. In-kind sponsorship of Wines for SA Dinner (approx 800 people for 4 hours)</p> <ul style="list-style-type: none"> <li>• Table top centerpiece signage/decoration/brochures</li> <li>• Sponsorship signage at event</li> <li>• Logo on event menu</li> <li>• Verbal acknowledgement at event</li> <li>• Serving staff dressed in your corporate shirt/apron/hat</li> </ul>		
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## For Regions:

Activity	What This Entails...	Partnership Opportunity	Potential Budget Range	Due Date to Register Interest	SATC Contact
<p>“Isn’t It About Time You were paid to Drink Wine?” blogger promotion</p>	<p>We invite the world to apply for the job of writing about SA's tops wine experiences (wines, wineries, tours and restaurants). We then place the blogs on SouthAustralia.com, Facebook, Myspace, Flickr and various other social blog sites and push for coverage in relevant food and wine publications.</p> <p>Participating regions can identify and source 6-8 experiences from their area to include in the trip.</p>	<p>Wineries, Eateries, and related tourism operators can supply FOC product for the winning bloggers. Participating product receives exposure in final blogs. Limited space available, and SATC retain final itinerary signoff.</p>	<p>\$5,000 per region plus FOC product for the winners.</p>	<p>30 June, 2009</p>	<p>Steve Kernaghan, EGM Communications  <a href="mailto:Steve.kernaghan@tourism.sa.com">Steve.kernaghan@tourism.sa.com</a></p>
<p>Epicurean Ambassadors</p>	<p>Regions should annually compile best new talent to feature in SATC’s “ambassador” database. SATC draws on this to brief journalists for new story angles. List would also be used to organize meet and greets with visiting journalists.</p>	<p>Gets incorporated into SATC media stories, resulting in editorial</p>	<p>FOC</p>	<p>30 June, 2009</p>	<p>Tess Fisher, PR Manager  <a href="mailto:Tess.fisher@tourism.sa.com">Tess.fisher@tourism.sa.com</a></p>
<p>Food &amp; Wine Familiarisation trips</p>	<p>While the SATC famils travel and lifestyle journalists based on target lists, the Food &amp; Wine industry also famil media that may provide a mutual benefit to tourism.</p>	<p>If Food &amp; Wine companies have journalists that may produce a travel story, SATC will consider sharing costs with the company.</p>	<p>Contra, reviewed on a case by case basis</p>	<p>Ongoing</p>	<p>Tess Fisher, PR Manager  <a href="mailto:Tess.fisher@tourism.sa.com">Tess.fisher@tourism.sa.com</a></p>

<p>“Legends of South Australia” roadshow</p>	<p>One trip to Sydney and Melbourne during 09/10 with a collection of top Chef or Winemaking legends. SATC hosts top Domestic media and trade lunch in each market, and features new, interesting story angles related to the attending chef or winemaker legends and corresponding tourism experiences.</p> <p>Focus on established legends and next generation of legends.</p>	<p>3x regions provides 1-2 legend talent to SATC PR team to integrate into lunch.</p>	<p>Cost of travel to Sydney and Melbourne. SATC does the rest.</p>	<p>30 June, 2009</p>	<p>Tess Fisher, PR Manager  <a href="mailto:Tess.fisher@tourism.sa.com">Tess.fisher@tourism.sa.com</a></p>
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**To Note:**

<p>SA.com content upgrade for “Wine &amp; Food” section</p>	<p>SATC is working with the Food &amp; Wine Working Group to redeveloping the Wine &amp; Food content on SA.com.</p>	<p>FYI</p>	<p>N/A</p>	<p>30 June, 2009</p>	
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