

BEEF  **2027** | **MAY 2-8**
ROCKHAMPTON AUSTRALIA beefaustralia.com.au

Australia's premier beef industry event

2027 RESTAURANT CATERING & HOSPITALITY PROSPECTUS

OUR HISTORY



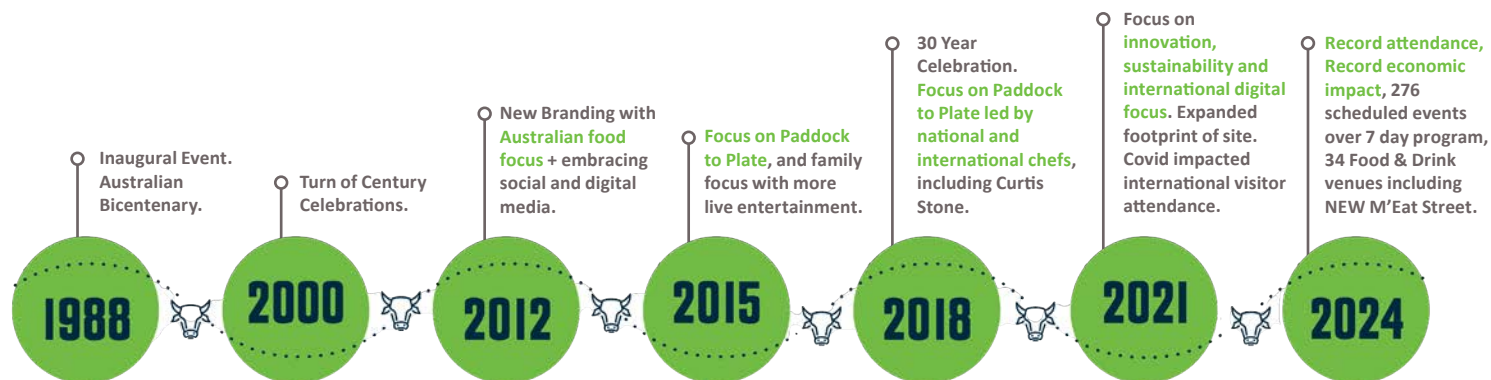
Beef Australia's rich history dates back to Australia's bicentennial celebrations in 1988. Originally planned as a 'one off' event, its success was such that the event was held again in 1991. It has since been held every three years and has grown to become the cattle industry's national exhibition. Australia's beef community will again attract national and international attention when it goes on display in Rockhampton, Queensland from 2 to 8 May 2027.

Now the premier event of its kind in the Southern Hemisphere, Beef Australia represents the single best opportunity to communicate positive and pro-active industry messages to not only trading partners, but producers and industry stakeholders from Australia and across the world at one time, in one convenient place.

The event's recognition now extends beyond the beef industry, driving tourism and broader economic benefits for the state and nation. Beef Australia won Gold in the Queensland Tourism Awards for Major Festivals & Events and Food Tourism in 2024 and took out Silver in the Australian Tourism Awards for Major Festivals & Events.

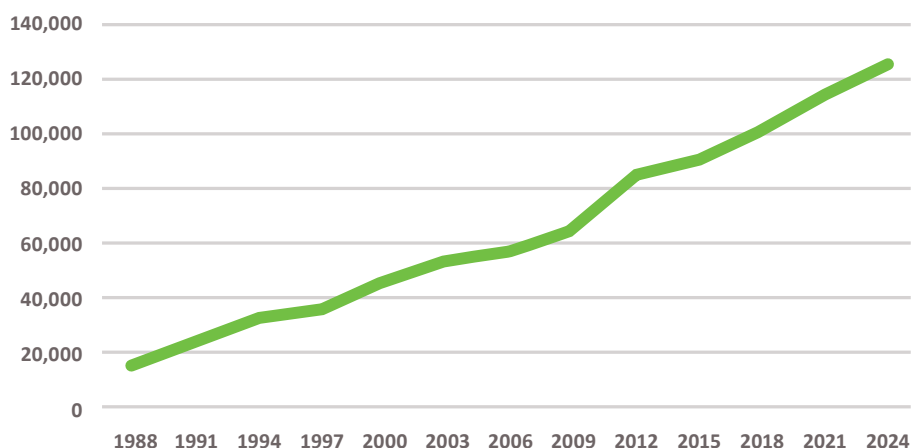
TIMELINE

1988-2024



ATTENDANCE

Trend



AWARDS



WHY WORK WITH BEEF AUSTRALIA?



Working with Beef Australia highlights your support and commitment back to the Beef Industry and provides the opportunity to showcase your brand, service and product to new and existing customers from a national and international audience.

Beef Australia attracts food enthusiasts with a pure love for beef, providing you with a golden opportunity to connect with a wide range of customers who are eager to explore new and exciting flavors.

Food vendors will be placed in bustling, high-traffic areas, ensuring maximum visibility for your food truck/van or pop up food outlet.

BEEF2024

at a glance



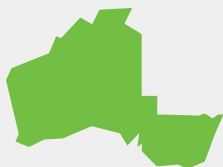
**RECORD
ATTENDANCE**
125,576
ACROSS THE WEEK

ECONOMIC & TOURISM

Impacts



INTRASTATE VISITOR
\$34.3M



INTERSTATE VISITOR
\$32.7M



OVERSEAS VISITOR
\$1.3M



EVENT ORGANISER
\$9.5M



EXHIBITOR SPEND
\$24.2M

**TOTAL DIRECT AND
INCREMENTAL
EXPENDITURE**

GREATER ROCKHAMPTON
\$102.0MILLION

**CREATING 721 FULL TIME
JOB EQUIVALENTS (FTE)**

QUEENSLAND
\$69.6MILLION

**CREATING 659 FULL TIME
JOB EQUIVALENTS (FTE)**

BEEF2027

HIGHLIGHTS

EXCITING EVENT PRECINCTS

A familiar site map will return to 2027, grouping exhibitors and partners into 'precincts', making it easy to navigate through the Rockhampton Showgrounds. The Cattle Precinct, Machinery Precinct, Lifestyle Precinct and Partner Precinct will return in the same locations with a reimagined Tech and Innovation Precinct.

BAR AND DINING EXPERIENCES

Your favourite food, bar and entertainment precincts are returning to Beef 2027 with a new and improved look and feel. The Lawn Bar, M'Eat Street and the Schwarten Arena will all be welcomed back along with some exciting premium restaurants to look forward to.

DIVERSE ENTERTAINMENT PROGRAM

Beef Australia's diverse entertainment program will have something for everyone. 2027 will see an enhanced family experience with the Kid's Zone relocated next to the Demo Yards in a new location inside the Lifestyle Precinct. Those looking for a sundowner before heading off to an evening function can relax and enjoy the local artists in the Lawn Bar or hang around for evening performances in the Schwarten Arena.

EXCLUSIVE FUNCTIONS AND EVENTS

The vastly popular social functions, seminars and property tours will be available in 2027. Stay in the know and become a Beef Australia member to receive updates on what's new, including early-bird access to tickets when they go on sale in October 2026.

INTERNATIONAL AUDIENCE

Be it in person or online, we look forward to welcoming back our international visitors from across the globe. Beef 2024 saw visitors from over 47 countries. Beef TV will return bigger and better reaching an even larger international audience. Increased advertising opportunities will be available to exhibitors in 2027 – an opportunity you may not want to miss.



2-8 MAY ROCKHAMPTON, QLD



SITE MAP

RESTAURANT, CATERING & HOSPITALITY OPPORTUNITIES



Thank you for your interest in partnering with Beef Australia 2027 as an official Restaurant, Catering & Hospitality Provider.

Beyond public trading precincts, Beef Australia delivers a diverse hospitality program including premium restaurants, corporate receptions, property tour catering and large-scale staff, contractor and volunteer catering. These opportunities require experienced operators capable of delivering high quality food and professional service within a large scale, multi venue event environment.

Beef Australia is Australia's premier beef industry event, held every three years in Rockhampton. The 2027 event will run from **Monday 2 May to Saturday 8 May 2027**, with additional functions on Sunday 2 May and the Gala Ball on Saturday 8 May 2027.

CATERING & HOSPITALITY DELIVERY MODEL

Due to infrastructure capacity and operational efficiencies across the event site, Beef Australia is seeking experienced hospitality operators capable of delivering services across multiple catering areas where appropriate.

Applicants are strongly encouraged to propose combined or dual service offerings, particularly where production can be supported from an offsite commercial kitchen and delivered onsite.

This approach ensures consistent quality, operational efficiency and reduces the requirement for multiple standalone kitchen installations across the event precinct.

Examples of preferred combined service models may include:

- **Centre Ring Restaurant Operator** also delivering **Corporate Hospitality Packages** across approved partner sites
- **Walter Pierce Pavilion Eatery Operator** also providing **Staff, Contractor and Volunteer Catering**
- **Offsite Catering Providers** delivering **Property Tour Catering** and **Corporate Hospitality Packages**

Operators with an established production kitchen and the capacity to deliver large-scale offsite catering are strongly encouraged to apply.

Beef Australia reserves the right to appoint operators across multiple service areas where it is operationally beneficial.



OPPORTUNITY	PREFERRED DELIVERY MODEL
Centre Ring Restaurant	May also deliver Corporate Hospitality
Champagne & Wine Lounge Precinct	Standalone or supported by offsite kitchen
Walter Pierce Pavilion Eatery	May also deliver Staff & Volunteer Catering
Corporate Hospitality	Preferably delivered by Restaurant or Offsite Caterer
Property Tours	Offsite Caterer preferred
Staff & Volunteer Catering	Walter Pierce or Offsite Caterer

CENTRE RING RESTAURANT



The Centre Ring Restaurant is a premium, high-visibility à la carte dining opportunity located in one of the highest-traffic precincts.

Positioned at the heart of Beef Australia 2027, the venue is designed to deliver beef-led dining at scale, prioritising speed, consistency and volume while maintaining a casual premium dining experience aligned with the broader hospitality program.

The concept has been developed to support high throughput service with efficient table turnover, while showcasing Australian beef as the menu hero.

LOCATION

Beef Australia Showgrounds- Centre Ring Precinct

SERVICE & SEATING FORMAT

- Approximately 180+ seats, including deck seating
- Casual premium dining format
- Continuous lunch and dinner service
- Designed to maximise covers and table turnover

The operator may be requested to deliver ticketed Beef Australia breakfasts on selected mornings

- Menu structure and pricing will be agreed in consultation with the Beef Australia event team

EXPECTED PATRONAGE

Based on previous event performance and the venue's central location within the event footprint:

- Estimated 300-600 diners per day
- Estimated 1,500- 3,000 covers across the event period

**These figures are indicative only and provided as guidance for prospective operators when developing their service model and staffing structure.*

VENUE & INFRASTRUCTURE

Beef Australia will provide the existing venue structure and core site services, including:

- Venue structure within the Centre Ring precinct
- Power supply
- Amenities access
- Waste management services

Due to varying operator preferences and operational models, the final restaurant infrastructure and fit-out delivery may operate under one of two models:

Option 1 - Operator Delivered Fit-Out

The successful operator provides the majority of restaurant infrastructure including:

- Kitchen equipment
- Back of house operational infrastructure
- Front of house furniture and styling
- Service ware and operational equipment

All fit-out and infrastructure will be delivered in consultation with the Beef Australia team, and operators may be requested to utilise approved event suppliers and preferred partners where possible. **Under this model, a reduced site fee structure may apply.**

Option 2 - Beef Australia Delivered Infrastructure

Beef Australia may provide a basic restaurant infrastructure package, which may include front of house furniture and selected operational infrastructure. The successful operator will still be responsible for:

- Additional kitchen equipment required for service
- Operational equipment and service ware
- Staffing and day-to-day restaurant operations

Under this model, a higher site fee may apply to reflect the additional infrastructure provided.

Final infrastructure arrangements will be confirmed during the operator appointment process.

TRADING HOURS

The restaurant is expected to operate during official event trading days:

Monday 3 May - Friday 7 May 2027

**Exact service hours will be confirmed in consultation with the successful operator and may include breakfast activations aligned with event programming.*

COMMERCIAL STRUCTURE

The following structure was developed as part of the preliminary models.

Site Fee: Indicatively from \$9,000 + GST (subject to final infrastructure model)

Gross Sales Fee: 10% of gross food sales for the event period

All sales must be processed through the approved Beef Australia POS system.

Champagne Lounge



CHAMPAGNE & WINE LOUNGE PRECINCT

The Champagne & Wine Lounge Precinct returns in 2027 as a premium wine bar style hospitality space, designed to deliver a vibrant, social dining experience within one of the event's most prominent precincts.

Beef Australia is seeking one experienced catering partner to deliver a curated light snacks and tapas menu, operating alongside the appointed bar partner to create a seamless, elevated guest experience.

A large footprint venue designed for high volume social trade.

SERVICE & SEATING FORMAT

- Capacity for up to 350 guests in a primarily stand up configuration
- Refined wine bar atmosphere with curated light snacks and tapas
- Designed for fluid guest movement, social interaction and high volume trade
- Premium presentation delivered in a relaxed, contemporary format

PROVIDED BY BEEF AUSTRALIA

- Allocated venue footprint within the Champagne Lounge precinct

- Power, amenities and waste services
- Front of house furniture and styling & tent

The appointed food partner will provide kitchen equipment, back of house infrastructure, staffing and full food service delivery. All fit-out and infrastructure will be delivered in consultation with the Beef Australia team, and operators may be requested to utilise approved event suppliers and preferred partners where possible.

TRADING HOURS

Monday 3 May - Friday 7 May 2027

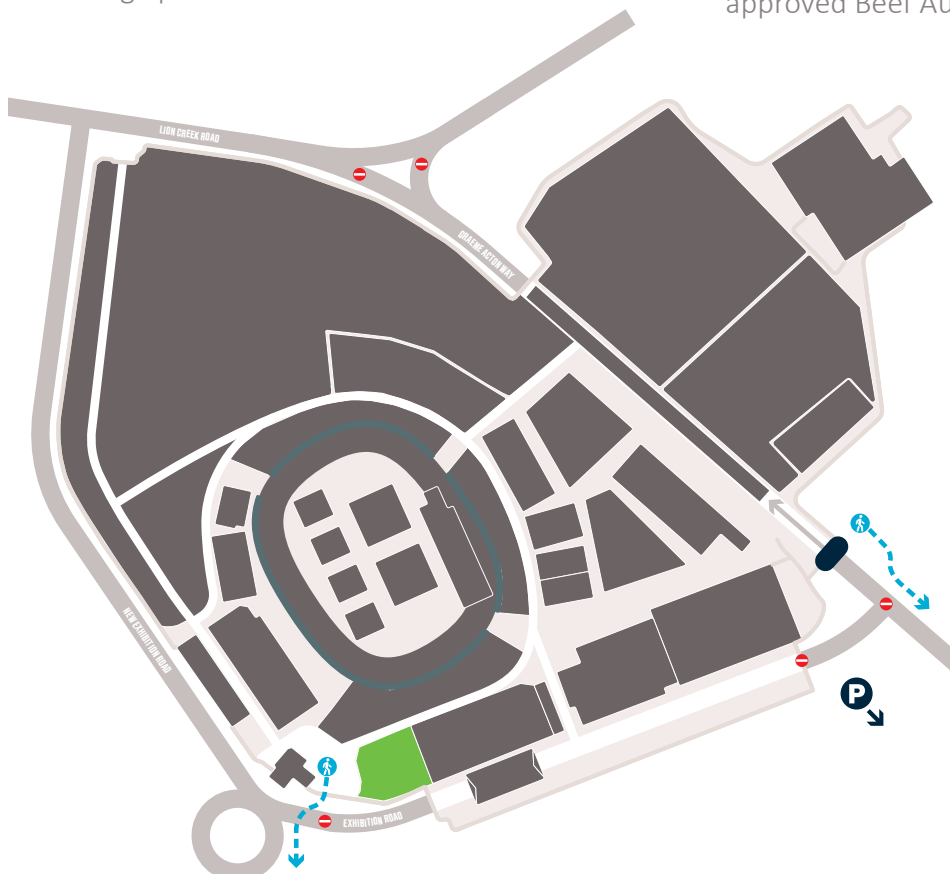
11.00am - 8.00pm daily

**Extended trading may be required subject to event programming and demand.*

FEE

Site Fee: \$6,000 plus GST for the event period.

Gross Sales Fee: 10% of gross sales for the event period. All sales must be processed through the approved Beef Australia POS system.



WALTER PIERCE EATERY

Located within the Walter Pierce Pavilion alongside approximately 100 trade fair exhibitors, servicing both the public and exhibitors daily.

SERVICE & SEATING FORMAT

- Casual café dining with some seating
- Grab-and-go food options to support efficient service during peak periods
- Grab & go Cold Drinks

PROVIDED BY BEEF AUSTRALIA

- Existing commercial kitchen infrastructure (approx. 90m²)
- Access to gas supply and power (10 and 15 amp outlets)
- Internal and ringside servery access

TRADING HOURS

Pre-event: Monday 26 April - Sunday 2 May 2027

Approx. 7.00am- 2.00pm to cater for staff, exhibitors, sponsors etc. during bump in (approx. 200 people onsite daily, growing throughout the week).

This will be the only food operation open within the event site during bump in.

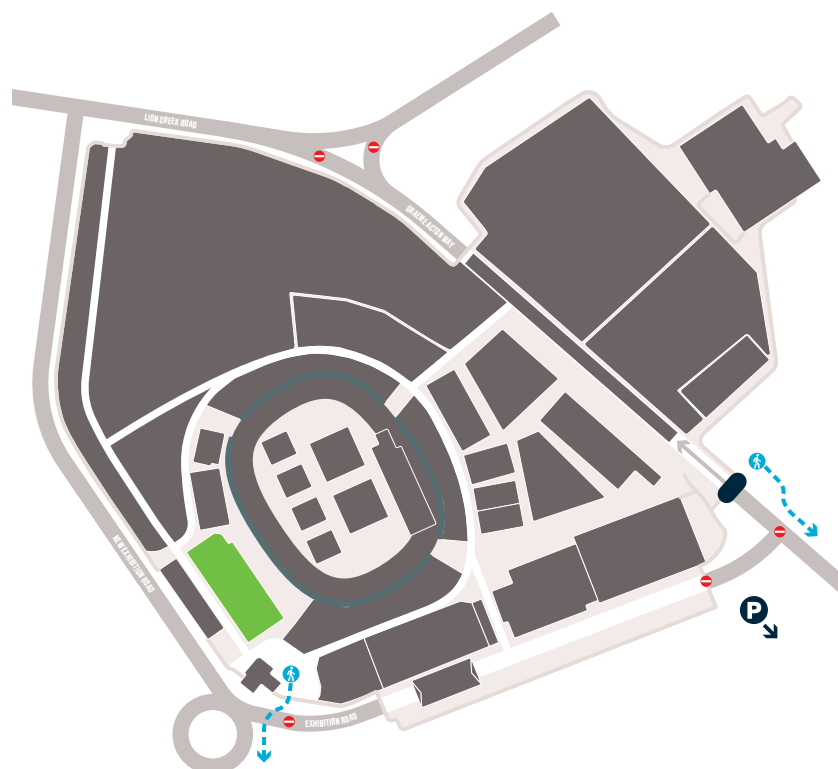
During event: Monday 3 May - Friday 7 May 2027

7.30am- 5.00pm daily

FEE

Site Fee: \$3,500 plus GST for the event period.

Gross Sales Fee: 10% of gross sales for the event period. All sales must be processed through the approved Beef Australia POS system.



CORPORATE HOSPITALITY PACKAGES

Corporate Hospitality Packages present an exclusive opportunity for a single appointed caterer to deliver stand-up and cocktail-style hospitality experiences within approved Beef Australia partner sites.

Throughout the event, selected partner organisations host structured, pre-booked functions for clients and invited guests within their site footprint. These hosted experiences are designed to facilitate networking, relationship building and industry engagement in a professional event environment.

Beverage packages will be delivered and managed by the official Bar Operator, with catering services operating in coordination to ensure seamless hospitality delivery.

The successful caterer will:

- Design custom scalable catering packages
- Provide all required service and catering staff for each hospitality function
- Cater for small private groups through to larger hosted functions, with capacity requirements varying by partner site.
- Determine, in consultation with Beef Australia, whether catering is prepared onsite or offsite and delivered
- Coordinate delivery and service requirements for each participating partner site

Final package inclusions, pricing structures and service formats will be confirmed in consultation with Beef Australia.

TRADING DATES

Monday 3 May - Friday 7 May 2027

FEE

Site Fee: To be determined based on onsite requirements or combined food site offerings.

Gross Sales Fee: 10% of gross invoice sales for the event period.



PROPERTY TOUR CATERING

Property Tour Catering presents a significant offsite catering opportunity supporting one of Beef Australia's key delegate experiences.

Offsite property tours operate Sunday to Thursday (approximately three per day), with group sizes ranging from 40 to 100 guests. These tours showcase leading regional properties and are a valued component of the event program. The appointed caterer will deliver individually packaged meals to support delegates throughout their tour experience.

TOUR SCHEDULE & VOLUMES

- Approximately three tours per day, Sunday to Thursday
- Group sizes ranging from 40–100 guests
- All catering is to be delivered to the designated bus departure point by 6:30am daily

CATERING REQUIREMENTS

- Meals must be suitable for service without reheating
- Lunch menus are required to feature beef
- Menu pricing must be provided for half day tours, full day tours, morning tea only, afternoon tea only, and morning and afternoon tea where lunch is provided by the host property
- All items must be individually packed and clearly labelled
- Meals must be easily transportable and suitable for travel of up to two hours

Final package inclusions, pricing structures and service formats will be confirmed in consultation with Beef Australia.

FEE

Site Fee: To be determined based on onsite requirements or combined food site offerings.

Gross Sales Fee: 10% of gross invoice sales for the event period.



STAFF, CONTRACTOR & VOLUNTEER CATERING

Staff, Contractor and Volunteer Catering covers the provision of daily meal services for the operational workforce supporting Beef Australia 2027 during bump in and throughout the event period.

With significant workforce numbers onsite across an extended period, this appointment represents a consistent, multi day catering opportunity.

PRELIMINARY VOLUMES

Approximately 850 covers for morning tea, lunch and afternoon tea, and 150 covers for dinner.

CATERING REQUIREMENTS

- Provide varied, nutritious meals across the service period
- Accommodate dietary requirements including gluten free, dairy free and vegetarian
- Feature beef within menu offerings
- Provide both seated and easily transportable meal options that do not require reheating

The appointed caterer will work with Beef Australia to determine kitchen and back of house requirements, confirm service locations and agree on equipment and fit out requirements, including crockery, cutlery and general service infrastructure.

TRADING DATES

Bump in period: Monday 26 April – Sunday 2 May 2027

Event period: Monday 3 May – Saturday 8 May 2027

Post event operations: Sunday 9 May – Tuesday 11 May 2027

Final service schedules will be confirmed in consultation with Beef Australia.

FEE

Site Fee: To be determined based on onsite operational requirements or combined food site offerings.



IMPORTANT INFORMATION AND GENERAL TERMS

IMPORTANT DATES

April 2026	Restaurant, Catering & Hospitality Expression of Interest opens
May 2026	Expression of Interest closes
May - June 2026	Successful applicants will receive a formal contract, site and operational fees and participation requirements.
15 September 2026	Site fee payment due <i>*if applicable</i>
October 2026	Event ticket sales open via the Beef Australia website
November 2026	Menu approval

Bump In

Allocated bump-in times and dates will be provided by the event organiser.

Trading Dates

As listed in each opportunity

Bump Out

Allocated bump-out times and dates will be provided by the event organiser in consultation with each successful operator.

EVENT DATES AND TRADING HOURS

Beef Australia 2027 will operate from **Monday 3 May to Saturday 8 May 2027**.

Operators are required to trade for the full duration of their approved event period and must operate within the minimum trading hours specified for their allocated precinct.

Extended trading hours may be permitted before or after the minimum required hours, subject to demand and event operations approval.

Failure to occupy an allocated site by the agreed commencement date may result in immediate termination of the site agreement at the discretion of Beef Australia.

OPERATOR REQUIREMENTS

All appointed Restaurant, Catering and Hospitality Operators must meet the following requirements:

- Operators must hold current Public Liability and Product Liability Insurance with a minimum cover of \$20,000,000, with Beef Australia Ltd noted as an interested party on the Certificate of Currency.
- Operators must hold appropriate Workers Compensation insurance covering all employees, contractors, subcontractors and volunteers engaged in delivering services at the event, in accordance with relevant legislation.
- Operators must agree to and comply with the Beef Australia Terms and Conditions, including all operational, safety and event management requirements.
- Operators must hold a current Food Safety Supervisor Certificate, and ensure all food preparation and service complies with Queensland food safety regulations.
- A minimum of 80% of all menu items must feature beef as the primary protein. The remaining 20% of menu items may be vegetarian or seafood options. No other animal proteins are permitted (including lamb, pork, or chicken), unless otherwise approved in writing by the Beef Australia Catering Team.
- Operators must maintain all service areas, infrastructure and staff in a professional, safe and well-presented manner for the duration of the event.
- Operators must comply with all bump in and

bump out schedules, and ensure all operational areas are left clean, free of waste and free of hazards.

- All food handlers must be appropriately trained in safe food handling practices and comply with all relevant food safety legislation.
- All electrical equipment brought onsite must be tested and tagged in accordance with Australian Standards.
- Alcohol service is not permitted unless expressly authorised and coordinated through the official event beverage partner.
- Operators are encouraged to consider accessibility and dietary inclusion in their menu design, including options such as gluten free, dairy free, vegetarian and vegan where appropriate.
- All operator personnel must wear high visibility vests and appropriate safety footwear during bump in and bump out periods, in accordance with site safety requirements.
- All staff, contractors and service providers must complete the Beef Australia online Safety Induction prior to arriving onsite.

FOOD LICENSING

All appointed operators providing food services must hold the appropriate food business licence, catering licence, or temporary food permit as required for their operating model and in accordance with local council regulations.

This may include:

- A Mobile Food Business Licence/ A Temporary Food Stall Permit
- A Registered Food Business or Catering Licence for operators preparing food from an approved commercial kitchen

Operators must provide copies of all relevant licences and permits upon acceptance and prior to commencing operations at the event.

Operators who do not currently hold the required approvals must ensure all applications are lodged at least 30 days prior to the event, or within the timeframe specified by the relevant authority.

Operators are responsible for confirming licensing requirements directly with Rockhampton Regional Council and ensuring full compliance with all food safety regulations.

Further information and applications can be found via Rockhampton Regional Council's website:

<https://www.rockhamptonregion.qld.gov.au/CouncilServices/Environment-and-Public-Health/Food-Business-Licences/Applying-for-Food-Business-Licence>

EVENT INFRASTRUCTURE AND SUPPORT

Beef Australia is committed to delivering a safe and professionally operated event environment for all operators. As part of this commitment, the following infrastructure and support will be provided:

- An allocated, unobstructed site
- General event site security
- General waste bins located throughout trading areas
- Daily waste collection, with vendors responsible for transferring waste to designated collection points
- Skip bins located within back of house areas
- Event fencing and screening where required
- Accreditation passes for approved food vendor staff

SUPPORT

Beef Australia will use **email as the primary communication method** for all event updates and operational information. Prior to the event, the Event Team will provide further information including:

- documentation requirements
- site access information
- menu approvals
- inductions and operational guidelines.

During the event, **Event Control** will act as the primary point of contact for operational support.

A dedicated event contact number will also be provided for support during bump in, event days and bump out.

POINT OF SALE (POS) SYSTEM AND INVOICING

Where applicable, operators trading directly with event attendees will be provided with a POS terminal administered by Beef Australia.

- One POS terminal will be provided per operator (unless otherwise agreed). Restaurant modules for machines will be discussed with the successful applicants.
- The POS system enables transparent turnover reporting and facilitates revenue settlement.

Catering & Invoiced Services

Operators appointed to provide catering services where charges are invoiced directly to Beef Australia (such as functions, property tours, volunteer or site catering) will not utilise the POS system.

Payment terms, deposit requirements, invoicing procedures and reporting requirements will be provided by Beef Australia to the appointed operator prior to the event.

MENU APPROVAL

All Food Vendors must submit their full menu and pricing by **November 2026**.

Menus will be reviewed to ensure:

- alignment with event positioning
- appropriate menu diversity across the event
- compliance with sponsor agreements.

Menus will be finalised and uploaded into POS systems where required. Any changes following approval require written approval from the Catering Team.

USE OF BEEF AUSTRALIA SPONSORS & SUPPLIERS

A list of preferred suppliers and approved partners will be provided to operators. In certain product categories, the use of official Beef Australia sponsors will be required as part of the event's commercial partnerships.

Food vendors are encouraged to support and utilise official Beef Australia sponsors and approved suppliers wherever possible. These may include:

- Premium Beef Suppliers – MSA graded beef is strongly preferred
- Official coffee and soft drink suppliers

- Additional categories as advised

Pork, lamb, chicken and other non-approved proteins are not permitted unless expressly approved in writing. Limited flexibility may be considered for breakfast menu concepts at the discretion of the Catering team.

DELIVERIES

Deliveries will be permitted during the official bump in period.

On event days, deliveries are permitted daily between 5.00am and 7.30am unless otherwise approved.

All deliveries must be made to the designated Main Back of House Shared Hub, or directly to individual vendor sites.

All vehicles entering the event site must:

- Hold a valid Beef Australia vehicle access pass
- Have completed the required Beef Australia site induction (available online)

Vendors are responsible for communicating site access requirements to their suppliers and ensuring compliance. Non-compliant vehicles may be refused entry.

During delivery periods, pedestrians have right of way, hazard lights must be used and vehicles must travel at walking pace. All traffic management directions must be followed.

Further delivery instructions and access details will be provided prior to the event.

CANCELLATION POLICY

If an operator withdraws after accepting a formal site or service appointment, the following cancellation fees will apply:

- Prior to 30 November 2026 – 50% of the total site fee will be retained.
- From 1 January 2027 onwards – 100% of the total site fee will be retained.

Failure to attend the event without prior written notice will result in 100% of the total site fee being retained.

SUSTAINABILITY COMMITMENT

Beef Australia is committed to delivering a responsible and environmentally conscious event. Food Vendors play an important role in supporting these sustainability objectives.

All vendors are required to:

- Use environmentally responsible packaging, with compostable packaging strongly preferred wherever possible.
- BioPak (BioPak–BioCup/BioBoard/BioCane ranges) and similar certified compostable products are recommended suppliers and products for food service packaging.
- Comply with Queensland single use plastics legislation
- Follow all event waste separation and disposal procedures including recycling and organics where applicable
- Dispose of cooking oils and liquid waste in accordance with event and local council regulations.



CONTACT

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