



young gourmet tv show challenge 2010



the challenge

The Challenge is for your school to **create a TV Show** demonstrating a recipe that combines a “native food” with a style of pasta. The show host/cast should also discuss a “food issue” that relates to native foods and/or a South Australian food tourism region (defined below).

It will be up to you and your teachers to determine the exact details of your Challenge entry. These are the essential ingredients as far as we are concerned:

- Students lead any decision-making processes and are responsible for all outcomes.
- Students engage in all creative design and production elements.
- Students shoot the video, take the pictures and submit the entry.
- The Challenge team will need access to a digital video or still camera, a computer, the Internet and someone generally regarded as a IT guru.

All other jobs can be shared by anyone associated with your school or members of the community.

the deadlines

the pitch:	Entries submitted by midnight 1 April 2010
the call-back:	Final 3 teams announced Tuesday 20 April 2010
the final audition:	Sunday 2 May 2010 Tasting Australia Festival
on air performance:	Monday 3 May 2010 Australian Native Food Conference

the regions

(As identified in the SA Govt Food & Wine Tourism Strategy 2009-2014)

Adelaide Hills	Barossa	Clare Valley
Coonawarra	Eyre Peninsula	Fleurieu Peninsula
Flinders Ranges	Kangaroo Island	McLaren Vale
Murrumbidgee	Langhorne Creek	Limestone Coast
Outback	Riverland	Yorke Peninsula

the issues

The world is full of issues related to food, but some are specific to Australia and even more specific to the native foods industry. Here are examples of some topics you could chose to focus on:

- Sustainable farming/production practices including water usage
- Impact of farming/production on indigenous populations
- Government Regulations – Australia, South Australia, International
- Impact of current food marketing trends or health promotion initiatives
- Food Security, Poverty, Cost of Living, World Food Prices
- Food Science, Genetic Modification, Nano-technology
- Food Safety, Additives, Allergies, Labelling, Packaging

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the prizes

1st Prize \$3,000 CASH and an opportunity to present your TV Show Segment “live” at the Australian Native Produce Conference on Monday 2nd May and to Australian schools via the DECS online conference facility, a guided tour of the Adelaide Botanic Gardens to discuss Aboriginal plant use, cookbooks and resources from Le Cordon Bleu, a supply of native spices (plus a stock pot full of other good stuff).

2nd Prize \$1,500 CASH and the team can attend the Australian Native Produce Conference, a guided tour of the Adelaide Botanic Gardens, and your school will receive cookbooks and resources from Le Cordon Bleu (plus a saucepan full of other good stuff).

3rd Prize \$750 CASH and the team can attend the Australian Native Produce Conference, a guided tour of the Adelaide Botanic Gardens (and your school will receive a cup full of other good stuff).



The top 3 Finalists will perform their TV Show Segment “live” at Australia's premier food festival, Tasting Australia on Sunday 2 May 2010 where they will be judged and the winner announced. Finalists will also be filmed as part of the development of a resource for schools developed by the Children's Food Education Foundation.

Prizes donated by our generous supporters will be listed on our website. Every finalist will receive a Le Cordon Bleu cap and apron. Every team participant will receive a certificate.

the judging

The judges will assess the Challenge entries based on the “live” performance and the following criteria:

- The food issue discussed is authoritatively linked to a native food or tourism region either historically, culturally, symbolically, politically or economically.
- The Show is entertaining, informative and maintains audience interest.
- The entry meets the submission criteria (refer below).
- The demonstrated recipe is original or the original author's copyright is acknowledged.
- The recipe represents excellent quality, value for money and a distinctive or enticing authentic appearance.
- Innovation, creativity, aesthetics, technicality and communicability.
- Communication of enthusiasm, dedication, civic mindedness and team loyalty.
- Clear demonstration of your school ethos and its commitment to the challenge.

the entry

If your school is up for the TV Show Challenge – then send an email to kay@younggourmet.com and instructions will be forthcoming. The TV Show Segment should be no longer than 15 minutes duration and will need to be submitted online – preferably in MPEG4 (Divx, Xvid) format at 640x480 resolution with MP3 audio.

the rules

The competition rules are available on our website and should be read in conjunction with this information. Please take careful note of the rules **BEFORE** you begin the Challenge.

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