



AUSTRALIAN
SPECIALTY
COFFEE
ASSOCIATION

ASCA Regional Coffee Championships

Event Hosting Guidelines
and Application

Event Hosting Guidelines

Thank you for your interest in hosting a Regional Coffee Championship.

About ASCA

The Australian Speciality Coffee Association (ASCA) is a not-for-profit organisation dedicated to promoting and growing the speciality coffee industry within Australia.

ASCA is governed and run completely by volunteers. All work full-time within the specialty coffee industry and contribute their unpaid time to the association.

The specialty coffee industry's competitions run by ASCA are the most elite accolades awarded in the Australian coffee event scene, in recognition of industry leadership and excellence, both for the individual baristas as well as the cafe or roastery they work for.

Regional Coffee Championships

Regional Coffee Championships are held in four regions, to select those competitors who make it through to the national finals of the Australia Coffee Championships. The winners of these Championships then go on to compete at a World level.

The following Regional Coffee Championships are held each competition year:

- Southern Region (VIC/TAS)
- Northern Region (QLD/NT)
- Western Region (SA/WA)
- Central Region (NSW/ACT)

Venue Requirements

To be eligible to host a Regional Coffee Championship, your venue must meet the following requirements.

Stage size

Two full stations, each consisting of three benches, are required for the Regional Coffee Championships. A minimum of 10m x 4m is required for the "stage" area. (NB: stations can be positioned on the ground; we do not require a purpose-built stage for these events.) Please note that the stage

must be positioned on the ground floor or have lift access, as the benches cannot be moved up or down stairs due to OH&S requirements.

Preparation area

There must be a suitable back of house (BOH) area for competitors to prepare their carts before competing. This BOH area must have space for several trestle tables and access to standard power and running water. There must also be access to a fridge/freezer for competitor use and for storage of up to 8 crates of sponsor milk. The preparation area must have clear access to the stage for competitors to wheel their carts across.

Judges room

The venue must have a suitable area away from the preparation area and competition stage for judges to deliberate and discuss scores, without being overheard by competing baristas. This area must have space for, or already contain, a table and chairs.

Power

Each station requires the following power:

- 1 x 32amp single-phase
- 1 x 15amp
- 1 x power board with at least two outlets

ASCA has an electrician that can split 32amp three-phase power if required, but power access must be no further than 10 metres away from the proposed stage area to allow for appropriate extension leads.

The BOH area must also have access to standard power outlets for competitors to plug in any appliances they may have.

Move in/move out access

To ensure maximum attendance and participation, the Regional Coffee Championships are held over a weekend, with events on both the Saturday and Sunday. To ensure a successful event, ASCA and our contractors will require access from the Thursday before the competition to move in equipment (benches, coffee machines, ASCA kit) and set up before competitor practice and judges calibration on the Friday. Following the conclusion of the competition on the Sunday, all equipment must be packed away and stored until the Monday morning, when it will be collected between 8am – midday. Later collection may be requested by ASCA on a case-by-case basis.

Audio-visual setup

ASCA will provide audio-visual (AV) equipment for the Regional Coffee Championship, including (but not limited to) a TV, PA system, mics for competitors and emcee and a live-to-screen camera. During the competition, competitors will have music to play during their routines. Venues must be comfortable with music playing throughout the day and happy for ASCA to promote sponsors over the PA and on slides shown on the TV screen.

Onsite contact

You must be able to provide an onsite contact for the duration of the event.

Marketing opportunities

Your venue must have good street frontage with the opportunity to promote the competition to the public. There must also be additional space (on top of required space for the competition) for food trucks or catering, as well as sponsor and competitor activations.

Sponsored equipment and supplies

ASCA has a range of sponsors that supply items including (but not limited to) coffee machines, grinders, milk and cups. The host venue must be comfortable with these sponsored items being displayed prominently and being used throughout the competition.

Promotional assistance

ASCA will assist in promoting the host venue to members, competitors and sponsors through electronic newsletters, the ASCA website, social media and event posters. It is appreciated if the venue can positively promote the ASCA Regional Coffee Championships to existing and potential customers via their own social media and communications channels.

Catering

ASCA will make arrangements for judges catering throughout the weekend. The host venue must be comfortable with food being brought in for consumption, or alternatively, agree to provide this to judges.

Event dates

All Regional Coffee Championships for the competition year must take place between September and December to ensure winners can compete at the Australia Coffee Championships. Regional Coffee Championships will be held at least two weeks apart to allow for the benches and kit to be shipped between locations.

Event Hosting Application

Business name: _____

Address: _____

Website (if applicable): _____

Facebook: _____

Twitter: _____

Instagram: _____

Contact name: _____

Email: _____

Phone number (mobile is preferred): _____

Please confirm you meet the following requirements as outlined in the event guidelines:

- minimum 10m x 4m stage area
- suitable BOH preparation area
- judges room
- access to appropriate power
- can provide move in/move out access around competition dates
- comfortable with sponsor promotion throughout event
- additional space for competitor and sponsor activations
- good street frontage

Please attach photos showing your event space so that ASCA can determine suitability (up to 10MB total).

Please submit all applications to the ASCA Competitions Manager at competitions@asca.com.