

You're Invited

One MICHELIN moment. A whole state of local voices.

It's time to share your South Australian food and wine tip with the world.



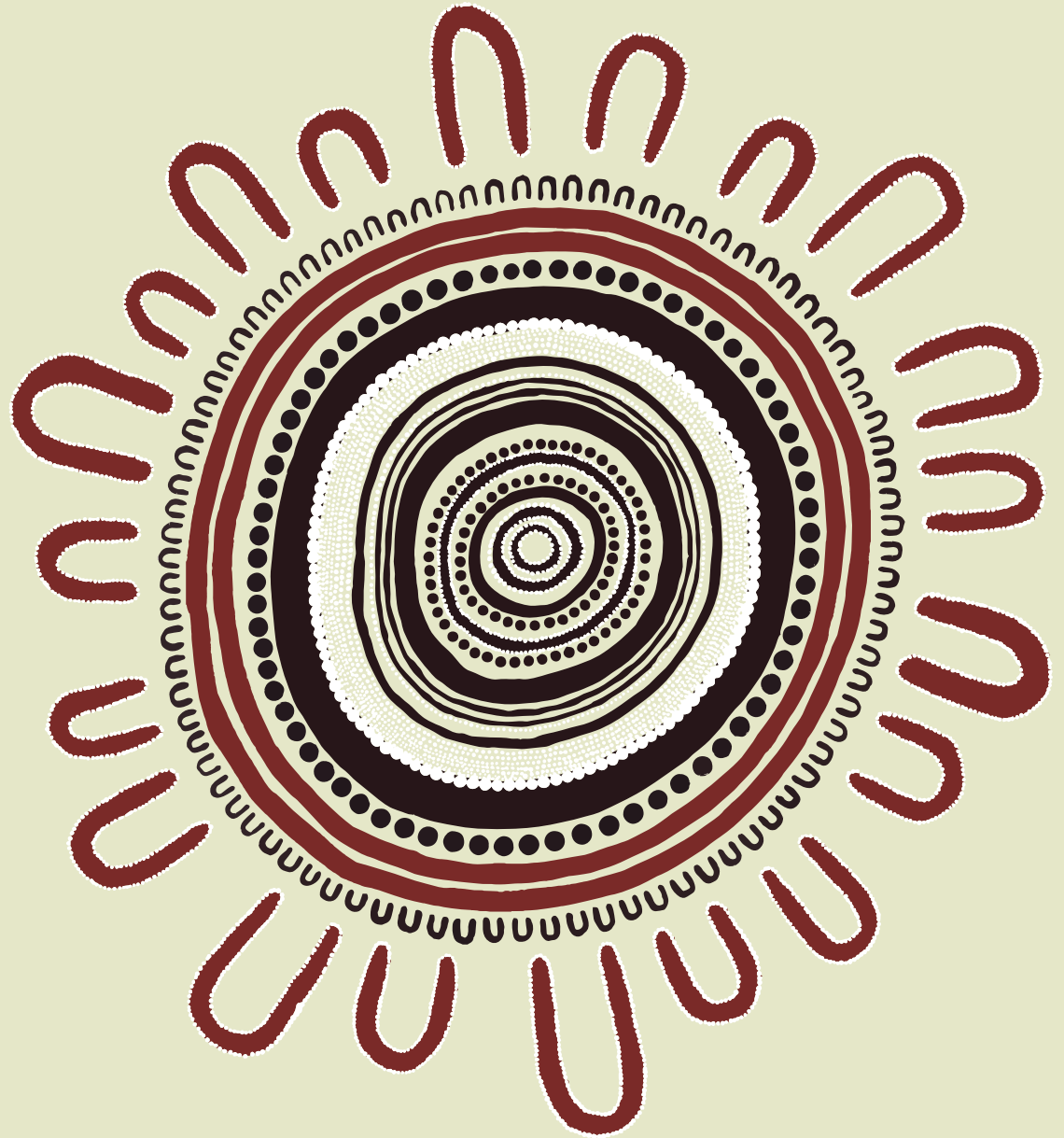
SOUTH AUSTRALIA™

Acknowledgement of Country

We recognise the uniquely diverse Aboriginal communities across the state.

We value the knowledge Aboriginal people hold of Country and culture and are committed to growing genuine relationships with Traditional Custodians.

We will continue our journey of reconciliation and support Aboriginal tourism operators and communities to tell their own stories and share their culture with the world.



This Acknowledgement was created in collaboration with Jack Buckskin from Kuma Kaaru Cultural Services.
Artwork by Gabriel Stengle Kurna, Ngarrindjeri, Narungga and Wirangu artist.

You're Invited

Wednesday 14 October 2026,
the MICHELIN Guide arrives in Australia
for the first time.

And all of Australia's MICHELIN
restaurants will have one address:
South Australia.

~

Usually, MICHELIN Guide destinations make exclusivity
the point. But we have a different idea...

Everyone has a seat at the table.

~

Because what makes South Australia a great food and
wine destination goes well beyond the restaurants that
receive a star. It's the produce, the places, the people
and the local craftsmanship.

~

We want you to help tell the story.

(1)



Tell your story.

To celebrate the arrival of the MICHELIN Guide on 14 October 2026, we are inviting you to tell your story of what makes food and wine so special in your part of South Australia.

Use the tag **@SouthAustralia** and the hashtag **#SeatAtTheTable** and we will promote your business's ATDW listing on southaustralia.com.

Why take part?

We will build a library of local recommendations from South Australia's tourism and hospitality industries and share them on SATC digital channels.

How to take part.

1. **Shoot an Instagram Reel.**
Aim for around 30 seconds.
Vertical.
Keep it natural.
2. **Share your tip.**
Tell us what you'd recommend and why.
3. **Tag us.**
Tag **@SouthAustralia** and use **#SeatAtTheTable**.

What's your tip?

(2) Tasting Australia,
Aperitivo Hour

Got a local food and wine tip you want the world to know?

Your favourite place for lunch.
A producer you're proud of.
A bottle they need to try.
A hidden gem only locals know.

This is a chance to celebrate your favourite produce, people and places.

You don't have to sell food or wine. If you have a great local tip, we want to hear it.

Looking for inspiration?

Sample one of these conversation starters:

- What's your ultimate foodie day out in South Australia?
- What local produce are you most proud of?
- What makes your region a world-class food and wine destination?

(2)



Make it yours. This isn't a polished tourism ad.

Use your phone. Talk to camera. Show us what you love. Authentic beats perfect. A picture tells a thousand words. Let your visuals do the talking by including the place, produce or people in your shot.

Keep these tips in mind:

- Shoot vertically.
- Aim for around 30 seconds.
- Find good natural light.
- Keep your audio clear.
- Make sure you have permission to include any featured person, product or brand.

Think about how your caption will be received.

When posting the video to Instagram, add captions to the post.

Keep it conversational and visitor-focused.
Under 50 words.

Include **#SeatAtTheTable**.

Tag **@SouthAustralia** and any businesses you mention.

Why take your seat?

Your local tip could go further than your own feed.

With South Australia in the global spotlight, this is an opportunity to boost your visibility, attract potential visitors, and place your business at the centre of our state's celebrated food and wine scene.

We'll bring the best recommendations together on southaustralia.com, creating a growing local guide to food and wine across the state.

Your business's ATDW listing will receive a carousel feature on southaustralia.com.

Selected content may also be amplified through SATC's digital channels and paid media.

The MICHELIN Guide will put South Australia in the spotlight.

Your stories help show the world what lies beyond the stars.

(3)



*One MICHELIN moment.
A whole state of local voices.*

Before you post

Your five-point checklist.

- ☐ I'm posting from my official business Instagram account.
- ☐ My business has an active ATDW listing.
- ☐ My Reel is vertical and is around 30 seconds.
- ☐ I've included my South Australian food and wine tip.
- ☐ I've tagged @SouthAustralia and used #SeatAtTheTable.

Start posting.

Tuesday 29 September

Post by Sunday 11 October for priority inclusion in SATC promotional activity.

We'll continue to update featured content as new industry stories come in.

Ready? Get filming and take your seat at the table.

Want to know more?

Got questions? Need a little inspiration?
Want to see what a great local tip could look like?

Head to:
tourism.sa.gov.au/support/campaigns/MICHELIN-Guide
for FAQs, tips and example videos to help you get started.

Important:
Participation in the Industry Amplification campaign is subject to the campaign terms and conditions available at tourism.sa.gov.au/support/campaigns/MICHELIN-Guide.

By posting a Reel, tagging @SouthAustralia and using #SeatAtTheTable, you agree to the campaign terms and conditions and grant SATC the rights described in those terms.

If you do not agree to the campaign terms and conditions, you must not participate in the campaign.

(4)



Bring your story to the table.

Here's how you share your South Australian
food and wine tip with the world.

So, you'd like to accept our invitation,
but not sure where to start with
planning and filming your Reel?
We've got you covered.

What to include in your video

What should I talk about?

Give visitors your insider tips on what you think makes South Australia the nation's leading food and wine destination. This is a chance to celebrate your favourite places, produce and businesses.

Looking for inspiration?

Sample one of these conversation starters:

What's your ultimate foodie day out in South Australia?

What local produce are you most proud of?

What makes your region a world-class food and wine destination?

Talk about the people, produce and place that make it so special:

Place:

To create a clear and compelling insider tip, focus on one tourism or produce region to feature. If you have recommendations for multiple regions, feel free to make as many videos as you would like.

Be descriptive about what makes the setting extraordinary – are you by the beach, in the outback, surrounded by vineyards? Help viewers to imagine what they might see, hear, smell, feel or taste at this destination.

Produce:

Be sure to mention what local produce stands out as a unique and delicious component of your insider foodie tip. Think: Kangaroo Island honey, Barossa Shiraz, Coffin Bay oysters.

Where possible, speak to the provenance of the produce.
For example, instead of saying "lamb" – say "Clare Valley lamb".

People:

Talk up any **True South** experience highlights. This might include warm welcoming hospitality, a personalised and inclusive experience, and Aboriginal care for community and Country.

Most importantly – let your own unique personality shine through!

How long should my video be?

Aim for around 30 seconds.

Leave visitors wanting a little more.

Cover off your key points succinctly, and don't speak too fast.

What should the video look like?

Think creatively.

The number one rule with video is “show, don't tell”.
Find a way to invite people to your part of the world.

For example, film your video at a scenic vista, showcase the produce you are speaking to, or take people to the local pub you might be recommending and show them the dish they should order.

(5)



Before you press record

- Choose a quiet location with minimal distractions and natural lighting.
- Wear presentable clothing, ideally your business uniform where appropriate.
- Clean the camera lens.
- Use a tripod or stable surface to place your camera on to avoid any disruptive camera movements.
- Set up to film in vertical/portrait orientation and position your phone at eye level.
- When speaking to camera, look directly into the camera lens, smile and speak naturally.
- If available, use a microphone.
- Avoid sunglasses and hats if they obscure your face.
- Check that any people appearing in the video have agreed to be filmed and posted.

Editing your Reel

- Aim to make your Reel as accessible as possible by incorporating closed captions. This can be done through the “advanced settings” menu or by using a “captions sticker”.
- If using music, only use audio from within the Instagram app to avoid copyright infringement.

What should I include in the caption?

Support your Reel with a caption that reflects the video content. Keep it conversational, authentic and focused on your visitor.

- Aim for fewer than 50 words.
- Highlight the people, produce and place featured in your Reel.
- Use up to 3 relevant hashtags, including the required **#SeatAtTheTable**.
- Tag **@SouthAustralia** and any businesses you mention.
- Check spelling, tags, captions and links before publishing.

Can I see an example video?

Of course! We've worked with a South Australian tour operator to create some example Reels to give you some ideas. Head to our website and check them out:
tourism.sa.gov.au/support/campaigns/MICHELIN-Guide

Need some help to create your own?

For social media tutorials and guides, refer to:

- [SATC's Social Media Guide](#).
- [Edit your video using Instagram Edits App \(guide\)](#).
- [How to use the Instagram 'Edits' App \(quick video\)](#).
- [How to use the Instagram 'Edits' App in 2026 \(detailed video\)](#).

Your questions answered

What else do I need to do?

To be featured in the promotion:

- Your video must be posted by an official tourism business Instagram account as a vertically shot Reel. No personal/individual accounts will be accepted.
- The posting business must have an active Australian Tourism Data Warehouse (ATDW) listing.

SATC will feature eligible participating businesses and their ATDW listing/s via its digital channels.

Take a moment to refresh your ATDW listing to ensure your business is presented at its absolute best.

New to the ATDW? Find out more at:

tourism.sa.gov.au/support/atdw/getting-started

Review your ATDW profile and check it is up to date – including business description, opening hours, accessibility features, etc.

- Review your ATDW listings and include direct links to a booking page or further product information.
- Food and wine connections are clearly described where relevant.
- Images are high quality, current and representative of the visitor experience.
- Relevant deals, events or seasonal offers are published.

How are businesses selected for the carousels on southaustralia.com?

To be featured on a carousel as part of this campaign, your business must have an active ATDW listing and meet the following specifications:

- Video is filmed in vertical orientation.
- Video is posted as a Reel to Instagram by an official business account.
- Video is around 30 seconds.
- Caption is no longer than 50 words.
- Caption includes both **#SeatAtTheTable** and tags **@southaustralia**.

SATC may add, remove or change featured ATDW listings on southaustralia.com at any time, at its discretion and without notice.

How does SATC decide which videos to amplify?

SATC may select videos to feature via its digital channels, based on SATC's assessment of suitability for the campaign.

SATC may select videos for featuring based on factors such as:

- High-quality production,
- Engaging content about food and wine,
- Region specific visuals that highlight the scenery and/or produce, and
- Strong organic reach.

*Leave your visitors
wanting a little more.*

I'm lost for words; can AI help script my video?

The most important thing to remember is that you provide an authentic recommendation that is unique to you and best showcases South Australia as a leading food and wine destination.

Make sure you let your personality shine through and speak up the food and wine stories that get you excited.

If you need help to draft a script for your video, consider adding a prompt like this into your AI platform of choice: I'm creating an Instagram Reel, which is around 30 seconds long, sharing an insider food and wine tip about South Australia.

Here are my ideas:

- **Place:**
[Where am I/what South Australian region am I featuring?]
- **Produce or experience:**
[What should visitors eat, drink, try or discover?]
- **People:**
[Who makes this experience special?]
- **My insider tip:**
[What do I personally recommend and why?]

Help me turn these ideas into a simple, authentic Reel concept.

Suggest:

1. A strong opening hook.
2. What I could show on screen, not just talk about.
3. 2–3 key things I could say in my own words.
4. A simple closing line inviting people to experience it themselves.

Keep the idea achievable at around 30 seconds, specific to South Australia, and conversational rather than polished or promotional.

Do not invent facts, businesses, products or experiences I haven't provided to you, and don't write a word-for-word script for me.

Got questions? Head to:

tourism.sa.gov.au/support/campaigns/MICHELIN-Guide for the full terms and conditions, FAQs and example videos.

Everyone has a seat at the table.

(6)



SOUTH AUSTRALIA

South Australian Tourism Commission

tourism.sa.gov.au