

AUSTRALIA'S
**RICHEST
BARISTA**
9-11 SEPTEMBER 2021

**ESPRESSO
MECHANICS**
COFFEE EQUIPMENT SALES & SERVICE

Vitasoy

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ROASTERY SUPPLY

1. Rights and ownership

Australia's Richest Barista (the competition) is owned by Prime Creative Media Pty Ltd (the Event Organisers). All rules, regulations, competition format and branding are the property of the Event Organisers. The Event Organisers reserve the right to run the competition at either a trade show or as a standalone event.

2. Conditions of participation

2.1. Application

All competitors must apply for registration through the official channel as advertised by the Event Organisers. Any applications received through means other than this channel (for example, by direct email or social media messaging) will not be considered. There will be 32 competitor positions available.

2.1.1. Eligibility

Applicants must be able to legally work in Australia and be aged over 18 to apply.

2.1.2. Experience

Applicants must be able to demonstrate at least three (3) years' experience as a barista. Applicants must include information on their skills and qualifications in their application.

2.1.3. Required information

To be considered, applications must be completed in full and accompanied by a high resolution image (at least 1MB in size) as well as a video (no longer than 60 seconds) showcasing your skills as a barista.

2.1.4. Successful applications

Successful applicants will be chosen based on their applications and audition videos. The Event Organisers reserve the final right to include or exclude competitors, and applicants acknowledge that the decision is final, with no right to appeal. All successful applicants will be notified by no later than 1 August 2021.

2.2. Travel

All competitors must be willing and able to travel to the competition location, for the duration of the event. Competitors must also be available to attend the competitor briefing, which will happen the day before the competition begins.

2.3. Expenses

The Event Organisers are not liable for any expenses incurred by competitors from travel, preparation for the competition or loss of income due to competing.

2.4. Entry to MICE

Where the competition is held at MICE, competitors must purchase a 3-Day pass. If the competition is held at another event, competitors acknowledge that they may be required to purchase a ticket to attend that event.

2.5. Code of conduct

By participating in the competition, competitors agree to abide by the code of conduct. The code of conduct can be found here. It must be signed prior to the competition in order to participate.

2.6. Marketing and promotion

By participating in the competition, competitors agree to allow the Event Organisers to use their likeness, name and/or image (including video auditions) for marketing and promotion purposes.

3. Prize

The cash prize amount is a total of AU\$50,000 inclusive of GST and any relevant state and/or federal taxes. The prize money will be split three ways: 1st Place \$35,000, 2nd Place \$10,000, 3rd Place \$5,000.

3.1. Fees and taxes

Any applicable state or federal taxes payable are the sole responsibility of the prize recipient to determine and pay.

3.2. Payment of prize

The cash prize is to be paid by the Event Organisers within 30 days of the public announcement of the winner.

3.2.1. Payment method

Any payment will be made by direct bank transfer only.

3.2.2. Delays

Any payment may be delayed commensurate with any delay by the winner in supplying bank details for the bank transfer.

3.2.3. Fulfilment of commitments

Payment will only be made once all commitments are fulfilled as set out in these rules and regulations and the competitor code of conduct.

4. Cancellation and postponement

4.1. Postponement

Should the competition be postponed or rescheduled, competitors will be notified of the new dates as soon as is practicable and offered to continue as a competitor in the competition.

4.2. Cancellation

Should the competition be cancelled, competitors will be notified and offered a full refund of their MICE ticket (if applicable).

4.3. COVID-19

Should COVID-19 restrictions prevent a competitor from attending the competition, a refund of their MICE ticket (if applicable) will be offered. Should competitors not be able to attend but the competition still proceeds, the Event Organisers reserve the right to reopen competition positions to other applicants to fill all competition places.

5. Judges

Judges will be chosen based on their experience and knowledge. Where possible, Head Judges will be accredited by World Coffee Events (WCE).

5.1. Conflicts of interest

Company affiliations and/or employment will not be considered a conflict of interest for judges. Judges will undertake bias training ahead of the competition, and where there are multiple flights they will be randomly assigned to competitors.

5.2. Composition of flights

Flights will be composed of at least three (3) judges.

5.2.1. Round One – Barista

There will be two (2) flights of judges in Round One. Each flight will consist of a Head Judge, two (2) Sensory Judges and one (1) Technical Judge.

5.2.2. Round Two – Latte Art

There will be one (1) flight of judges in Round Two. The flight will consist of a Head Judge and two (2) Visual Judges.

5.2.3. Round Three – Cup Tasting

There will be one (1) Head Judge in Round Three.

5.3. What judges are looking for

Competitors must impress panels of experienced judges in a knockout competition by showcasing world-class skill, talent and showmanship in three coffee disciplines.

Judges will be looking for accuracy and flawless execution, as well as completion of the rounds within the time limits. In the final round, competitors will be assessed on accuracy and speed.

6. Competition

6.1. Competition format

The competition will take place in three (3) rounds over three (3) days. Competitors will compete in a knock-out format, with the loser of each round automatically eliminated.

6.1.1. Round One – Barista

Round One will comprise of a Barista competition. Each competitor must pour a total of six (6) beverages: two (2) espressos, two (2) milk drinks and two (2) alternative milk drinks.

6.1.2. Round Two – Latte Art

Round Two will comprise of a Latte Art competition. Each competitor must pour a total of six (6) beverages: two (2) macchiatos, two (2) traditional lattes and two (2) free pour lattes. The pattern for the traditional lattes will be chosen via a spinning wheel and will be either a heart, tulip, rosetta or swan. For the macchiato, the competitor can choose a design they would like to produce. For the free pour latte, the competitor can choose what pattern they would like to produce. The free pour latte can include colour and etching. No images are required, and cups must match each other.

6.1.3. Round Three – Cup Tasting

Round Three will comprise of a Cup Tasting competition. Competitors will compete in two (2) panels of four (4). Each competitor will receive five (5) sets of three (3) coffees and must choose the odd one out. The winners from each panel of four (4) will compete in a final head-to-head round, where they will again be presented with five (5) sets of three (3) coffees and must choose the odd one out.

6.1.4. Advancing through the competition

To advance through the competition, competitors must win in their head-to-head round. Each competitor will be paired with another, and they will both compete with the same flight of judges. After each pair, a winner will be decided based on the total score. The winner will advance to the next round, and the loser will be eliminated.

Competitors acknowledge that the decision is final and there is no review of scores or debrief provided. Competitors acknowledge that they have no right to appeal the decision of the judges.

Scores will not carry forward through the competition, and each round is assessed individually.

The final winner will be determined by the Cup Tasting round, where the winner will correctly guess the most coffees in the shortest time period.

6.2. Competition draw

Competitors will be drawn randomly for their position in the competition. The draw will be broadcast live to the public via MICE social media channels. Competitors acknowledge that the draw is final and will not be changed. If a competitor cannot meet their competition time (other than for the reasons outlined in clause 4.3) they will forfeit their competition entry and will no longer be eligible to compete in that years' competition.

6.3. Stage layout

The stage layout is to be confirmed.

6.4. Competitor preparation

Competitors will be provided with access to preparation time and space.

6.4.1. Support team

Each competitor will be allowed to bring one (1) coach or assistant with them to the event. The coach/assistant must be separately registered for MICE (if applicable) as a 3-Day pass in order to gain access to the competition space. The full name of the coach/assistant for each competitor must be communicated to the Event Organisers by no later than 30 August 2021.

6.4.2. Practice time

Each competitor will receive fifteen (15) minutes of practice time on one of the stations on stage, the day before the competition commences. Following the fifteen (15) minutes, competitors will receive five (5) minutes of clean-up time to clear the station. Competitors acknowledge that the station they practice on may not be the same as they compete on, due to the random nature of the draw.

Practice time will be confirmed in writing via email to competitors. If a competitor fails to show for their practice time, it is forfeited and will not be

made up at a later time. If a competitor shows up late, they acknowledge that only the remaining practice time will be provided for, rather than the full fifteen (15) minutes.

Competitors may use their practice time as they wish.

Practice time will only be provided on one occasion and won't be provided for subsequent rounds should competitors advance.

6.4.3. Back of house

Competitors will have access to a back of house space to set their cart before their performance. Only competitors and their coach/assistant will be permitted into the back of house area. Judges will not be permitted to enter. The Event Organisers and any staff/volunteers required to facilitate the successful running of the competition may enter the back of house area.

Competitors must remove any items from the back of house area as soon as their performance is over. Any items remaining in the back of house area at the end of each day may be treated as rubbish. The Event Organisers accept no liability for items left in the back of house area after the end of the competition day.

6.4.4. Competitor dress code

Competitors must dress in smart casual attire (no jeans) and wear an apron and closed toe shoes. Long hair must be tied or pinned back from the face.

6.5. Competition timing

Each round will be timed, and competitors who exceed the time limit will be automatically disqualified.

6.5.1. Round One – Barista

In Round One, the competition time will be ten (10) minutes. Competitors will receive five (5) minutes to set up/prepare their station before their competition time starts and will receive five (5) minutes to clean their station following the performance time. The competition time will start when the competitor says 'Begin' and will end after ten (10) minutes.

6.5.2. Round Two – Latte Art

In Round Two, the competition time will be twelve (12) minutes. Competitors will receive five (5) minutes to set up/prepare their station before their competition time starts and will receive five (5) minutes to clean their station following the performance time. The competition time will start when the competitor says 'Begin' and will end after ten (10) minutes.

6.5.3. Round Three – Cup Tasting

In Round Three, there is no set time limit. Winners will be assessed based on who can correctly guess the most coffees in the shortest amount of time.

6.6. Audio visual

The competition will use audio visual equipment to make it accessible to the audience.

6.6.1. Microphones

Each competitor will be given a headset microphone in Rounds One and Two so that the audience can hear what they are saying to the judges. Microphones will be fitted by the Audio Visual (AV) team appointed by the Event Organisers.

6.6.2. Competition music

Competitors will not be permitted to play their own music. Popular music will be played as a backing to all performances.

6.6.3. Cameras

The competition will feature a range of cameras to help show a visual to the audience. Cameras may include (but not be limited to) overhead cameras to show what is happening on the station, static cameras positioned around the station, roving cameras to capture a range of shots during competition time and a photographer. All cameras and photographers will be kept a minimum of 1.5m away from competitors at all times.

7. Equipment

7.1. Sponsored equipment

The competition will feature a range of sponsored equipment that must be used by competitors. Where a sponsored piece of equipment is used, the competitor must use the equipment provided or their own exact match (same brand and model).

7.1.1. Machine

The sponsored machine will be provided by Espresso Mechanics. The machine supplied will be a White Eagle T3 2 Group.

7.1.2. Grinder

The sponsored grinder will be provided by AMC Roastery Supply. The model will be confirmed before the competition.

7.1.3. White milk

The sponsored white milk will be provided by Riverina Fresh. It must be used in the milk drinks in Round One, and in Round Two.

7.1.4. Alternative milk

The sponsored alternative milk will be provided by Vitasoy and will be the Café for Baristas almond milk range. It must be used in the alternative milk drinks in Round One.

7.2. Provided equipment

The following equipment will be provided for competitors:

- Trolleys for competition time
- Coffee for Rounds Two and Three
- Cleaning supplies
- Knock box
- Rubbish bin
- Water for sensory judges

7.3. Equipment to be provided by competitor

The following equipment must be provided by the competitor:

- Coffee for Round One
- Tamper
- Milk jugs
- Any tools required for the free pour latte art