

Bendigo and Region Gastronomy Guide

Registration Criteria



BENDIGO

UNESCO Creative City and
region of Gastronomy

To participate in the Bendigo and Region Gastronomy Guide, businesses should demonstrate a commitment to upholding and promoting the values of the City and Region of Gastronomy. The City and Region of Gastronomy was awarded based on four pillars, which form the basis of the criteria outlined on the following pages.

Instructions to use:

- Each criterion (numbered under each pillar) is valued at one point. Examples are provided under each criterion in dot points
- Applicants of the Gastronomy Guide who are primary producers and growers must meet at least two criteria under one pillar to be eligible for the Gastronomy Guide
- Applicants of the Gastronomy Guide who are hospitality businesses must meet at least three criteria across two different pillars for their business to be eligible for the Gastronomy Guide
- The final decision for business eligibility will be the responsibility of Regional Gastronomy Guide Assessment Committee's

Ineligible businesses include:

- Businesses that do not have a consumer facing operation. i.e. consumers must be able to visit the venue
- Businesses that are not aligned with, or members of the key tourism bodies, associations or groups which are outlined in the registration process, found [here](#)
- State or national chains and franchises

Celebrate and elevate First Nations' culture, creativity and knowledge

Recognise our creativity, cultural diversity and innovation

Improve health and wellbeing particularly through healthy eating

Prioritise environmental sustainability, sustainable agriculture and food production as we tackle climate change

The four pillars of Bendigo City of Gastronomy

PILLAR 1: Celebrate and elevate First Nations' culture, creativity and knowledge

The business is an Indigenous-owned food or beverage business and celebrates First Nations culture.

PILLAR 2: Recognise our creativity, cultural diversity and innovation

1. The business demonstrates ongoing innovation in their product development or within their business practice.

Examples may include but are not limited to:

- Fusing local ingredients into the product offering. *For example: fusing local ingredients such as Shiraz and honey into food or beverage products.*
- The business offers food pairing with local wine (or beverages) on their menu or as regular events.
- The business provides opportunities to get involved or participate in an activity behind the scenes. *For example: cooking classes/workshops, foraging and food preparation workshops etc.*
- Creatively showcasing/expressing a commitment to the City and Region of Gastronomy designation (including the key pillars) through their marketing and communications.

2. The business demonstrates distinct creativity in their food and menu planning.

Examples may include but are not limited to:

- Menus are based around a seasonal rotation and incorporate local ingredients that are available.
- A business may run a regular degustation or local produce showcase event to support local producers.

3. The business celebrates cultural diversity through its food production and product range.

Examples may include but are not limited to:

- Incorporation of Australian native bush foods as ingredients in the product offering, and/or the sale of First Nations owned products.
- The business celebrates cultural diversity in the product offering.
- Fusion of Australian / other culture dishes.



PILLAR 3: Improve health and wellbeing particularly through healthy eating

1. The business strongly advocates with demonstrated evidence for improved health and wellbeing through healthy eating within its practise.

Examples may include but are not limited to:

- Offering more plant-based options on the menu.
- Using produce that is in-season.
- Reducing ultra-processed and high-sugar foods and beverages (eg. sugar sweetened beverages, chocolate, chips, ice cream, lollies).
- Avoiding unhealthy cooking techniques (eg. deep-frying).
- Doesn't offer over-sized portions.
- Offers healthy catering and/or menu options (food outlets) using the Victorian Government's Healthy Choices Guidelines.

2. The business advocates for improved health and wellbeing within its practice through promoting the consumption of local produce.

Examples may include but are not limited to:

- Produces and champions fresh local fruit and vegetables in the menu.
- Uses and champions fresh local fruit and vegetables in the menu.
- Produces and champions meat from local and sustainable sources.
- Sources and champions meat from local and sustainable sources.

3. The business champions local food and educational programs based around local food production and healthy eating.

Examples may include but are not limited to:

- Education food programs with local educational facilities.

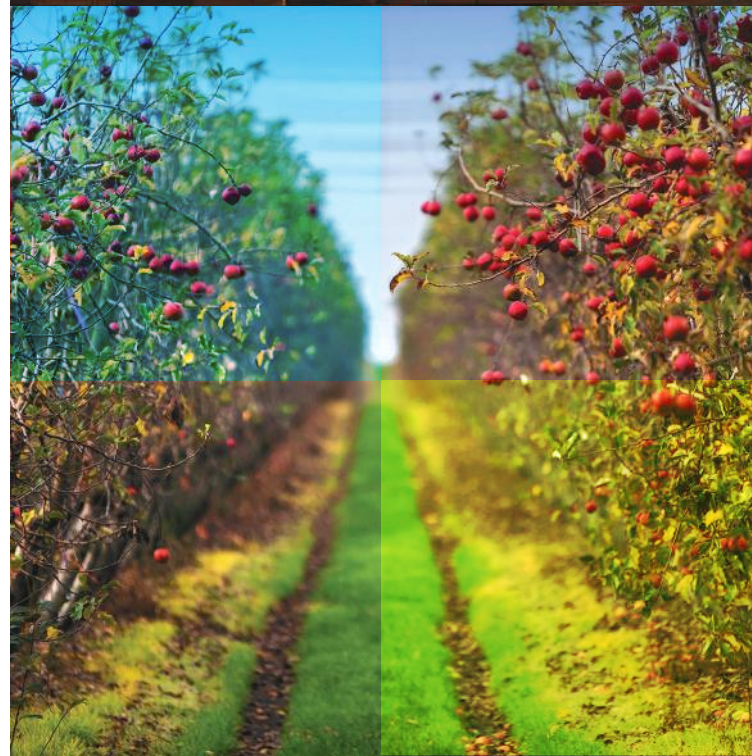
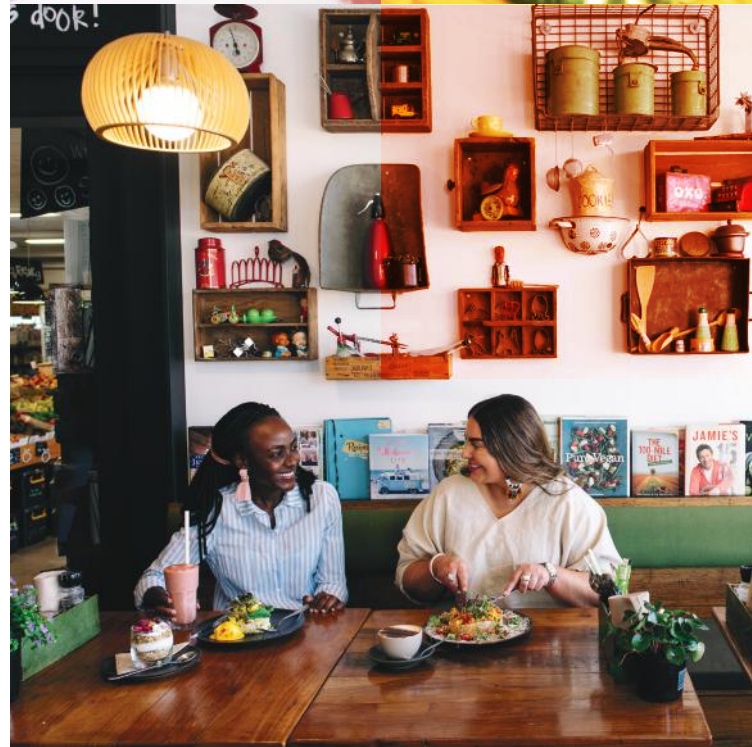
Refer to the bottom of this document for the local Bendigo Gastronomy Region map.

PILLAR 4: Prioritise environmental sustainability, sustainable agriculture and food production as we tackle climate change

1. The business demonstrates environmental sustainability within their operation and business practises.

Examples may include but are not limited to:

- Reducing single-use packaging.
- Reducing food waste (an example may be to compost excess food/organic waste).
- Prioritising low-food-miles in ingredient lists.
- Buying from local low input/regenerative farming businesses.
- Using renewable energy (eg. solar).



2. The business can demonstrate how it champions a sustainable approach to agriculture and mitigating the impact of climate change on their business.

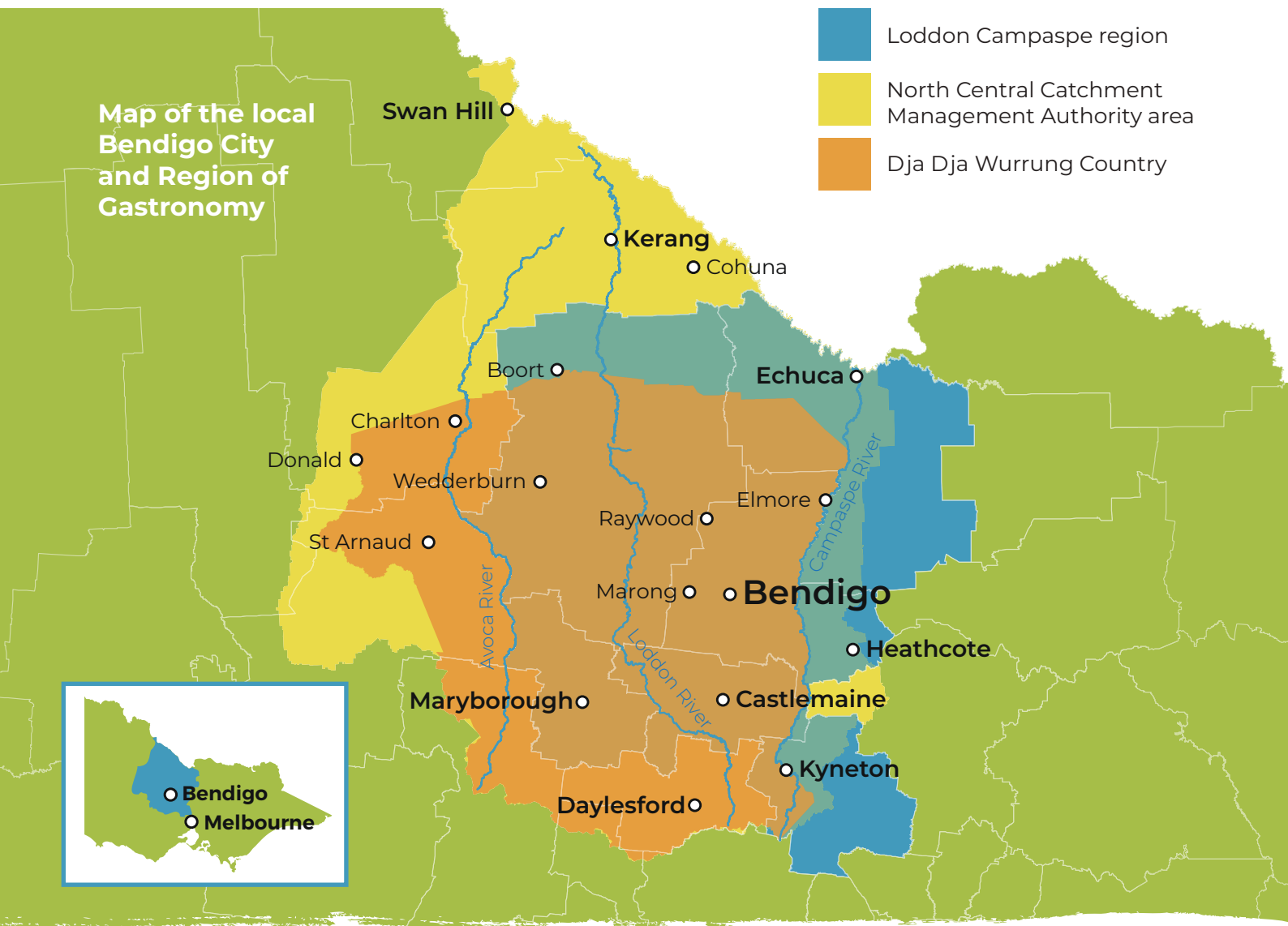
Examples include but are not limited to:

- The business uses low input or regenerative agricultural practices that aim to minimise soil disturbance and increase ground cover. An example of regenerative practices may include conservation tillage, timed rotational grazing for livestock, or using a multi-species cover crop.
- Choosing environmentally appropriate cultivars (plant species) for the region.
- Water efficient irrigation solutions.
- Alternative power sources i.e. solar or battery powered, off the grid.

3. The business sources local produce from the Region of Gastronomy (map below). The business can trace at least five separate food ingredients (any food item that is used in the production of your consumable) back to a producer/source within the Bendigo Gastronomy region.

4. The business sources local beverages from the Region of Gastronomy (map below). The business can trace at least three separate beverage lines back to beverage producers within the Bendigo Gastronomy region.

5. The business sources local products to stock the shopfront from the Region of Gastronomy (map below). The business can trace at least three separate product lines back to a local Bendigo Gastronomy Region producer/source.



bendigogastronomy.com.au/guide

Visit to view the Gastronomy Guide and for contact details

bendigogastronomy.com.au

Visit for more information on the Gastronomy designation

