

Expressions of Interest

BeefUp and MeatUp Forum host locations 2026

Purpose and Objectives

Meat & Livestock Australia (MLA) through the adoption strategy aims to provide programs and activities that lead to an increase in the adoption of research and development (R&D) to improve the productivity, profitability and sustainability of red meat producers. The MLA adoption pathway is made up of three stepping stones: awareness activities, short-term training programs and long-term practice change activities.

As part of our awareness activities, MLA delivers events such as BeefUp and MeatUp Forums. BeefUp Forums are an opportunity for northern Australian beef producers to hear about the latest red meat research, development and adoption programs, while MeatUp Forums are our awareness events for southern Australia to deliver the latest information in the red meat industry for beef, sheep and goat producers.

The purpose of these expressions of interest is to seek host locations for the BeefUp and MeatUp Forums in 2026 and to gain support from regional working groups.

What are we looking for?

In seeking expressions of interest from potential host locations for BeefUp and MeatUp Forums, MLA are looking for locations that align with the following criteria:

Venue:

- Seating for up to 200 people with access for all abilities
- Kitchen and dining facilities
- Bathroom facilities
- Ability to provide alcohol during networking function
- High quality audio & visual for in-person and virtual presentations including on the day support for microphones, projectors, speaker screens, sound systems and lighting
- Internet connection including wifi
- Provision of trade stands in an accessible area for attendees to interact
- Adequate parking for event attendees
- Break-out rooms for concurrent sessions (*MeatUp Forum*)
- Ability to bump-in/setup the day prior to the event
- Storage facility or ability to receive collateral material
- Outdoor area or facility close by for practical activity (*BeefUp Forum - highly desirable*)

- Location close to potential farm tour/on farm activity highly regarded (*highly desirable*)

Regional locations:

- Airport access with commercial daily flights
- Accommodations provision for up to 20 speakers
- Printing services
- Sourcing of speaker gifts from the region
- Location for the delivery and collection of event resources such as publications, banners etc.
- Ability to host external vendors (caterers/coffee carts) with requirements such as power, water as necessary
- Producer demonstration sites in the region would be highly regarded

Audience catchment:

- Minimum attendance of 50 red meat producers in Northern Australia
- Minimum attendance of 80 red meat producers in Southern Australia

Working group:

- Minimum of 4 meetings, 3 online and one in-person to provide advice on forum content, date, timing and logistics
- Contribute on the day in chairing sessions, running microphones and/or delivering addresses
- Promote the event through regional networks, media and contacts
- Ability to appoint a lead working group member to assist with additional working group tasks e.g. contacting speakers and coordinating event logistics

Who can submit an Expressions of Interest?

Who should submit an Expressions of Interest? Please note that this list is not exhaustive.

- Regional Advisory Committee (RAC groups)
- Peak Industry Bodies (PIBs)
- Community groups
- Producer groups
- Government Department
- Natural Resource Management groups
- Local Land Services groups

The process from here

- Stage 1. Expressions of interest to be submitted through the online form at the bottom of this form by **COB, 26th September 2025**.
- Stage 2. All locations will be reviewed against the selection criteria and proximity to past event locations.
- Stage 3. Successful event locations for 2026 for both BeefUp and MeatUp will be notified, with event planning to commence ASAP.

Funding

BeefUp and MeatUp Forums in 2026 will be funded by the MLA Donor Company (MDC) with support from national sponsors which MLA will coordinate.

As part of the working group, you will be responsible for suggesting local businesses you would like to see represented at the forums as trade stalls.

Selection criteria

Consideration will be given to all locations, subject to meeting the criteria under the *'what are we looking for'* section of this form.

Expression of Interest

Please submit an EOI using the online application form or contact MLA to discuss prior to submitting an EOI.

All EOIs are to be submitted by **COB, 26th September 2025**.

Link to online application: [Expressions of Interest – BeefUp and MeatUp Forum Host Locations 2026](#)

Further information

BeefUp Forum:

Sarah Hassall

Project Manager – Northern beef adoption

shassall@mla.com.au

[BeefUp Webpage](#)

MeatUp Forum:

Elizabeth Thelander

Project Manager - Profitable Grazing Systems

ethelander@mla.com.au

[MeatUp Webpage](#)