

FREQUENTLY ASKED QUESTIONS

PITCH IN THE Paddock 2027

These FAQs Provide practical information about Pitch in the Paddock 2027, including eligibility, actions, assessment and finalist preparation. They may be updated as additional questions arise. If your questions is not addressed below, please contact the program team.

About the Program

What is Pitch in the Paddock?

Pitch in the Paddock is Beef Australia's premier innovation program for emerging businesses and commercial ventures developing solutions with the potential to create value for Australia's beef industry. Finalists participate in a Commercial Readiness Program before presenting in the live Pitch in the Paddock competition at Beef Australia 2027 in Rockhampton.

Who should apply?

Australian early-stage businesses and commercial ventures developing solutions with the potential to create value for Australia's beef industry for supply chain. Applicants must have progressed beyond an untested idea and be able to demonstrate evidence such as a minimum viable product, proof of concept, trial, customer testing or research results with a commercial pathway. They must also be actively seeing customers, pilots, partnerships, investment or growth.

Do I need to describe myself as a startup?

No. You do not need to describe your organisation as a startup. Pitch in the Paddock is open to eligible early-stage businesses, commercial ventures and commercialising research. Established businesses may also apply where they are developing a genuinely new and distinct innovation that remains early in market development and meets all other eligibility requirements.



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Can a university or research team apply?

Yes. Research teams may apply where the work has moved beyond basic research and there is a clear pathway to a new business, license or commercial partnership. The applicant must also have appropriate authority to use the relevant intellectual property.

Can an established business apply?

Yes, but only where the business is developing a genuinely new and distinct innovation that remains early in market development and meets the same funding team-sized, stage and readiness requirements as other applicants. An established business seeking primarily to promote an existing product or service is not eligible.

Can an overseas business apply?

Applicants must hold a current ABN, be registered or principally based in Australia, and meet all other eligibility requirements. International businesses that do not meet the Australian presence requirements are not eligible. Please refer to the Participants Terms & Conditions for the complete Australian presence requirements.

Do I need to be based in regional Australia or already have customers in the beef industry?

No. You do not need to be based in regional Australia or already have customers in the beef industry. You must meet the Australian business presence and other eligibility requirements and demonstrate a credible application and value proposition for Australia's beef industry.

Can previous Pitch in the Paddock participants apply?

Please email beefexpo@beefaustralia.com.au to discuss eligibility

Are there limits on business size or investment raised?

Yes. Applicants must have fewer than 20 full-time equivalent employees, have not raised more than \$5 million in external equity or convertible investment and have not completed a Series A or later investment round. Founder contributions, ordinary business debt and competitive grants are excluded from the \$5 million investment limit.



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Where can I check the complete eligibility rules?

The Application Page provides a summary eligibility guide. The Pitch in the Paddock 2027 Participant Terms & Conditions contains the complete and definitive eligibility requirements and should be reviewed before applying.

Applications and Selection

When do applications open and close?

Applications open on 22 September 2026 and close on 13 November 2026. Any changes will be published on the Pitch in the Paddock website and Application page.

Is there a fee to apply?

No. Applications are free.

What will I need to provide?

Applicants will be asked to explain the beef industry problem or opportunity they are addressing, their innovation, the evidence that it has progressed beyond the idea stage, their team and what they hope to achieve through the program. A short video will also be required. Beef Australia or its program delivery partner may request further information or clarification where required to confirm eligibility or assess the application.

Do I need to professionally produced pitch video?

No. The required short video should be clear and easy to understand, but it does not need to be professionally produced. Applications will be assessed on the substance of the innovation and the published assessment criteria, not production quality or polished presentation.

How will applications be assessed?

Applications will first undergo an eligibility review against the published requirements. Eligible applications will then be scored against the published Assessment Criteria^[1]. Leading applications will progress to moderation by an independent Assessment Panel before Beef Australia confirms the finalist cohort.

[1]Hyperlink Assessment Criteria page on website



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Who chooses the finalists?

Innovation Architects will support the eligibility and initial assessment process as Beef Australia's program delivery partner. Learning applicants will then be reviewed by an independent Assessment Panel appointed by Beef Australia. The Assessment Panel will recommend a finalist cohort, with Beef Australia providing final confirmation. Conflicts of interest will be disclosed and managed throughout the process.

When will applicants hear the outcome?

Applicants are expected to be advised of the outcome before Christmas 2026. Selected finalists will be notified confidentially and publicly announced in January 2027.

Finalist Participation

What is expected of finalists?

Finalists must nominate a founder, senior leader or authorized representative who can participate fully in the online Commercial Readiness Program from February to April 2027 and present in person at Beef Australia 2027 in Rockhampton. They must also be reasonably available for program preparation, promotion and relevant networking, matchmaking, introductions and stakeholder activities associated with Pitch in the Paddock. Where practical, finalists may also be invited to showcase or demonstrate their solution during Beef2027.

How long is the live pitch?

Each finalist will have five minutes to present their innovation live at Pitch in the Paddock at Beef Australia 2027, followed by questions from the judging panel. Finalists will be supported through the Commercial Readiness Program to develop and refine their presentation ahead of the event.

What support will finalists receive?

From February to April 2027, finalists will participate in a tailored online Commercial Readiness Program delivered through a combination of individual 1:1 and group sessions. The program will include an individual business clarity deep dive and focused development and coaching covering commercial positions, customers and partners, lead development, selected introductions and pitch preparation. The objective is to help each finalist arrive at Beef Australia 2027 with a clearer proposition, stronger commercial focus and relevant conversations already underway.



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Do finalists need to pay for travel and accommodation?

Yes. Finalists are responsible for arranging and funding their own travel, accommodation, meals and other participation expenses. Accommodation in Rockhampton and surrounding areas can become limited well in advance of Beef Australia, so finalists are encouraged to plan early.

Do I need to buy a Beef2027 ticket to apply?

No. There is no fee to apply for Pitch in the Paddock and you do not need to purchase a Beef 2027 ticket to submit an application.

If selected as a finalist, you will receive one complimentary week-long pass to Beef Australia 2027, as well as two guest tickets to the live Pitch in the Paddock competition. Finalists are responsible for their own travel, accommodation, meals and other participation expenses.

Will I need to demonstrate the innovation live?

Where practical and safe, finalists may be asked to show or explain how the innovation works. The program will take account of solutions that cannot be physically demonstrated because of size, location, biosecurity, safety, confidentiality or technical requirements.

What prize can I win?

Two prizes will be awarded at the live Pitch in the Paddock competition at Beef2027.

Pitch in the Paddock Winner: The overall winner, selected by the judging panel, will receive a \$10,000 cash prize.

People's Choice Award: The audience will select a People's Choice recipient, who will receive [PRIZE TBD]

Is Pitch in the Paddock only about winning a prize?

No. While the live competition is an important part of Pitch in the Paddock, but the program is designed to create value for every finalist.

Through the Commercial Readiness Program, finalists will strengthen their value proposition, identify priority customers and partners, build relevant industry relationships and prepare to make the most of Beef Australia 2027. The live Pitch in the Paddock competition is the culmination of that development journey.



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Further Help

What should I do if I am unsure whether I am eligible?

Firstly, review the eligibility information on the Application Page and the Participant Terms & Conditions. If you are still unsure, contact the program team with a brief description of your organisation, innovation, evidence of progress and Australian business presence. The program team can clarify the published eligibility requirements but cannot pre-assess or guarantee an application outcome.

Will there be an information session?

An online information webinar is planned for 7 October 2026. The session will provide an overview of the program, eligibility, application process and what finalists can expect from participation. Applicants will also have the opportunity to ask questions.

Registration details will be published after applications open and the session is expected to be recorded and made available through the Beef Australia website.

Still have questions?

Contact the Pitch in the Paddock program team on beefexpo@beefaustralia.com.au



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