

Promotion of Japanese Food Products in the Australian Market
(JFOODO Project, FY2026)
[Agriculture, Forestry, Fisheries and Food Sector]

1, October 2026

Japan External Trade Organization (JETRO)
Sydney Office

The Sydney Office of the Japan External Trade Organization (JETRO) hereby invites applications from individuals or organizations interested in carrying out a project aimed at increasing awareness and consumption of Japanese melons and other Japanese food products in Australia.

Applicants wishing to participate are requested to submit the required application documents in accordance with the instructions set out below.

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1. Project Objective

The objective of this project is to increase awareness and consumption of Japanese melons and other Japanese food products by developing new menu items, conducting promotional events, and implementing marketing campaigns at restaurants that are expected to either begin handling or increase their use of such products.

2. Scope of Work

(1) Sector

Agriculture, Forestry, Fisheries and Food

(2) Target Country/Region (Coverage Area)

Australia

(3) Scope of Services

The contractor shall implement the activities specified in the attached Specifications in consultation and coordination with JETRO, local restaurants, importers, and educators.

(4) Reports

The contractor shall prepare reports on the activities conducted and submit them as follows:

① Deliverables:

Project Implementation Report and Project Completion Report the report specified in Section 3, Item (5) of the Specifications

Submission Deadline:

12 March 2027

② Submission Format:

Electronic copy and hard copy.

If any promotional materials, such as POP displays, posters, or other project-related materials, are produced as part of the project, physical copies shall also be submitted.

(2) Submission Method:

To be advised separately by JETRO.

(3) Submission Address and Contact:

Japan External Trade Organization (JETRO), Sydney

3. Language Requirements

Japanese and English.

4. Number of Contractors to Be Selected

One (1) individual or organization.

5. Contract Budget (Including Tax)

(1) The total proposed contract amount shall be quoted in Australian dollars (AUD) and must not exceed AUD 42,843.9 (inclusive of tax).

(2) The proposal shall include a detailed budget breakdown with unit costs for each of the following items:

- Project planning, management, promotion, and report preparation
- Educator invitation expenses (including airfare, accommodation, and related travel costs)
- Venue hire costs
- chef service fees
- other costs associated with the implementation of the event

(3) All costs associated with the outsourced services, including food and promotional items used at the event, marketing expenses, transportation costs, administrative expenses, and any other related expenses, shall be deemed included in the service fee. JETRO shall not bear any of these costs

6. Payment Method

(1) As a general rule, payment shall be made upon completion of all services described above. However, the timing of payment and any advance payment prior to completion of the services (up to a maximum of 50% of the contract amount) may be discussed. Therefore, if payment prior to completion of the services is required, this should be clearly stated in the proposal.

(2) Prior to payment, the contractor shall submit an implementation report and a completion report for the above services by the designated deadlines.

(3) After the responsible office has reviewed and approved the implementation report

and completion report, payment will be made on the payment date specified by the responsible office based on an invoice bearing the company's official seal and clearly showing a breakdown of charges. As a general rule, payment shall be made by the responsible office in Australian dollars to a legal entity registered in Australia.

(4) The invoice breakdown should clearly distinguish between taxable, non-taxable, and tax-exempt items. Overseas expenses should preferably be treated as non-taxable.

7. Project Objectives

(1) At least 80% of responses to the post-project stakeholder satisfaction survey fall within the top two rating categories.

(2) Participating partner restaurants shall either:

commence carrying the promoted products, or increase the procurement value of the promoted products by at least 10% (1.1 times).

8. Important Considerations for Project Implementation

- The contractor shall closely consult with the responsible office and other relevant parties prior to and during implementation.
- All expenses necessary for the implementation of the project, including educator fees, preparation of materials, procurement of ingredients, and any other related costs, shall be covered by the contracted service fee.
- The project content may be modified within the approved budget through consultation between the responsible office and the contractor.

9. Eligibility Requirements

(1) The contractor shall comply with all applicable laws and regulations of Japan and Australia. In carrying out the project, the contractor shall also take into full consideration any COVID-19 measures and related requirements established by the Australian Government and conduct the project only where appropriate and feasible.

(2) The contractor shall prepare a project implementation schedule and obtain approval from the responsible JETRO office. During the implementation of the project, the contractor shall consult and meet with the responsible JETRO office as necessary. Records of such consultations and meetings shall be maintained and confirmed by the responsible JETRO office.

(3) If it becomes necessary to subcontract any part of the project to a third party, the contractor shall apply for and obtain prior approval from the responsible JETRO office.

(4) If the project cannot be implemented by a single entity, the formation of a consortium shall be permitted. In such cases, the contract shall be concluded with all consortium members; however, communications with the responsible JETRO office and payments from JETRO shall be made only through the lead organization. The lead organization shall enter into a written agreement with the other consortium members

describing the allocation of responsibilities and other relevant conditions, and a copy of such agreement shall be submitted with the proposal.

(5) In implementing the project, the contractor shall comply with JETRO's Personal Information Protection Regulations as well as the confidentiality and personal information provisions stipulated in the contract.

(6) The format and content of the Project Implementation Report and other project deliverables shall be reviewed and approved by the responsible JETRO office.

(7) Copyright to all deliverables produced under this project, including promotional materials, shall belong to JETRO. The contractor shall not assert any copyright or related rights over such deliverables. JETRO may use the deliverables, either in their original form or in modified form, for activities in countries and regions other than Australia.

(8) As the deliverables produced under this project are expected to be used for multiple years, no expiration date or usage limitation shall be imposed. However, if additional costs may arise after the contract period due to rights associated with performers, music, or other copyrighted materials, the contractor shall clearly indicate such potential costs and estimated amounts in the proposal.

(9) Any matters not specified in this Terms of Reference shall be discussed with the responsible JETRO office.

(10) Regardless of the contractor's location, any transportation and travel expenses associated with meetings related to this project shall be borne by the contractor.

(11) As a general rule, project funds may not be used for the following purposes:

① For restaurants and retailers: discounted sales, price promotions, or similar price-reduction measures.

② For consumers: gift certificates, coupons, or high-value prizes and giveaways, including travel-related prizes.

(12) The contractor agrees to the following information security requirements:

① The contractor shall establish and maintain an information security management system, including appropriate employee training and education.

② The contractor shall maintain the confidentiality of all information handled in connection with this project.

③ If any information security vulnerability is identified in the contractor's management systems, facilities, or operations in connection with this project, the contractor shall promptly report the matter to JETRO, consult with JETRO, and implement appropriate corrective measures.

④ If an information security incident, or suspected incident, occurs in connection with this project, the contractor shall promptly report the matter to JETRO, consult with JETRO, and implement appropriate countermeasures.

⑤ Where personal information or highly confidential information is handled, the

contractor shall establish an environment that allows Japanese law to be applied as necessary.

⑥ The contractor shall maintain information security measures that meet a sufficient standard, including compliance with the “Unified Standards for Cybersecurity Measures for Government Agencies and Related Organizations” established by Japan’s National center of Incident Readiness and Strategy for Cybersecurity (NISC).

https://www.nisc.go.jp/pdf/policy/general/ki_jyunr5.pdf

10. Application Method

Please complete the attached “Application Form” and submit it by email to the JETRO Sydney Office. Applicants are encouraged to attach supporting materials that demonstrate their relevant experience, achievements in the industry, company profile, project proposal and other relevant qualifications.

11. Selection Process

First Stage: Document Screening

Second Stage: Interview

(Applicants who pass the document screening will be notified separately of the date, time, and location.)

Applicants will be evaluated comprehensively based on the following criteria:

(1) Understanding of the objectives and purpose of the project, and commitment to its successful implementation.

(2) Possession of the expertise, knowledge, and professional network required for the project.

(3) Previous experience and achievements in implementing similar projects, whether in Japan or overseas.

(4) Marketing experience related to business development and market expansion within the target area.

(5) Ability to carry out the project in both Japanese or English in a manner consistent with the objectives of the project.

* Applicants will be notified only of the selection result. Reasons for selection or non-selection will not be disclosed.

* Submitted documents will not be returned.

12. Application Period

From 1, October, 2026 to 15, October, 2026.

13. Contract Terms and Project Period

(1) Contract Type:

A service agreement shall be executed between JETRO and the selected individual or organization.

(2) Project Period:

From the date of contract execution until 12 March 2027.

14. Handling of Personal Information

Any personal information provided in connection with this application will be used solely for the purpose of selecting the contractor for this project.

15. Important Notes

(1) The contractor shall perform the services in compliance with JETRO's Information Security Regulations.

(2) The contractor shall not subcontract all or any part of the project to a third party.

(3) The contractor shall submit reports and other documents required by JETRO in accordance with JETRO's instructions. The intellectual property rights to such reports, materials, and project outputs shall belong to JETRO.

16. Application Submission and Inquiries

JETRO Sydney

Attention: Yuto Katsumata

E-mail: syd-bd@jetro.go.jp

Tel: +61-2-9002-6200

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<Disclosure of Information Regarding Contracts with Corporations Having Certain Relationships with Independent Administrative Agencies>

With respect to contracts entered into by Independent Administrative Agencies, the “Basic Policy for the Review of Administrative and Operational Activities of Independent Administrative Agencies” (Cabinet Decision of December 7, 2010) provides that, where an Independent Administrative Agency enters into a contract with a corporation having a certain relationship with the agency, information such as the re-employment status of former agency officials at that corporation and the nature of transactions between the agency and the corporation shall be publicly disclosed.

Accordingly, JETRO will publish information regarding its relationship with applicable contractors on its website as described below. Applicants are requested to provide the required information to JETRO and to consent to the publication of such information before applying. Please note that submission of an application shall be deemed to constitute consent to such disclosure.

(1) Contractors Subject to Disclosure

Contractors that meet all of the following conditions:

① A former executive officer of JETRO has been re-employed by the contractor, or a person who previously held a position equivalent to or above Division Director level at JETRO has been re-employed by the contractor as an executive, advisor, or in a similar position.

② Transactions with JETRO account for one-third or more of the contractor's total sales revenue or business income.

(Based on the most recent fiscal year covered by the contractor's financial statements as of the date of contract execution.)

* Contracts relating to utilities, fuel expenses, and telecommunications expenses are excluded.

* Local governments and individual persons are also excluded.

(2) Information to Be Disclosed

For each applicable contract, JETRO will disclose the following information in addition to the name and quantity of goods or services, contract date, contractor name, contract amount, and other relevant contract details:

① The number of former JETRO executives and former employees who previously held positions equivalent to or above Division Director level, together with their current positions and final positions held at JETRO.

② The value of transactions between the contractor and JETRO.

③ A statement indicating whether the ratio of transactions with JETRO to the contractor's total sales revenue or business income falls within one of the following categories:

- At least one-third but less than one-half
- At least one-half but less than two-thirds
- Two-thirds or more

④ Whether the contract was awarded through a single-bid or single-application process.

(3) Information to Be Provided to JETRO

① Information regarding former JETRO employees employed by the contractor as of the contract execution date, including the number of such individuals, their current positions, and their final positions held at JETRO.

② The contractor's total sales revenue or business income for the most recent fiscal year and the value of transactions with JETRO during that period.

* Information that can be confirmed through records held by JETRO or publicly available information (such as company websites) does not need to be submitted separately.

(4) Disclosure Date

In principle, the information will be disclosed within seventy-two (72) days from the day following the contract execution date (or within ninety-three (93) days for contracts executed in April).

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