

## 2016 Roadshow Wrap – September 1

Present: Jamie McDonald, Michelle Stehbins, Steven Raidis

### Venue/City Summary

- Hobart. Needs new venue, and definitely look to work with a local partner, because less than 70 public tickets is probably too low to continue as is. Jamie to contact Bert Wiggers from the Vantage Hotel Group about potential to work with them, and access their wine database.
- Melbourne. Ticket sales have continued to trend downwards since 2013, but still remains our most popular city. Committee resolved to keep the course for 2017, but look very keenly at introducing a pop-up bar event later in the year.
- Sydney. Need a bigger venue, but all in all was good. Shift to a Friday extremely popular with producers and guests. Producers found it more difficult than the patrons. Want better food. Will get quote on the ivy ballroom for 2017 and see if it is feasible. Merivale a very good organisation to work with.
- Brisbane. Sunday afternoon works, but venue over-promised and under-delivered. Far too crowded, and didn't make use of space. Food extremely poor for the cost, especially when compared to Adelaide. Food was a non-negotiable at venue. To investigate alternative venues.
- Adelaide seemed to be the star event. Numbers way up, and again, the Friday worked. Probably only got room for an extra 20-30 guests though, and we'll probably look to have food for purchase that is substantial, because that's what people were looking for. Possible to shift registration downstairs, and begin the tasting at the beginning of the stairs to allow more producers, and more guests. Speed dating popular for producers and dates.
- Perth. Mixed reviews. Numbers up, and some producers have verbally advised they made great sales. Others complained that the room was too warm, and didn't like the separation of rooms. Perth CBD very quiet, so perhaps potential to move to Fremantle on a Sunday afternoon.

### Overview

Shift to new schedule seemed to work. Will continue to explore via Survey Monkey though, and can look at further changes if popular. Speed dating very successful – look to roll out in other cities.

Concluded in Melbourne that despite high cost and declining sales at the Town Hall to continue the event there, but only if we do a Leigh St style pop-up later in the year to attract a different demographic. Worth noting that Town Hall is licensed for 1500 guests in a cocktail function, so we're only using 1/3 of licensed space – hence why other venues are tighter.

Review of event and planning for 2017 is ongoing.