

**COONAWARRA \**



*VIGNERONS CUP*

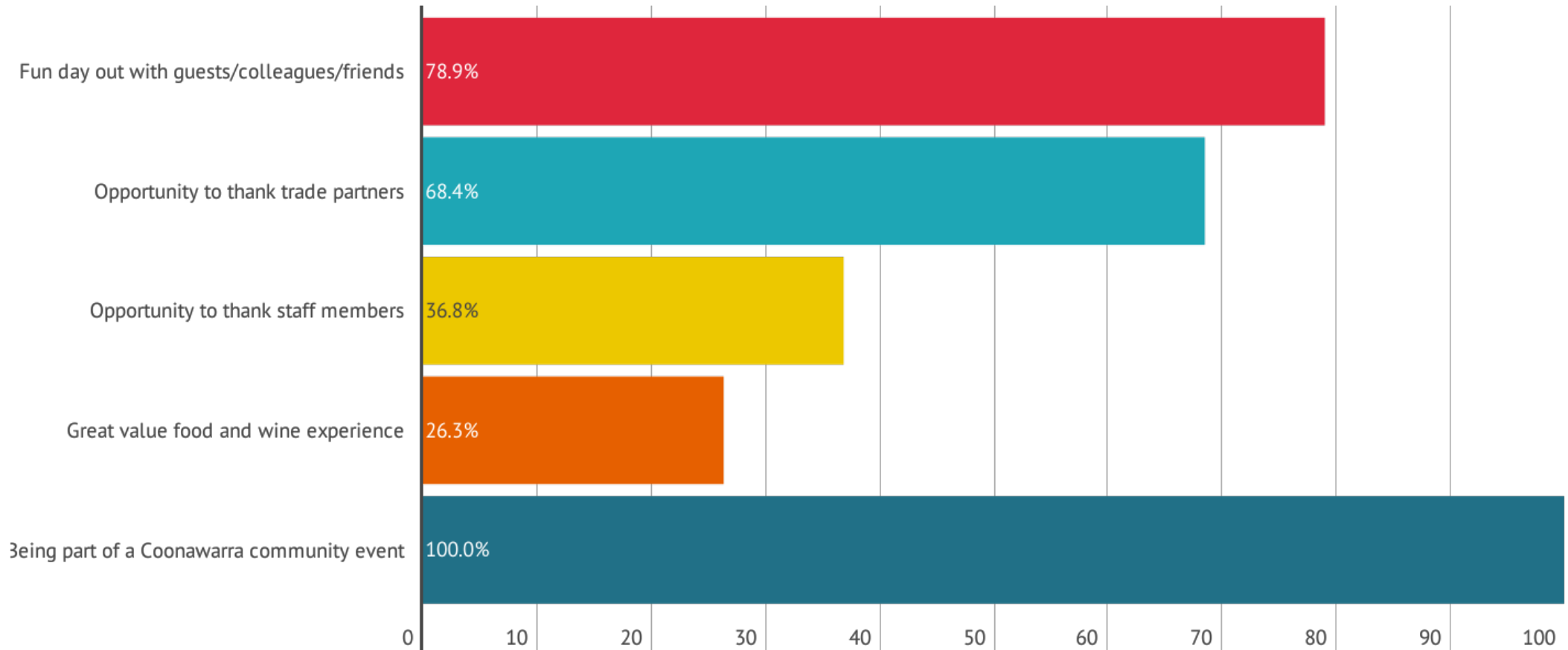
*— 2017 —*

# 2017 Coonawarra Vignerons Cup Report

# 2017 Coonawarra Vignerons Cup Report

- 728 guests in the marquee
- Sold out in record time
- 98 Public Tickets
- Remainder Members, Sponsors, and VIPs
- Record price for an Imperial, with Wynns Michael at \$4300
- Circa \$10K profit (still waiting on final invoices, will confirm at General Meeting)
- Feedback that follows is from 19 members
- All feedback is appreciated and is considered by the committee

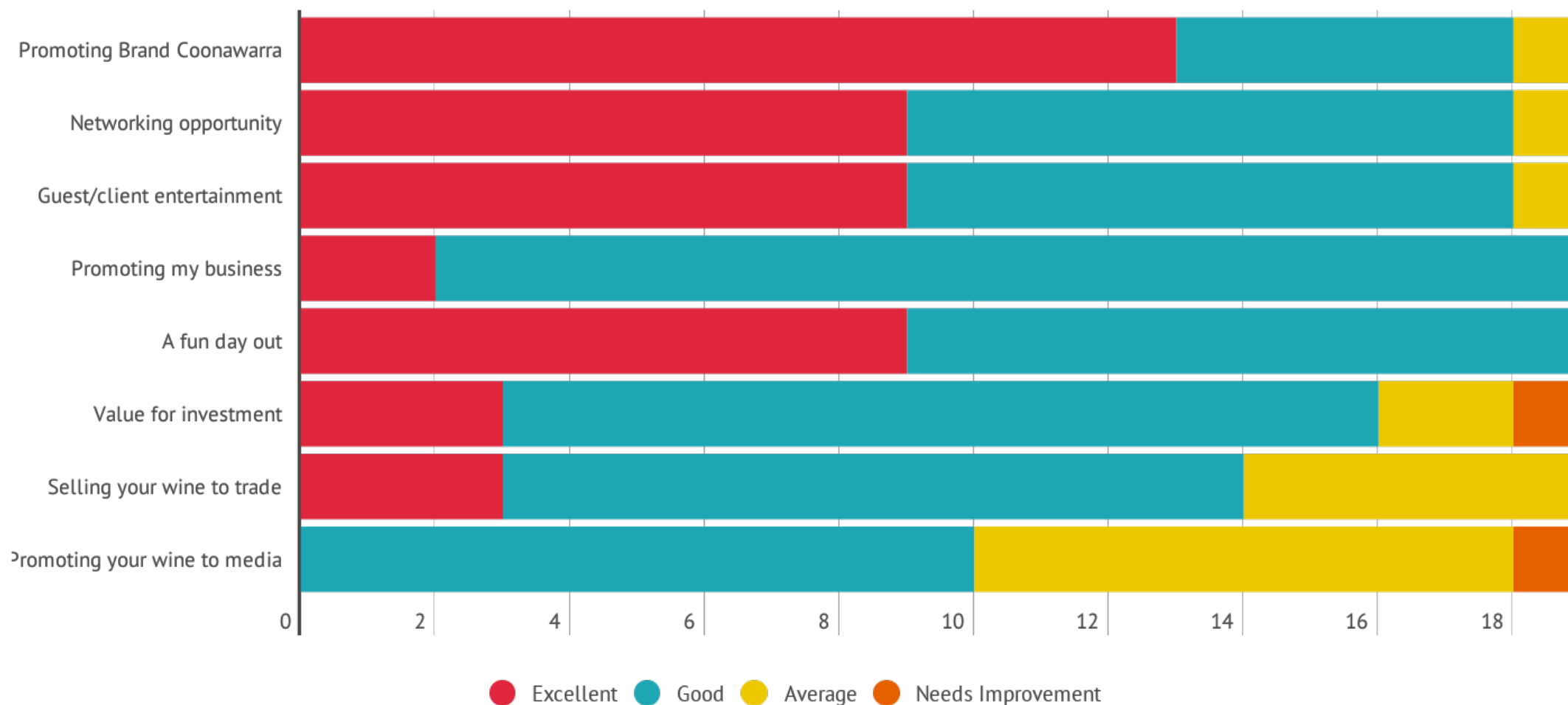
# What did you hope to achieve by attending?



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- Standout statistic is that just 26% of respondents think it is a good value day.
- 100% of you attend to be a part of a Coonawarra experience.

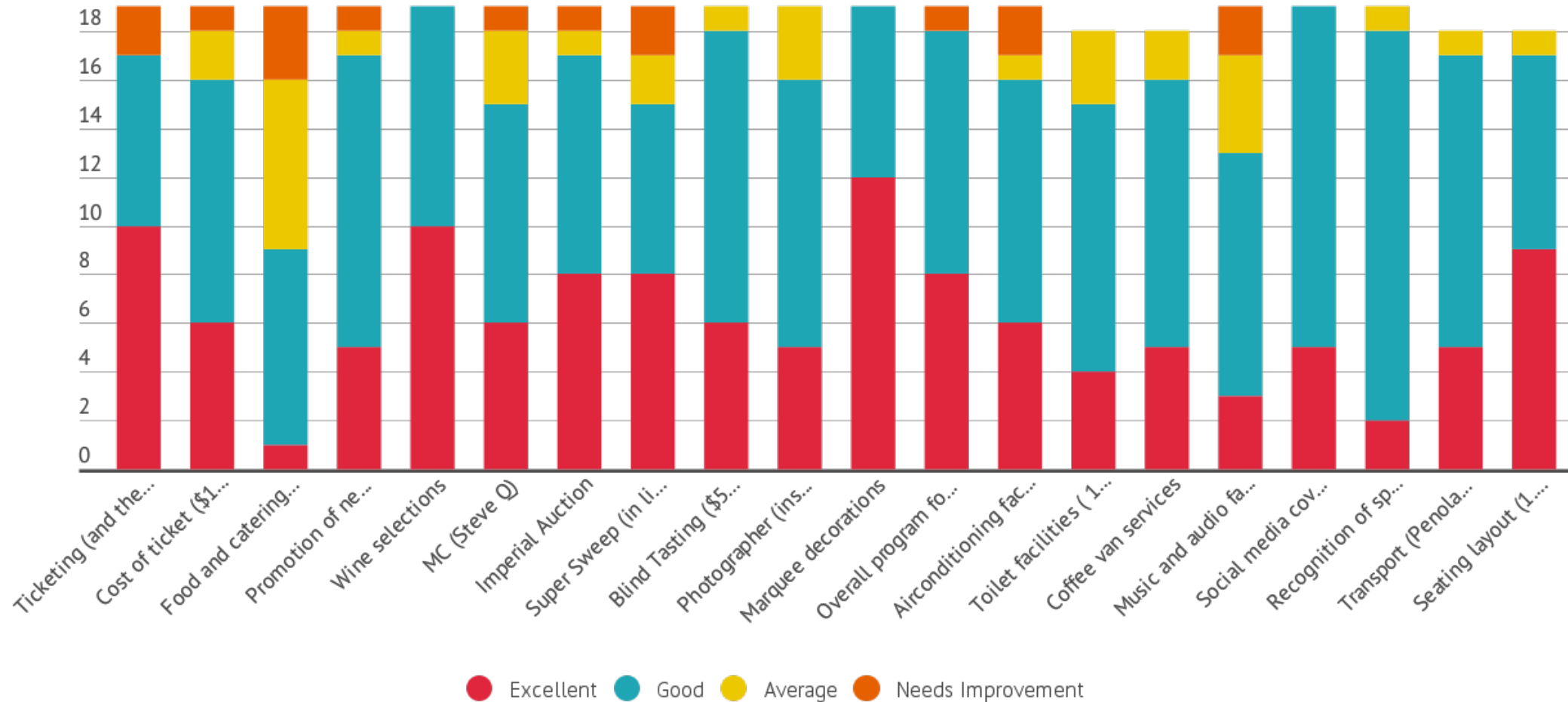
# How would you rate the event for...



# How you rated the event.

- Again Coonawarra is the hero, with most of you stating it was an excellent event for Brand Coonawarra.
- The two areas considered for improvement is value for investment, and access to media.

# How would you rate the following aspects of the event?

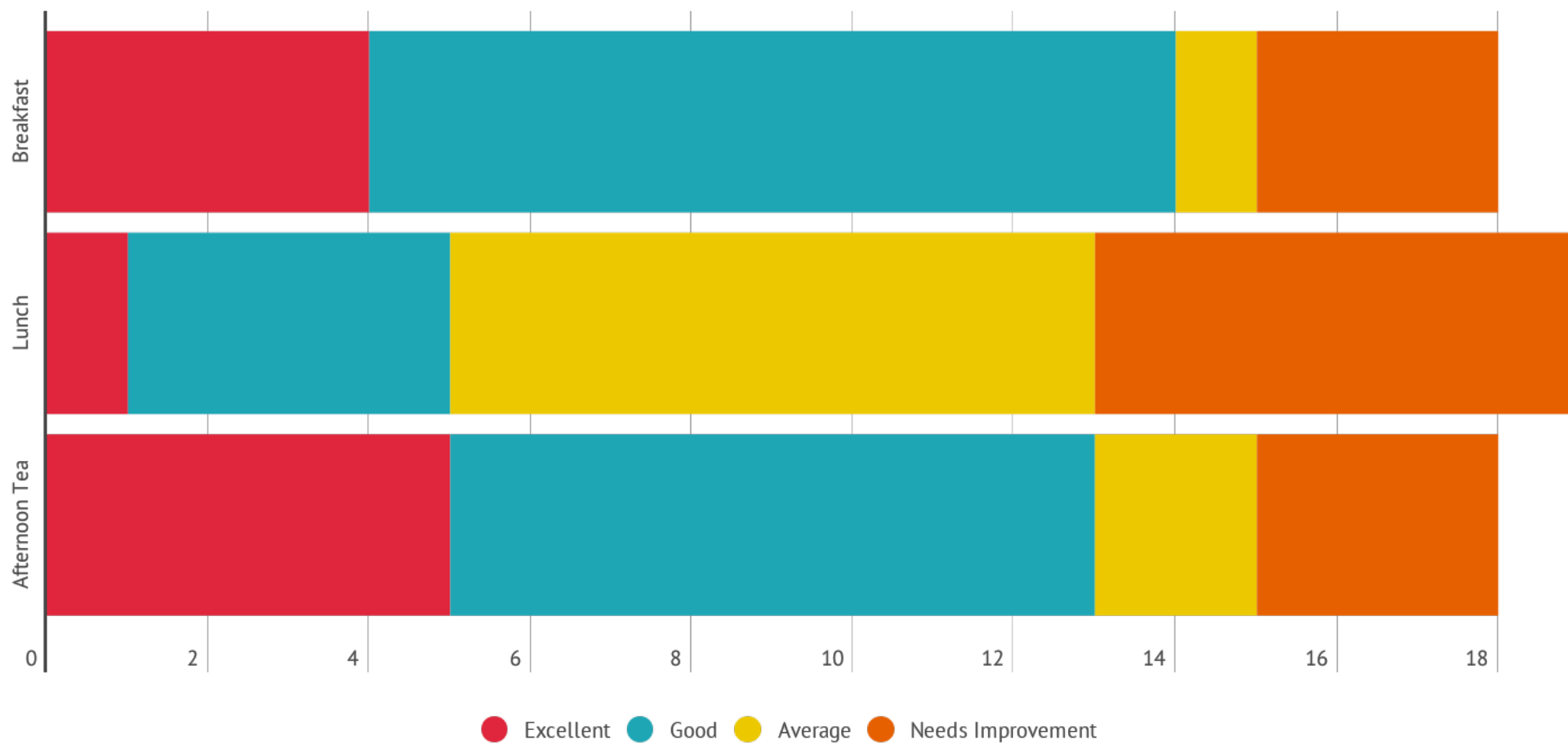




# How you rated aspects of the event.

- The standout disappointment was the catering. We touch on this more in the next slide.
- You were very happy with the decorations, and the wine selections in the marquee.
- Chuffed with social media (which ironically was a bit quieter this year due to the early sell-out)

Specifically on the catering, please advise us your thoughts...

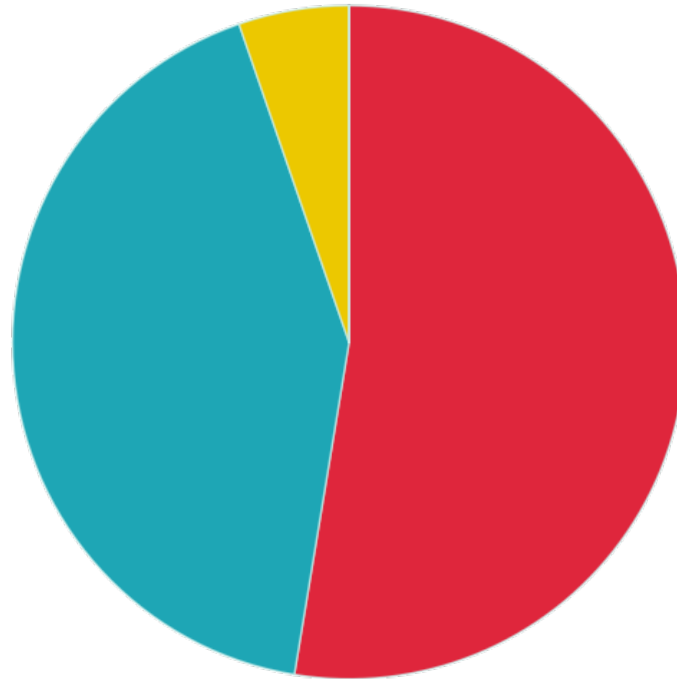


# Catering...

- Most of you were more or less happy with breakfast, even if you weren't raving about it.
- Lunch was overwhelmingly a disappointment for the majority of you.
- Afternoon tea is a mixed bag. From the comments, it appears that if you got afternoon tea you were happy with it, but a LOT of you gave feedback that you didn't even see it.

Overall, how would you rate the marquee event?

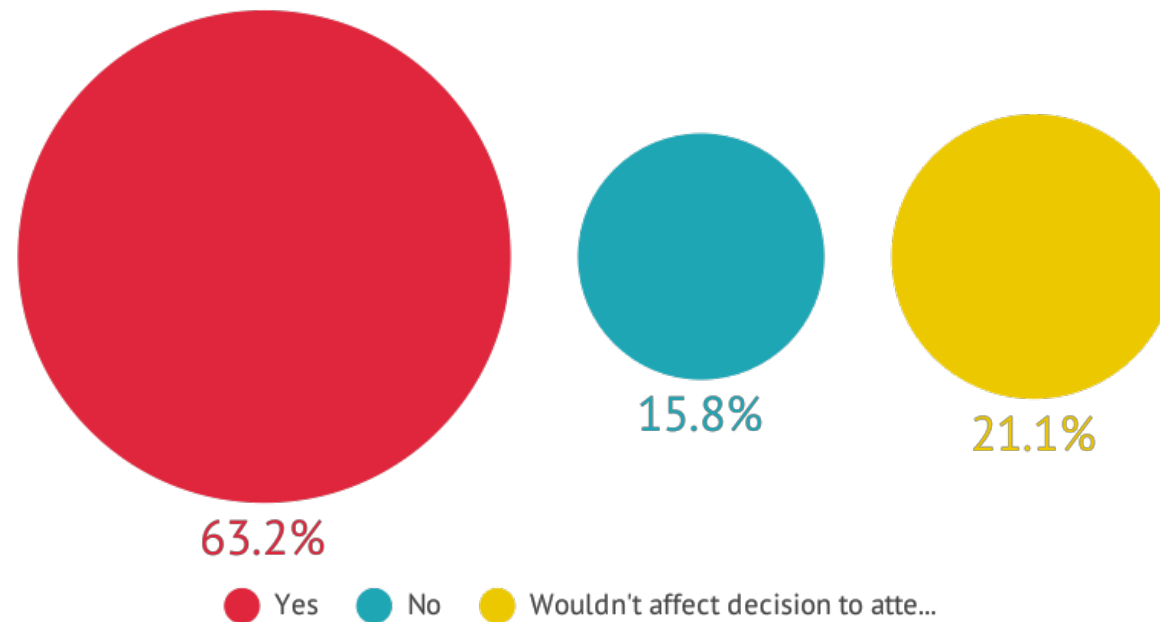
Answer Options



● Excellent ● Good ● Average ● Needs Improvement

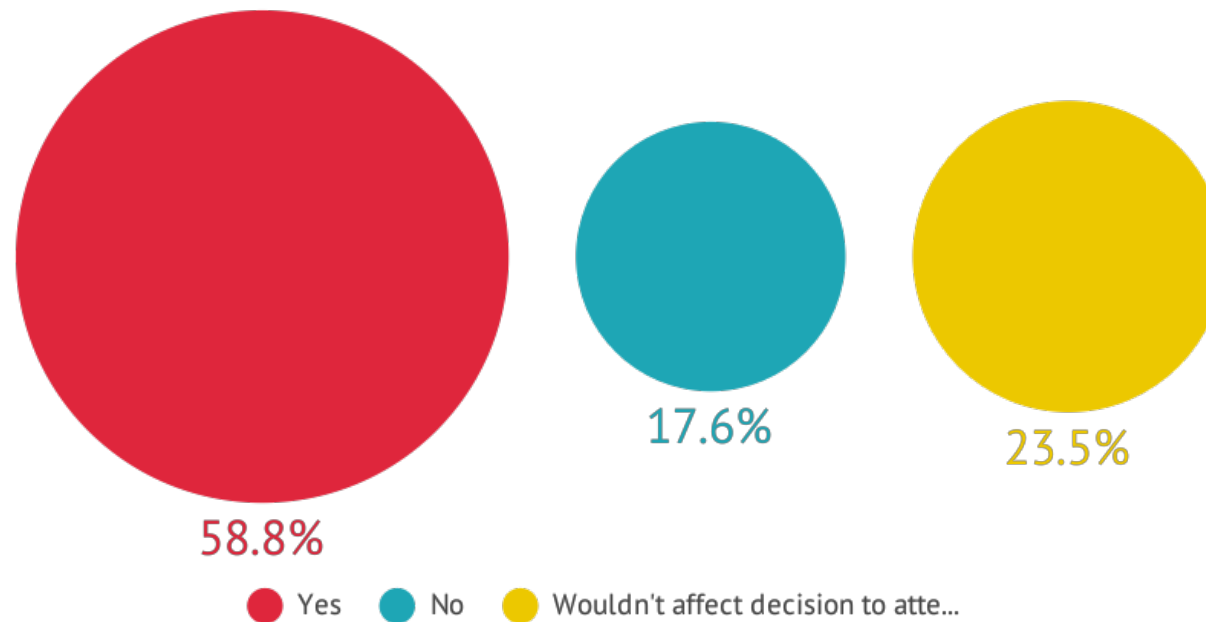
OK, thinking about 2018 now: Would you support changing the start time to 10.30am and skip breakfast?

Response Percent



Alternatively, would you still support a later start, but with a breakfast/brunch option? Say 9.30-10am instead of the current 9am?

Response Percent

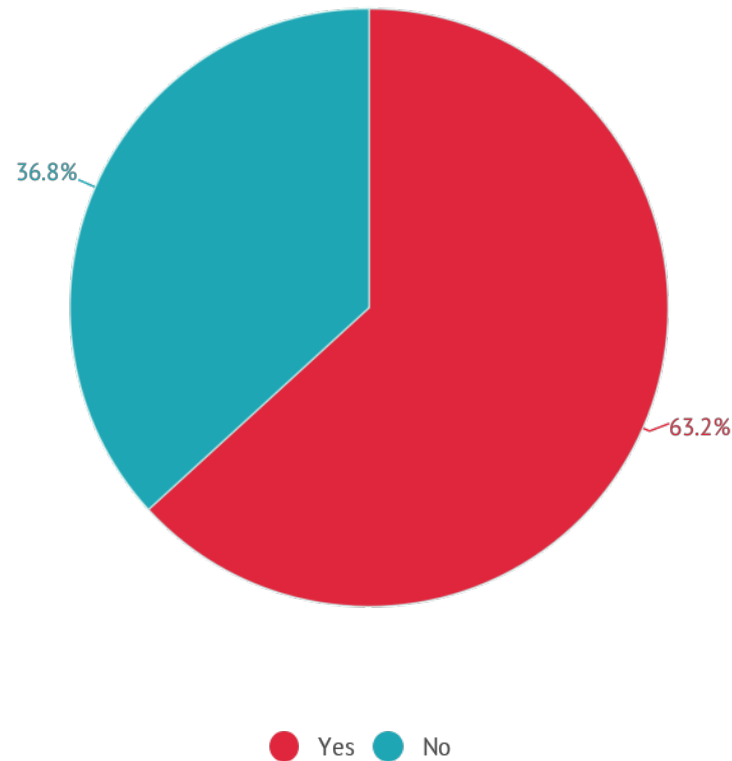


# A later start?

- The committee have seen the feedback, and we'll weigh up options.
- RSA is a consideration if we're cutting back a meal.
- It looks as though the majority of you would like more of a sleep-in though!

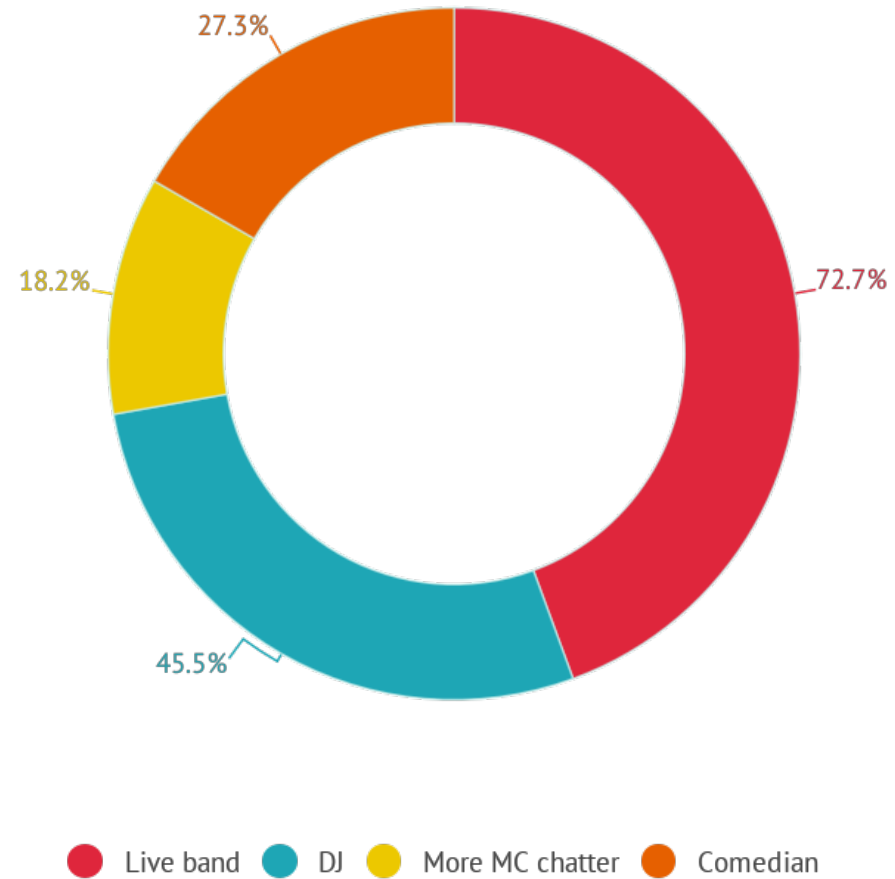
Would you support some form of entertainment in the marquee during the afternoon?

Response Percent





## If yes, what entertainment?

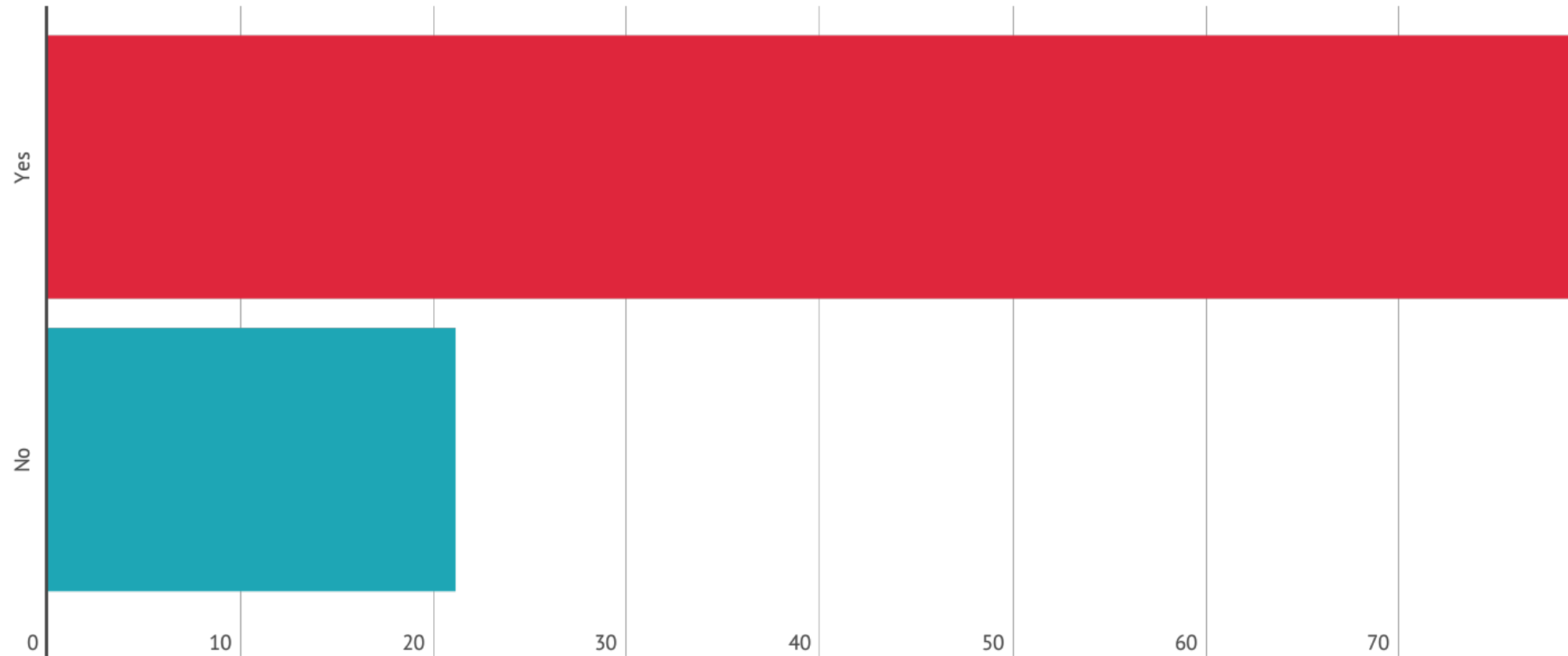


# Entertain me.

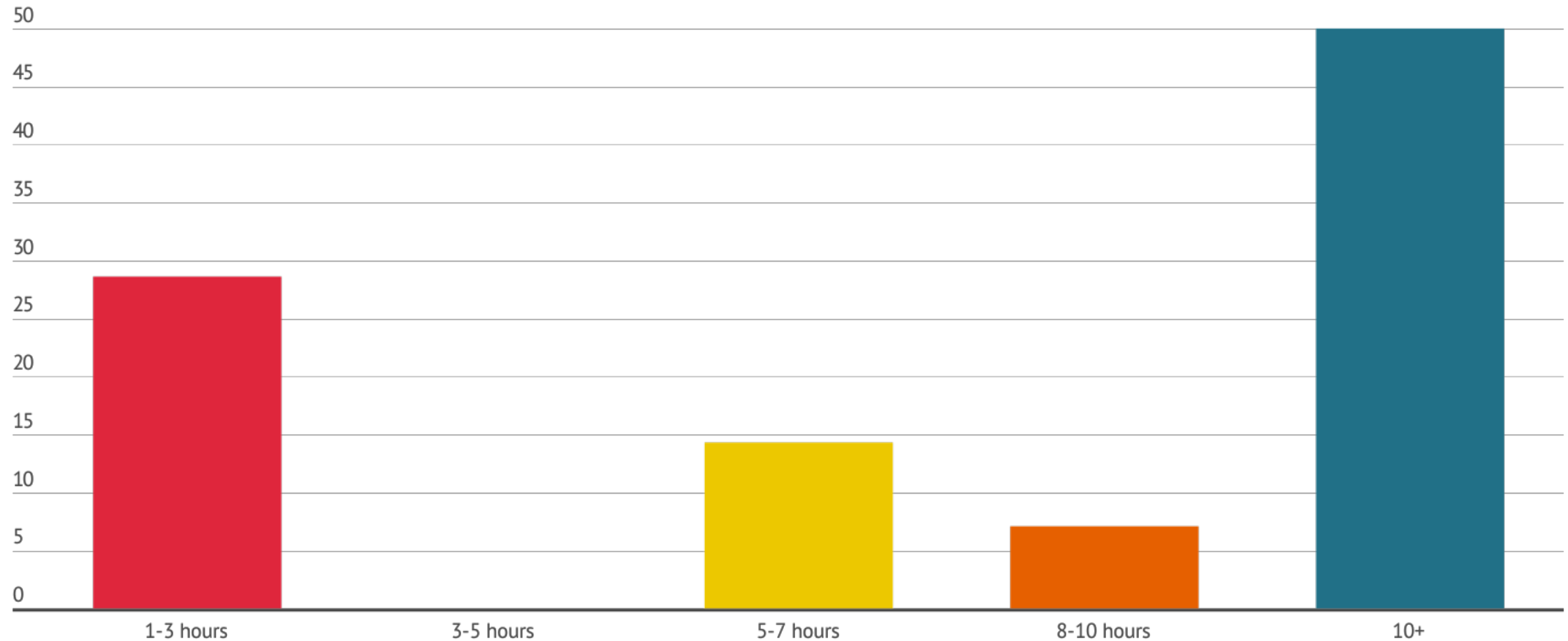
- A bit to think about here. Those that don't want entertainment are concerned that it will inhibit networking opportunities.
- The added cost is also a consideration.
- We'll keep you in the loop!

# Did you supply volunteer labour for the Cup?

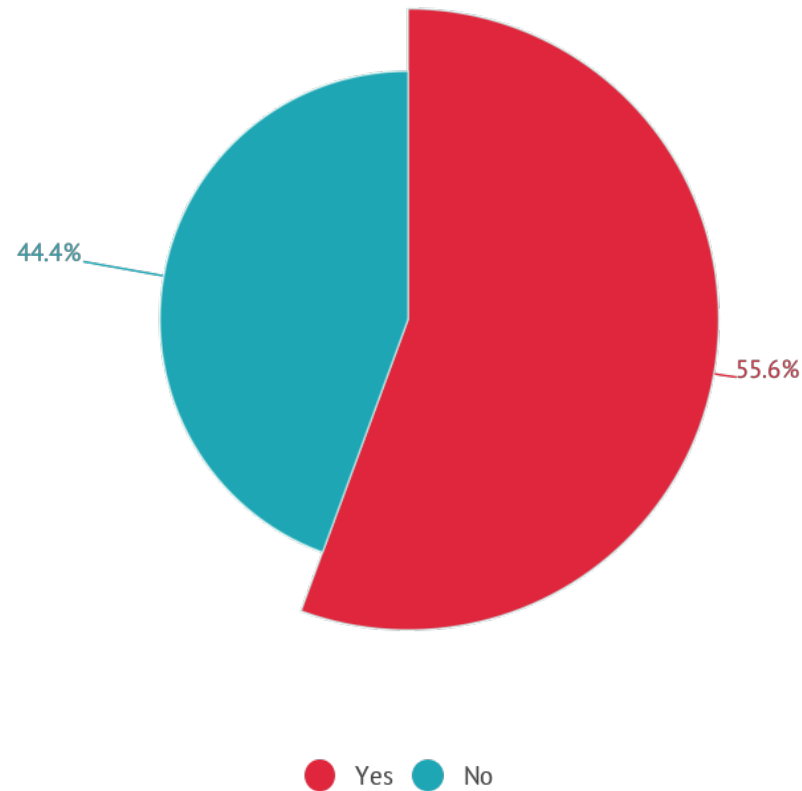
Response Percent



## If yes, how many hours did your volunteers spend on the Cup?



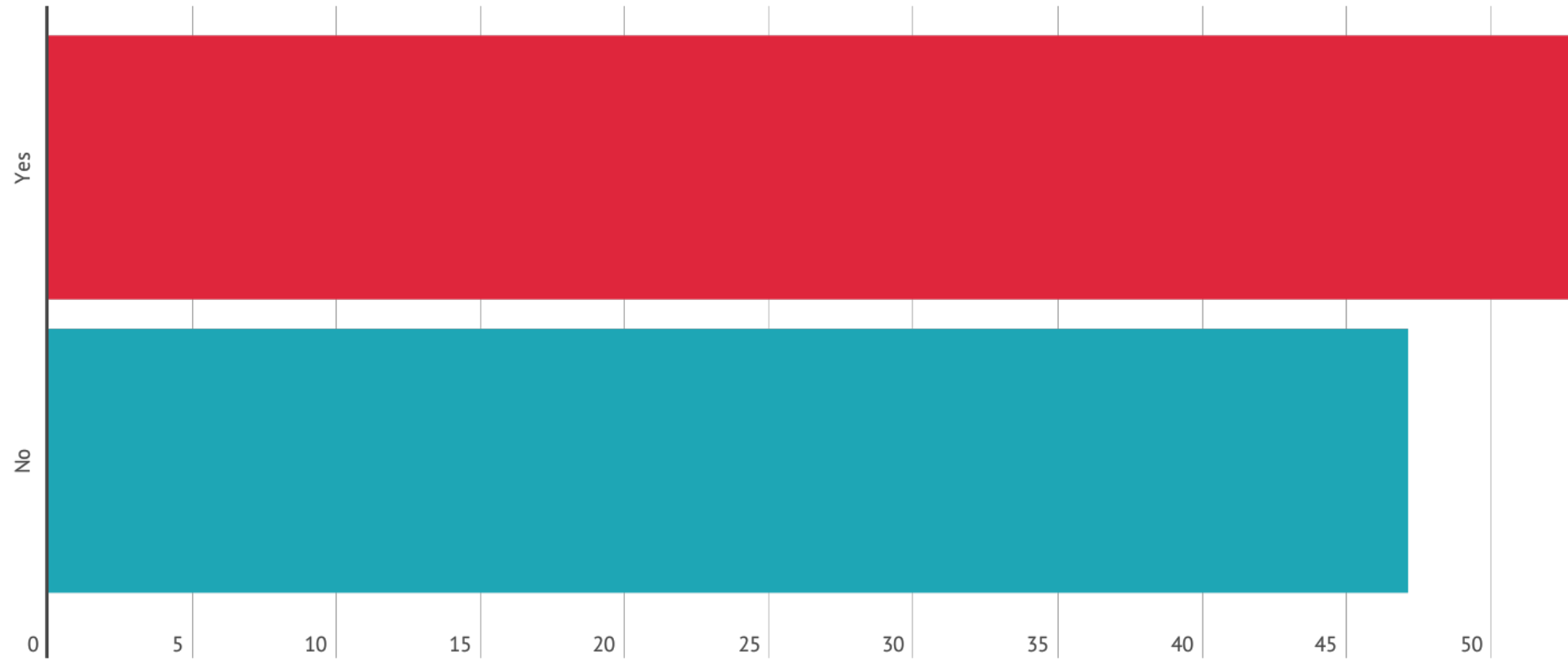
Would you support charging members that don't supply volunteers the Public ticket price?



# It takes an army...

- There is a huge amount of volunteer labour that goes into the Cup.
- Conservative estimates would add at least \$10-\$15 per head if we outsourced to a labour hire firm just for the tent erection.
- The majority of respondents support an increased ticket price for members that don't volunteer labour.
- The committee are also considerate of the fact that many members support other committees and events.

Would you be supportive of only allowing members who purchase tickets, to have their wine showcased on the day?



# Who's wine?

- This one is split pretty tight down the line 50/50.
- We love the Cup, so we just really want all members to attend!



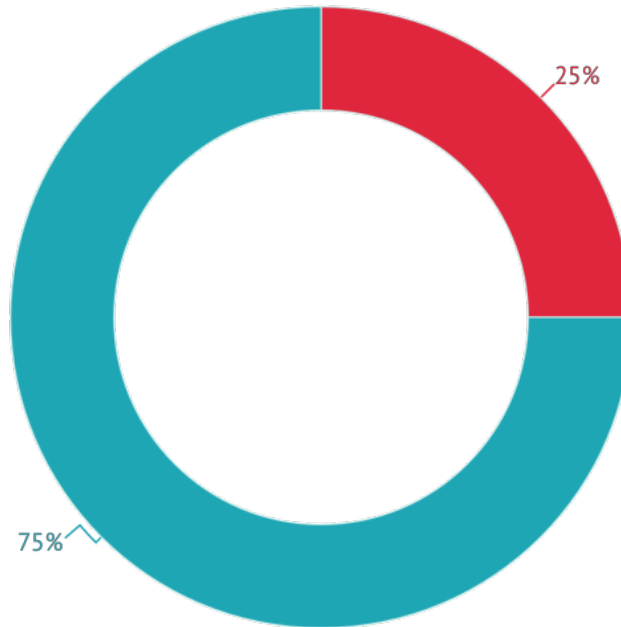
Should ticket prices be increased to cover all costs of the Cup? This may make tickets approx \$190.



# How much?!?!

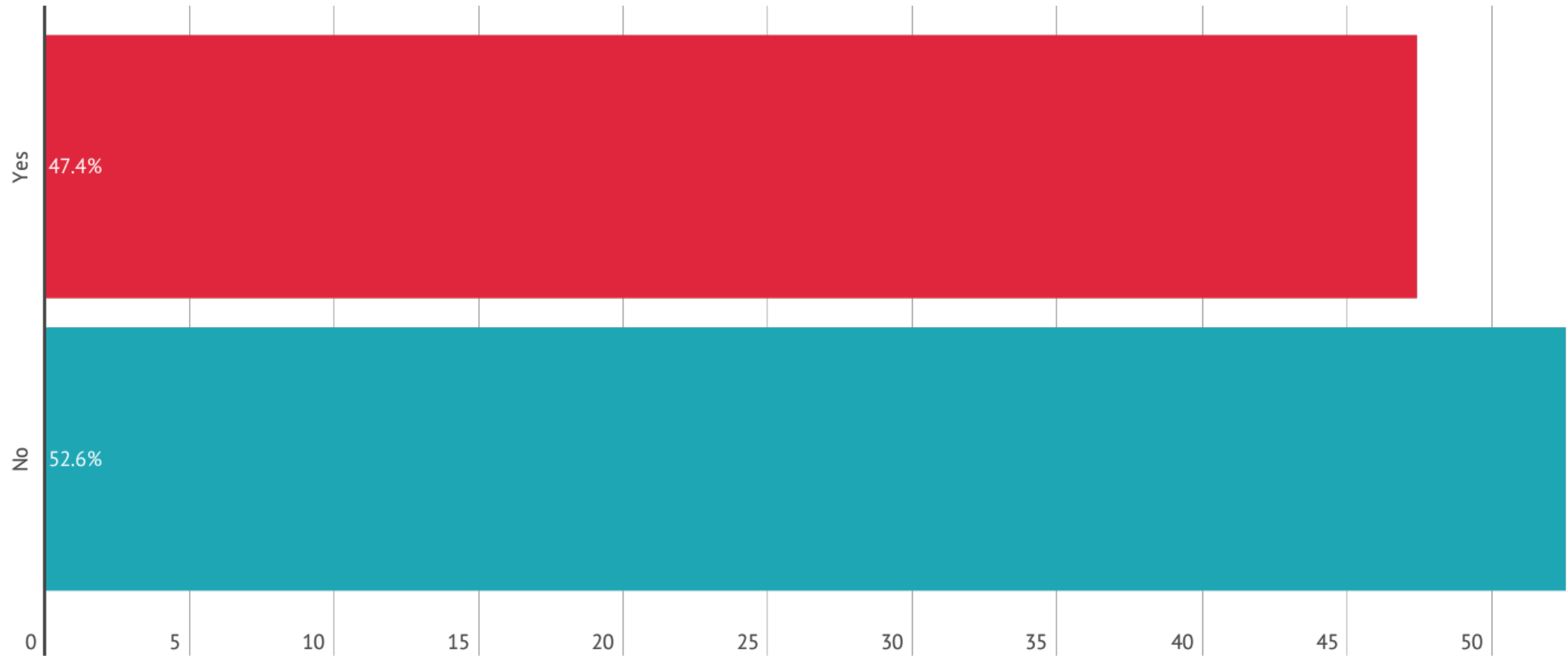
- Per head is around \$190, and that doesn't take into account volunteer labour, staff hours, and minimal marketing as we sold out this year early.
- The imperial auction, sponsorship, and the super sweep keep our head above water.
- Remember also that half of the wine is donated.
- It is likely that ticket prices will have to increase in 2018 to ensure that we don't lose money.

Would you be supportive of limiting tickets to Members Only, even if it means the ticket cost is higher?

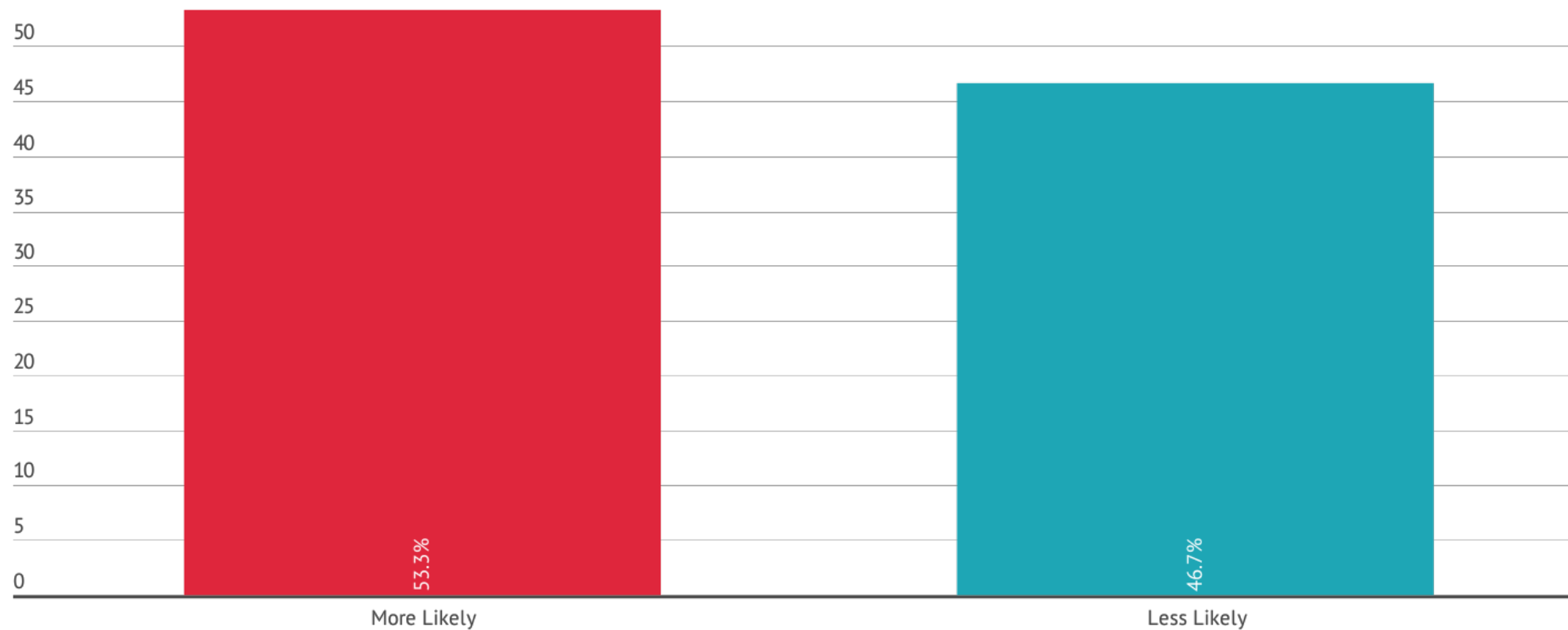


● Yes ● No

# Did your company participate in the 2017 Golf Masters on Wednesday?



Your likelihood of participating in the Golf if it was a standalone event, rather than the day before the Cup?



# So, you want that Red Jacket?

- The feedback on the golf is split pretty much down the middle.
- The committee will stick to the day prior to the Cup in 2018.
- Will be reviewed again after 2018.

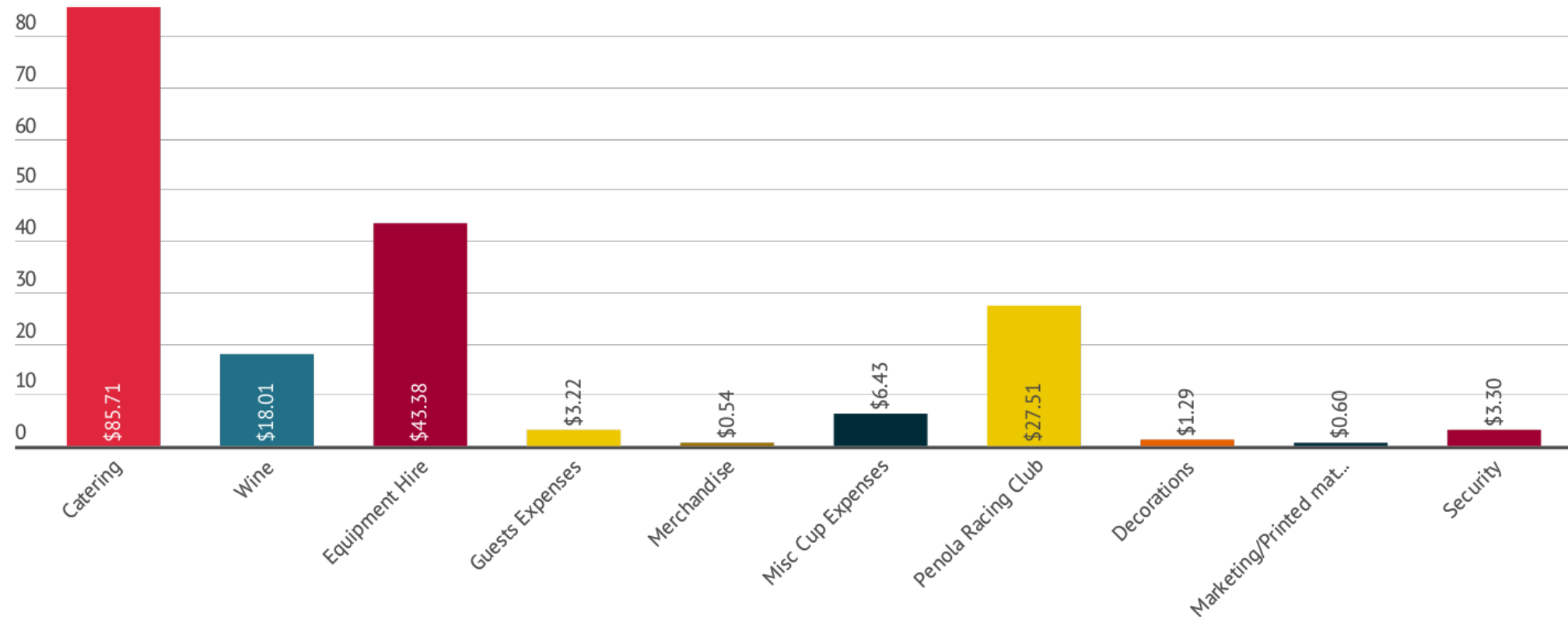
Per head is \$190, excluding volunteer labour. This is where it goes.

Per head



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Per head





# Where does all my money go?

- Catering and hiring is the big expense.
- Race sponsorship, course admission, racebooks, rugs, and the cup all add up to the Penola Racing Club expense.
- Marketing is unusually inexpensive this year due to the early sellout.
- Half the wine is donated, and the other half is at wholesale, so is lower than a real-world cost.
- Those decorations looked pretty damn good for \$1.29 per person!

Cheers, see you on the  
**third** Thursday, January 18, 2018