

2018 Coonawarra Cellar Door in the City Wine Tasting Roadshow Report



2018 Coonawarra Roadshow Report Summary of Outcomes

- Up to 26 wineries showcased their wines in 5 Cities
- Melbourne had the greatest number of wineries in attendance (26) followed closely by Adelaide and Sydney (25)
- Consumer Attendance Melbourne (387) Sydney (307) Brisbane (218) Adelaide (284) Perth (125)
- Compared to 2017 Consumer attendance figures Melbourne (446) Sydney (265) Brisbane (255) Adelaide (225) Perth (125)
- On average each city attracted between 12-20 walk ins at the event
- All participants were invited to contribute to the survey
- Feedback that follows is from 18 members that participated in the 2018 Roadshow noting not all questions were answered
- Feedback from our two Tour Operators
- Feedback from 123 of our valued consumers
- Where to next? A summary of the next steps is outlined to provide members with guidance

- Detailed breakdown of attendance

Coonawarra Cellar Door In The City Roadshow 2018									
Location	Date	Time	Venue	Budget	Actual	Difference	Initial Report	Masterclass	Trade
Melbourne	Wednesday 8 August 2018	Public 5pm to 8pm	Meat Market	500	387	-113	400	13	29 of 49
Sydney	Friday 10 August 2018	Public 5pm to 8pm	Lower Town Hall	400	307	-93	300	17	22 of 43
Brisbane	Sunday 12 August 2018	Public 2pm to 5pm	Lightspace	348	218	130	210	N/A	32 of 46
Adelaide	Friday 17 August 2018	Public 5pm to 8pm	Published ArtHouse	300	284	+16	300	17	10
Perth	Sunday 19 August 2018	Public 2pm to 5pm	Perth City Farm	200	125	-75	124	N/A	31 of 50
				1,748	1,321	-395	1,334	47	

- P&L Breakdown. Note that this has been validated and that the total anticipated loss is reflected below circa \$11k inclusive of costs that have been spread across the respective cities. Note this is attributed to a forecasted attendance revenue being lower (-395 x \$44.50 (ticket price less GST = \$17,577.50) and therefore expenses exceeding budgeted revenue. See P&L on the next page.
- CV notes that we have assets residing from the Roadshow, including
 - Coonawarra Sign Post Signage valued at \$3,840.
 - Coonawarra glassware Note that we have additional Multi-White Plumm Coonawarra Glasses – see Roadshow Report for stocktake and in total in order of 540 glasses from Melb, Syd, Bris & Adel stock in excess. Glasses 540 x \$4.55 = \$2,457.
 - Roadshow video (see today and to be released is the winery image) = \$1642.

Total Asset value \$7,939 of \$11,000 negative budget. Leaving a potential loss in order of \$3,000.

2018 P&L Breakdown complete breakdown is reviewed with Committee and Board (not for wider distribution)

		Wed 8th Aug		Fri 10th Aug		Sun 12th Aug		Fri 17th Aug		Sun 19th Aug	
Income		Melbourne		Sydney		Brisbane		Adelaide		Perth	Totals Excl. GST
Public ticket sales	367	\$ 16,331.50	288	\$ 12,816.00	195	\$ 8,677.50	261	\$ 11,614.50	109	\$ 4,850.50	\$ 54,290.00
Eftpos	18	\$ 801.00	15	\$ 667.50	23	\$ 1,023.50	11	\$ 489.50	13	\$ 578.50	\$ 3,560.00
Cash Sales	3	\$ 133.50	4	\$ 178.00			12	\$ 534.00	3	\$ 133.50	\$ 979.00
Total Income from Sales	388	\$ 17,266.00	307	\$ 13,661.50	218	\$ 9,701.00	284	\$ 12,638.00	125	\$ 5,562.50	\$ 58,829.00
Member & Tour Operator Fee		\$ 3,454.55		\$ 3,181.82		\$ 2,090.91		\$ 3,181.82		\$ 1,409.09	\$ 13,318.19
Freight		\$ 242.73		\$ 455.45		\$ 377.27					\$ 1,075.45
Total Income		\$ 20,963.28	307	\$ 17,298.77	218	\$ 12,169.18	284	\$ 15,819.82	125	\$ 6,971.59	\$ 73,222.64
Expense											
Total Expense		\$ 26,453.27		\$ 16,730.42		\$ 18,524.60		\$ 10,294.25		\$ 11,617.89	\$ 83,893.03
Total P&L		-\$ 5,489.99		\$ 568.35		-\$ 6,355.42		\$ 5,525.57		-\$ 4,646.30	-\$ 10,670.39

2017 P&L Breakdown (as shared in 2017 General Meeting Report)

	Wed 9th Aug		Thurs 10th Aug		Fri 11th Aug		Sun 13th Aug		Fri 18th Aug		Sun 20th Aug		Actual Total		EX GST	INC GST	Budget Total
Income	Melbourne		Hobart		Sydney		Brisbane		Adelaide		Perth						
Public ticket sales	404	\$ 18,180.00	49	\$ 2,205.00	256	\$ 11,520.00	236	\$ 10,620.00	220	\$ 9,900.00	113	\$ 5,085.00	\$ 57,510.00	\$ 52,281.82	\$ 57,510.00		
Eftpos	26	\$ 1,125.00	13	\$ 585.00	6	\$ 270.00	13	\$ 585.00	1	\$ 45.00	6	\$ 270.00	\$ 2,880.00	\$ 2,618.18	\$ 2,880.00		
Cash Sales	16	\$ 720.00			3	\$ 135.00	6	\$ 270.00	4	\$ 180.00	6	\$ 270.00	\$ 1,575.00	\$ 1,431.82	\$ 1,575.00		
Total Income		\$ 20,025.00		\$ 2,790.00		\$ 11,925.00		\$ 11,475.00		\$ 10,125.00		\$ 5,625.00	\$ 61,965.00	\$ 56,331.82	\$ 61,965.00		
Expense													Actual Total				Budget Total
Total Expense		\$ 13,507.59		\$ 1,951.96		\$ 14,272.73		\$ 7,605.47		\$ 9,586.95		\$ 6,856.78	\$ 53,781.48	\$ 48,950.89	\$ 53,781.48	\$ 52,000.00	
Total P&L		\$ 6,517.41		\$ 838.04		-\$ 2,347.73		\$ 3,869.53		\$ 538.05		-\$ 1,231.78	\$ 8,183.52			-\$ 52,000.00	

What did the 2018 Roadshow achieve?

- **All respondents** agreed that the event **generated brand awareness** and recognition of the region- even if only to some extent
- **Almost all of you** indicated that the event provides a firm, or somewhat of, a platform to increase sales and expand your CRM data base
- **46%** Reinforced existing client/trade relationships and create new ones
- **90%** of you agreed that the event **promoted visitation to Coonawarra**
- **The event was considered a success** for all but ONE respondent

How did you rate the event?

- There is no doubting that Roadshow is all about **engaging with consumers** and **generating brand awareness** of our region
- All of you agree to some extent that it was an excellent event for Brand Coonawarra
- The event is an excellent platform to promote **visitation to our region**
- One area noted for review is the trade component of the event, with lack of trade presence acknowledged, and minimal trade feedback received as a result

How would you rate the calibre of attendees in each city...

- The majority of you (75-90%) agreed that in ALL CITIES our attendees were **HIGHLY ENGAGED CONSUMERS**
- **BRISBANE** topped the charts as the highest and **MOST ENGAGED CONSUMER** base with **over 90%** of wineries agreeing that this was a quality audience! Significant sales were made and databases were increased with new clients signing up.
- MELBOURNE and ADELAIDE saw the **least amount of new database entries** collected
- **SYDNEY** recorded the **HIGHEST AMOUNT OF SALES** of all cities, with 92% of respondents indicating sales were made and 69% of sales also captured consumer details for databases.

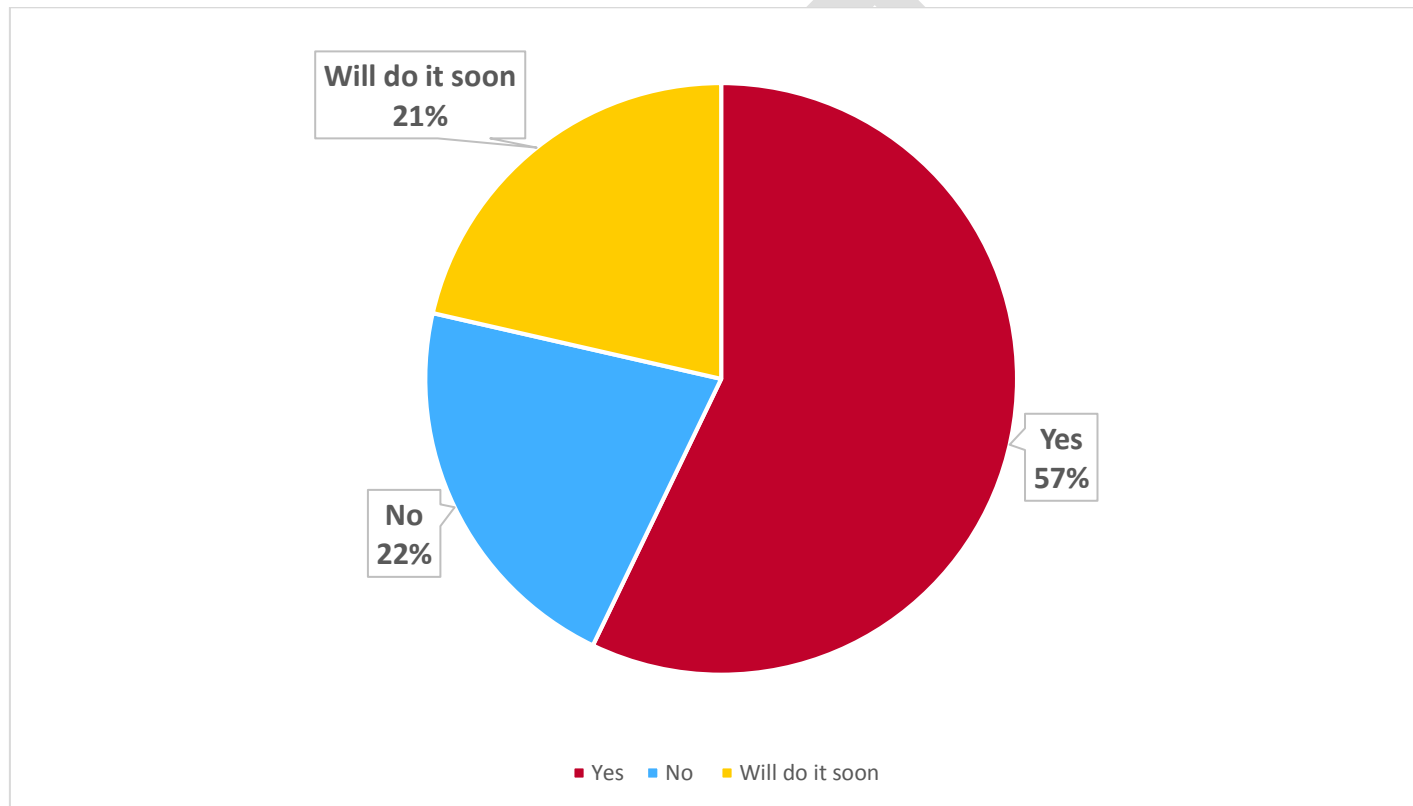
Please advise us your thoughts towards trade/media...

- Overwhelmingly there was “**some to little**” **trade engagement** in Melbourne, Sydney and Adelaide
- Interestingly where the event falls on a **SUNDAY, BRISBANE and PERTH** attracted the **most engaged** trade visitors
- The **most disengaged** trade was observed by wineries in **Melbourne and Adelaide**
- **A QUARTER** of respondents were able to **educate** trade/media on their product and **build relationships** with trade partners.
- This event is clearly not the platform to finalise or enter into distribution agreements with NO formal distribution arrangements realised.

Overall how did you rate the event for Return on Investment?

- Most of you were **more or less happy** with the event as far as return on investment goes, but there is certainly **need for improvement** across the board.
- **BRISBANE** was considered to be the **most successful** of all cities, followed by Perth, with the majority of wineries indicating by far the **most return on investment** in these cities.
- An equal amount of you agree that **Sydney and Adelaide** were well worth the investment BUT that improvement needs to be made.
- Over half of respondents believe **Melbourne needs the most improvement**.

Since the event, have you engaged with new consumer contacts?



How you rated aspects of each event...

VENUES...

- **MELBOURNE** was by far the **most popular venue**, followed closely behind Brisbane and Adelaide, with the majority giving **excellent feedback** on the suitability of the venues selected.
- Sydney and Perth venues were both considered satisfactory

ROOM LAYOUT...

- **ALL**, bar one respondent, were **satisfied with the layout** of the respective venues.

EXHIBITOR TRESTLE/PALLET BARS...

- Wineries were more or less **happy with the furniture** provided in all cities.
- No clear preference was given to Pallet Bars vs. Trestles (46% v 53%)
- 5 out of 18 respondents **expressed concern** that the **pallet bars** were **not fit for purpose**
= > Too high to pour over, limited space to display wines and brochures and to take orders
- Contrary to this a number of respondents **loved the look and feel** of the pallet bars.
=> extra height easier for consumers to see bottles, signs etc.

FOOD...

- Overwhelmingly all wineries agreed that the provision of food **ENHANCED this year's event.**
- The addition of food at this was **well received BY ALL**, with great feedback from attendees and wineries alike
- Food trucks were considered very effective. Large scale grazing platters were also favourably received
- Adelaide was highlighted as the only city of concern - it was observed that **inadequate food was supplied.**

SPLITTOONS AND WATER MANAGEMENT...

- All in all, wineries were **very satisfied** with management of spittoons and water.
- In **ADELAIDE** it was observed that **water was not provided** to each exhibitor table,

CV BRANDED GLASSWARE...

- Excellent feedback – **glasses served their purpose well** and were generally popular as take home item

CARE OF STOCK...

- ALL respondents were **very happy** with stock management. **No concerns raised** in relation to care of stock **across the board**.

VENUE MANAGEMENT and STAFF...

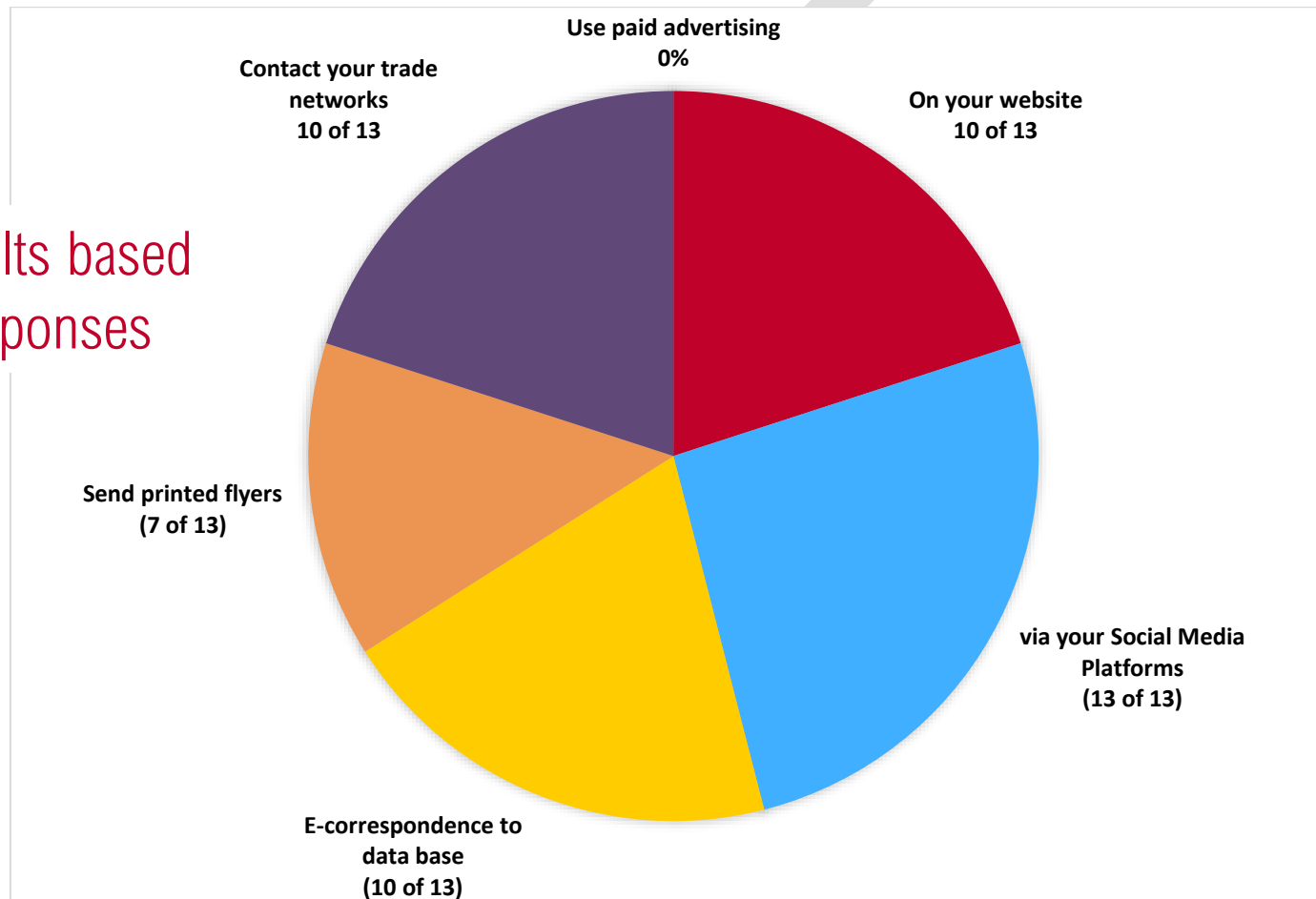
- In all 5 cities attentiveness of staff was deemed satisfactory to excellent

RISK MANAGEMENT ...

- No concerns raised in relation to Safety and OH&S across the board.

How did you promote the event in the lead up to Roadshow?

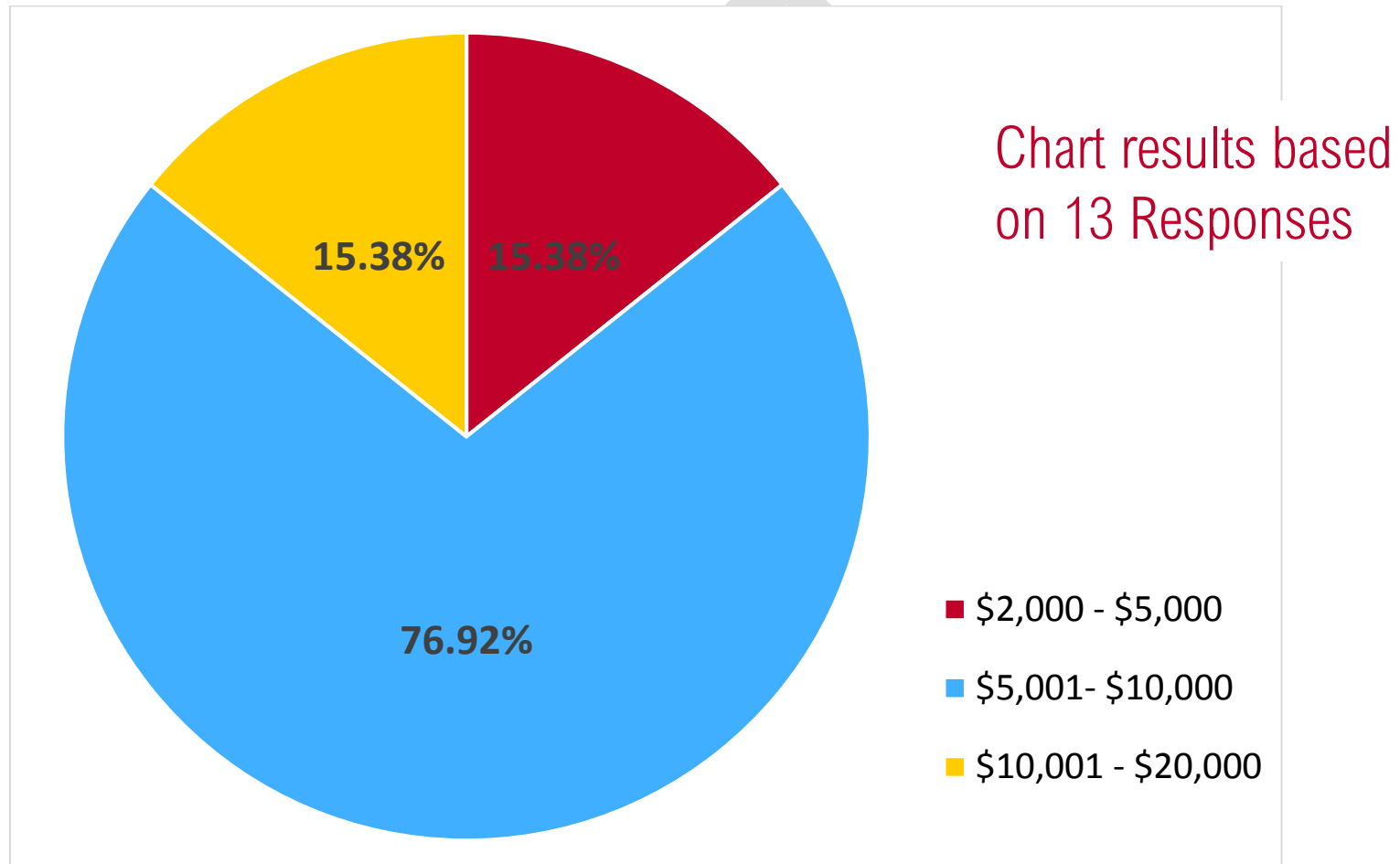
Chart results based
on 13 Responses



EVENT PROMOTION...

- The greatest means **you used** to promote the event were via your **social media platforms. 100%** of respondents utilised this method of promotion.
- An equal number of wineries sent event details directly to your data bases and contacted your trade networks to encourage attendance.
- **53%** of respondents **sent the printed flyers/posters** to their contacts.

Average Investment from Wineries attending this event...



Would you like to see Roadshow extended to include other cities?

69.23%

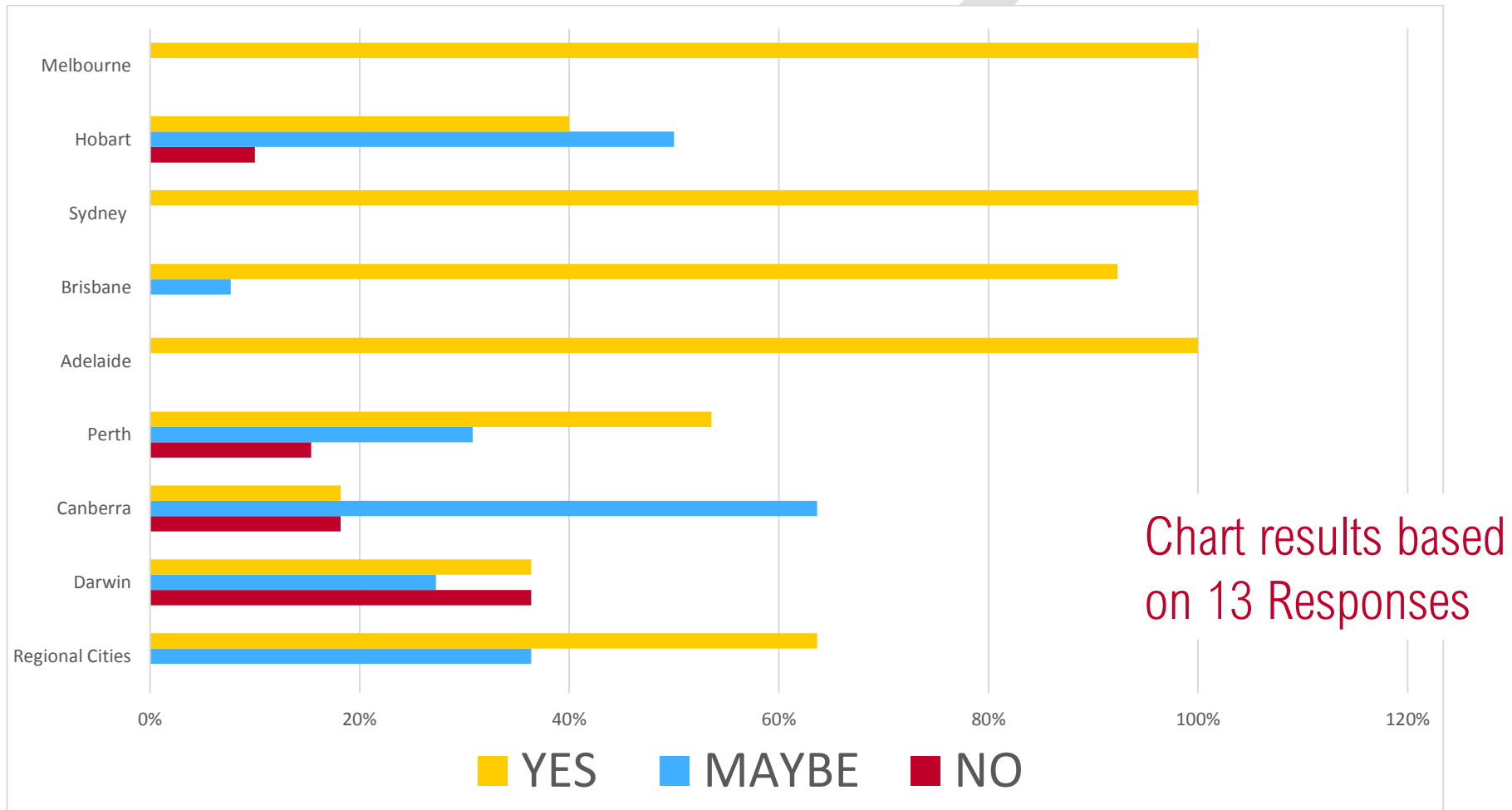


Results based
on 13 Responses



30.77%

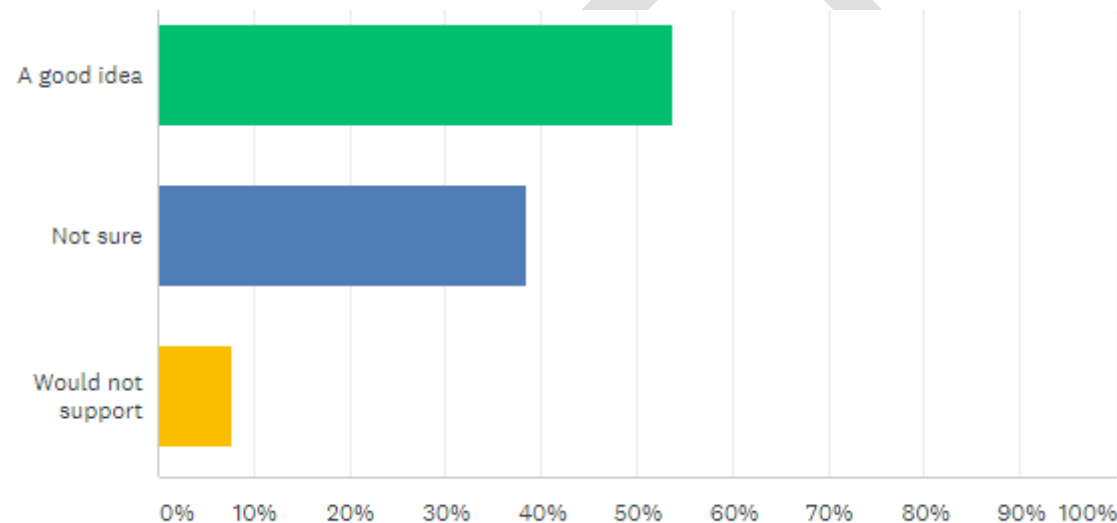
Which cities would your company consider attending in 2019?



Where to next...

- Overwhelmingly Melbourne, Sydney, Adelaide and Brisbane remain to be the top 4 destinations for Roadshow.
- There is a great deal of interest in embarking on regional cities including:
 - Newcastle
 - Geelong
 - Bendigo
 - Ballarat
- A greater number of wineries would commit to showcasing in Hobart than in Canberra, although 60% of respondents indicated they would consider ACT again.

Does it appeal to wineries to alternate between Hobart and another city (eg Canberra or Darwin) over the next 2 years?



- Just over half of respondents are open to alternating between Hobart and another city.
- The assurance of consistency for those cities has been raised as a key element

Would you participate in another format in differing cities
(eg. Coonawarra dinner or bespoke bloggers masterclass/tasting?)

61.54%



38.46%

Participation would greatly depend on the format being proposed in the majority of cases

If Liquor Licensing allowed, would you support take-away sales?

66.67%



33.33%

What did the Tour Operators experience?

- Both Tour Operators agree that this event is a fabulous tool to generated brand awareness and recognition of the region.
- The tour operators overwhelmingly observed that **Melbourne had the most engaged** audience with genuine interest shown towards visiting our region, with **subsequent tour bookings obtained** from this city.
- From their perspective the event was **somewhat of a success**, with both increasing their data bases, and each security at lease one in region **booking- all be it post event**
- **Melbourne** gave the greatest **return on investment**, followed by Adelaide. One tour operator did not see any value in attending Sydney.
- Both tour operators have expressed interest in attending 2019 Roadshow, however the participation fee along with competition prize has been flagged as a constraint for attendance

What did our consumers say?

- **123 consumers** completed the survey and provided their feedback
 - ⇒ 31 responses from Perth / Brisbane Events
 - ⇒ 92 responses from Melbourne/Sydney/ Adelaide Events
- The majority of all respondents are **aged between 40-70**
- Overall, our consumers were **very happy with the venues** we chose across the board, with the **most suitable being SYDNEY**. Minor suggestions for improvement were made for all venues- with the greatest level of improvement identified for ADELAIDE.
- Most importantly our attendees value the opportunity to meet and chat with the winemakers and subsequently **the space around the exhibitor stands is of high importance.**

TIME IS THE ESSENCE....

- SUNDAY FUNDAY! **100%** of respondents who attended both **PERTH AND BRISBANE** are **completely satisfied** with our Sunday session 2-5pm
- Consumers attending our existing **WEEKDAY EVENTS are satisfied** with the day, but have identified difficulties getting to the event ON TIME from work.
- **A later start time** and/or **longer event duration** has been requested by many respondents attending our WEEKDAY EVENTS.
- Minimal comments made for day changes.

Food and Wine tastes so fine....

- All in all, our attendees were **very satisfied** with the food offerings made available, at no additional cost, in this years ticket price.
- **26%** of respondents were either not happy with the food provided or **not happy with the AMOUNT of food** on offer, YET only 21% of consumers who provided feedback would be happy to **pay more for food**
- Reflective of our own observations, ADELAIDE food offerings were the least satisfactory.

For the love of wine....

- The primary draw card of attendees to our Roadshow event is the opportunity to **MEET and TALK to the winemakers** and faces behind the winery brands as well as to **taste their favourite wines along side new and back vintage wines**.
- In addition to the above, our **Sunday events** attract a greater audience for those wanting a **social day out** with friends.
- **Almost 90%** of respondents were either **satisfied** with this year's Roadshow event (met their expectations) OR **exceeded their expectations** with an EXCELLENT 3 star rating.
- **90%** of our attendees would **invite or recommend our roadshow** event to friends and family.

How do we incorporate this feedback into 2019 Planning?

September

- 20 September 2018 – Roadshow Committee Meet to review outcomes financial and available feedback
- 28 September 2018 – Roadshow Committee Meet to Review the Tour Operator and Consumer Survey Results & Consider Venues

October

- 18 October 2018 – GM Report & Meeting for Update
- 23 October 2018 – Provide update to Roadshow Committee & Confirm Committee Members
- 25 October 2018 – Budget to be confirmed at October Board Meeting

November

- 9 November 2018 – Roadshow Dates and Venues TBC
- TBC – DLs and Posters artwork to be created
- TBC – Create Roadshow Fact Sheet
- TBC – Issue Registrations for 2019 Participation

Remainder of schedule to be developed for event roll out.

Committee Members

Dan Redman – Redman Wines

Kate Robinson – Parker Coonawarra Estate

Steven Raidis – Raidis Estate

Katie Lewis – DiGiorgio Family Wines

Emma Bowen – Bowen Estate

Propose New Member to join Erin Fields – Penley Estate

Ideas for 2019 Event Planning

- Back Vintage at discretion and encouraged
- Quiz
- Blind Tasting Bar/Trestle— 5 wines on offer

Glasses

- Maintain branded

Venues & Dates

Melbourne Wednesday 7th / 14th - Maintain Meat Market where possible. Alternatives listed:

- Town Hall
- RACV
- Docklands?

Sydney – 9th / 16th - Maintain Town Hall where possible.

- Coonawarra Flags may be flown on Town Hall – enquire.

Brisbane – 11th / 18th - Look at comparative with Moda Portside

- Seek Quote
- Could maintain at Lightspace

Adelaide – 16th / 23rd - Maintain Published Arthouse where possible

- Seek food truck or tokens for catering

Perth – 18th / 25th – Seek alternative Venue (Consult with Pia (Winehand) for consulting assistance on ground). Alternatives listed:

- Old Swan Brewery
- Henry Summer North Bridge
- Matilda Bay Restaurant – Yacht Club
- Consumers

Other Locations

Hobart – Not to be pursued in 2019.

Canberra – Not to be pursued in 2019.

Regional Cities

Discussed

Geelong – Consider as a Pop Up event leading into a Regional Event for promotional purposes.

Promotional Material

- Group Incentive for 10
- Tickets are available at the door
- Remove unlimited tastings
- Key message reflecting the survey results: Meet the winemaker / owner of the winery.