

Roadshow 2017 Sub Committee Report

Members

Michelle Stehbens (Chair & Board), Steven Raidis, Dan Redman and Kate Robinson.

Achievements

- Cellar Door in the City Roadshow 9 – 20 August 2017 held see summary of the quantitative outcomes on the following page. Survey completed by 21 members and considered feedback in 2018 planning to date. Survey findings were consistent with 2016 and we are acting on areas of improvement.
- Tentatively booked Adelaide and Brisbane Venues, see table below with indicative dates and note all other venues are to be sourced.

Coonawarra Cellar Door In The City Roadshow Indicative 2018 Dates (TBC)				
Location	Date	Time	Venue	Status
Melbourne	Wednesday 8 August 2018	Public 5pm to 8pm		
Sydney	Thursday 9 August 2018	Public 5pm to 8pm		
Brisbane	Sunday 12 August 2018	Public 2pm to 5pm	Moda Portside	Tentatively Booked
Adelaide	Friday 17 August 2018	Public 5pm to 8pm	Adelaide Zoo	Tentatively Booked
Perth	Sunday 19 August 2018	Public 2pm to 5pm		

Work In Progress

- 2018 venues and decision to be made on commemorative glassware.

Budget

- Refer to Event Draft P&L with \$8,000 profit.

Risks/Issues/Constraints

- Risk Management Plan to be created for sign off of participants.

Opportunities

- Wine Australia and others to assist with venue selection.
- Potential to hold additional events in conjunction.
- Trade to be re-engaged.

Key points/actions for Members

- Take note of indicative dates provided above and if you have any venue suggestions please advise Olivia for further investigation.

		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
		Melbourne	Hobart	Sydney	Brisbane	Adelaide	Perth				
Income											
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