

Roadshow Committee Update & Meeting Agenda		
Monday 25 March 2019		CV Office & Conference Call
Invitees	TBC Dan Redman (DR), Kate Robinson (KR), Katie Lewis (KL), Emma Bowen (EB) & Olivia Nunn (ON)	
Apologies	Heidi Eldridge (HE) – Maternity Leave to September 2019	
Minutes	Olivia Nunn (ON)	

2019 Coonawarra Cellar Door in the City – Wine Tasting Roadshow

Coonawarra Vignerons www.coonawarra.org

Website Page: <https://coonawarra.org/event/coonawarra-wine-tasting-roadshow-3-2/>

1. Timing

See times below currently advertised on website above.

Evenings 5:30pm to 8:30pm delayed half hour to accommodate feedback and Sundays unchanged 2:00pm to 3:00pm as well received.

Katie and I did discuss whether we extend a half hour to 9:00pm finish and 3:30pm finish of the day session, but we thought this may be not well received by all. Welcome your thoughts...

Action: Confirm if we extend half hour.

2. Pricing

\$49 + booking fee early bird price until end of June with those purchasing tickets going in the running to win a six pack of wine packaged by those attending Roadshow – CV to supply from donation stock.

On 1 July 2019 we will increase ticket to \$55 + booking fee until the event is held in August.

Action: Confirm satisfaction with pricing.

3. Postcard Artwork for approval

Please see attached two options within the one file ie two covers and three back pages to choose from.

Can you please respond when confirming your availability for a meeting next week your preference of

Page 1 / 2 and

Page 3 / 4 / 5 ?

The first of the cover pages has the overlay in a similar shade to that we worked on with Fuller and Page 2 of 5 has the more true to colour.

Our preference and recommendation is Page 2 and Page 5.

Action: Confirm preference.

4. Go Live Dates

Our plan is to go live in April.

A date is to be selected and we need to confirm ticketing and our social media campaign prior to this date. We are reluctant to pinpoint a date until we have our ticketing confirmed and the social media content ready. We are aiming however to have all of the above ready by end of March to plan the launch.

Action: Is there a date that you think would work strategically based on industry happenings?

5. Ticketing Platform

We have assessed three ticketing platforms as we had a suggestion by Revel to change from Trybooking to Eventbrite in 2018, due to the social media integration and the increased conversion rate. We did not move forward as we did not think the near \$3k investment would yield the results we needed. Since this time we have been researching and have been collaborating with other regions to maximise our outcomes.

The following pricing compares Trybooking, Eventbrite and IWannaTicket's pricing structure based on our proposed event pricing and we have hyperlinked a reference page to see how these visually look.

This has not been an easy review nor a clear option to proceed presented.

However, we do believe that there is value in proceeding with IWannaTicket as their model is consultancy based to help us deliver what we are endeavouring to with low to no fees to establish.

It will drive traffic to our website and in parallel we are going over this with Magic Dust to improve our rendering speed and search fields to endeavour to improve the continual use.

Comparisons are below and we again are keen for your feedback. The positive of the following information is that the model to be deployed can increase our visibility and ease of booking for Cellar Dwellers and CCC which could increase ticket sales and visitation.

Our recommendation is to therefore proceed with IWannaTicket subject to the T&Cs we are yet to receive along with their final offer based on our event profile. As noted both are coming back to me with some detail.

Action: Highlight if you have objections to the above by COB Monday 25 March as we have a meeting with IWannaTicket on Tuesday to set up.

Ticketing Feature	Ticketing Platform				
	Trybooking (Current – no change)	Eventbrite (Option 1) 12month Without royalties	Eventbrite (Option 2) 24 month Without royalties	Eventbrite (Option 3) 24 month With royalties	IWannaTicket (Option 3)
Reference to live page to see the difference in purchasing	Buy Tickets search Coonawarra We don't have anything live to share but you are well aware of interface used to date.	Clare Valley Gourmet Weekend 2019 Tastemaker Chicago Champagne Fun Festival Florida Themed landing page design: Pinterest Holiday Party Themed listing page: 50 Cent Tour Branded listing page: eBay Branded landing page: UNSW			Tasting Australia
CV Payment We receive \$49.00 incl GST \$44.55 excluding GST We propose that the booking fees are passed onto the customer to compare we provide comparison to our highest ticketed event being the Cup	Customer Pays \$50.73 \$0.50 per ticket 2.5% Trybooking fee \$N/A merchandise No fees on free tickets No set up fees	Customer Pays \$51.83 \$0.99 per ticket 3.75% Eventbrite fee 2.5% merchandise TBC no fees on free tickets \$2.5k to \$7k set up fee Licensing fee \$500 p.a	Customer Pays \$51.63 \$0.99 per ticket 3.35% Eventbrite fee 2.5% merchandise TBC no fees on free tickets \$2.5k to \$7k set up fee Licensing fee \$500 p.a	Customer Pays \$52.31 \$1.50 per ticket 3.7% Eventbrite fee 2.5% merchandise TBC no fees on free tickets \$2.5k to \$7k set up fee Licensing fee \$500 p.a	Customer Pays \$51.98 \$2.00 per paid ticket 2% credit card fees \$0.50 merchandise No fees on free tickets No set up fees

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				Royalties \$1 per ticket eg sell 1,400 tickets for Roadshow we receive \$1,400	
<p>Comparison of costs for higher priced tickets</p> <p>Cup Public Ticket</p> <p>Public Paid \$210.30 (\$0.30 ticket fee)</p> <p>CV Received in 2019</p> <p>\$210 incl GST</p> <p>\$190.91 excl GST</p> <p>\$187.80 excl credit card fee we absorbed 1.63% now increased</p>	<p>Customer Pays</p> <p>\$215.75</p> <p>\$0.50 per ticket</p> <p>2.5% Trybooking Fee</p>	<p>Customer Pays</p> <p>\$218.87</p> <p>Same as above</p>	<p>Customer Pays</p> <p>\$218.03</p> <p>Same as above</p>	<p>Customer Pays</p> <p>\$219.27</p> <p>Same as above</p>	
Receiving Payment	<ul style="list-style-type: none"> As required transfer is undertaken 	<ul style="list-style-type: none"> 90% prior to event at agreed frequency Final 10% post event 	<ul style="list-style-type: none"> 90% prior to event at agreed frequency 	<ul style="list-style-type: none"> 90% prior to event at agreed frequency 	<ul style="list-style-type: none"> Can agree a schedule noting that liability sits with ticketing agency
Pros	<ul style="list-style-type: none"> No ongoing fees No exclusivity 	<ul style="list-style-type: none"> Social media integration has 	<ul style="list-style-type: none"> As per Eventbrite Option 1 	<ul style="list-style-type: none"> As per Eventbrite Option 1 	<ul style="list-style-type: none"> Links direct into our website. Customisable

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	<ul style="list-style-type: none"> We can access funds at any time. 	direct purchase from FB/Insta <ul style="list-style-type: none"> Waiving \$1,000 silver support package 2 x 30 min onboarding sessions and event set up and social media integration guidance before going live training in Organiser App for checking attendees in 		<ul style="list-style-type: none"> Royalties start would offset the set up cost 	<ul style="list-style-type: none"> Once this is set up on our website, any events created in IWannaTicket will automatically appear. We don't need to create a listing on our site. Customers can use a sophisticated search box with filters based on venues, and custom tags such as month searches for July, August and October. Customers can purchase tickets to multiple events in the same cart if the event is listed with IWannaTicket. Each Winery can have their own login to manage their event and check their sales/download a guest list etc. We will get consolidated reporting so we can track how sales are going across the

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					<p>overall event / festival.</p> <ul style="list-style-type: none"> • They can transfer funds for each event directly to the winery if we prefer (including an interim payment if required before the event – we can agree this). • We will get the benefit of any new feature requests they roll out for Tasting Australia. • They can include a button to access the link to a winery's ticketing if not listed with IWannaTicket enabling ease of planning.
Cons	<ul style="list-style-type: none"> • Note there has been an increase since 2018 formerly \$0.30 per ticket and considered processing fee under 2% • Links to separate purchase page 	<ul style="list-style-type: none"> • Exclusivity applied • 12 month contract • New page or can embed in website • No basket or multiple purchases and considered deterrent based on experience eg Noosa Food & Wine 	<ul style="list-style-type: none"> • Exclusivity applied • 24 month contract • New page or can embed in website • No basket or multiple purchases and considered deterrent for conversion based on experience eg Noosa Food & Wine • \$4,000 to set up 	<ul style="list-style-type: none"> • Exclusivity applied • 24 month contract • New page or can embed in website • \$1 per ticket royalties • Generating an income if booking fees are passed on • No basket or multiple purchases and considered deterrent 	<ul style="list-style-type: none"> • Links back to website, second click from social media platforms

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				based on experience eg Noosa Food & Wine	
Comments	<ul style="list-style-type: none"> It has served its purpose, however it is time to employ greater visibility and ease for our visitor and conversion of tickets and integration continual improvement is needed Costs increasing also show that this platform is no longer substantially more affordable to its competitors that offer improved presentation and conversion possibilities 	<ul style="list-style-type: none"> Clare Valley has implemented this year it took 7 days to set up and they will have outcomes in May they note that visibility has already improved Yet to confirm T&Cs 			<ul style="list-style-type: none"> Adelaide Hills is looking at this system for Crush Festival Fringe Ticketing Reference suggested looking into this model The low to no upfront costs and focus on not charging service fee is a plus Note yet to receive T&Cs to confirm conditions

6. Roadshow Budget & KPIs

Based on what we know now, see below projections. The past [Report](#) for budget comparisons is hyperlinked and again saved here on the website: <https://coonawarra.org/cgwi/>. All hyperlinks herein, can only be accessed when logged into your member account.

Action: Lets agree our Target for 2019 and review other expenditure required to confirm understanding of the forecasted P&L.

Location	Attendance 2017	Attendance 2018	Max Attendance of Venue	Target 2019 2019 BEP on on projected total costs	2019 Date	Public Time	Venue	Income projection on 2018 Actuals \$44.55 per ticket excl GST	Venue Cost	Expenses TBC (Food,, Styling, Water etc etc)
Melbourne	446	387	600		Wednesday 14 August	5:30pm to 8:30pm	The Peninsula Central Pier	\$17,240.85	\$20,000	
Sydney	265	307	400		Friday 16 August	5:30pm to 8:30pm	Sydney Town Hall	\$13,676.85	\$15,000	
Brisbane	255	218	350		Sunday 18 August	2:00pm to 5:00pm	Moda Portside	\$9,711.90	\$ 6,000	
Adelaide	225	284	500		Friday 23 August	5:30pm to 8:30pm	National Wine Centre	\$12,652.20	\$ 7,500	
Perth	125	125	150 -200		Sunday 25 August	2:00pm to 5:30pm	Henry Summers	\$5,568.75	\$ 6,000	
Total	1,316	1,321	2050					\$58,850.55	\$49,100	

7. Member Participation and DL Brochure Proposed

Under preparation and propose using same image as that in postcard with listings on front with price and rear with those joining us, so far this includes:

1. Banks Thargo
2. Balnaves of Coonawarra
3. Blok Estate Coonawarra
4. Bowen Estate
5. Brands Laira Coonawarra
6. Brand & Sons (formerly Jim Brand Wines)
7. Bundalong

8. DiGiorgio Family Wines
9. Hollick Estates
10. Jack Estate
11. Katnook Estate
12. Koonara Wines
13. Majella Wines
14. Parker Coonawarra Estate
15. Patrick of Coonawarra
16. Raidis Estate
17. Redman Wines
18. Rymill Coonawarra
19. Yalumba
20. Zema Estate
21. Wynns Coonawarra Estate

Not participating

22. Leconfield Coonawarra
23. Lindeman's Coonawarra
24. Penley Estate

To be confirmed:

25. Bellwether Wines
26. Highbank Vineyards
27. Hoggies Estate Wines
28. Ladbroke Grove Wines
29. Ottelia
30. Petaluma
31. Peter Thompson Wines
32. St Hugo Wines
33. Whistle Post Wines

That's 24 from a possible 33 responded. Please note Kidman Wines is no longer a P&E member and we have re-emailed the above TBC list tonight.

Action: ON to provide an update at the meeting.

8. Roadshow Committee Members

Action: We need to secure one to two more members especially to help on Roadshow.

9. Next Meeting – TBC

Updates to continue and where possible every two months the group will come together.