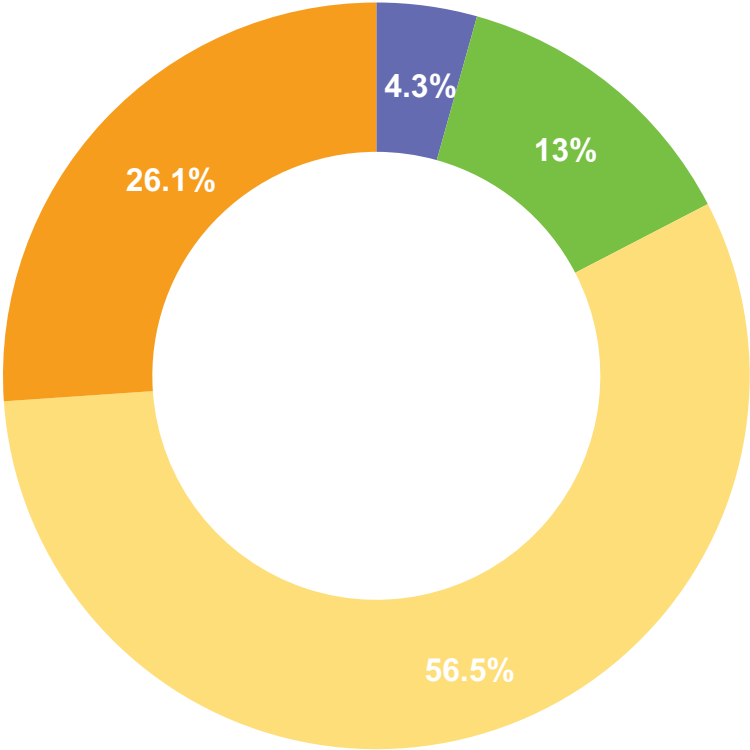




Please rate the success of the Winter Shiraz Weekend at your venue?*

RATING



Answered **23**

Unanswered **0**

Choice	Total	Rating
● 1-Unsuccessful	1	1
● 2-Somewhat Unsuccessful	0	0
● 3-Average	3	9
● 4-Successful	13	52

● 5-Very Successful

6

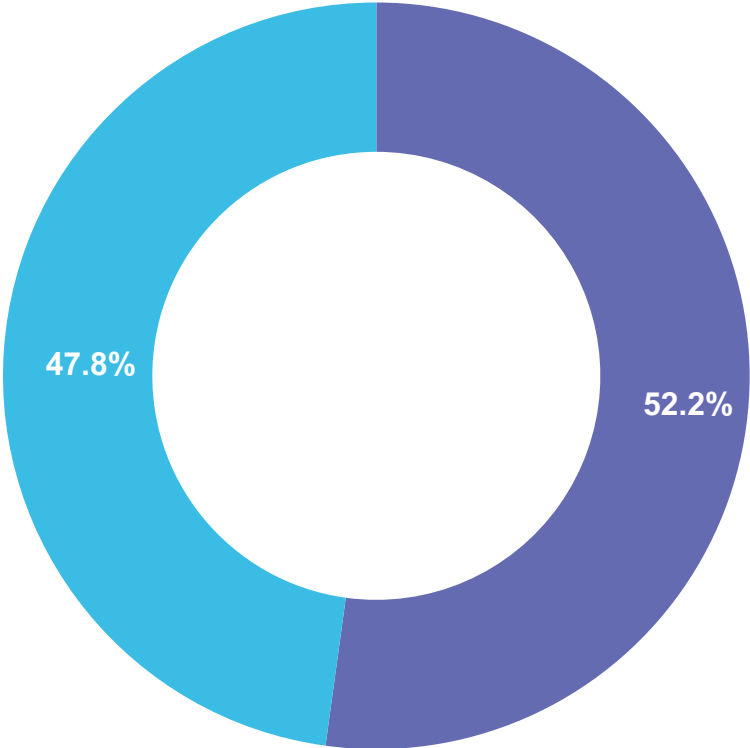
30

Q2

In your opinion, were the numbers of attendees up from last year?*

MULTIPLE CHOICE

Answered
23
Unanswered
0



Choice	Total
● Yes	12
● No	11



As a rough estimate, how many people attended your venue over the weekend?*

ESSAY

July 20, 2018 6:33 PM
50

July 12, 2018 2:00 AM
120

July 12, 2018 12:31 AM
250

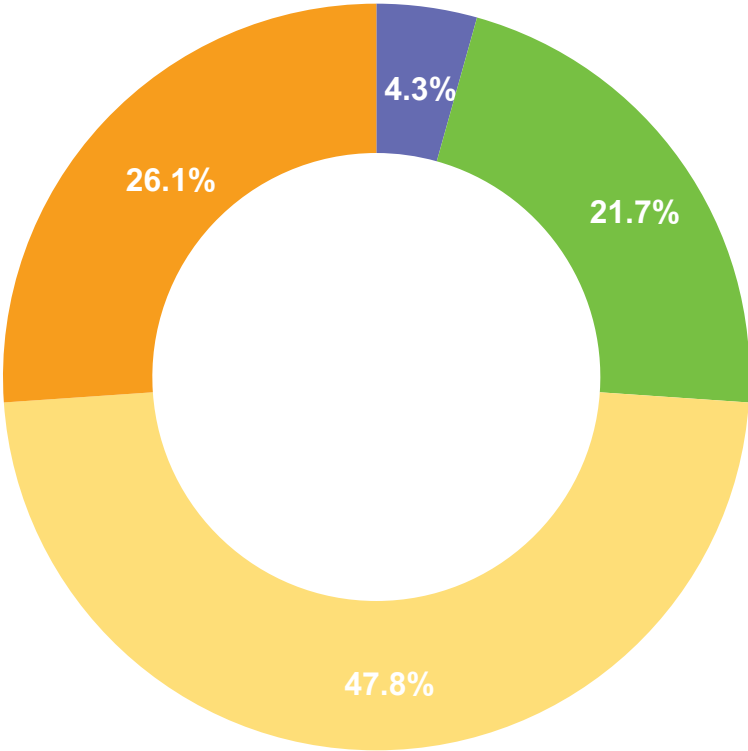
July 11, 2018 10:16 PM
500

July 11, 2018 5:08 AM
150

Q4

How well do you feel the event was advertised by Wine Geelong across their website, social media and print advertising?*

RATING



Answered
23

Unanswered
0

Choice	Total	Rating
● 1-Not Very Well	1	1
● 2-Not Well	0	0
● 3-Ok	5	15
● 4-Well	11	44

● 5-Very Well

6

30

Q5

Is there any additional advertising / areas of improvement you can suggest for this event next year?

ESSAY

July 20, 2018 6:33 PM

We need to recheck our material prior to release by Wine Geelong. I had refined our activities after sending in the original program and forgot to let you know, so there was confusion between what Wine Geelong said re our master classes and what I thought had been sent. Ended up with confusion by some people on the need to pay, plus we thought our sessions were full but some pulled out on the day due to the cost. A lesson for us.

July 12, 2018 2:00 AM

cross promotion through GT instagram, Gourmet Traveller & Halliday Wine Companion

July 11, 2018 10:16 PM

no

July 10, 2018 10:29 AM

I didn't see as much of this material but will direct this question to both Ben Shaw and Melisa Thompson who can respond more accurately.

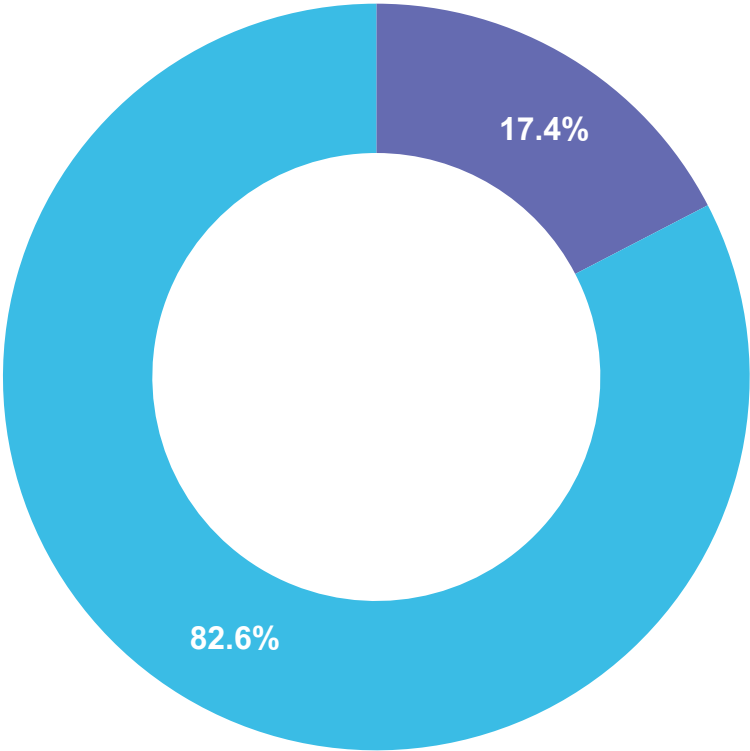
July 10, 2018 1:33 AM

Most people did not come for Shiraz weekend. Some had not heard about it.

Q6

Did you take part in the Friday Night Tastings, at one of the 3 retail venues (Bottles & Barrels, Barwon Heads Wine Store or Union Street Wine Bar)?*

MULTIPLE CHOICE



Answered
23

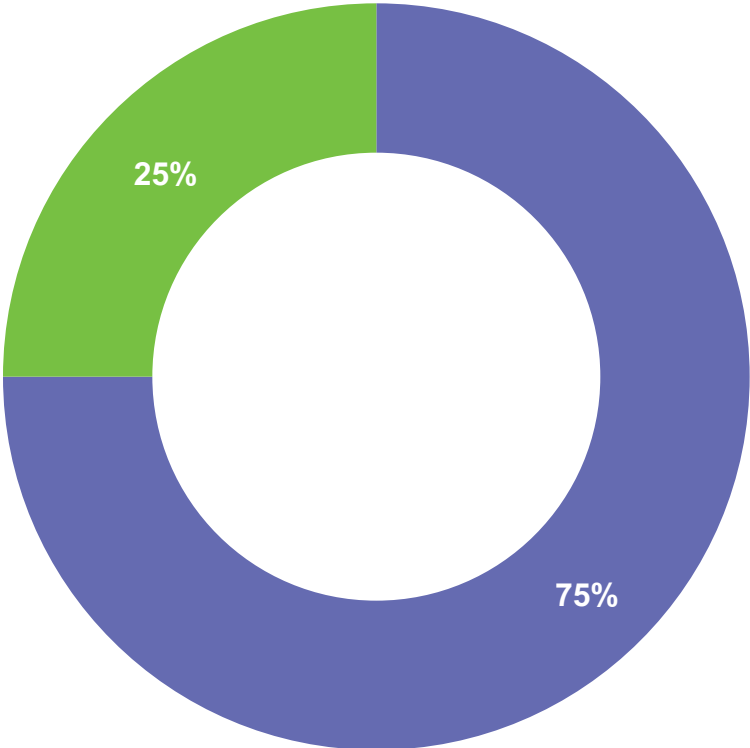
Unanswered
0

Choice	Total
● Yes	4
● No	19

Q7

Which one did you attend?*

MULTIPLE CHOICE



Answered
4

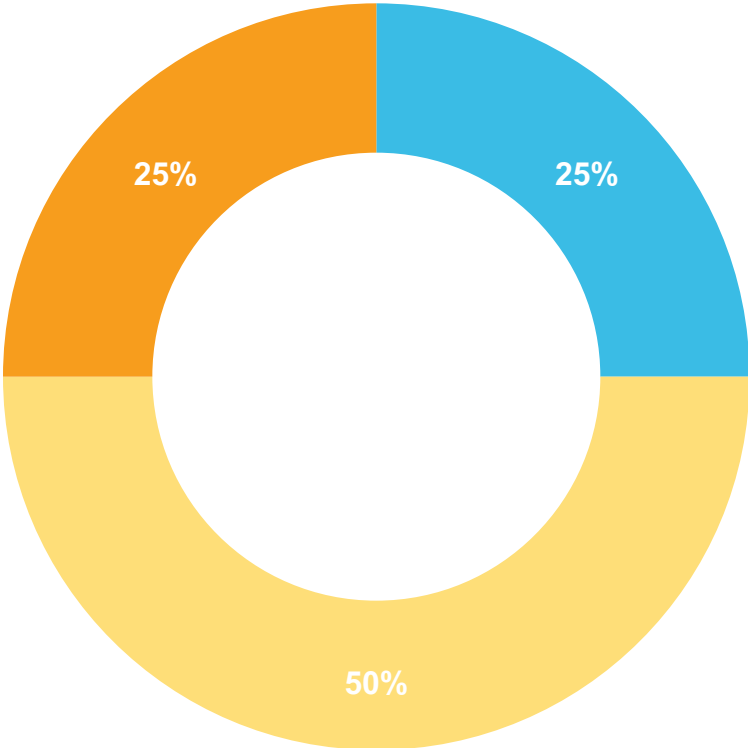
Unanswered
19

Choice	Total
● Bottles & Barrels	3
● Barwon Heads Wine Store	0
● Union Street Wine Bar	1



Please rate this tasting event*

RATING



Answered
4

Unanswered
19

Choice	Total	Rating
● 1-Unsuccessful	0	0
● 2-Somewhat Unsuccessful	1	2
● 3-Average	0	0
● 4-Successful	2	8
● 5-Very Successful	1	5

Q9

What are your overall thoughts of the Winter Shiraz Weekend and its significance to the Geelong region?

ESSAY

July 20, 2018 6:33 PM

Think it is an important event and worth continuing with. Not sure how to increase its profile. Not convinced the image for the weekend was catching enough.

Friday evening was very slow compared with previous years at Barwon Heads and Bottles and Barrels.

July 12, 2018 2:00 AM

it is getting the message of fine wine across to the consumer, it is an extremely wine focused event with good discussion from customers. While its is called Winter Shiraz Weekend the feeling from consumers is to try broadly across the range when visiting the winery

July 12, 2018 12:31 AM

I think it is a great weekend. Lets keep doing it!

July 11, 2018 10:16 PM

Great exposure for the region. Building rapidly. Great for wine sales Dont change anything

July 11, 2018 1:16 AM

Not very efficient

Q10

Is there anything else you would like to share about your experience during the Winter Shiraz Weekend?

ESSAY

July 12, 2018 2:00 AM

While this was only a mildly successful event I think it had a lot to do with the poor weather...let's hope for a better weather weekend next year

July 11, 2018 10:16 PM

All good

July 11, 2018 12:46 AM

We got smashed on Saturday Lunch in our restaurant, we were up by about a third/twice as many people for Lunch as normal., Cellar door was up to, with about double the amount of people through. Plus had a booked out dinner on the Saturday night.

Sunday was however super quiet and we didn't even do as many people as a normal Sunday lunch/cellar door. Which was a little weird as the weather was actually nicer!

July 10, 2018 10:29 AM

As above.

I will ask others from Basils Farm to also respond - ie. Ben and Melisa.

Regards

Mark

July 9, 2018 10:53 PM

Another successful year well done wine GEELONG

Q11

Please provide your name, venue or winery represented (optional).

ESSAY

July 20, 2018 6:33 PM

Geoff Anson, Barwon Ridge

July 12, 2018 2:00 AM

Graham Sutherland - Lethbridge Wines

July 11, 2018 10:16 PM

Russell McGlashan. McGlashan Estate

July 11, 2018 1:16 AM

Terindah

July 11, 2018 12:46 AM

Katherine Anderson - Nicol's Paddock