

2024 Clare Valley SCA Gourmet Week, May 17 to 26

HANDBOOK

Purpose:

This briefing document is intended to provide an overview of the Clare Valley SCA Gourmet Week for those people or businesses looking to host events as part of the 2024 celebrations.

Please read each section carefully before completing your event application.

Background:

The Clare Valley Gourmet Week is Australia's longest running food and wine event of its kind, attracting approximately 10 000 attendees each year. In 2024, the event will celebrate its fortieth year.

The Clare Valley Wine & Grape Association is the umbrella organisation which promotes and manages the logistics of Gourmet Week, with individual events hosted by local businesses. In the past, hosting an event was limited to members of Clare Valley Wine & Grape Association only, however for the first time, applications are open to the broader community in 2024.

Vision Statement:

To offer attendees a comprehensive, immersive experience throughout the ten days of Gourmet Week. By the end of their visit, attendees will depart with a deep connection to the region, committed to sharing their unique experience. Their intention to return in the future will solidify their role as advocates for the event's enduring success.

Mission Statement:

To foster collaborations among Clare Valley brands, businesses, growers, and creatives, organising a series of world-class events that go beyond wine and food. These events aim to capture the community's essence, showcase the diverse landscape, and celebrate the unique assets that define the region.

Objectives:

To achieve the vision and mission statements, participants will:

- Prioritise customer experience as the cornerstone of all efforts.
- Highlight the region's products, places, and personalities, accentuating creativity, architecture, food, wine and music to complement and bolster the prominence of Clare Valley.
- Curate experiential events that are innovative, holistic, and authentically reflect the unique character of both the location and the featured products.
- Utilise distinctive settings and collaborations to enrich the overall attendee experience.
- Foster enduring inter and intrastate partnerships and strategic alliances to amplify event visibility and drive increased visitation to the region.
- Manage a dedicated webpage for streamlined event information dissemination and effective direction of traffic to booking platforms.
- Establish Clare Valley SCA Gourmet Week as the premier regional food and wine calendar event in South Australia.

Measurable Outcomes:

- Increase overnight stays and expenditure within the region.
- Cultivate lasting loyalty towards the region's offerings.
- Inspire visitors to create and share captivating user-generated content and imagery of the region through social media.
- Expand the follower base across Clare Valley Wine and Clare Valley SA social media platforms and subscribers to the same Clare Valley newsletter databases.

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Event Sections:

- **Festival Weekend (Friday 17 to Sunday 19):** A traditional weekend celebration featuring the region's food, wine, art, and music.
- **Breathe It In (Monday 20 to Friday 24):** A series of immersive experiences embodying Clare Valley's essence, typically showcasing creatives – learning experiences.
- **Land of the Long Lunch (Saturday 25 to Sunday 26):** Upscale long lunches at distinctive locations, offering a slow food approach that blends exceptional cuisine with the surrounding atmosphere.

Target Audience

Three high yielding customer personas (HYVP) have been identified in the Clare Valley Destination Marketing + Management Plan 2019 – 2024, and in the Clare Valley Wine & Grape Association Marketing Plan 2022-2025.

- **Young Couples, No Children-** Festival W/E + Land of the Long Lunch
- **Affluent Older Couples, No Children-** Breathe it in + Land of the Long Lunch
- **Affluent Families with Children** – Festival Weekend

Event themes/pillars:

- **Our Shared Table:** Dinners or lunches, farm-to-fork experiences, progressive dinners, picnics, etc.
- **Our Wine:** Wine tastings, masterclasses, blending sessions, workshops, Festival Events etc.
- **Our People:** Meet the maker, producer, chef, artist, etc.
- **Our Landscape:** Guided hiking, cycling or photography tours, etc.

Categorising your event:

- **Festival / General Admission** – Generally held on the Festival Weekend and accessible via the shuttle bus loop, though not necessary. These events generally offer live music with food and wine sold by the plate/glass. Patrons need to purchase and use their official Gourmet Glasses to be served wine, but tickets are not required to attend.
 - o **Gourmet Glasses/ General Admission** are purchased once and used at any Festival / General Admission events. Wine is poured into these glasses only, and the price is set across the entire region. Glasses must be ordered through the Association.
- **Experience** – Generally hosted during Breathe It In (Monday 20 to Friday 24), but also on the weekend sections. Can include hosted tasting or cooking masterclasses, behind the scenes or exclusive tours, specialised dining experiences, art classes, guided walking/hiking/cycling tours, etc. Experiences do not have to be food or wine focused but should showcase the places and stories of our community and region. Arts & Cultural, AgriTourism and Wellness Tourism events are encouraged.
- **Long Lunch / Dinner** - Hosted through any section of the event. Ticketed sit-down dining experience, generally matched with wine and can be in a unique location such as a vineyard or barrel hall.
- **Performance** - Hosted through any section of the event. Ticketed event for a live music, theatre show, etc. Wine and food can either be included be available for purchase.

Note, event categories are not restricted to specific event sections. These are general considerations only.

Event Promotion:

As the overarching entity behind Gourmet Week, the Association assumes responsibility for its comprehensive marketing strategy. We partner with a range of organisations to help promote the event through various channels, including:

- Southern Cross Austereo (SCA), our major naming rights partner, enables us to broadcast a television commercial across regional South Australia.
- SAFM, through SCA, we amplify our reach through a breakfast radio campaign aired in Adelaide.
- littlelion PR to amplify exposure in Adelaide, Melbourne, and Sydney via diverse print and digital media outlets.

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- The South Australian Tourism Commission, a major funding partner, facilitates event promotion through their consumer website, social media platforms, and mailing lists.
- Collaborations with the Valleys Magazine and RAA further contribute to the collective promotional endeavours.

In addition to our partnerships with external organisations, the official Gourmet Week social media channels, mailing list, and dedicated website (featuring pertinent blog articles) are managed in-house by the Association.

Posters, corflutes, and save-the-date materials are circulated throughout the region and across the state, including at events like the Cellar Door Fest.

The primary call to action for all PR and marketing activity is directed to the Gourmet Week website.

We strongly encourage event organisers to complement our initiatives with their own marketing endeavours. These should include the following:

- Listing on the Australian Tourism Data Warehouse (required, support is available)
- Listing the event on their own website
- Crafting a Facebook event page
- Promoting the event and Gourmet Week on their owned social media channels, using @clarevalleygourmet and #claregourmet
- Sharing Gourmet Week promotional activities and branding
- Utilising owned mailing lists for promotional outreach
- Exploring advertising opportunities with Southern Cross Austereo
- Notifying relevant media contacts about the event

By collectively contributing to event promotion, we amplify the impact of Gourmet Week, ensuring a wider reach and greater engagement.

Event Reporting:

The CVWGA engage an independent event reporting agency to annually conduct research on Gourmet Week. Event organisers are each sent a QR code linking to a survey and are required to encourage patrons to complete this. If your event is ticketed, a link to the survey will be sent out after the fact. The data collected assists us in applying for funding and measuring performance.

Costs:

- Association Member: Free
- Businesses within the Clare & Gilbert Valleys Council Region: Free for 2024, thanks to the support of the Council
- Not for profit / community groups: Free
- All other applications: \$125 per business/organisation.

Requirements to host an event:

- Submit an online application that aligns with our vision, mission, objectives and target audience
- Manage your events logistics (security, staff, licencing) and market events to support efforts
- Order Gourmet Glasses through the CVWGA (Festival Events only)
- List your event on ATDW (support available)
- Inform the CVWGA of your event ticket status (booked out, 50% sold, etc)
- Display QR Code for IER event reporting throughout your event
- Provide IER and the CVWGA with information on glass sales, ticket sales, patron attendance, etc.
- Public Liability Insurance
- A valid ABN

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Key Dates:

October 2023 – Event applications for Gourmet Week 2024 open

January 16 2024 – Event applications for Gourmet Week 2024 close

January 2023- Event applications are assessed, and event organisers informed (note applications may be assessed / feedback provided prior to the closing date).

February 2024 – Save the date / ATDW listings due / Long lead press release / Marketing collateral distributed

March 2024- website live / program launch / Marketing & PR push

May 17 to 26 , 2024- Gourmet Week

May 24, 2024 - Hall of Fame Gala Dinner

June 2024 - Gourmet Week Debrief / IER reporting completed

CVWGA Gourmet Team:

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