



# GOOD BEER WEEK

2015

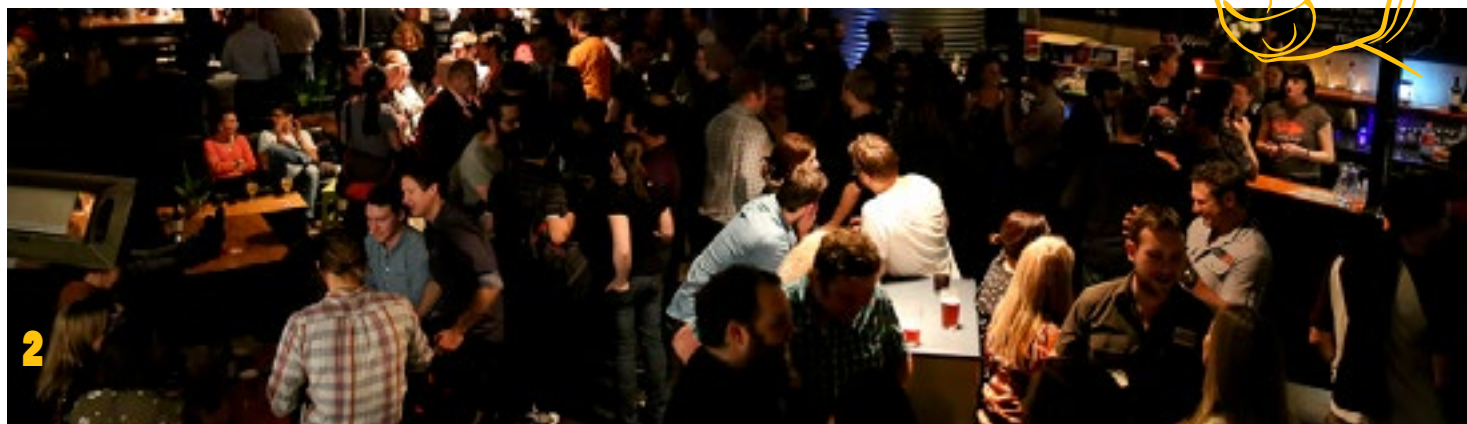
**EVENT  
REGISTRATION  
GUIDELINES**

**MAY 16-24**



# EVENT REGISTRATION GUIDELINES 2015

Registrations open	<i>1 October 2014</i>
Registrations close – Payments must be received by October 31	<i>31 October 2014</i>
Event Registrations reviewed	<i>26 November 2014</i>
Events notified of their placement in the 2015 program	<i>28 November 2014</i>
All event information finalised for print	<i>31 January 2015</i>
All event information finalised for web	<i>14 February 2015</i>
2015 official program launch at The Good Beer Gala Showcase	<i>11 - 12 March 2015</i>
Good Beer Week launch party	<i>15 May 2015</i>
Good Beer Week	<i>16 - 24 May 2015</i>



# **"THE BEST BEER WEEK IN THE WORLD"**

**Eric Ottaway**  
Brooklyn Brewery





# WHAT IS ALL THE FUSS ABOUT?

**“THE BEST IN THE WORLD.” “THE MOST DIVERSE.”**  
**“THE BEST ORGANISED.”**  
**“THE MOST PROFESSIONAL.” “UNIQUE.”**

**That is Good Beer Week in the eyes of the owners and brewers from some of the world’s best craft breweries – the likes of Brooklyn Brewery, Deschutes and Moylan’s in the US, Birra del Borgo and Weihenstephan in Europe. Not bad for a festival that only celebrates its fifth anniversary in May 2015.**

It was as recently as February 2011 that, over a couple of beers, an idea was hatched: let’s put on a few events celebrating craft beer when the Beer Awards hit Melbourne. A few weeks later, that idea had become Good Beer Week, the “few events” had become 50 and a phenomenon was born.

When the fourth Good Beer Week took place in May 2014, it featured more than 200 events, from high end dinners at three chefs hat restaurants to comedy gigs, live brews and a lunch on Puffing Billy featuring one of America’s finest brewers. Once again, it featured the Australian International Beer Awards, but also welcomed the Great Australasian Beer SpectAPular and Australia’s Craft Brewers Conference to the program.

Good Beer Week’s key aim is to promote good beer and the community and culture that surrounds it. It is achieving this goal with an audience that is growing and changing: in 2013, approximately 90 percent of attendees were male; in 2014, 37 percent were women. Events running during the festival also pumps around a million dollars into the craft beer economy in ticket sales alone and secured \$2.7 million in PR in 2014.

## **World firsts**

The festival organising committee has conceived new and unique events, such as the annual Good Beer Week Masterclasses, the Mega Dega dinners that unite leading Victorian chefs with top brewers, and the Pint of Origin concept, which sees Melbourne pubs turn over all of their taps to a particular Australian state or region of the world.

In 2015, the not-for-profit Good Beer Week celebrates its fifth anniversary with what will no doubt be the most spectacular festival yet. It will welcome back old friends from all over the world and say hello to newcomers, all of whom will find plenty to keep them busy at what is the largest, most high profile and most successful beer week in the Asia-Pacific region – one that has inspired many others to follow in its footsteps.

This is your chance to be part of it.







# THE DEFINITION OF GOOD BEER

The definition of “Good Beer” is ultimately a subjective one, just like the notion of “Fine Wine”. As with Fine Wine, Good Beer can originate from both small and large operations.

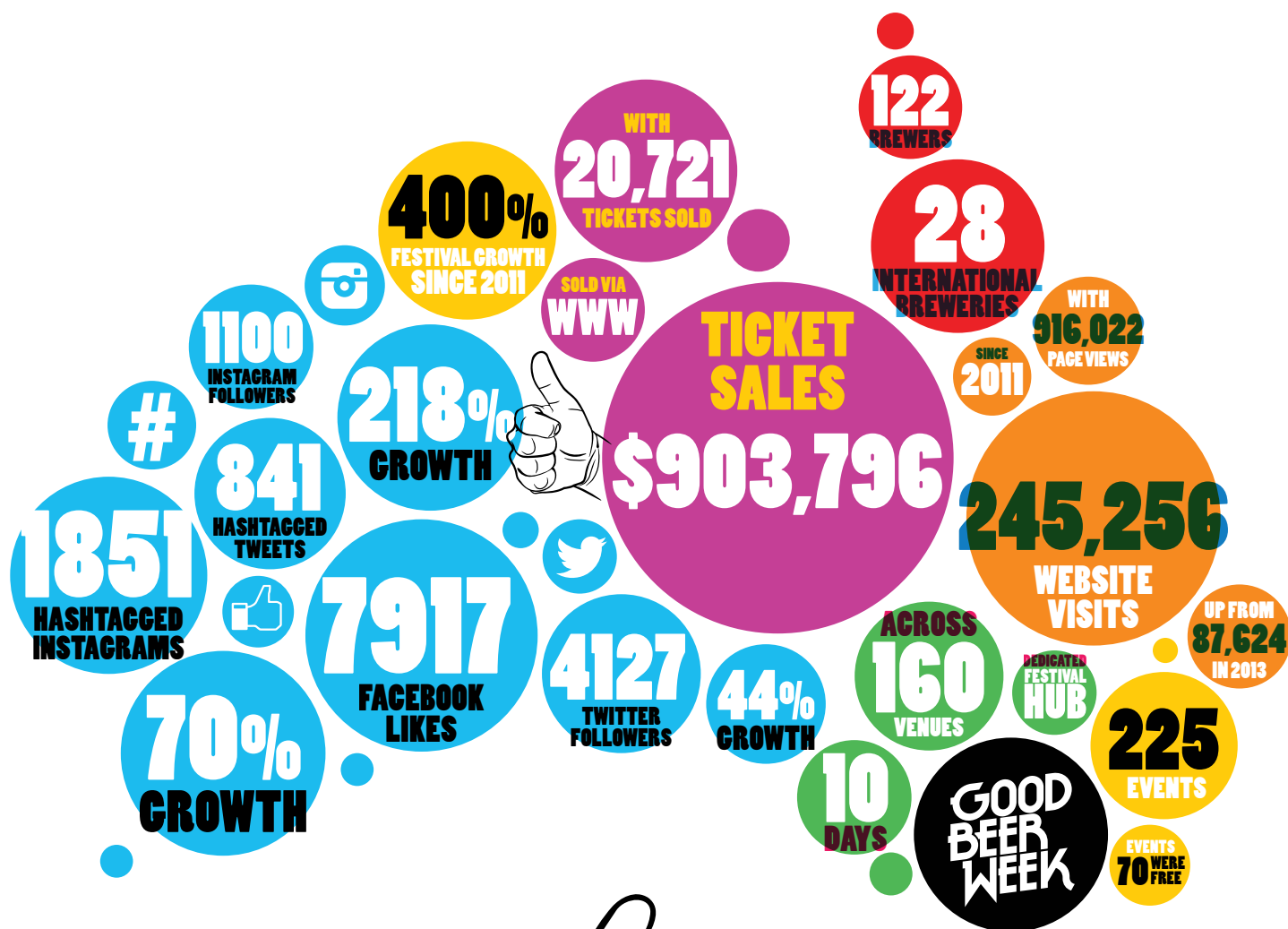
As defined by the festival’s Charter, to be considered “Good Beer”, a beer should have at least three of the following attributes:

- **Artisanal.**
- **Innovative, for example creating a new style or using unusual ingredients or techniques.**
- **Creative, for example giving a traditional style a new twist.**
- **Celebrates beer’s tradition or history.**
- **Complements the Slow Food Movement.**





# FESTIVAL SNAPSHOT





# EVENT ELIGIBILITY CRITERIA

Events can only be approved for inclusion in the Good Beer Week Program if they support the purpose of Good Beer Week and its charter.

When planning your event keep in mind the values of the festival below:

- Events must centrally feature the appreciation of good beer and also actively practice and promote the responsible service and use of alcohol.
- During Good Beer Week, venues must feature programming distinct from their normal operation throughout the year. For example special offerings or activities.
- Good Beer Week values creativity and innovation so events that offer unique or “Australia first” experiences will be favoured.
- Events should ideally offer educational forums for attendees to discuss, debate or learn about “Good Beer”.
- Participating venues **MUST** support “Good Beer” year round, not just as a marketing tool during GBW.

## ***Please Note***

*Only venues / event hosts running events as part of the approved Good Beer Week program can use the term Good Beer Week and any associated marketing materials and IP. The Good Beer Week committee reserves the right to prevent use of it's trademarked name for any unauthorised events and / or associated materials.*





# EVENT ELIGIBILITY CRITERIA

Due to the vast array of events programmed during Good Beer Week, in 2013 the committee split events into five categories to make searching for the right event that much easier for punters and to improve the experience further and better reflect the breadth of the festival.

They are:

**FOODIE** SHARE THE FLAVOUR



**BEER LOVER** SHARE THE LOVE



**BEER 101** SHARE THE KNOWLEDGE



**BEER GEEK** SHARE THE PASSION



**GOOD TIMES** SHARE THE MOMENT





A photograph of a restaurant interior. In the foreground, a hand pours beer from a dark bottle into a glass, creating a thick head of foam. The table is set with various glasses, a plate of food featuring dumplings and garnishes, and silverware. In the background, several people are seated at tables, some looking towards the camera. A yellow banner with text is overlaid on the image.

**FOODIE**

**SHARE THE FLAVOUR**





# EVENT STREAMS

## SHARE THE FLAV UR FOODIE



**The Foodie stream at Good Beer Week 2014 featured events at some of the finest restaurants and eateries in Melbourne, including a number with Good Food Guide Chefs Hats. Again in 2015, it will include events where the aim is to elevate the concept of beer and food pairing to a level commensurate with that commonly associated with wine.**

This stream will appeal to beer lovers keen to enhance their knowledge of beer and food matching but also, crucially, to foodies who may not previously have considered placing beer on the dining table. The aim is to show this audience that good beer, presented in the right manner, is the match for any other beverage in any establishment.



**BEER  
LOVER**

**SHARE THE LOVE**





# EVENT STREAMS

## SHARE THE LOVE BEER LOVER

GOOD  
BEER  
WEEK



**A beer lover is someone who has already embraced good beer. They have moved almost entirely away from drinking mainstream lagers into the world of microbrewed and / or quality imported beer. They are likely to be familiar with a number of local breweries and craft beer-focused pubs and bars. They may follow beer media, such as The Crafty Pint and Australian Brews News, and may even record their beer consumption on sites / apps such as Untappd. Their choice of beer is important to them and they are likely to have friends who are also beer lovers. Their passion for good beer means they are likely to encourage others to try the beers they enjoy.**

Events within this stream typically require some prior understanding of the beers on offer. Many feature guest brewers from around Australia and overseas talking about their beers and breweries. This stream also includes a number of beer and food matching events, those that explore the relationship between beer and spirits and guided tastings of beers from around the world.

**BEER  
101**

**SHARE THE KNOWLEDGE**





# EVENT STREAMS

## SHARE THE KNOWLEDGE BEER 101

GOOD  
BEER  
WEEK



**This refers to people who are at the start of their “good beer” journey. They are aware that there are beers other than those commercial offerings from large, multinational brewers and may have sampled some of these. Their knowledge is limited, but they are keen to find out more. It could also refer to those wishing to take their very first steps outside the world of mainstream lagers – perhaps encouraged by friends / influencers in their circles who have started exploring good beer.**

The events in this stream range from “Beer 101” style sessions aimed at introducing guests to the basics of beer and giving them a basic understanding of how to appreciate beer better. They are designed to be fun, approachable, easy-going yet informative too.



**BEER  
GEEK**

**SHARE THE PASSION**



**GALAXY**

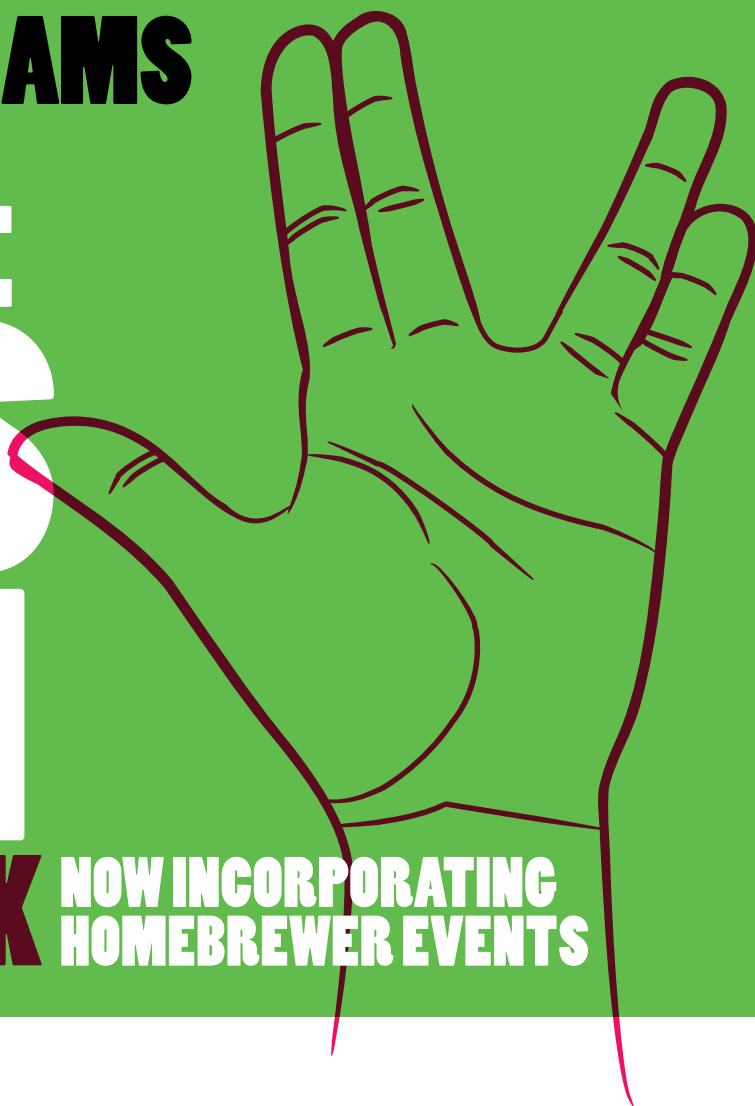




# EVENT STREAMS

SHARE THE  
**PASSION**  
**GOOD BEER WEEK**  
**BEER GEEK**

**NOW INCORPORATING  
HOMEBREWER EVENTS**



**The term Beer Geek is by no means derogative towards the beer faithful to whom it applies. In fact this demographic is what gives Good Beer Week the platform to be daring with its programming. Without them, this festival probably wouldn't have ever started.**

This stream allows the program to push the limits of what Good Beer is, through new beer recipes, products, collaboration brews and truly out there events. It is a program that delivers the amazing and unexpected with an audience that isn't shy with its opinions!

This stream also includes events for homebrewers – another group that tends not to be shy with its opinions. That means it will be home to events such as live brews, brewing demonstrations and opportunities to meet professional brewers who began as home brewers to learn about their transition from amateur to professional.

**GOOD  
TIMES**

**SHARE THE MOMENT**





# EVENT STREAMS

# SHARE THE MOMENT GOOD TIMES



**In the past couple of years, as the scope of Good Beer Week events has expanded, some of the most enjoyable events have been those at which great beer was an accompaniment to the main attraction: Young Henrys and Frenzal Rhomb selling out the Corner Hotel, the huge Scavenger Hunt run by The Fox Hotel or events featuring stand up, hand crafts, train rides or board games.**

The Good Beer Week committee believes these events are not only fun but are also hugely appealing to a broad cross-section of people. And, with the festival's key aim being to spread the love of good beer to new faces, we have a stream dedicated to such events: Good Times.

*PLEASE NOTE: When registering your event online, you will need to nominate which category your event will sit in. The Good Beer Week Committee has the right to move your event into another stream at their discretion.*



# WHAT YOU GET!

## Event Registration Online Portal

- Register multiple events at once through our online event registration and payment portal.
- Receive automated emails to remind you when print and web content is due.
- Live previews of your event listing in online and print format for you to review and approve before publication.
- Live access to your event listings to update event images, venue opening times, menus, tap lists and special event updates.
- Venue / Brewery listing on [goodbeerweek.com.au](http://goodbeerweek.com.au) promoting your:

**Address**

**Operating hours**

**Logo**

**Social Media platforms**

**Website**





# WHAT YOU GET!

## Online ticketing support:

- Good Beer Week manage all ticket sales for events through [goodbeerweek.com.au](http://goodbeerweek.com.au). This streamlines the process for the festival, event hosts and attendees.
- Good Beer Week does not take a percentage of your nominated ticket price. Instead we add a small fee to each ticket to cover bank fees and admin costs. (see TICKETING BOOKING FEE PRICE STRUCTURE on PAGE 22).
- You are relieved of the duty of the administrative task of selling and monitoring ticket sales.
- You retain complete control to cease ticket sales, when you need to.
- You have your own private online portal to track ticket sales.
- Printable door list(s) to use for front of house tracking at your event(s).
- Instant emails sent to you on dietary requirements as requested by ticket purchaser.
- Automated email notification when your event has sold out.
- Your own private dashboard in which Good Beer Week will post new notifications and information to keep you up to date with new announcements and features on the website.







# WHAT YOU GET!

***PLEASE NOTE: The current arrangement with our financial institution ANZ will see all income from ticket sales held in a deferred account by the bank until after the festival. All funds collected through ticket sales will be released to Good Beer Week and then passed on to event hosts a week after the completion of the festival. 1st June 2015.***

***By agreeing to allow Good Beer Week to sell your tickets on your behalf, please be 100 per cent clear on the ticketing process.***

- Tickets will go on sale to the public from 9am on March 11, 2015. Booking fees are included in the advertised ticket price and are calculated on a sliding scale. Please note booking fees are not charged for free events that require registration to attend.
- It is a requirement for event hosts to allocate two tickets for each event you run during Good Beer Week to the festival organisers to use for marketing and media purposes. Please do not include these two tickets in the total number of tickets available for sale to the public when you register your event(s) online.
- Good Beer Week receives the booking fees associated to each ticket sold to cover bank fees and administrative costs.
- You cannot advertise more tickets for sale than your selected event type allows. See Event Registration Fees for clarification.
- When multiple parties take part in an event, it is the event host's responsibility to distribute ticketing income to each party appropriately. Good Beer Week will only accept the payment and invoice details for the person/venue who registers the event online and will only pay ticketing income to that payee at the end of the festival.





# TICKETING BOOKING FEE PRICE STRUCTURE

**To be able to provide you with this exceptional custom online event management portal, Good Beer Week charges a booking fee on tickets to cover bank charges and admin costs.**

We include the booking fee in the advertised price online and in print. In other words, the ticket price that buyers will see is the total cost inclusive of all fees and GST.

To be competitive against other online ticket systems we have introduced a sliding scale fee structure.

TICKET PRICE	BOOKING FEE
FREE	NONE
\$00.1 - \$24.99	\$2 FEE
\$25.00 - \$49.99	\$3 FEE
\$50.00 - \$74.99	\$4 FEE
\$75.00 +	\$5 FEE

If your event ticket price is \$24, it will be advertised as \$26.

You will receive the full \$24.

When registering an event and entering your ticket price the online portal will automatically add the booking fee on top.





# SUPPORT FROM GOOD BEER WEEK

- Media + PR: \$2.7million in PR value in 2014.
- Regular social networking updates though Twitter and Facebook.
- Support from Good Beer Week media partners TimeOut Melbourne and The Crafty Pint.
- Radio Advertising.
- Support from our PR team at Zilla and Brooke.
- Media releases sent to beer, bar, brewing and drinks industry publications.
- Street poster campaigns in Melbourne.
- Access to targeted marketing to good beer lovers and enthusiasts.

## Marketing Collateral

- Your own event landing page on [goodbeerweek.com.au](http://goodbeerweek.com.au) with a unique URL to promote your event through social media.
- 30 word event listing, with a support image in the 2015 Good Beer Week print program guide of events (min. distribution 60,000).
- 100 word event listing with support image and partner(s) logos published on [goodbeerweek.com.au](http://goodbeerweek.com.au).
- Official Good Beer Week Programs and Point of Sale Units delivered to your venue / nominated address.
- Official Good Beer Week Venue Poster.
- Official Good Beer Week web tile and banner to be published on your website, with a hyperlink to your event landing page on [goodbeerweek.com.au](http://goodbeerweek.com.au).
- Good Beer Week logo to use with your own event promotion.
- Good Beer Week beer coasters.





# SUPPORT FROM GOOD BEER WEEK

## Industry and event support

The Good Beer Week Committee has some extraordinary and passionate members who have a fantastic range of skills that can assist you with any of the following:

- Advice on beer lists, beer and food matching.
- Staff training to get ready for Good Beer Week.
- Social Media consultancy to get the best out of public profile and promotion.
- Connections to breweries across Australia and internationally. We are compiling a list of attending brewers and how to contact them so feel free to get in touch if you have an event that would benefit from brewer representation.
- Understanding Public Relations and how to break through the noise.
- Branding and defining your key marketing messages and strategy.

If you are interested in any of the above services, please contact [info@goodbeerweek.com](mailto:info@goodbeerweek.com)

## Ticketing price point

When deciding your price point for your event see below the average ticket price of each stream in 2014:

- |                          |         |
|--------------------------|---------|
| ● FOODIE                 | \$70.61 |
| ● BEER LOVER             | \$61.40 |
| ● BEER GEEK + HOMEBREWER | \$90.00 |
| ● BEER 101               | \$27.45 |
| ● GOOD TIMES             | \$36.45 |

*Good Beer Week also likes to feature a high proportion of free-to-attend events and would like to include at least as many as the 30% featured in 2014.*

**PLEASE NOTE:**  
THESE PRICES ARE  
INDICATIVE ONLY AND ARE  
TO BE USED AS A GUIDE ONLY.  
IF YOU HAVE ANY QUESTIONS  
ABOUT YOUR PRICE POINT  
PLEASE CONTACT

**info@  
goodbeerweek.com**





# SUPPORT FROM GOOD BEER WEEK

## What Good Beer Week needs from you:

- Sign up at [www.goodbeerweek.com.au](http://www.goodbeerweek.com.au)
- Fill in the online event submissions form. You must include a venue, date, time and event stream. You will be guided step-by-step through the process by our custom built registration process. If a venue participated in 2014, their venue details will already be in system. You will simply need to select it from the drop down list. If your venue is not on the list then you can add a new one.
- You do not need to know 100% of the event details until your event has been approved by the Good Beer Week committee. Once approved, you have until January 31 to finalise all details.
- Make payment for your event as described online.
- Registration is NOT complete until payment is received

## What next

Once event registrations close, events will be reviewed.

You will be notified by the Good Beer Week committee if your event has been accepted into the program.

Events not accepted into the 2015 program will be given feedback as to how the event can be improved or sit more closely within the Good Beer Week Charter for a second assessment round.

FOR EVENTS NOT APPROVED THE REGISTRATION FEE WILL BE REFUNDED, MINUS 10% ADMINISTRATION FEE.



PLEASE NOTE THAT THE FESTIVAL ORGANISERS DO NOT PLAN TO EXPAND THE PROGRAM SIGNIFICANTLY IN 2015 AND EXPECT A MUCH LARGER NUMBER OF SUBMISSIONS SO PLEASE TAKE TIME TO ENSURE YOUR IDEAS MEET OUR CHARTER AND THAT THEY ARE TRULY KICKARSE.





# SUPPORT FROM GOOD BEER WEEK

## What Good Beer Week needs from you:

When submitting an event you agree to provide Good Beer Week with the following:

Two tickets to each event submitted. These tickets will be used for publicity reasons, i.e. media, beer bloggers/writers, photographers, or for competitions.

## Event Registration Fees

Intimate events up to 30 attendees /  
regional events / bottle shop events

**\$300** + GST

Standard metro 31 - 500 attendees

**\$500** + GST

Weeklong event ( any capacity)

**\$750** + GST

*PLEASE NOTE: you must host the same style event each day to claim this fee. If you are running different events throughout the week , you must register each one separately.*

Large event 501 + attendees per session

**\$1000** + GST

*PLEASE NOTE: this price is valid per advertised session.*

## Want more information?

Contact: [info@goodbeerweek.com](mailto:info@goodbeerweek.com) or phone 0405 118 031

Good Beer Week is managed and operated by the non for profit association Beer Love Inc.

## CHEERS FROM THE GOOD BEER WEEK TEAM BRING ON MAY 2015!

