



EVENT REGO GUIDELINES



KEY DATES 2016

Registrations open	1 October 2015
Registrations close <i>*payments must be received by October 31 2015</i>	31 October 2015
Event Registrations reviewed by the programming committee	4 - 6 November 2015
Event hosts notified of their placement in the 2016 program	7 November 2015
All event information finalised for print	31 January 2016
All event information finalised for web	14 February 2016
2016 Official program launch at the Good Beer Gala Showcase	18 - 19 March 2016
All tickets available for sale via www.goodbeerweek.com.au	9am 18 March 2016
Good Beer Week opening night party	13 May 2016
Good Beer Week	14 - 22 May 2016
Event hosts paid out ticketing income	1 June 2016

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WHAT IS IT?

“THE BEST IN THE WORLD.” “THE MOST DIVERSE”. “THE MOST PROFESSIONAL.”

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 celebrated 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 Australian International 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 fifth Good Beer Week took place in May 2015, it featured around 250 events, from high end dinners at three chefs hat restaurants to comedy gigs, live brews and death metal music events. In 2016 it will continue to feature the Australian International Beer Awards and the Great Australian Beer SpectAPular in 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% of attendees were male: in 2015, 37% were female. Events running during the festival pumps approximately \$1.2million into the local good beer community through ticket sales alone and the festival secured \$5million in PR value in 2015.

This is your chance to be part of it.

What’s new for 2016?

As per our charter’s purpose “to promote and encourage the appreciation of good beer to a wider audience” we have added some incentives to event hosts to further extend the program and reach.

Good Beer Week live music program.

2015 saw an increase in events pairing live music with good beer. We want to engage Melbourne’s live music scene and increase the offerings for 2016. We have partnered with a music promoter and if you are interested in being a host venue/official beer supplier for this stream please contact Kate at marketing@goodbeerweek.com Or, if have your own ideas please submit them through our online registration portal at www.goodbeerweek.com.au from October 1 until registrations close on October 31, 2015. There is a discounted registration fee to encourage events of this kind.

Good Beer Week Bumper Marketing pack.

You can now upgrade your event registration to the **Bumper Pack** to include additional marketing benefits to get maximum exposure of your event through Good Beer Week’s marketing channels. See page 15 for this awesome new option.

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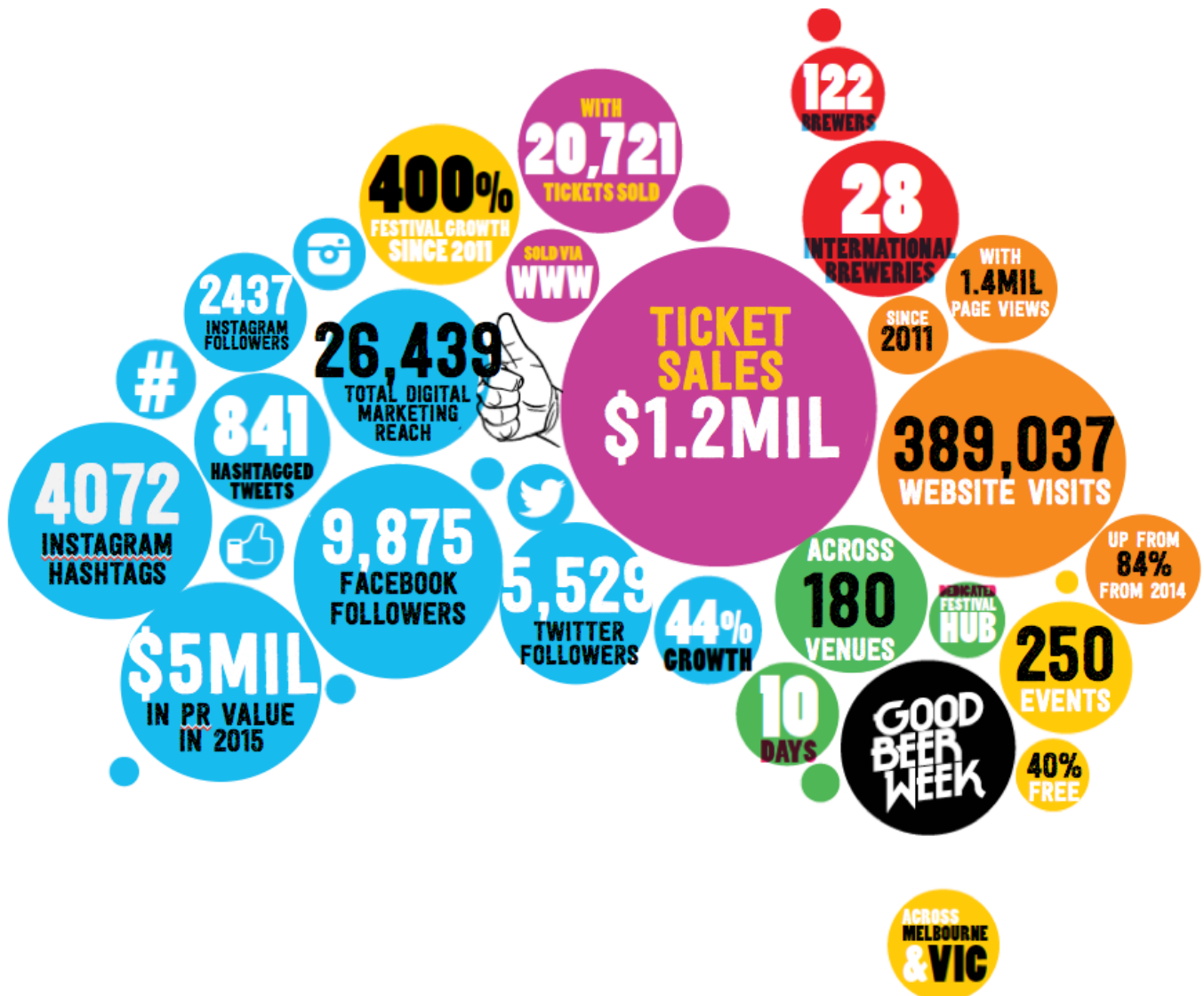
DEFINITION OF GOOD BEER

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 of using unusual ingredients or techniques.
- Creative, for example giving traditional style a new twist.
- Celebrate beer’s tradition or history.
- Complements the Slow Food Movement.

FESTIVAL SNAPSHOT





EVENT ELIGIBILITY CRITERIA

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

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

- Events must be centrally feature the appreciate 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 “Australian 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 trademarked 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.

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

BEER LOVER

BEER GEEK

BEER 101

GOOD TIMES

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PRESENTS

FOODIE

WORLD OF FLAVOUR

The Foodie stream at Good Beer Week 2015 featured events at some of the finest restaurants and eateries in Melbourne, including a number with Good Food Guide Chefs Hats. Again in 2016, 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 appeals 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.

Examples of successful events within the Foodie stream.

Tonka and Mornington Peninsula Brewery Dinner at Tonka Monday night \$120.00

Delicious food, beer cocktails, experimental beer-based drinks, spirit rinses all set in Tonka's unique Melbourne laneway setting.

Babu goes Brooklyn at Babu Ji St Kilda. Wednesday night \$80.00

Touring you around two of the chefs favourite places, Brooklyn and India, via two of the head chef's favourite things, food and beer. Included was street snacks, tandoori delights and curries all matched with Brooklyn Brewery's finest beers.

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PRESENTS

BEER LOVER

WORLD OF ADVENTURE

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 microbrewer 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 / beer 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.

Examples of successful events within the Beer Lover stream.

Abbey Collaby at Mountain Goat Brewery Wednesday night FREE ENTRY

Moon Dog, Mountain Goat & Matilda Bay breweries get together every year to brew something one-off to raise money for the Collingwood Children's Farm and they have an annual party to celebrate.

Brewers and Chewers at the Local Taphouse St Kilda. Wednesday night \$95.00

Brewers & Chewers is a famously fun dinner party with leading local and international brewers, combining elements of 'meet the brewer' and speed dating with great beer, food and company. It sells to every year.

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PRESENTS

BEER 101

WORLD OF WISDOM

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 also refers to those wishing to take their very first steps outside the world of mainstream lagers - 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.

Examples of successful events within the Beer 101 stream.

Little Creatures Ale School Excursion at Little Creatures Geelong Wednesday \$80.00 - \$95.00

The school bus sets off to the Little Creatures brewery in Geelong to learn all about ales, their top fermenting friend. Together guests make their own ale plus have a tour of the brewery, some lunch and a tasting.

Chuck & Crafty present David vs Goliath: The Taste-off at The Duke of Wellington Tuesday \$20.00

Craft beer pioneer Chuck Hahn and The Crafty Pint's James Smith joined forces for a blind tasting pitting beers from the bigger craft brewers against their smaller peers. Offering five flights of different styles, they guided guests through the blind tasting to decide who brewed the best beers.

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PRESENTS

BEER GEEK

WORLD OF WISDOM

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 delivered the amazing and unexpected with an audience that isn't shy with its opinions!

This stream also includes events for home brewers - 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.

Examples of successful events within the Beer Geek stream.

Cask Off at 3 Ravens Brewery Thornbury Sunday \$70

Serving traditional ale as well as innovative, whacky new world styles from Young Henrys, Hargreaves Hill, Boatrockers and Blackman's breweries. Attendees could talk to the brewers whilst they pour their traditionally conditioned ales directly from cask to glass, with live local music and perfectly matched grub.

Grain and Grape System Wars at Two Birds Brewing Saturday \$22

In true game show style and with nerves a-tingling, six of Australia and New Zealand's best craft and home brewers spun the Wheel of Beer to select from six grain bills and then six hop packs to decide what to brew.

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PRESENTS

GOOD TIMES

WORLD OF FUN

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; Craft vs Cult at Grumpy's Green, Cans and Bands on the farm with Mountain Goat, the huge annual Scavenger Hunt run by The Fox Hotel or events featuring arcade lock ins with brewers, hand crafts or board games.

The Good Beer Week committee believes these events are not only fun but are 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.

For 2016, Good Beer Week want to further promote Melbourne's live music scene by offering venues a discounted registration fee to encourage more programming of live music paired with good beer. If you are an existing live music venue, and have a current booking agent please submit your ideas through our online event registration portal at www.goodbeerweek.com.au. If you are interested in putting your venue forward as a live music host or supporting brewery then please email Kate at marketing@goodbeerweek.com to register your interest.

Examples of successful events within the Good Times stream.

Melbourne City: Music, Food & Beer Showcase at the Tramway Hotel Fitzroy North All week FREE ENTRY

The Tramway did all things MELBOURNE. Melbourne live music. Melbourne street food. Melbourne craft beer. Melbourne Bitter..(not so crafty). Free all week, with an amazing range of live music.

Arcade Lock-In with Lost Coast at Forgotten Worlds Arcade. Tuesday \$35.00

For five hours, Forgotten Worlds Arcade locked their doors, set all arcade machines to freeplay, and featured the entire Lost Coast beer range including the Australian debut of a special Lost Coast and Kooinda collaboration brew. This event sold out fast!

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WHAT YOU GET!

Your own 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 online and in print format for you to review and approve prior to publication.
- Live access to your event listings to update event images, venues opening times, menus, tap lists and special event updates.
- Track event views live for each of your events.

Marketing through goodbeerweek.com.au

- Event listing with 100 words of copy, venue address coded to our geotagged google maps integration, event running times, dates, your logo and supporting partners, social sharing options.
- Official “Good Beer Week” event webtile for you to publish on your own website to hyperlink to your unique URL promoting your event.
- Option to purchase the Good Beer Week “**Bumper Pack**” to further promote your event. See page 15 for details.

Print promotion and support

- Event listing with 50 words of copy, support image and event running times and dates.
- A3 official “Good Beer Week” venue poster to display on premise.
- Official “Good Beer Week” beer coasters.
- Official “Good Beer Week” print programs delivered to your venue for further in store promotion.

Online ticketing support:

- Good Beer Week manage all ticket sales for events through 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 administration costs. See ticketing booking fee structure on page 12)
- 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.
- Track ticket sales live.
- Printable door list(s) to use for front of house at your event(s).
- Instant emails sent you when a ticket purchaser has specific dietary requirements.
- Automated email notification when your event has sold out.
- Regular updates on your private online portal dashboard in which Good Beer Week will post new notification and information to keep you up to date with new announcements and features on the website as well as tips and hints on how to sell out your event.
- 24 hour phone support.

Please note: *The arrangement with our financial institution will see all income from ticket sales held until after the festival. All funds collected through ticket sales will be passed on to event hosts a week after the completion of the festival. 1st June 2016. *By agreeing to allow Good Beer Week to sell tickets on your behalf, please be 100 per cent clear on the ticketing process.*

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WHAT YOU GET!

- Tickets will go on sale to the public from **9am March 18, 2016**. 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 for marketing, sponsorship and media purposes. Please do include these two tickets in the total number of tickets available for sale to the public when you register your event(s) online.
- You cannot advertise more tickets for sale than your selected event allows. See Event Registration Fee guidelines for clarification on page 15.
- 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. No split bills!

TICKET BOOKING FEES

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 ticketing systems we have 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.

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SUPPORT FROM US

- Public relations support from the amazing team at Zilla and Brook: \$5million in PR value in 2015.
- Regular social networking updates through Twitter, Facebook and Instagram.
- Support through Good Beer Week media partners.
- Media releases sent to beer, bar, brewing, hospitality publications.
- Street poster campaigns throughout Melbourne.
- Access to targeted digital direct marketing to good beer lovers and enthusiasts through our mailing list.
- 24 hour phone support.

Marketing Collateral

- Your own event landing page on goodbeerweek.com.au with a unique URL to promote your event through social media.
- 50 word event listing, with support page in the 2016 Good Beer Week print program guide of events.
- 100 word event listing with support page and partner(s) logos published on goodbeerweek.com.au
- Official Good Beer Week programs 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
- Good Beer Week logo to use with your own event promotion.
- Good Beer Week beer coasters.

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 your public profile and promotion.
- Connections to breweries across Australian and Internationally.
- Understanding of Public Relations and how to get coverage for your event.
- Branding and defining your key marketing messages and strategy.

If you are interested in any of the above services, please contact info@goodbeerweek.com or call 0437 627 758.

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HOW TO TAKE PART

What Good Beer Week needs from you:

- Sign up at www.goodbeerweek.com.au
- If you have registered online for previous festivals, you will need to sign up with a new log in.
- Please use a generic business email, for example info@ so all parties can access the emails we send to you. If a member of your team uses a personal email, or leaves the company important information may be missed.
- 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 2015, their venue details will already be in the 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.

PLEASE NOTE: Please confirm with all participating parties that they agree to host/provide product for the event. We have had events cancelled at the 11th hour as not all parties have known about the event.

- 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.

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, bloggers/writers, photographers, or for competitions. If your tickets are not allocated by Good Beer Week we will release these at the beginning of May for you to on sell.

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 2016 and expect a much larger number of submissions than places available in the program. Please take the time to ensure your ideas meet our charter and that they are truly kickarse.

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 by November 7, 2015.
- Events not accepted into the 2016 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.

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REGISTRATION FEES

TYPE OF EVENT	CAPACITY	FEES (ALL EX GST)
Intimate events	0 - 30 attendees	\$315 + GST
Regional events	0 - 249 attendees	\$315 + GST
Regional events	250 + attendees	\$525 + GST
Bottle shop events	Any capacity	\$315 + GST
Good Times - Live Music Series Events	0 - 500 attendees	\$420 + GST
Standard metro events	31 - 500 attendees	\$525 + GST
Large event	501 + attendees per session	\$1050 + GST
Weeklong events	Any capacity	\$785 + GST

* PLEASE NOTE FOR WEEKLONG: *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. You will receive one listing in the print program, with the same event distributed throughout the week through your online listing at goodbeerweek.com.au*

You can **upgrade your event registration** package to the **Bumper Pack** to include additional marketing benefits. The price for the below package is a doubling of your registration fee. Eg An intimate event marketing package would cost \$630 EX GST. You can select this option when you register online. If your event is not accepted in the program, this will be refunded.

GOOD BEER WEEK BUMPER PACK

Listed as featured event for one week on www.goodbeerweek.com.au

** Exclusive offer, can not be purchased at a later time.*

Main editorial 100words + support image and hyperlink in Good Beer Week Electronic Newsletter.

** Good Beer Week will discuss with you publication dates.*

Double section event page listing in the print program

** Awesome new option.*

Want more information? Contact info@goodbeerweek.com or phone 0437 627 758

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

CHEERS FROM THE GOOD BEER WEEK TEAM AND BRING ON MAY 16!

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