



EVENT REGISTRATION GUIDELINES 2014





KEY DATES

REGISTRATIONS OPEN	1 OCTOBER 2013
REGISTRATIONS CLOSE	31 OCTOBER 2013
LATE REGISTRATION PLEASE NOTE ADDITIONAL LATE FEES OF \$100 PER EVENT REGISTRATION WILL APPLY SO GET IN EARLY	1 – 15 NOVEMBER 2013
EVENT REGISTRATIONS REVIEWED	20 NOVEMBER 2013
EVENTS NOTIFIED OF THEIR PLACEMENT IN THE 2014 PROGRAM	27 NOVEMBER 2013
ALL EVENT INFORMATION FINALISED FOR PRINT	FEBRUARY 14 2014
ALL EVENT INFORMATION FINALISED FOR WEB	1 MARCH 2014
2014 OFFICIAL PROGRAM LAUNCH AT THE GOOD BEER SHOWCASE	12 – 13 MARCH 2014
GOOD BEER WEEK LAUNCH PARTY	16 MAY 2014
GOOD BEER WEEK	17 – 25 MAY 2014



"Melbourne Beer Week is the best beer week in the world by far."

Brendan Moylan, founder Moylan's Brewery

In 2011, the first Good Beer Week appeared as if from nowhere, growing from the spark of an idea to a glorious celebration of the beer world in just a few weeks. In 2012, the festival grew up fast.

The number of events more than doubled to over 100 as more venues and breweries jumped on board. Alongside beer dinners and beer launches was a kaleidoscopic array of events, from beer cocktail masterclasses and lessons in making beer chocolates to beer-themed scavenger hunts and chances to get up close with some of the world's leading brewers as they brewed unique beers.



Guests flocked to Melbourne and Victoria from across Australia and overseas. Among them was Brendan Moylan, founder of Californian brewery Moylan's, Champion Exhibitor at the 2011 Australian International Beer Awards, who has since declared it the "best beer week in the world by far".

When the festival returned for a third time in 2013, it raised the bar further still. Many of Melbourne's leading culinary lights took part, we introduced event streams and created some never seen before events to showcase them. Thousands of new faces attended events, dozens of new venues joined in and, as ever, there was a feeling of joyous celebration throughout the events, as beer lovers were joined by scores of brewers who flew in from across Australia to join their peers from North and South America, Europe, Lebanon, Japan and New Zealand.

It is now your turn to be part of what will be the biggest Good Beer Week yet in 2014. Interest in craft beer is rocketing, and you would be crazy to not join us for the ride!



WHAT IS ALL THE FUSS ABOUT?

CHARTER

Good Beer Week is a curated festival that takes place one week of the year, coordinated and governed by the Good Beer Week committee and centred around:

- Events that showcase good beer in its many forms held at venues and breweries in Melbourne and Victoria.
- Consumer education events.
- An Industry Conference for brewers, trade and retail.

The festival seeks to attract both industry professionals and existing enthusiasts, but importantly to engage the general public in appreciating good beer and the cultural and social possibilities surrounding it.

WHY NOW?

The current rapid growth in the production and sales of both homegrown craft beer and imported beer highlights the huge interest in beer across Australia. Consumers are spoilt for choice with thousands of domestic and imported beers available. Australia, and in particular Victoria, is a hub of excitement and activity, which is why Good Beer Week was a festival that had to happen.

BACKGROUND

The purpose of Good Beer Week is to promote the place of good beer in Australian cultural life, and in doing so educate the public about good beer.

DEFINITION OF GOOD BEER

It is acknowledge that the definition of "Good Beer" is ultimately a subjective one, and is analogous to the notion of "Fine Wine". As with Fine Wine, Good Beer can originate from both small and large operations.

To be considered "Good Beer, at least three of the following descriptions must be associated with your event.

- 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.

WHAT'S IN IT FOR YOU?

BEING PART OF THE GOOD BEER WEEK PROGRAM YOU CAN:

- Expose your business through Good Beer Week's marketing campaign, 2014 program and our aggressive social media engagement program.
- Trial that original event idea you have always wanted to do on a low risk platform.
- Be seen to be part of the fast-growing industry and community based around good beer here in Australia and internationally.
- Educate consumers about your business and what it has to offer.
- Gain insight into existing customers' brand perception in real time.
- Expose your brand and products to a captive and interested audience and potentially establish a new customer base.
- Educate and expose your staff to beer styles and trends through our industry benefits program.
- Profile your business in the 2014 Good Beer Week Program and the festival's website.
- Be part of the fastest growing beer festival in Australia and "the best beer week in the world".



"I don't think I've seen a festival of this scope for such a niche market organised so well." Luke Robertson, Ale of a Time

EVENT ELIGIBILITY CRITERIA

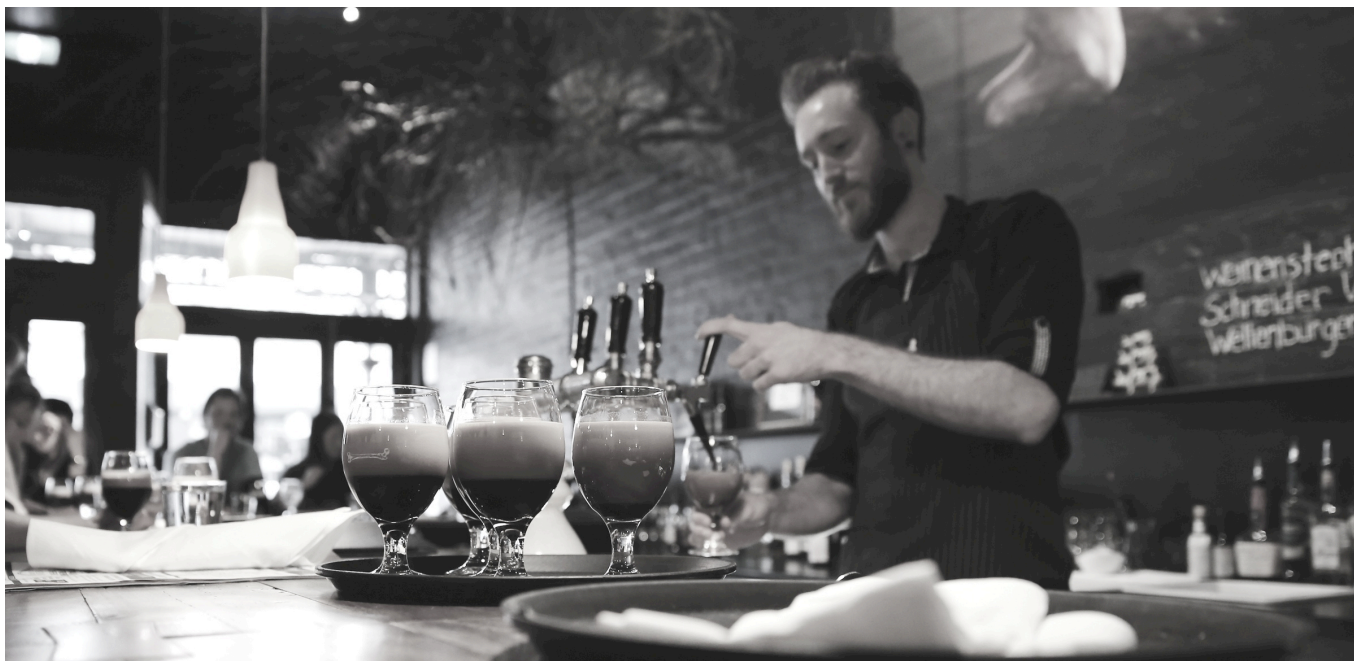
Events can only be approved for inclusion in the Good Beer Week Program if they support the purpose of Good Beer Week and its charter.

When planning your event keep in mind the values of the festival below. If your event meets two or more of these criteria then your event is more likely to be accepted into the 2014 Program.

- 1) Events must centrally feature the appreciation of good beer and also actively practice and promote the responsible service and use of alcohol.
- 2) Venues during Good Beer Week must feature additional special programming distinct from their normal operation throughout the year. For example special offerings or activities.
- 3) Offer beer and food matching experiences
- 4) Offer educational forums for "Good Beer" enthusiasts to discuss, debate and learn about "Good Beer".

PLEASE NOTE

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



EVENT STREAMS

Due to the vast array of rad events programmed during Good Beer Week, in 2013 the committee spilt events into five categories to make searching for the right event that much easier for punters. These streams have been altered slightly for 2014 to improve the experience further and better reflect the breadth of the festival. They are:

FOODIE

The Foodie stream at Good Beer Week 2013 featured events at some of the finest restaurants and eateries in Melbourne, including a number with Good Food Guide Chefs Hats. Again in 2014, 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 GEEK [NB 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!

In 2014, 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.

BEER LOVER

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.

EVENT STREAMS

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 [Previously Beer Novice]

This refers to drinkers 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.

GOOD TIMES

In 2013, as the scope of Good Beer Week events expanded, some of the most entertaining events were those at which great beer was there as an accompaniment to the main attraction. Think of Young Henrys Rockstar Brews gig at Cherry Bar or Henry Wagons and Mick Thomas launching their beers at the Yarra, the boat trip around Port Phillip Bay, the sold out Secret Cinema at The Wilde, the Scavenger Hunt run by The Fox Hotel.

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, we decided to create a new stream for such events, into which we expect to see comedy and more make their debut in 2014.

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.

If you are unsure of what stream your event will sit within please contact info@goodbeerweek.com

NEW TO 2014 GOOD BEER WEEK LUNCH TIME OFFERING

Many attendees take annual leave so they can enjoy all nine days of the festival, leaving many beer lovers in Melbourne looking for activities throughout the day.

With them in mind, Good Beer Week is introducing GBW Lunchtime Specials. This gives venues who have registered an event the opportunity to program a lunch time offering for the discounted registration price of just \$150 plus GST. This could be a special beer and food deal or deals at a venue throughout the week.

Please note this option is only valid if you have registered another event. If you would like to host only a lunchtime option then you will need to pay the registration fees as stated in the registration matrix.

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.
- Ability to purchase and upload additional marketing through the print program and online campaign scheduler. * This option is available once your event has been approved into the program.
- *PLEASE NOTE THE GOOD BEER WEEK COMMITTEE MUST APPROVE ALL PURCHASED MARKETING CREATIVE FOR PUBLICATION ONLINE AND IN PRINT BEFORE BEING PUBLISHED. IF YOUR CREATIVE IS NOT APPROVED A FULL REFUND WILL BE GRANTED.
- Venue / Brewery listing on goodbeerweek.com.au promoting your
 - Address
 - Operating hours
 - Logo
 - Social Media platforms
 - Website



SUPPORT FROM GOOD BEER WEEK

ONLINE TICKETING SUPPORT:

- Good Beer Week will manage all ticket sales for events through goodbeerweek.com.au. This follows a successful trial in 2013, since when we have further enhanced and streamlined our ticketing system. 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 below for more information].
- 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 with weekly sales reports emailed to your nominated account.
- Printable door list[s] to use for front of house tracking at your event[s].
- Database of your ticket holders' email addresses and phone numbers to use for promotion beyond the festival dates.
- Online live updates on dietary requirements for each of your ticket holders.
- Automated email notifications when your event has sold out, with the option to list another session via our online payment system.

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 2014.

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 12, 2014.
- 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.
- Good Beer Week receives the booking fees associated to each ticket sold to cover credit card fees and administration costs.
- A requirement for event hosts is to allocate two tickets for each event you host to Good Beer Week to use for marketing and media purposes. Please do not include these two tickets in the number of tickets available for sale that you register online. [Don't worry we will remind you during the registration process].
- You cannot advertise more tickets for sale than your selected event type allows. See Event Registration Fees for clarification.



SUPPORT FROM GOOD BEER WEEK

- 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.
- As per the registration fee structure event hosts can only advertise the amount of tickets available as per their event registrations selection. See [Event Register Fees](#) for clarification.
- It is the event host's responsibility to distribute ticketing income to multiply parties associated with any event when applicable. Good Beer Week will only accept the payment and invoice details for the person/venue who registers the event online.
- As per the registration fee structure event hosts can only advertise the amount of tickets available as per their event registrations selection. See Event Register Fees for clarification.
- It is the event host's responsibility to distribute ticketing income to multiply parties associated with any event when applicable. Good Beer Week will only accept the payment and invoice details for the person/venue who registers the event online.

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.

In 2014 we will 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.

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

TICKET PRICE	BOOKING FEE
FREE	NONE
\$1.00 - \$25.00	\$2.00
\$26.00 - \$50.00	\$3.00
\$51.00 - \$75.00	\$4.00
\$76.00 +	\$5.00

If your event ticket price is \$25.00, it will be advertised as \$27.00. You will receive the full \$25 ticket price. 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:

- Regular social networking updates through Twitter and Facebook.
- Support from Good Beer Week media partners TimeOut Melbourne and Sydney and The Crafty Pint
- Radio Advertising on 3RRR
- Support from our PR team at Zilla and Brooke.
- Media releases sent to beer, bar, brewing and drinks industry publications.
- Street poster campaigns in Sydney and Melbourne.
- Access to targeted marketing to good beer lovers and enthusiasts.

MARKETING COLLATERAL

- Your own event landing page on goodbeerweek.com.au with a unique URL to promote your event.
- 30 word event listing, with a support image in the 2014 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
- Official Good Beer Week Programs and Point of Sale Units delivered to your venue / nominated address
- Official Good Beer Week Venue Poster x 2
- 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.
- PLEASE NOTE, ALL MARKETING MATERIAL THAT UTILISES THE GOOD BEER WEEK LOGO, NAME OR ASSOCIATION MUST BE APPROVED BY THE GOOD BEER WEEK COMMITTEE PRIOR TO PUBLICATION. PLEASE EMAIL ALL CREATIVE TO marketing@goodbeerweek.com

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



SUPPORT FROM GOOD BEER WEEK

TICKETING PRICE POINT

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

FOODIE \$85.00

BEER LOVER \$53.00

BEER GEEK + HOMEBREWER \$90.00

BEER NOVICE (BEER 101) \$30.00

WHAT GOOD BEER WEEK NEEDS FROM YOU:

- 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.
- 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 February 14th 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 2014 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 2014 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



REGISTRATION

TERMS AND CONDITIONS

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 Treasons, i.e. media, beer bloggers/writers, photographers, or for competitions. You will be able to access your online registration page up until February 14th, 2014 to amend your program information

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

\$1000 + GST

PLEASE NOTE: THIS PRICE IS VALID PER ADVERTISED SESSION

LUNCH TIME MENU

\$150 + GST

PLEASE NOTE: THIS OFFER IS ONLY VALID TO VENUES THAT HAVE REGISTERED A FULL PRICE EVENT

WANT MORE INFORMATION?

CONTACT

info@goodbeerweek.com or phone 0405 118 031

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

**CHEERS FROM THE GOOD BEER WEEK TEAM
BRING ON MAY 2014!**