



GOOD
FOOD
& Wine Show

Post Show Report

Perth

31 July – 2 August 2009

diversified
EXHIBITIONS ■ AUSTRALIA



OVERVIEW

The Good Food & Wine Show, voted the Best Consumer Show at the prestigious Exhibitions & Events Association of Australia (EAAA) Awards in 2008 and 2009, delivered record results in Perth in 2009. The show was held from Friday 31st July until Sunday 2nd August and attracted a record 22,004 visitors over three days.

Enthusiastic crowds once again delivered a high spend, offering exhibitors unique sampling and sales opportunities as well as a fantastic opportunity to generate more awareness for their brands.

The Good Food & Wine Show has established itself as Australia's largest consumer food and wine show and has grown to encompass kitchen appliance, cookware, gourmet food and wine exhibitors. The show incorporated a host of world-class visitor features including the LG Celebrity Theatre presented by LifeStyle FOOD Channel, which in 2009 staged Matt Moran, Tobie Puttock, Alastair McLeod, Anna Gare and hugely popular chefs George Calombaris and Gary Mehigan who took to the stage delighting audiences.

The Show's programme was a mix of old favourites and exciting new initiatives. First time attractions were warmly received by audiences. The Riedel Decanter Bar, hosted by top Sommelier's Ben Edwards and Dan Sims of The Wine Guide, featured intimate classes for the seasoned wine enthusiast. Also new in 2009 were the Cheesematters Masterclasses hosted by experienced cheese educator Naomi Crisante which were a sell out before the doors opened and the Fifth Leg Restaurant which provided visitors and exhibitors with a chance to relax and unwind while enjoying dishes from many of Australia's leading chefs.

'Good Food & Wine Show After Dark' was introduced in Perth for the first time this year, visitor numbers exceeded all expectations with over 2000 visitors attending the Friday evening session. The success of After Dark exceeded all expectations and is a certainty to be held again in 2010.

IN SUMMARY

- ✦ 22,004 visitors
 - ✦ Breakdown of visitors per day:
 - Friday 31st July 4,738
 - Saturday 1st August 9,386
 - Sunday 2nd August 7,880
 - ✦ 212 exhibitors
 - ✦ Total at show spend of over \$3.6 million
- * based on visitor spend estimate of \$3.9 million and exhibitor sales estimate of \$3.4 million

As organisers of the Good Food & Wine Show, Diversified Exhibitions Australia has a commitment to bringing consumers and suppliers together in an entertaining and interactive selling environment. An essential element of our management strategy is to survey visitors and exhibitors and to present these statistics in a show report. Extracts from all materials are available upon request to support quoted statements and statistics

A RECAP OF THE SHOW...

Perth

Venue: Perth Convention Exhibition Centre
21 Mounts Bay Road, Perth

Dates: Friday 31st July – Sunday 2nd August, 2009

Exhibitors: 212

Visitors: 22,004

Admission: Entry open to the general public
(children 5 years and under free)

Adult: \$30.00

Child: \$20.50

Concession: \$22.50

Features: LG Celebrity Theatre presented by LifeStyle FOOD Channel
Fifth Leg Restaurant
Cheesematters Masterclass
Department of Agriculture area
Riedel Wine Theatre
Riedel Decanter Bar

Sponsors: LG
LifeStyle FOOD Channel
Fifth Leg
Riedel
Singapore Airlines
Hardys
[yellow tail]
Anolon
Cellarbrations
Ford
Parmelia Hilton
The West Australian
Department of Agriculture

Organisers: Diversified Exhibitions Australia



VISITOR PROMOTION

The second Perth Good Food & Wine Show visitor promotion campaign was designed to continue effective marketing activity from the successful previous year as well as increase the Show's exposure in the mass media.

The creative campaign initiated in 2008 was carried through to all marketing material and Show signage. As in previous years the long lead marketing included magazine advertising, website activity, direct mail, emails and offers to membership based rewards companies. The short lead activity focussed on mass media and included radio and television advertising, press campaign and street posters.

A new Perth based PR Company came on board in 2009 and worked strongly with exhibitors and local media to leverage the most out of the local content and stories at the Show. They also promoted the popular Show features through stories in the media and various promotions.

On top of the advertising and editorial in Australia's top food & lifestyle magazines, over 350,000 promotional DL leaflets, postcards and posters distributed throughout Perth and surrounds, media partnership with advertising and editorial in The West Australian and Mix 94.5, as well as advertising and content on Channel 7 and Channel 9 there were various new marketing activities in 2009.

New Marketing Activities:

- Ticketek was contracted as the ticketing agency for all four shows in 2009 providing the opportunity for a ticket pre-sale which was promoted to over 300,000 people through 'Visa Entertainment' email. Regular online marketing tiles and dedicated eDMs with various promotions relating to pre-Show ticket sales were also undertaken by Ticketek.
- A new audience was targeted through wider magazine advertising, adding to the popular food and wine publications that are used each year. Lifestyle, home/garden, business and travel magazines carried full page ads with a pre-book offer in the months leading up to the Show hitting a new audience of around 700,000 potential visitors.
- More direct marketing through HTML's to local business in the Perth CBD to promote the new 'After Dark' session

GOOD FOOD & Wine Show
Feed your inner foodie

The Good Food & Wine Show is a spectacular blend of food, wine, fashion and entertainment. It's the Perth's biggest gourmet event, most fascinating kitchen stage and award-winning chef stars all in one place. Plus don't miss your favourite local and international cuisines. So go ahead, feed your inner foodie!

Book your ticket & win!
The lucky draw below is available to make \$1000 gourmet food and wine to enjoy from Good Food & Wine Show. Starts 12PM when booking. www.goodfoodandwine.com.au

Feed your inner foodie

GOOD FOOD & Wine Show

The year's show is a celebration of great food, great wine & great times! See three Pullards, Ben & Meera and other incredible chefs' creations for you and sample an abundance of food and wine. It will be the Perth's biggest gourmet festival, most fascinating kitchen stage and award-winning chef stars... and it's all waiting for you to enjoy!

Book your ticket and win!
Call Ticketek on 1322 44 or book online. Seats \$95. When booking be in to be the first to win a \$2000 gourmet food & wine basket.

31 July - 2 August 2009 Perth Convention Exhibition Centre www.goodfoodandwine.com.au

an invitation to feed your inner foodie

GOOD FOOD & Wine Show

We are pleased to invite you to attend the Good Food & Wine Show. The show will be held at the Perth Convention Exhibition Centre from 31 July to 2 August 2009.

Friday 31 July	10.30am - 4.30pm
Friday 31 July	4.30pm - 9.00pm
Saturday 1 August	10.30am - 5.00pm
Sunday 2 August	10.30am - 5.00pm

www.goodfoodandwine.com.au

COMPLIMENTARY TICKET

feed your inner foodie

GOOD FOOD & Wine Show

Special Offer
Save \$50 on your ticket to

GOOD FOOD & Wine Show

31 July - 2 August 2009
Perth Convention Exhibition Centre
goodfoodandwine.com.au

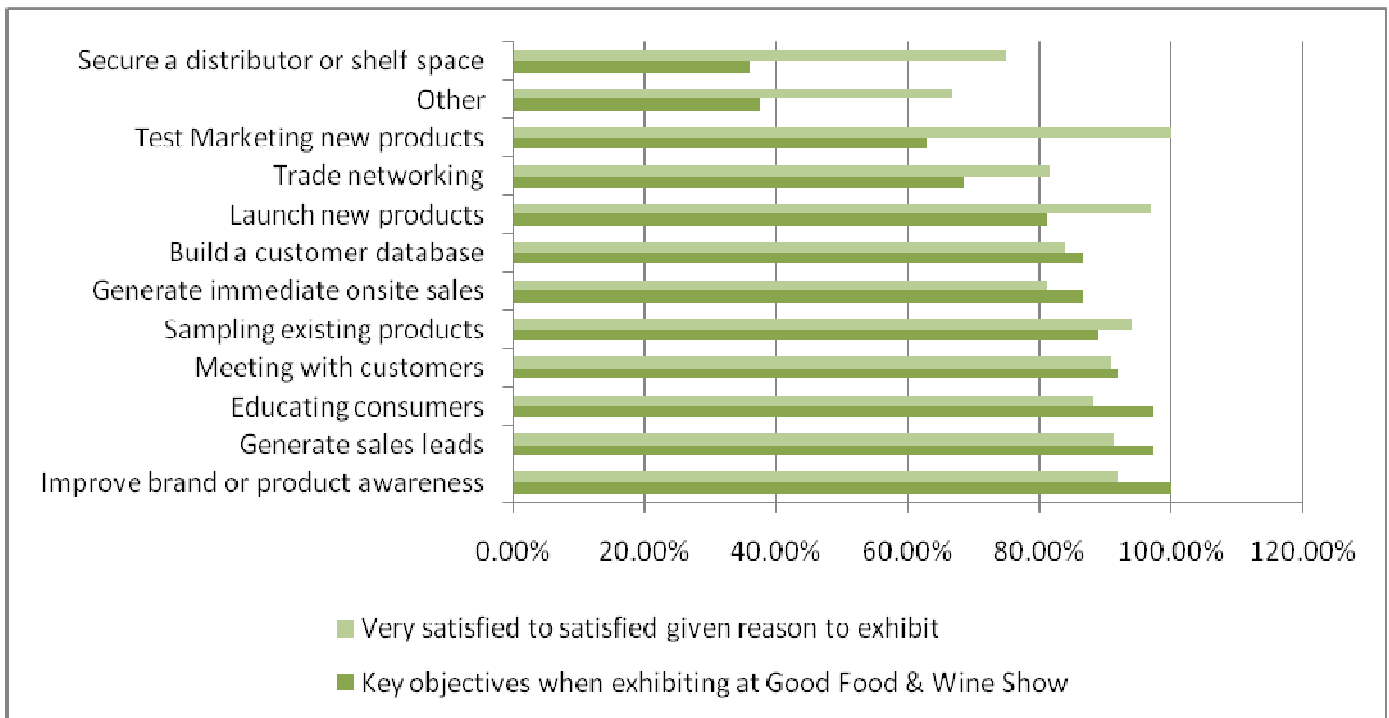
feed your inner foodie

GOOD FOOD & Wine Show

5-8 June, Melbourne
3-5 July, Sydney
31 July - 2 August, Perth

EXHIBITOR SURVEY - PERTH

Exhibitors key objectives when exhibiting at the Good Food & Wine Show:

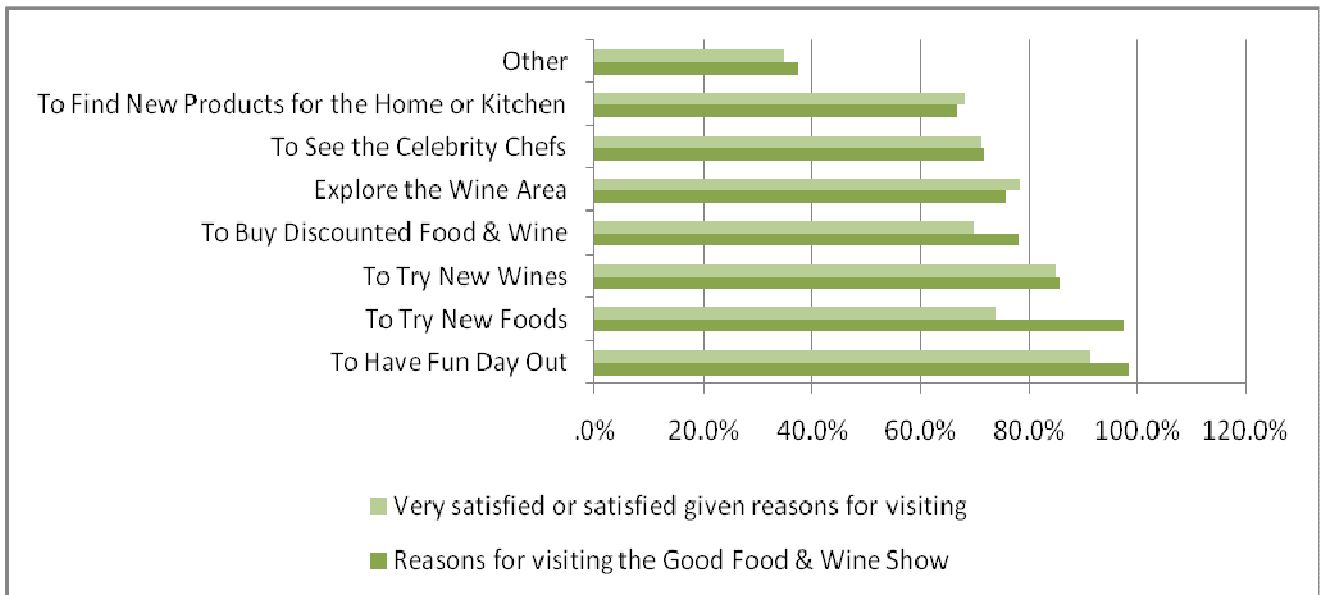


- 94.8% of exhibitors were satisfied or very satisfied with the quantity of visitors at the show
- 86.5% of exhibitors were satisfied with the quality of visitors at the Show
- 85.8% of exhibitors rated the exhibition management good to excellent
- 91.9% of exhibitors were satisfied to very satisfied with the Show given their reasons to exhibit
- 76.5% of exhibitors wish to target females when exhibiting at the Show
- 41.7% of exhibitors believe exhibitions are the most effective way of reaching consumers



VISITOR SURVEY - PERTH

Visitors were asked their reasons for attending the Show and how satisfied they were with the show given these reasons:



Feedback from visitors

- 85.4% of visitors were satisfied or very satisfied with the Show overall given their reasons for attending
- 88.9% of visitors discovered new products at the Show
- 94.2% of visitors are likely or highly likely to recommend or buy a product they have seen at the Show
- The average spend of visitors at the Show was \$182
- The average monthly spend on food and wine products by visitors is \$644
- 82.3% of visitors are likely to recommend the Good Food & Wine Show to a friend or colleague
- 60.0 % spent over \$100 at the Show

QUOTES

EXHIBITORS

"This is the only tradeshow I commit to every year and it's a big trip for me & the crew to come from Broome with product and display gear. Totally happy to see my (Matso's Broome Brewery) brand awareness grow through these consumers visiting the WA show and love educating beer lovers about Broome. Cheers" *Justin Wiebrecht - Sales & Marketing Manager - Matso's Broome Brewery*

SPONSORS

"The Perth Good Food and Wine Show was a great opportunity for us to leverage our brand in an interactive, engaging and fresh new way. This sponsorship provided us with the opportunity to speak directly to our target consumers, and see our brand come to life through our tasting stand and via the Fifth Leg Restaurant. Brand exposure was strong and feedback very positive." *Fifth Leg Team – Fifth Leg (Fosters)*

"The Good Food & Wine Show has been a great platform for LG to showcase our new and current products, especially our new cooking products where the Celebrity Chefs have been cooking on. The evolution of our brand in Stylish Design and Smart Technology has been truly heightened in the great display of our products during the show and the positive response from consumers, retailers and the celebrity about the products are a testament to LG's leadership in innovation and technology." *Glacel Lubrin-Zabat - Category Manager- Home Appliances - LG Electronics Australia Pty Ltd*

VISITORS

"I want to congratulate the organiser's on putting together such a great show! It was my first time at the show and I was impressed by all of the food and wine on display. I tried so many new products and will definitely be telling all my friends to attend next year!" *Greg Wilkinson – Subiaco - Perth*

"I love the Good Food & Wine Show! This was my 2nd year attending the show and it was bigger and better this year, we loved seeing the celebrity chefs in the theatre, especially George and Gary from Masterchef. I picked up lots of ideas and new products which I will definitely be using at home from now on. Thanks so much!" *Claire Sartori – East Perth*