

# 2018 CELLAR Door CAPACITY Building PROGRAM

Presented by Tourism Western Australia

Tourism Western Australia is delighted to invite you to participate in a new **Cellar Door Capacity Building Program** designed specifically for West Australian wineries, breweries and distilleries. The three-part program will include a workshop in your region delivered by industry experts Robin Shaw from **Wine Tourism Australia** and Charlotte Prouse from **Destination Marketing Store**.

## Why are we conducting this program?

The aim of the program is to assist wineries, breweries and distilleries to recognise and build upon their tourism potential and develop and deliver high quality cellar door experiences. The program is being funded by Tourism Western Australia and there is no cost to attend.

## What will you learn?

The topics covered will vary slightly between each location to address local needs, but broadly cover:

- Global tourism and travel trends influencing the wine and beverage industries
- Understanding visitor motivations in relation to the cellar door experience
- Identification of key target markets and their expectations
- Best practice design elements for maximising audience engagement at cellar doors
- Overview of how cellar doors can work within the tourism distribution system
- Designing memorable visitor experiences
- Strategies to engage visitors through effective story telling

- Developing a culture of service excellence that converts visitors to brand advocates
- Creating effective tourism partnerships by packaging and bundling products and experiences

## What is included in the program?

- Full day interactive workshop featuring practical exercises and global case studies.
- Workbook and notes to share with your team.
- Pre-Workshop Business Self-Assessment (distributed when you register).
- 1:1 Post-Workshop Consultation with the Facilitators (conducted by teleconference).
- Access to online resource materials.

## Who should attend?

Whether you're a seasoned cellar door professional offering immersive visitor experiences for a broad audience, or just beginning your tourism journey, the program will help you and your team move to the next level of experience development and delivery.

The workshops are open to owners, managers, marketing, sales and cellar door personnel of West Australian wineries, distilleries and breweries.



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## Who are the presenters?

**ROBIN SHAW**, Wine Tourism Australia

Regarded as Australia's foremost wine tourism expert, Robin has an extensive wine and tourism industry background that includes cellar door management, sales and marketing, membership management, strategic planning, and experience development. She has worked for some of Australia's leading brands and industry organisations, including Jacob's Creek, South Australian Tourism Commission and Winemakers' Federation of Australia and is current board member of Wine Industry Suppliers Australia, Adelaide Hills Tourism and Churchill Fellows SA.

A dynamic and entertaining presenter, Robin has considerable experience facilitating workshops and delivering keynote presentations across Australia and internationally, including the annual **International Wine Tourism Conference**. Robin also holds formal qualifications in Marketing, Communication and Training & Assessment.

**Wine Tourism Australia** is a private consultancy that works primarily with wineries and wine regions to maximise their tourism potential. Services including cellar door staff training, performance improvement programs, DTC marketing strategy, experience development, cellar door design, mystery shopping programs, brand story telling, coaching and workshop facilitation. Wine tourism study tours to international destinations epitomising best practice are run on-demand each year.

**CHARLOTTE PROUSE**, Destination Marketing Store

Charlotte has been working with tourism regions, wine regions, organisations and destinations to create and implement great destination brands, strategic marketing plans and experience development strategies for the last 20 years. She has worked with Tourism Australia and Tourism New South Wales and is a former board member of Tourism Murray River and Riverina Regional Tourism.

Charlotte seeks to find the magic of a destination - what sets it apart from other destinations - and has applied this thinking across a range of industry sectors, including property development, not-for-profits, tourism precincts, wine regions and individual tourism businesses. She has developed marketing strategies for major destinations including Victorian Alpine Resorts, Christmas Island and NSW National Parks and Wildlife Service.

Her formal education includes a Bachelor of Arts and Recreation (major in Tourism Marketing), Certificate in Neuro-Linguistic Programming (NLP) and Diploma in Executive Tourism and Marketing.

**Destination Marketing Store** works with businesses and regions to help them become destinations of choice. Services include strategic branding and positioning, marketing strategy and campaigns, destination planning, experience and product design, event development and delivery, community engagement and education, consultation and facilitation, business coaching and capacity development.

## Workshop Schedule

The workshop runs from 9am until 5pm, and is being held in the locations below on the dates listed:

**Tuesday 22 May 2018** – Margaret River, Aravina Estate

**Friday 25 May 2018** – Geographe and Blackwood Valley, St Aidan Winery

**Tuesday 29 May 2018** – Manjimup, Pemberton and Blackwood Valley, Venue TBC (Manjimup)

**Thursday 31 May 2018** – Great Southern, Venue TBC (Mount Barker)

**Tuesday 5 June 2018** – Peel and Perth Hills, Byford Country Club

**Thursday 7 June 2018** – Swan Districts and Perth Hills, Sandalford Wines

Please note that there are limited places available for each workshop. While we recommend one attendee from each business initially, further attendees may be possible, subject to availability. If you are not able to attend the workshop nominated for your region, you may be able to attend a different workshop (also subject to availability).

## How to register

**Registrations close on Wednesday 16 May, 2018.**

Please send your nomination to [stephanie.frere@westernaustralia.com](mailto:stephanie.frere@westernaustralia.com) by **16 May 2018**, clearly stating which workshop you are nominating for, the primary attendee, contact and business name, email, and phone.

## Who to contact for further information

Please direct all enquiries to:

**Stephanie Frere** at [stephanie.frere@westernaustralia.com](mailto:stephanie.frere@westernaustralia.com) or **9262 1824**

Tourism Western Australia looks forward to your attendance.