

Clare Valley Wine & Grape Association

Tasting Australia 2026 Post Event Report

A Taste of Something Different – Clare Valley

Event Snapshot

Event Date	Friday 8 May 2026
Venue	Adelaide Town Hall
Participating Wineries	12
Wines Showcased	24 Alternative Varieties
Attendance	109 including comp tickets
Tickets Sold	101
Sell Out Status	78%
Wine Sales	\$2,798.91 ex gst
Wine/member	108 bottles across all members
P & L	-\$

Event Objectives & Key Outcomes

Objective

- Increase awareness of Clare Valley wine region & alternative varieties
 - Drive intention to visit Clare Valley
 - Promote Gourmet Festival & Bus Trail
 - Provide exposure for participating wineries
 - Build consumer database for future marketing
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Attendee Reach

New: 82%

- **17% subscribed** to our List
- **4% purchased** wine

Currently on our List: 18%

- **33% purchased** wine

Marketing Performance

Media & Promotional Activity

- Tasting Australia event listing
- Clare Valley social media promotion
- Winery cross-promotion
- EDM campaigns
- PR/media coverage

Tasting Australia Event Listing Metrics

Page views

1,337

Marketing channels:

Organic search - 37%

SATC eDM – 22.7%

Direct – 10.5%

Organic social – 15.1%

Referring domains – 9.7%

Geographics:

South Australia – 72.5%

Victoria - 9%

NSW - 5.5%

NT – 4.5%

QLD – 2.5%

EDM Performance

Campaign	Open Rate	CTR
5 th Feb - Launch EDM	16%	2%
18 th Mar - Monthly EDM	19%	0.5%
2 nd Apr - Monthly EDM	17%	2%
16 th Apr – Monthly EDM	17%	1.6%
5 th May – Monthly EDM	18%	1%
14 th May – Monthly EDM	13%	2.3%
Industry Average	17-20%	1-2%

Social Media Performance

A Taste of Something Different Facebook Event created 13th Mar

Multiple Instagram Stories between March and May

Added to our Social Media Paid Ad Campaign

Plus posts through April – May

Best Performing Content

Insta/Facebook post 29th April

Views: 4238 Reach: 1716 Interactions: 57 Link Clicked: 27

Insta/Facebook post 5th May

Views: 4821 Reach: 1015 Interactions: 55 Link Clicked: 0

Consumer Insights

Key Feedback Themes

- Strong enjoyment and overall event satisfaction
- High interest in discovering and tasting diverse wine varieties from the Clare Valley
- Positive perceptions of Clare Valley wines and the region
- Positive engagement with participating wineries
- Quality experience, reinforcing the Clare Valley brand

Sample Consumer Feedback

“Fun event, got to discover new wineries and was good value for money”

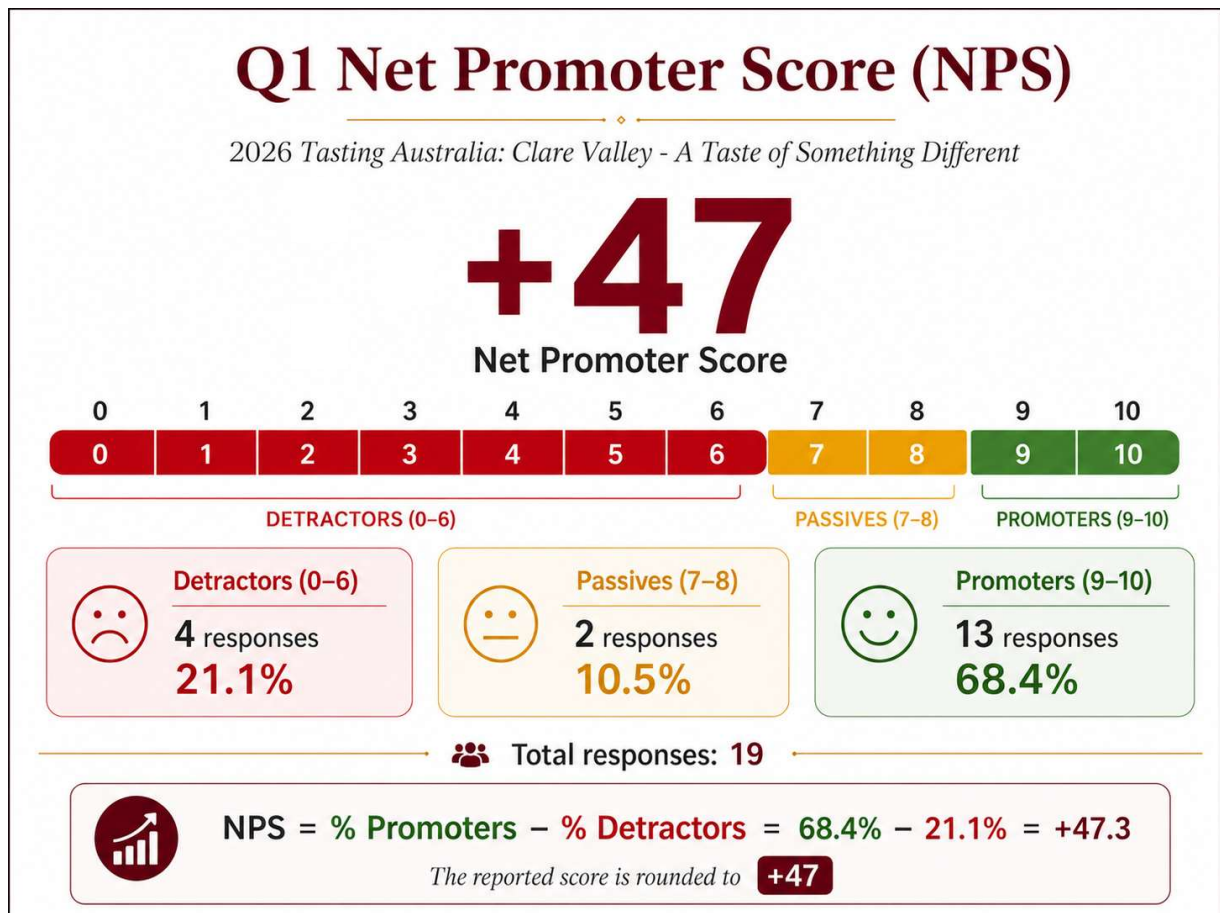
“Event was excellent. Not overcrowded and a good mix of wine options”

“It’s a great way to experience Clare Valley wines”

“The idea of being able to go around to multiple wineries in one place and talk to the staff was great”

“It was a very good opportunity for Adelaide residents to meet, greet CV producers and try their wines”

Q1. How likely would you recommend the A Taste of Something different event to a friend, family member or colleague?



18% of Attendees completed the Survey, 78% of them subscribed to our List

Industry Average survey completion rate is 15%

Member Insights

- 6 of the 12 participating members provided feedback.
- Positive & Negative feedback was directly related to wine sales
- Venue & Format were generally positively received
- Key improvements
 - Signage
 - Food Offering
 - Wine Sales

Outcomes & Recommendations

Outcomes

The event successfully increased awareness of the Clare Valley wine region and its alternative varieties by showcasing 24 wines from 12 participating wineries to 109 attendees, with strong consumer feedback highlighting enjoyment, discovery and positive perceptions of the region. It also supported visitation intent and regional promotion through strong engagement with Clare Valley producers, promotion of the Gourmet Festival and Bus Trail, and marketing activity across Tasting Australia, EDM, social media, PR and winery channels. The event provided valuable exposure for participating wineries, generated \$2,798.91 in wine sales, and helped build the CVWGA consumer database, with 17% of new attendees and 78% of survey respondents subscribing to the mailing list.

Recommendations

Develop a coordinated marketing calendar for participating members

Create a clear promotional timeline with ready-to-use social media and EDM assets, outlining when and how often members should promote the event. This will help complement and reinforce CVWGA marketing activity, while creating a more consistent and coordinated campaign across all participating wineries.

Strengthen member communication around event objectives

Continue including the member brief as part of registration, while also reinforcing the key event objectives through all pre-event communications. This will help ensure all participating members have a shared understanding of the event purpose, target audience and desired outcomes.

Introduce a final proofing step for member promotional content

As promotional copy is developed from member registration information, provide participating members with a final proof of their copy before publication. This will allow members to confirm accuracy, ensure confidence in the promotional material and support a polished final campaign.

Review venue options and operational inclusions

Evaluate alternative venue options for future events, with consideration given to operational requirements such as rubbish removal, back-of-house logistics, accessibility, setup and pack-down support. This will help ensure the selected venue provides both a strong consumer experience and practical support for event delivery.

Provide a clear member checklist prior to the event

Develop a simple pre-event checklist similar to those provided for Gourmet, outlining exactly what participating members need to bring, prepare and provide on the day. This will support smoother event operations and help ensure consistency across all winery displays and service points.

Review signage requirements and budget

Investigate the cost and availability of the original signage option, while also considering other fit-for-purpose signage solutions. Clear and effective signage will support event navigation, strengthen brand presence and improve the overall attendee experience.

Refine the catering brief and approval process

Provide the caterer with more detailed requirements, including the preferred style, quantity, presentation and service expectations, and request a sample or final menu approval prior to the event. This will help ensure the food offering aligns with the event format, audience expectations and available budget.

Improve the wine sales process and member sales promotion

A review of the wine sales model to identify a streamlined process that supports stronger mixed 6-pack and 12-pack sales across participating wineries. While returning individual sales directly to wineries would likely require the introduction of a participation fee, an improved shared sales process, supported by clear pre-event and on-the-day promotional tools, would help members better promote mixed packs and create a stronger commercial outcome for all participants.