



Good Beer Week Event Registration Guidelines 2022

Registrations close: 15 November



What is Good Beer Week?

Good Beer Week (GBW) has grown from the spark of an idea to a large-scale festival made up of hundreds of diverse and innovative events across Melbourne and Victoria that attracts thousands of attendees.

GBW is presented by the Independent Brewers Association (IBA) which strives to build a strong, sustainable future for our industry and to unify our sector under the vision of Quality Independent Beer Everywhere.

GBW is the biggest single platform for brewers and beer businesses to showcase their products to a broad audience. We're also proud to partner with the Australian International Beer Awards (AIBA) and the three-day GABS Craft Beer & Cider Festival as part of the overall celebration.

The purpose of GBW is to:

- Promote and encourage the appreciation of good beer to a wide audience
- Educate the public about good beer, and more importantly, independent beer
- Increase the market for good beer and
- Support local and regional producers of good beer and the venues that support them.

The GBW program is divided into four streams to make it easier for attendees to discover what stage of their good beer experience they are at.

These are; Foodie, Beer Lover, Beer Geek, and Good Times, as well as Beer School for education.

The curated program allows the best of the beer industry to shine through, with the standard of events improving year on year, through the creativity and ingenuity of brewers and venues alike. From jewellery making, to wrestling, to tinny parties, to massive long table dinners and events focused on healthy well being.

“Good Beer Week Melbourne is hands down one of the best beer events I’ve experienced in my brewing career. The variety of events, the enthusiasm of consumers, and the organization should be a model for beer weeks worldwide”.

Ben Edmunds, brewmaster of Breakside Brewery, Oregon

What is 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 will mean something different for everyone which is why our program is so diverse.

As defined by the festival’s Charter, to be considered “good beer”, a beer should have at least three of the following attributes:

- Independent
- Artisanal
- Innovative eg, creating a new style or using unusual ingredients or techniques
- Creative eg, giving a traditional style a new twist.
- Celebrate beer’s tradition or history.
- Complements the Slow Food Movement
- Pairs well with great food experiences.

For more information on Good Beer Week’s charter please refer to <https://www.goodbeerweek.com.au/charter>



Host an event

GBW 2022 will be held from 20 - 28 May 2022, so why not show your passion for good beer by hosting one or more events over the week?

GBW will start with a bang, as we host our launch party on Friday 20 May, the night before the weeklong program of events kicks in.

In 2022 we are looking for events that:

- Build on the success of the 2021 program
- Showcase and support the best Australian independent breweries. We've provided you with a list so you can connect with our brewery members but please reach out if you need any help
- Are creative and innovative and not something you can experience outside of GBW. Be original! Try to build an event that hasn't been done before
- Are good value. Mid-priced events (approx \$50) often sell better than those at \$100+
- Expand GBW event further into regional Victoria
- Showcase new breweries, venues or producers who have not featured in GBW previously
- Educate attendees about the beer they are drinking and the story behind the beer
- Events must centrally feature the appreciation of good beer and actively practice and promote the responsible service and use of alcohol. e.g. no beer pong!
- Offer a COVIDsafe environment
- Events repeated in their entirety from previous years or events otherwise not displaying creativity and a unique flavour may be turned down due to curation of the overall festival.



Event streams

Due to the vast array of events programmed during Good Beer Week, we split events into four categories; Beer Lover, Foodie, Good Times and Beer Geek, so attendees can search for events easily and showcase the breadth of the festival. This year we will also focus on location, with many attendees letting us know they want to see what is in their backyard!

Event Criteria

Events can only be approved for the inclusion in the 2022 Good Beer Week program if they support the purpose of good beer and charter. The number of events per stream are capped, so show us your best ideas!

PLEASE NOTE: Only GBW events can use the trademark Good Beer Week and any associated marketing materials and IP. The IBA reserves the right to prevent use of its trademarked name for any unauthorised events and / or associated materials.



Event Streams

Beer Lover

A beer lover is someone who has already embraced good beer. They have moved entirely away from drinking mainstream lagers into the world of craft/independent and/or quality imported beers. They are likely to be familiar with a number of local breweries and craft focused. Their **choice of beer is important to them and 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. In saying that, this stream is also a perfect place for those just starting to dip their feet in world of good beer, while they discover their favourite new brewery, beer style, or venue.

Foodie

The foodie stream features events at some of the finest restaurants and eateries in Melbourne. Its aim is to **elevate the concept of beer and food pairing to a level commensurate with that commonly associated with wine.**

Our beer lovers are usually food lovers too. This is one of our most popular streams, and successful Foodie events are often the most discussed events of the festival, and usually attract significant media coverage. They also often sell out the fastest so GBW is a great chance to consider partnerships with providers of great food and create an event that gives people a chance to try something new.

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.





Good Times

*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**. A petting zoo at Moon Dog, the huge scavenger hunt run by the Fox Hotel, or events bringing together beer, brewers and a good sense of fun.*

We believe 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, this stream is built to deliver on that.

Beer Geek

*The term beer geek is by no means derogatory towards the beer faithful to whom it applies. A beer geek is perhaps better thought of as a **devotee of all beverages, whether they be grain or grape**. In fact, this demographic is what gives good beer week the platform to be daring with its programming. Without them, this festival wouldn't exist.*

This stream allows the program to push the limits of what good beer is, through new recipes, products, collaboration brews and truly out there events. It's the home of cocktail and spirits events, and delivers 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 and our up and coming brewers of the future! 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.

What's in it for you?

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 marketing content is due
- Live previews of your event listing for you to review and approve prior to publication
- Ongoing access to your event listings to update event images, venue opening times, menus, tap lists and special event updates
- Track real-time event views for each of your events.

Promotion and support

- Participation in a marketing and PR campaign that will also aim to attract more interstate visitors
- Introduction of a digital program, that will be distributed to thousands across Australia. You will get 30 words of copy, support image and event running times and dates
- Event listing on **goodbeerweek.com.au** with 100 words of copy, event address coded to our geotagged Google Maps integration, event running times, dates, your logo and supporting partners and social sharing options
- Official "Good Beer Week" event webtile for you to publish on your own website to hyperlink to your unique URL
- Option to purchase additional GBW marketing such as advertising on socials, emails and features in digital program etc
- Good Beer Week logo to use with your own promotion
- A3 official "Good Beer Week" venue poster and window decals
- Official "Good Beer Week" beer coasters
- Support to connect with cool and exciting independent brewers interstate to give your visitors something a little different.

Industry and event support

The IBA have some extraordinary and passionate members who have a fantastic range of skills that can assist you with the following:

- Advice on beer lists, beer and food matching
- Branding and defining your key marketing messages and strategy
- COVIDsafe event resources.

Online ticketing support

- GBW manages all ticket sales through goodbeerweek.com.au. This streamlines the process for the festival, event hosts and attendees
- Track ticket sales live and control when to cease ticket sales
- Printable door list(s) to use for front of house at your event(s)
- Instant emails sent to 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 GBW 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
- Phone support
- Dedicated VenOps ticketing app for venues.

Ticketing

Booking Fees

To be able to provide you with this exceptional event, GBW charges below market rate booking fees on tickets to cover bank charges and administration costs.

Ticket Price	Booking Fee
Free	None
\$0.01 - \$24.99	\$2
\$25.00 - \$49.99	\$3
\$50.00 - \$74.99	\$4
\$75.00+	\$5

Advertised ticket prices are inclusive of nominated ticket price, fees and GST. For example, ticket price is \$24. Advertised price will be \$26.

PLEASE NOTE: All income from ticket sales will be 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. It is the event **organisers responsibility to pay any GST obligation on ticket sales.**

*By agreeing to allow Good Beer Week to sell tickets on your behalf, please be 100 per cent clear on the ticketing process.

- Tickets will go on sale to the public from 12pm, March 2, 2022.
- 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 to the festival organisers for marketing, sponsorship and media purposes. Please do NOT 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.
- When multiple parties take part in an event, it is the event host's responsibility to distribute ticketing income to each party appropriately. We 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!



Register Now!

Registration Fees

Type of Event	Capacity	Fees (Inc GST)
Intimate	0-30 attendees	\$385
Regional	0-249+ attendees	\$385
Bottle Shop	Any capacity	\$385
Standard meto	31-500 attendees	\$687.50
Large	501+ attendees per session	\$1430
Weeklong	Any capacity	\$990

* 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 program, with the same event distributed throughout the week through your online listing at goodbeerweek.com.au

PLEASE NOTE: You will need to 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 that they are involved.



Full IBA Members are eligible for a 15% discount off event registrations and marketing. Members will receive a promo code to utilise at check out.

Please contact membership@iba.org.au or (03) 9417 3105 if you need help with your membership details.



How to Register

1. **Sign up** at www.goodbeerweek.com.au and click on the VENUE LOG IN in section. If you have registered online for previous festivals, you can use your existing login or sign up with a new log in.
2. 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.
3. **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 2020, 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.
4. You do not need to know 100% of the event details until your event has been approved. Once approved, you have until January 31 to finalise all details. We need to know your vision and grand plans for 2022 so we can look at the wider programming and make sure there aren't clashes or similar events held on the same day.
5. **Make payment** for your event as described online. Registration is NOT complete until payment is received.

What's Next?

1. Events will be reviewed after registrations close (15 November 2021).
2. You will be notified if your event has been accepted into the program by 30 November, 2021.
3. Events not accepted into the 2022 program will be given feedback as to how the event can be improved or align more closely with the Charter for a second round assessment.
4. If your event is not accepted into the 2022 program, you will be refunded your registration minus 10% administration fee.

Key Dates

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| 1. Open for event registrations | - 19 October - 15 November |
| 2. Event approvals and feedback | - by 30 November |
| 3. Event details required for digital program | - Monday 31 January |
| 4. Final event details required for website listing | - Friday 4 March |
| 5. 2022 Official Launch | - Friday 18 March |
| 6. All tickets available for sale | - Monday 21 March - 12pm |
| 7. Good Beer Week Opening Night Party | - Friday 20 May |
| 8. Good Beer Week Festival Dates- events can be held on these days | - Saturday 21 - Saturday 28 May |
| 9. Event hosts paid out ticketing income | - by Friday 3 June |