



MALT WHISKY SOCIETY OF AUSTRALIA  
INCORPORATED

## AUSTRALIA'S FOURTH MALT WHISKY CONVENTION



HOBART, TASMANIA 28-30 AUGUST 2009



## **INVITATION FROM THE CONVENORS**

On behalf the Executive Committee of the Malt Whisky Society of Australia, we warmly invite you to consider sponsorship of Australia's Fourth Malt Whisky Convention, to be held in Hobart on 28<sup>th</sup> - 30<sup>th</sup> August 2009.

With the Fourth Convention travelling to Hobart, the heart of Australia's growing malt whisky industry, the Executive Committee has put together a program that will focus the spotlight of publicity on the appreciation of great malt whiskies and malt whisky brands and encourage all delegates to experience the manifold charms of Hobart with it's historically significant colonial architecture, excellent arts & crafts precincts and growing international gastronomic reputation.

The Executive Committee has developed several Sponsorship Packages in order to offer interested parties within the single malt and premium whisky segments an opportunity to participate and gain maximum exposure to our delegates and visiting public.

We anticipate that the key components of the Convention including the Gala Dinner, and the Delegate Masterclasses will be keenly sought after.

We encourage you to lodge your "Registration of Interest" (APPENDIX A) as soon as possible to secure first option to negotiate the Sponsorship Package of your choice. To ensure fairness in this process, these Sponsorship Packages have been mailed to all potential sponsors so that they arrive concurrently.

The exact content of each Sponsorship Package is flexible within the Sponsorship Level and the Convenors will negotiate with you and your organisation to tailor a specific sponsorship package to best meet your needs. As in the past, the agreed tailored Sponsorship Package will be confirmed by a short and simple "Memorandum of Understanding" executed between the Sponsor and the Society.

The Convenors, nominated Society members and host contacts within our chosen venue will work closely with you to ensure that any individual event you may be sponsoring is well planned, attended and results in wide exposure of your product and brands.

Convention sponsorship is a vital ingredient in any spirit company's successful premium whisky marketing strategy especially within Australia. Participation as a Sponsor at this unique and premier quality event will raise your corporate profile amongst key stakeholders, including the important and influential connoisseur/collector consumer segments. As we have observed at previous Conventions, word does get around.

On behalf of the Malt Whisky Society of Australia, we invite you to join us as a major liquor industry Sponsor in the preparation and delivery of Australia's Fourth Malt Whisky Convention.

**CRAIG DANIELS**  
CHAIRPERSON

**MATTHEW ROSENBERG**  
TREASURER

**PETER JOHNSTON**  
CONVENOR



## SPONSORSHIP OPPORTUNITIES

As a major liquor industry sponsor, you will enjoy significant benefits.

You will...



Present your Malt and Premium Whisky brand/s to 95\* key Australian and international whisky connoisseurs, retailers, industry based professionals and selected local and international wine & spirits journalists as part of Australia's Third Malt Whisky Convention.



Present your malt and other whisky Brand/s to over 100\* retail liquor industry and hospitality staff as part of the Trade session of the "Great Whisky Exposition."



Present all your Brand/s to over 250\* whisky enthusiasts in the Tasmanian market as part of the Public session of the "Great Whisky Exposition".



Enhance your company and brand profile within the whisky retailing and hospitality industries and especially with international and Australian connoisseurs.



Be part of national and international marketing and PR campaigns



Take advantage of a range of corporate hospitality packages.



Network with top level company executives and business leaders from the retail liquor and hospitality industries and build and maintain a profile within the sector.



Receive acknowledgement as an industry leader and significant exposure through the Society website and newsletter to support marketing and promotion efforts in the Australasian market.



Assist Australia's only not-for-profit, membership based organisation that brings together local and international whisky producers, importers, distributors, retailers and connoisseur consumers to celebrate the single malt, premium and deluxe whisky categories.

\* These numbers are based on previous experience across the three previous Conventions. For a fuller analysis please Notes on page 12.



## **SPONSORSHIP OPPORTUNITIES AND LEVELS AT A GLANCE**

### **LEVEL 1 PRINCIPAL/NAMING RIGHTS SPONSOR – 1 OPPORTUNITY**

- Naming rights to the overall Convention (including the Whisky Judging Competition) and logo recognition on delegate satchels along with various speech opportunities, highest visibility of corporate banners and prime location at all Convention sessions. Prime location and prominence of corporate booth at Great Whisky Exposition. Prime acknowledgement in a National Marketing and Advertising Campaign

### **LEVEL 2 PLATINUM PARTNER – 1 OPPORTUNITY**

- Naming rights to the Gala Dinner plus logo recognition on event souvenir menu, speech and audio visual presentation opportunities at the sponsored event. Acknowledgement in a National Marketing and Advertising Campaign.

### **LEVEL 3 GOLD PARTNER – 3 OPPORTUNITIES**

- Allocation and badging of one of three Delegate Masterclasses within the main Convention Programme and acknowledgement in a National Marketing and Advertising Campaign.

### **LEVEL 4 SILVER SPONSOR – 1 OPPORTUNITY**

- Allocation and badging of the Delegate Masterclass to be held prior to *The Great Whisky Exposition* and acknowledgement in a National Marketing and Advertising Campaign.

### **LEVEL 5 BRONZE SUPPORTER – 6 OPPORTUNITIES**

- Full Delegate package and guaranteed floor-space and stand at *The Great Whisky Exposition*.

### **LEVEL 6 TRADE EXHIBITOR – 6 OPPORTUNITIES**

- Subject to availability, secure bench & floor-space at *The Great Whisky Exposition*



The Principal/Naming Rights Sponsor Package includes the following provisions:

- Naming rights for the Convention (overall event occurring 28-30 August 2009) as the "Sponsor's Brand Name Malt Whisky Convention".
- Official badging of the Convention's Malt Whisky Judging Competition Trophy as "Sponsors Brand Name Trophy for Best Whisky of Show".
- Acknowledgement of the Principal Sponsor and nominated sponsor's brands on all Convention correspondence, media releases, advertising, marketing material and MWSOA publications, including any official record of the Convention Proceedings.
- Inclusion of a Principal/Naming Rights Sponsor Foreword in Official Convention Programme.
- Introduction and verbal recognition by Convention organisers at the official Launch of Convention (on Saturday) and at the Great Whisky Exposition (on Sunday) and in any closing address.
- Guest Speaker opportunity to deliver the Opening Speeches at both the Convention and the Great Whisky Exposition.
- Formal announcement of the Trophy Winning Whisky at the Gala Dinner and opportunity to present the Trophy,
- Involvement of nominated staff of the Principal Sponsor in the trophy Round of Whisky Judging.
- Prominent presence of sponsor's supplied marketing materials/banners/etc (to be supplied by sponsor) at all Convention sessions and gatherings.
- A primary presence on our website, including a front-page click link to one or all of your brand's websites. Unlimited license to use of MWSOA and Convention logo on sponsor's promotional material.
- Inclusion of sponsor supplied promotional material for insertion into the Convention Delegate Kit.
- Provision of...
  - Four (4) complimentary Convention Delegates Tickets, plus an additional four (4) complimentary Welcome Party Tickets plus an additional four (4) Gala Dinner Tickets.
- Provision of
  - Bench-space and floor-space equivalent to four (2) Trade Exhibitor show booths at the Great Whisky Exposition.
- Provision of 40 Great Whisky Exposition Trade Tickets,
- Full report with analysis of attendees, copies of publicity material including any editorial comment produced & distributed by the MWSOA.



The Platinum Partner Sponsor Package includes the following provisions:

- Naming rights for the Gala Dinner (Saturday 29 August) as the "Sponsor's Named Event at Australia's Fourth Malt Whisky Convention".
- Acknowledgement of the Platinum Partner and nominated brands on all Convention correspondence, media releases, advertising, marketing material and MWSOA publications, including any official record of the Convention Proceedings.
- Inclusion of the Platinum Partner's logos, brand names, trademarks and short welcoming message on the Souvenir Menu or Programme for the individual event.
- Introduction and verbal recognition by Convention organisers at the Gala Dinner
- Guest Speaker opportunity to deliver the Keynote Address at the Gala Dinner)
- Opportunity to broadcast an audio visual presentation at the Gala Dinner)
- Prominent presence of Platinum Partner's supplied marketing materials/banners/etc (to be supplied by sponsor) at all Convention sessions and gatherings.
- A prominent presence on our website, including a front-page click link to one or all of your brand's websites.
- Use of MWSOA and Convention logo on sponsor's promotional material.
- Inclusion of sponsor supplied promotional material for insertion into the Convention Delegate Kit.
- Provision of...
  - Four (4) Full Convention Delegates Tickets, plus an additional four (4) Welcome Party and an additional four (4) complimentary Gala Dinner tickets
- Provision of
  - Bench-space and floor space equivalent to two (2) Trade Exhibitor show booths at the Great Whisky Exposition.
- Provision of 30 Great Whisky Exposition Trade Tickets
- A report with analysis of all attendees, copies of all publicity material including any editorial comment produced & distributed by the MWSOA.



The Gold Partner Sponsor Package includes the following provisions:

- Naming rights for a Delegate Masterclass Presentation within the main Convention Programme on Saturday 29 August as the "Sponsor's Named Masterclass at Australia's Fourth Malt Whisky Convention".
- Acknowledgement of the Gold Partner and nominated brands on all Convention correspondence, media releases, advertising, marketing material and MWSOA publications, including any official record of the Convention Proceedings.
- Inclusion of the Gold Partner's logos, brand names, and trademarks on the Masterclass and Great Whisky Exposition Programmes.
- Opportunity to broadcast an audio visual presentation at the relevant Delegate Masterclass Presentation
- Forward presence of Gold Partner's supplied marketing materials/banners/etc (to be supplied by sponsor) at all Convention sessions and gatherings.
- A key presence on our website, including a second-page click link to one or all of your brand's websites.
- Limited licence to use MWSOA and Convention logo on sponsor's promotional material.
- Inclusion of sponsor supplied promotional material for insertion into the Convention Delegate Kit.
- Provision of...
  - Two (2) Full Convention Delegates Tickets, plus an additional two (2) Welcome Party and an additional two (2) complimentary Gala Dinner tickets
- Provision of
  - Breakout space within Australia's Fourth Malt Whisky Convention to conduct a Delegate Masterclass plus Bench-space and floor-space equivalent to one (1) Trade Exhibitor show booth at the Great Whisky Exposition.
- Provision of 20 Great Whisky Exposition Trade Tickets
- A report with analysis of all attendees, copies of all publicity material including any editorial comment produced & distributed by the MWSOA.



The Silver Sponsor Package includes the following provisions:

- Naming rights for the Delegate Masterclass preceding the Great Whisky Exposition Programme on Sunday 30 August 2009.
- Acknowledgement of the Silver Sponsor and nominated brands on all Convention correspondence, media releases, advertising, marketing material and MWSOA publications, including any official record of the Convention Proceedings.
- Inclusion of the Silver Sponsor's logos, brand names, and trademarks on the Great Whisky Exposition Programmes and publicity.
- Opportunity to broadcast an audio visual presentation at the Public Information Session
- Forward presence of Silver Sponsor's supplied marketing materials/banners/etc (to be supplied by sponsor) at the Great Whisky Exposition.
- A key presence on our website, including a second-page click link to one or all of your brand's websites.
- Limited licence to use MWSOA and Convention logo on sponsor's promotional material.
- Inclusion of sponsor supplied promotional material for insertion into the Convention Delegate Kit.
- Provision of...
  - Two (2) Full Convention Delegates Ticket, plus an additional (2) Welcome Party and two (2) complimentary Gala Dinner tickets
- Provision of
  - Breakout space within secure space adjacent to the Great Whisky Exposition main exhibition space plus Bench-space and floor-space equivalent to one (1) Trade Exhibitor show booth at the Great Whisky Exposition.
- Provision of 10 Great Whisky Exposition Trade Tickets
- A report with analysis of all attendees, copies of all publicity material including any editorial comment produced & distributed by the MWSOA





The Bronze Supporter Sponsor Package includes the following provisions:

- Acknowledgement of the Bronze Supporter and nominated brands on all Convention correspondence, media releases, advertising, marketing material and MWSOA publications, including any official record of the Convention Proceedings.
- Inclusion of the Bronze Supporter's logos, brand names, and trademarks on the Great Whisky Exposition Programmes and publicity.
- Presence of Bronze Supporter's supplied marketing materials/banners/etc (to be supplied by sponsor) at the Great Whisky Exposition.
- A presence on our website, including a second-page click link to one or all of your brand's websites.
- Limited licence to use MWSOA and Convention logo on sponsor's promotional material.
- Inclusion of sponsor supplied promotional material for insertion into the Convention Delegate Kit.
- Provision of...
  - One (1) Full Convention Delegates Ticket,
- Provision of
  - Bench-space and floor-space equivalent to one (1) Trade Exhibitor show booth at the Great Whisky Exposition.
- Provision of 10 Great Whisky Exposition Trade Tickets (Value \$150)

A report with analysis of all attendees, copies of all publicity material including any editorial comment produced & distributed by the MWSOA.

**TRADE EXHIBITOR**

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**6 OPPORTUNITIES****\$1,200**

The Trade Exhibitor Package includes the following provisions:

- Inclusion of the Trade Exhibitor's logos, brand names, and trademarks on the Great Whisky Exposition Programmes and publicity.
- Presence of Trade Exhibitor's supplied marketing materials/banners/etc (to be supplied by exhibitor) at the Great Whisky Exposition.
- A presence on our website, including a third page click link to one website.
- Provision of
  - Bench-space and floor-space equivalent to one (1) Trade Exhibitor show booth at the Great Whisky Exposition.
- Provision of 5 Great Whisky Exposition Trade Tickets



# REGISTRATION OF INTEREST FOR SPONSORSHIP OPPORTUNITY

COMPANY : \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY : \_\_\_\_\_ STATE \_\_\_\_\_ POSTCODE : \_\_\_\_\_

COUNTRY : \_\_\_\_\_

TELEPHONE : \_\_\_\_\_ FACSIMILE: \_\_\_\_\_

EMAIL : \_\_\_\_\_

WEB ADDRESS : \_\_\_\_\_

CONTACT NAME : \_\_\_\_\_ POSITION : \_\_\_\_\_

**Yes, I would like to secure one of the following sponsorships (all costs are exclusive of GST and GST is not applicable)**

- |                          |                                 |     |          |
|--------------------------|---------------------------------|-----|----------|
| <input type="checkbox"/> | Principal/Naming Rights Sponsor | (1) | \$15,000 |
| <input type="checkbox"/> | Platinum Partner Sponsorship    | (1) | \$7,500  |
| <input type="checkbox"/> | Gold Partner Sponsorship        | (3) | \$5,000  |
| <input type="checkbox"/> | Silver Sponsorship              | (1) | \$3,250  |
| <input type="checkbox"/> | Bronze Supporter                | (6) | \$2,000  |
| <input type="checkbox"/> | Trade Exhibitor                 | (6) | \$1,200  |

**Preference for Event sponsored**

**Gold & Silver**       Distillery Focus    OR     Themed

**I/We accept the terms and conditions outlined overleaf.**

**Signature of Authorised Representative** \_\_\_\_\_ **Date** \_\_\_\_\_

NB: Where a sponsorship level or event is oversubscribed, negotiations will commence with the Sponsor from whom their "Registration of Interest" is first received and recorded by the Convenors.

## FOR OFFICE USE ONLY

**Form Signed**    yes/no    **Sponsorship Level Identified :**    yes/no

**Date Received :** \_\_\_\_\_ - **Acknowledgement sent :** \_\_\_\_\_

**Convenor Name** \_\_\_\_\_ **Signature :** \_\_\_\_\_



# SPONSORSHIP OPPORTUNITIES

## Terms and Conditions

### 1. PROCESS

- Sponsor Packs will be despatched on or about 21 November 2008.
- The Convenors will contact all addressees of the Sponsor Packs within 30 days to confirm receipt, either by phone or e-mail or both.
- To reserve a Sponsorship Package at the requested Sponsorship level (Principal, Platinum, Gold, Silver, Bronze or Exhibitor).addressees will need to complete the Registration of Interest (ROI) within the Sponsor Pack and return to the Convenors.
- The Convenors will acknowledge receipt of a correctly completed ROI within 48 hours. Upon receipt of a correctly completed ROI, the Convenors will commence negotiations with the Sponsor to tailor the Sponsorship Package to meet the needs of the Sponsor.
- The ROI, once signed and returned to the Convenors will reserve a Sponsorship Package at the requested Sponsorship Level, subject to acceptance of the offer by the Convenors and negotiation of a tailored Memorandum of Understanding (MOU).
- A Letter of Offer and a tailored MOU (covering the matters agreed between the Convenors and the Sponsor) will be despatched within 30 days of receipt of a completed ROI and successful negotiation of a satisfactory MOU.
- The sponsor will have 30 days from the despatch of the MOU and Letter of Offer to execute the relevant documents and return to the Convenors.
- Upon return of the executed MOU, a Tax Invoice for the agreed Sponsorship level and package will be despatched with terms of 30 days
- Should the Sponsor fail to execute the MOU or pay on the Tax Invoice within the specified periods, the offer will lapse and the sponsorship opportunity may be opened to other parties.

### 2. NOTES

- The Convenors reserve the right to refuse any offer of sponsorship.
- In the event that Sponsorship levels are oversubscribed, the opportunity to negotiate fully to the execution of a MOU will be accorded to the Sponsor who first lodged a correctly completed ROI.
- The numbers quoted on Page 3 are based on the following data:  
our total delegate numbers have increased from 53 to 97 from 2003 to 2007:  
attendees at the Trade Only section of the Great Whisky Exposition increased by >35% between 2005 (80)and 2007 (110) and total attendance at the Great Whisky Exposition was over 340 in Melbourne in 2007. Hobart has a vibrant whisky scene with over 30 people directly employed in whisky production with another 60 indirect employees. Retail and Wholesale Liquor employment in Hobart across off-premise and on-premise is over 400 and there are 4 specialist liquor stores showcasing a comprehensive range of malts in Hobart.



# Appendix B – Background – The Organisation, the Executive Committee, the Convention and Industry Referees

## The Organisation:

The Malt Whisky Society of Australia (the Society) is a private, membership based, not-for-profit organization for malt whisky enthusiasts which was incorporated as an association in August 2002. The Society has the objective to promote awareness, appreciation and responsible enjoyment of malt whisky and is dedicated to the proposition that Australia needs more malts, and more appreciation of malt whisky. The primary vehicle for the achievement of this is through the delivery of a Biennial Malt Whisky Convention, with the inaugural convention held in Canberra in October 2003 and the Second Convention in Sydney in August 2005. The Society also organises and conducts a National Malt Whisky Judging Competition based on established Wine Show methodology and structure.

The Society is a membership based organisation that brings together all stakeholders in the single malt category including international producers, independent bottlers and broking houses, importers, distributors, the retail liquor sector, local whisky producers plus whisky connoisseurs and collectors.

The Society has established an active membership base of in excess of 150 across Australia and has access to surface and electronic mail distribution across Australia. The Executive Committee of the Society is based in Adelaide with committee members in Brisbane and Melbourne.

## The Organisers – Executive Committee:

**Craig Daniels –Chairman and Convenor** - the Foundation Chair of the Society, he led the organising committee for all three previous Malt Whisky Conventions. His working life encompasses over 28 years in public administration across various labour market, industry and regional services portfolios. He has been involved in whisky connoisseurship since 1991 and been a successful competitor in the National Malt Tasting Competition. He is the reigning Champion winning in Sydney in June 2008. He also won in 1995 and placed second in 2000 and 2001. Craig is internationally recognised for his knowledge and palate, contributing to various Internet whisky websites. Craig's remit extends across business development & industry liaison.

**Martin Brackman Shaw – Vice Chairman** – Martin runs his own human resource & training business, focussing on transition management, leadership and team integration, coaching and mentoring. Martin is a true malt whisky enthusiast and his facilitating and organisational skills are put to good use as Martin has demonstrated in various MC roles.

**Matthew Rosenberg - Treasurer** - Matthew has a Bachelor of Commerce (Accounting) Degree and is a member of the National Institute of Accountants & Taxation Institute of Australia. He is a partner in a boutique Chartered Accounting firm in the Adelaide CBD, specializing in income tax & small business needs. Matthew's other main area of involvement is in liaison with event venues and managing event logistics.

**Peter Johnston – Events Coordinator & Convenor** - Peter is a semi-retired public servant with his last position as a principal policy advisor in the Queensland Department of Primary Industry. His qualifications include a Bachelor of Science in Agriculture and a Masters Degree in Urban & Regional Planning. Peter's engagement with malt whisky is both passionate and deep. He occupies leadership positions in several whisky organizations. Peter is also principal of his own whisky consultancy business "In High Spirits". He was also a founder of Greening Australia and still does a lot of community work, both voluntary and paid. Peter's remit includes event development and he is lead coordinator of our first ever Whisky Tour to precede



the 2009 Convention.

**Peter McWhinnie - Web Manager** - Peter has his own business in the VET sector delivering workplace training in business management. He became involved in the society about 3 years ago and he enjoys a variety of whiskies, especially those in the heavily peated range.

**Ian Schmidt – Whisky Competition Manager** – Ian owns a manufacturing business and is an avid, life long yachtsman and rum drinker, who introduced himself to malts a few years back when he ran out of rum. The association with malts developed so strongly that he has established his own boutique distillery (Southern Coast Distillers) producing rum and single malts. Ian brings to the committee industry knowledge and technical expertise that helps to demystify the dark art of distilling.

## The Convention

The main delivery vehicle for the aims and objectives of the Society is the organisation and presentation of the biennial Malt Whisky Convention.

This Convention is unique in Australia, being the only whisky event of its type in Australia. It is the only event that focuses on the premium and super deluxe whisky categories and gathers together the premium whisky category stakeholders including overseas producers, local producers, importers, distributors, retailers, connoisseurs and collectors in one place at the one time. The Society wishes to involve individuals and businesses involved in distillation, distribution and sales of malt whisky in Australia in the delivery of a programme of events consistent with this focus.

The event is very closely associated with very high value products, quality presentations and plenary presenters of international reputation and importance within the category. International presenters in 2003 included Dr Bill Lumsden, Jim Murray, Ronnie Cox and Derek Hancock, in 2005 included Mark Watts, Ian McWilliam and Lynne McEwan and in 2007 Andrew Gray.

All previous Conventions have attracted significant interest with delegate number increasing by 35% between Canberra and Sydney and by 17% between Sydney and Melbourne. The Convention for mat comprising a welcome function, master classes, plenary presentations, a whisky judging competition (with trophy winners presented at the Gala Dinner), and a Whisky Exposition with both trade and public sessions has proven popular and has provided invaluable networking opportunities with industry professionals and connoisseur consumer whisky enthusiasts.

The three previous Conventions demonstrated the management competence of the MWSOA, along with extensive corporate support to develop the Convention into the primary malt whisky promotional event in Australia. Through existing strategic alliances and connections with the international whisky trade and malt whisky connoisseurs the Convention has become entrenched as a recognised major national and international event.

## Format and Features:

The National Malt Whisky Convention is a biennial celebration of malt whisky that will be held in a different major population centre around Australia, once every two years.

The National Malt Whisky Convention is the only whisky event of its type in Australia. There are many “whisky presentations” but no other that brings together the premium whisky category stakeholders including overseas producers, local producers, importers, distributors, retailers, connoisseurs and collectors in one place at the one time.

Prestige Malt Whiskies predominantly from Scotland but also from Australia and elsewhere will be



showcased during the Convention and through restricted access events such as the Welcome and Gala Dinners, the Delegate Masterclasses and the Trade and Public sessions at the Great Whisky Exposition. The event attracts delegates from all over Australia as well as New Zealand and South East Asia.

While we expect interest and some attendance from professionals in the food and wine industry sectors our prime target market is local spirits and hospitality industry professionals along with the international “platinum tourist” (as described by the Australian Tourism Commission) and interstate “whisky buffs” and serious whisky investors with the means to indulge their hobby. The majority of delegates will come from the AB socio economic groups from around Australia and overseas.

The timing of the event at the end of August 2009 does not clash with any other major sports or cultural event and does not clash with long weekends or school holidays.

The organisers have a proven track record in sponsorship, development and management of specialist whisky events. We have secured liquor industry sponsors, and industry leaders have demonstrated strong support for this event. Our referees are spread across key industry sectors.

The targets set for the events making up the Convention are conservative and achievable which will ensure strong exposure for all our Partners and Sponsors.

To ensure an attractive package to national and international professionals and executives we will seek to develop further business opportunities by linking other industries to the event, such as the tourism, gaming, leisure, hospitality and food and wine sectors.

## Industry Referees:

The following people from key industry sectors are pleased to be referees for the Malt Whisky Society of Australia and for the Executive who form the core organising committee for the National Malt Whisky Convention

Mr Bill Lark

General Manager

Lark Distillery, 14 Davey Street, Hobart Tasmania

Phone: (03) 621 9088

E-mail: [info@larkdistillery.com.au](mailto:info@larkdistillery.com.au)

Mr Ronnie Cox

Brand Development Director

Cuttysark International, 6 Pall Mall London SW1Y 5HZ

Phone: +44(0)20 796 9673

E-mail: [ronnie.cox@cuttysark.com](mailto:ronnie.cox@cuttysark.com)

Mr Jim Kelly

Manager Victoria & Tasmania

Angoves Pty Ltd, P.O. Box 400, Hampton Park Victoria 3976

Phone: (03) 9768 3022

E-mail: [jim.kelly@angoves.com.au](mailto:jim.kelly@angoves.com.au)





## 2009/10 Membership Form

**Membership Fee \$35 per annum**

*Membership Renewal will be forwarded by mail on or after 1 October 2010*

Date of Application: \_\_\_\_\_

How would you like your society newsletter delivered?     Email or     Website

Surname: \_\_\_\_\_ Given Name: \_\_\_\_\_

Title (Mr/Mrs/Ms/Dr): \_\_\_\_\_ Organization: \_\_\_\_\_

Preferred method of contact (***Please*** include an e-mail address if available):

Email - Address: \_\_\_\_\_

Post - Address: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone - Number: \_\_\_\_\_  Hm  Wk  Mob. Fax Number: \_\_\_\_\_

The following questions are optional, but we appreciate your input as it will help us to serve you better.

- Where did you hear about us?

The Society?

The Convention?

Website

Website

Email

Email

Newspaper or magazine: \_\_\_\_\_

Newspaper or Magazine \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

- Are you a member of any other whisk(e)y-related clubs?     Yes     No

If Yes, which one(s)? \_\_\_\_\_

- Do you prefer single-day or multi-day whisky-related events?     Single     Multi

- What types of events are you interested in (check all that apply or add your own)?

Master classes with industry notables

Formal dinners featuring matched whiskies and food

Whisky-related travel ( Australia     Overseas)

Other (please specify) \_\_\_\_\_

The following relates to providing information about promotions and offers to be circulated by the Society, which ***will not*** involve the release of any member's details to the Society's sponsors.

I am interested in receiving news of events/promotions run by the Society's Sponsors    Yes  No

I am interested in offers from sponsors, including discounts on whisky purchases    Yes  No

PO Box 206 Glen Osmond SA 5064    <http://www.mwsoa.org.au>    ABN: 52 737 954 706





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## MEMBERSHIP INVITATION

### Benefits of Membership

- Membership Certificate (suitable for framing)
- Advance notice of all Society Events & networking Functions.
- Priority booking for the National Malt Whisky Convention & discounts on entry fees and extended access to Earlybird rates.
- Invitations to *Members-Only* Whisky Events, Social Events, Seminars and Dinners
- Regular Newsletter with advice on whisky launches and functions
- Members only access to special Society bottlings.
- Advice on establishing and running a whisky club.

