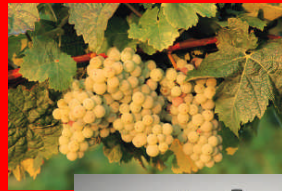


Case Study: Kiama Regional Wine Show South Coast, NSW



The Kiama Regional Wine Show features wines of the Shoalhaven Coast and Southern Highlands Wine Regions. The Show has established itself as the premier wine event in the region. It brings together winemakers, vigneron and wine aficionados from



throughout the region and beyond. The Show actually comprises 4 separate events namely; Wine Judging, Exhibitors' Tasting, Exhibitors' Workshop and Gala Awards and Presentation Dinner.'



The Show is run on a not-for-profit basis and therefore fund raising and sponsorship are critical components.

Local wines toast of successful regional Wine Show

Kiama Regional Wine Show

The Kiama Regional Wine Show had previously been run by an all volunteer staff but they realised that they would need professional assistance if they were to take the show to the next level. Their goal was to produce a professional event that would showcase the best food and wines of the region and establish the area as a premier food and wine tourism destination. JAI Events services included:

- Project management and event co-ordination
- Wine Show secretariat and co-ordination of tastings & workshops
- Management and production of Gala Awards and Presentation Dinner
- Co-ordination of sponsors, judges, exhibitors and suppliers
- Website design
- Marketing and media relations (2007)

"JAI Events did a fantastic job. I recommend them with the highest accolades". - A.M. Rendel, Chairman Kiama Regional Wine Show

👉 **News Update** - Under JAI Events' management and for the second year in a row, the Kiama Regional Wine Show was judged the *Best Festival or Event* at the 2007 Illawarra Tourism Awards. This category was open to any festival or event that created substantial economic impact within the local community, attracted visitors to the Region, generated media profile and positively promoted the destination.



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JAI Events
"All Your Event Needs"