

# AWO Survey

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## Survey Background

- Part of effort to generate a proposal to make best use of AWO reserve funds and increase AWO membership
- Initiated at AWO Board Meeting in February in response to motion at last AGM
- Survey sent to all voting members (clubs) of AWO to verify scope of AWO and gather ideas to improve services and attract new members

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## Survey Responses – 14 clubs

- Brampton Winemakers
- Burlington Wine Guild
- The Cambridge Club
- Central Toronto Wine Guild
- The Corkscrew Society
- Kawartha Krushers
- KW Winemakers Guild
- Lakeview Wine Club
- NOTL Amateur Vintners
- Pickering Wine Guild
- Press Agents
- Southcoast Winemakers Guild
- Vinbon Wine Club
- Wentworth West Zymologists

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## Survey Questions

- Scope of the AWO – judging only, Judging + education, more
- Are there additional activities which the AWO could co-ordinate and promote which would be of value to the membership?
- Are there areas where the AWO can improve on the services offered at present?
- How can we encourage home winemaking as a hobby?
- How do we promote the social and educational advantages of forming or joining an AWO club?
- Are there other ideas to be considered which don't fit in to any of the other questions?

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## Preliminary Results

- AWO scope should remain competition and education
  - Two clubs out of 14 said AWO should be competition only
  - Most clubs felt education component should be increased

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## New Features

- One day seminars and workshops and structured tastings by experts, suppliers and FOPs
- Webinars with professional winemakers and suppliers
- Live video chats with Winemaker Magazine
- Clubs section on the web site
- Up to date supplier list for grapes and juice including contact info and prices
- Beginners web page
- List of experienced winemakers to answer questions – committee of experts
- Surplus equipment list on the web site

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## New Features contd.

- AWO wine competition open to all with best club award for AWO clubs
- Marketing assistance to clubs
- Free entry to AWC competition for top AWO wines
- Food pairing from culinary institute for top AWO wines
- AWO dinners at culinary institutes
- AWO competition prizes – weekend getaway, free subscriptions, WSET enrolment
- Big 50 year anniversary convention
- AWO developed courses and training videos

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## Service Improvement

- List of clubs looking for new members
- Modernise the website and keep the info up to date
- Regular newsletters on the website
- Free digital Winemaker subscription magazine subscription
- Collaboration with other amateur winemaking organisations
- Contact information for all members on the web site
- Better connections with FOPs
- Discounts of juice and kits for AWO members – AWO membership card
- Bring back the conventions
- Appoint a communications Director

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## Encouraging Winemaking

- AWO presence at local events such as fall fairs
- Presence on social media with appropriate messaging
- Work with FOPs to promote kit wines for competition
- Work with suppliers to promote AWO
- Create a roadshow which demonstrates the benefits of home winemaking in areas without any AWO clubs

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## Attracting New Members

- Promotion of AWO membership by FOPs and suppliers
- Providing mentoring for beginners
- Free membership for beginners and free Winemaker magazines
- Competition prizes and free competition entry for 2 years
- Supplier discounts for AWO members
- Open competition with reduced entry fee for AWO members
- Hire someone to create and maintain a social media presence
- Targeted advertising in magazines plus pamphlets and flyers

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## Recurring Themes

- Education
  - Seminars and workshops – club, region, convention
  - Webinars
  - Experts to answer questions
- Improved website
  - More modern
  - More information
- FOP and Supplier relationships – promotion and discounts
- Discounts for new members
- Social media

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## Questions

- Who is the target group for new members?
  - Drives advertising, website, social messaging
- Do we want an open competition?
- Do we want to award prizes?

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## Next Steps

- Generate report
- Work with AWO Board to identify two or three areas to work on
- Create work groups to develop detailed recommendations
  
- Questions?