



NEWSLETTER

May 2016

Michael's Musings

WOW. We are into May already and the weather is still very favourable.

Wellington is doing well and is happy to update members with the latest news.

In this newsletter you will find the results of a survey that we conducted in early April. Thanks for your participation. We have a highlights story as well as a rundown of the questions and answers. See the last two pages of this newsletter.

Our AGM was held at the James Cook Hotel in February with a good turnout and some Club changes. Stalwarts, Sandra Ham and John Hanning stood down from the committee. On behalf of the Club I have expressed our gratitude for their assistance over the years. Replacing them, we welcome Sally Atfield from TIA and Ian Yeoman from Victoria University. We are already seeing some subtle and new approaches for the Club.

At the AGM, Wellington also conferred "Life Membership" on Bruce Robertson. There is a related story on page 3.

Following business meetings of Skål New Zealand held in Queenstown in April, I can happily confirm that Charlie Ives has been appointed Skål National Treasurer. We congratulate him and look forward to some additional details about how all this works.

Finally I note our next luncheon will coincide with the annual TRENZ event in Rotorua. We appreciate that business comes first! If you have to be there ... SELL SELL SELL!

Skål Wellington President Michael Baines

DATES FOR YOUR DIARY

12 May Rydges Hotel Speaker: Simon Fleisher CEO, Wellington Cable Car	9 June Bay Plaza Hotel Speaker: David Perks Wellington Economic Agency	7 July CQ Hotels Bastille Day NB Date Change
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Beervana – Wellington's craft beer festival

April's luncheon was held at Novotel and featured one of the rising stars of the Wellington events offering – Beervana. Beth Brash, is Beervana Manager, which fits nicely under the auspices of the Wellington Culinary Events Trust.

Beth is a self-proclaimed "beer lover", who took up the role of Beervana Manager just 11 weeks out from the 2015 festival. Ready for the challenge she knew she had what many would class a dream job.

The craft beer movement started in the early 2000s. Beth had experienced the craft beer scene in Japan and the UK, and was delighted when she returned to Wellington and fell in love with the capital's burgeoning craft beer scene.

Beervana started out small appealing to a very niche audience of around 200 people at the Overseas Terminal, and as it grew in momentum and size it moved to the Town Hall. Now in it's tenth year the festival is owned and run by Wellington Culinary Events Trust. More than 10,000 beer aficionados are expected to attend the two-day festival at the Westpac Stadium in August to sample more than 275 beers from over 60 breweries. Over 10,000L of beer will be sipped, palettes will enjoy the delights of a fantastic range of food matches, and feet will be tapping to entertaining tunes.

Beth noted changes in how we are drinking, particularly with an increase in sales of low alcohol beer, but also people appreciating the quality of craft beers. When asked about her favourite local beers, Beth said there are around 11 fantastic local brewers. You can't go wrong with a Garage Project, Panhead, Tuatara or Parrot Dog brew.

The festival has had a major impact on the local economy. Five years ago it brought \$3.5m to the region and now brings approximately \$300m.

Wellington has earned its title as the craft beer capital. Beervana has gained the attention of craft beer lovers world-over. We can expect a contingent of Aussies to attend again, and understand they are looking at the festival's recipe for success hoping to crack the code for their own beer scene. Find out more at beervana.co.nz or contact beth.brash@wcet.org.nz



LIFE MEMBERSHIP

Wellington Skålleague, Bruce Robertson was honoured at the February AGM, when he was inducted into the clubs very short list of Life Members.

Bruce has been a great supporter of Skål throughout his busy working life. He was the President of the Wellington Club between 2003-5.

Since his move to the Wairarapa, we are unsure if he has carved the piece of maire timber that he was given but we have it on good authority that he is keeping out of trouble and still involved. But to make sure we got it right, we asked what's been happening with Bruce.

"I have been reasonably busy with Service IQ plus my role as Independent Chair of the Class 4 Gaming Working Party. I have also been doing some mentoring and consultancy in the not for profit sector. Lastly, I have become a panel member for Refugee's in Business which is provides advice to refugees looking to get into business.

On a personal note, we have just taken possession of a camper van and we are looking forward to exploring the rest of New Zealand."



SURVEY COMMENTS

At the end of the newsletter we have appended a précis of the survey questions that so many of you completed.

Significantly, there are some things that jumped out at us and we will endeavour to work the suggestions into our luncheon process. Here, we think are the highlights.

1. The quality and variety of speakers is important – we should try for inspiration, education and broadening industry awareness of relevant issues.
2. A tight brief and timetable for luncheon is essential in order for members to manage their time away from offices. Definite finish by 2pm!
3. Cost is a concern to all and vigilance was repeatedly stressed. As a corollary, at a future luncheon we will have the new Treasurer of Skål New Zealand explain its budget and issues going forward.
4. Members also wondered if little vignettes by existing members at luncheon might explain who they are and what they do in the industry. We sometimes forget the churn and the new challenges and roles that can happen quickly for us all.
5. Notwithstanding the comments above, value, communication, appropriate day and relevance were all quite positive.

You are all encouraged if you have any ideas or contacts for potential speakers please make us aware and we will see what can be arranged. The complete results follow on pages 4&5.

WELLINGTON SURVEY

Well done Wellington Skalleagues !

In early April, we sent a survey out to all 53 members via survey monkey and Charlie's email address. 34 responses - which amazed and gratified us. [64% response rate.]

We don't think there are many surprises but will take you through the highlights. Note that not all questions were answered by all respondents.

1) Relevance of Skal: 34

Extremely	Very	Somewhat	Not so much	Not at all
2	7	21	3	1
5.88%	20.59	61.76	8.82	2.94

2) Barriers to Involvement: 30 (multiple answers possible)

- a) Time 15
- b) Cost 8
- c) None 6
- d) Date conflict 3
- e) Value 3

3) Value of Skal: 34

Extremely	Very	Somewhat	Not so much	Not at all
2	16	14	2	-
5.88%	47.06	41.18	5.88	

4) Satisfied with Communications: 32

Very	Somewhat	Not so much
12	19	1
37.5%	59.38	3.13

5) Does 2nd Thursday suit: 34

Very	Suits Fine	Not so much	Inconvenient
2	28	2	2
5.88%	82.35	5.88	5.88

6) Any alternative suggestions: 22

- a) Lunches 7
- b) None 4
- c) 'After 5' 3
- d) Dinners 2
- e) Other 3

NOTE: A number of comments warned about sticking to time for both speakers and lunches.

7) Value for Money: 34

Excellent	Good	Fair	Not so much	Not at all
6	18	8	2	-
17.65%	52.94	23.53	5.88	

8) Relevance of Speakers: 27

- a) Quality Speakers 13
- b) Inspirational /Mix 4
- c) Club focus 3
- d) OK 3
- e) Other 4

9) Additional Comments/Suggestions

The few that were offered reinforced earlier comments about the quality of industry related speakers, stricter time control for start and finish and finally some observations about getting to know each other.

The Committee will refine all of these and see what we can do to tweak improvements.

Thanks to all members for their time and contribution!!.

