

The World of Australian Wine (WAW)

	日曜日	月曜日	火曜日	水曜日	木曜日	金曜日	土曜日
	14日	15日	16日	17日	18日	19日	20日
am						Go to Perth: Dep 16:40 Haneda SQ633 to Singapore Arr. 23:40; transfer to SQ225 Dep. 00:25 (2月20日)	Arrive in Perth: Arr. 5:25 SQ225 Bus pickup at airport and students taken to homestays
pm							
	21日	22日	23日	24日	25日	26日	27日
am	Getting to Know Perth: 11:00-12:30 Meet in downtown Perth at Art Gallery of Western Australia (AGWA); get Smart Rider cards and train station, then explore the city; memorize 54 aromas for Monday	9:00-12:00 Wine Marketing: written test of 54 aromas; introduction to what you will learn in the WAW	9:00-12:00 Australian Wine History: 1 hour aroma training; 7 keys to the past and present	9:00-12:00 Yellowtail/Critter Brands: Using critter labels to market wine at different	9:00-12:00 Logo Design: abstract or natural? Changing consumer perceptions through design	9:00-12:00 Logos and Aromas: Finalize logos for wineries; 1 hour aroma training; *receive logo HW 2	Rottneist Island and Fremantle: Dep 9:30 from Fremantle for morning tour of the island Return 2:30 to Fremantle to explore the town
pm		1:00-3:00 Aroma Training with Le Nez du Vin	1:00-3:00 Aroma Training: White wine aromas; understanding how to analyze a red wine	1:00-3:00 Aroma Training: Red wine aromas; understanding how to analyze a red wine	1:00-3:00 Rebranding Challenge: study the business models of Friday's wineries; design a new logo by hand for one	12:00-5:00 Winery Visits: Myatts Field (different kinds of Shiraz); Tonon (Italian grape varieties)	
	28日	1日	2日	3日	4日	5日	6日
am	Free Day	Public Holiday No class; spend day with host family or friends	9:00-12:00 Wine Marketing Surveys: learn how to conduct a survey; choose 2 logos and begin collecting data	9:00-12:00 Presentation Preparation: data analysis and presentation practice	9:00-11:30 Advertising Posters: understanding how they work; creating a poster for Margaret River	9:00-12:00 Finalizing Posters: finish posters for Xanadu and Cape Mentelle	Free day
pm			1:00-3:00 Wine Marketing Surveys: finish collecting data and prepare presentations for HW	1:00-3:00 Wine Marketing Presentations	11:30-4:30 Winery Visits: Mandoon Estate (making a blend); Nikola Estate (fortified wines and	12:00-5:00 Winery Visits: Sandalford (1840 Grenache and history)); Faber (the Swan Valley varieties)	
	7日	8日	9日	10日	11日	12日	13日
am	Free Day	10:00-11:00 100 question exam 12:00 lunch served at university 1:00 Closing ceremony	Trip to Margaret River: stop at Busselton Jetty Winery Visits: 1:00 Xanadu 3:00 Cape Mentelle 5:30 shopping in town Free evening	Day in Margaret River: 12:00 Lake Cave 12:00 lunch and shopping in Margaret River 2:00 the beach 5:30 shopping in town 7:00 Awards ceremony and BBQ	Depart Margaret River 12:00 noon check out, then board bus for Perth airport Fly to Singapore SQ214 Dep. 17:05, Arr. 22:10 Singapore to Narita SQ 638 Dep. 23:55	Arr Narita 7:30 End of programme	
pm							