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# ULTIMATE WINERY EXPERIENCES AUSTRALIA

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**SIRROMET**  
**BRISBANE**  
**QUEENSLAND**

*Business Events Case Study*

# OVERVIEW

To celebrate the launch of the new Subaru Forester, Subaru partnered with FCM M&E and Norwell Motorplex, with Sirromet as the chosen host venue. Together, we created a unique and immersive Masterclass event set on a greenfield site within Sirromet’s bushland, right alongside the 4WD track.



Winery address:	850-938 Mount Cotton Rd, Mount Cotton QLD 4165
Wine Region:	Queensland
Type of Business Event:	Car launch / product training
Dates:	5-8 August 2025
Host Organisations:	Subaru
Organisation/Client Type:	Automotive Company
Number of delegates:	623
Attendee Origin:	Australia
Professional Event Planner	FCM Meetings & Events, Norwell Motorplex



# ABOUT SIRROMET

Sirromet is a family owned and run winery situated at picturesque Mount Cotton, just a short drive from Brisbane and the Gold Coast, Sirromet's state of the art facilities offers food and wine lovers the ultimate winery experience.

Since opening their doors in 2000, their family-owned winery, Sirromet Wines, has been proud to help put Queensland winemaking on the map. We're passionate about creating premium Granite Belt wines and love sharing unforgettable experiences—whether it's through a glass of wine, a delicious meal, or their warm, welcoming hospitality.

When Terry Morris, Queensland entrepreneur and businessman, was in Victoria attending a dinner party with friends, Terry mentioned that he had tried a great wine from Queensland's Granite Belt to which his Victorian friends laughed and said: "There's no such thing as a great wine from Queensland." This was the spark that Terry needed to create his vision for Sirromet. Terry chose land in the Granite Belt Region renowned for its unique combination of rich soil, high altitude and cool climate, providing the perfect location for growing grapes. In 2000 they opened their doors to the public at their Mount Cotton cellar door and winery. Utilising traditional methods and new technology, Sirromet produces exquisite quality wines recognised on the world stage.



## SOLUTIONS IMPLEMENTED

A purpose-built event space was designed to capture the brand's adventurous DNA. Tipis, bespoke event infrastructure and premium food and beverage facilities transformed the setting into an experiential hub. Working collaboratively with expert suppliers, the site became a dynamic environment that combined learning, adventure and connection.

# THE RESULTS

The Subaru Masterclass delivered more than just training — it created a powerful brand experience. Attendees left energised, inspired, and equipped with deeper knowledge, ready to translate their learnings into meaningful customer interactions. The event set a new benchmark for product launches, aligning perfectly with Subaru's adventurous, customer-first philosophy.



## THE VERDICT FROM SIRROMET

*Partnering with Subaru, FCM M&E and Norwell Motorplex on the Forester Masterclass was an exceptional collaboration. Transforming a greenfield pocket of our bushland into an immersive learning environment allowed us to showcase not only the versatility of the venue but also the adventurous spirit at the heart of the Subaru brand. Seeing the sales and service team so engaged, from hands on driving experiences to interactive workshops, was incredibly rewarding. We are proud to have played a part in creating an event that set a new benchmark for product launches and delivered meaningful impact for the Subaru team.*

*Kristie Powell  
Director of Sales & Marketing  
Sirromet*

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