
ULTIMATE WINERY EXPERIENCES AUSTRALIA



SIRROMET
BRISBANE
QUEENSLAND

Business Events Case Study

OVERVIEW

August 2025 marked a milestone moment for Trimble with the launch of its first-ever Dimensions Australia event. For the very first time, the Asia Pacific Trimble community came together to explore the latest innovations, gain mastery over cutting-edge technologies, and connect with the industry leaders shaping the future. The event set the stage for Trimble’s global Dimensions event in Las Vegas later this year, offering customers, partners, and dealers a taste of what’s next in civil and geospatial solutions.



Winery address:	850-938 Mount Cotton Rd, Mount Cotton QLD 4165
Wine Region:	Queensland
Type of Business Event:	Practical learning experiences/Live machinery demonstrations
Dates:	18-28 August 2025
Host Organisations:	Trimble Dimensions Australia
Organisation/Client Type:	Construction
Number of delegates:	1260 over the 9 day event
Attendee Origin:	USA, Australia, Japan, New Zealand, India, Singapore, Malaysia, Indonesia, Cambodia, & South Korea
Professional Event Planner	Trimble Dimensions Australia

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.



REASON FOR SELECTING SIRROMET

For live demonstrations, Trimble selected Sirromet as its offsite training hub. Just a 30 minute drive from Brisbane, the location offered the perfect balance of convenience and inspiration. Each day, guests were bussed from The Star Brisbane to the picturesque Sirromet estate, where technology came to life against a backdrop of rolling vineyards. Here, attendees saw Trimble technology in action, gaining the kind of hands-on, real-world knowledge that goes beyond the classroom. It was learning, networking, and innovation — all rolled into one unforgettable experience.

THE EXECUTION

From dynamic technology demonstrations to hands-on bootcamps, attendees experienced the full potential of Trimble solutions. Highlights included:

Groundworks Bootcamp: technicians rolled up their sleeves and got hands-on with the latest drilling and piling technology.

Real-world learning: simulated faults on a Liebherr dozer gave participants a chance to problem-solve in the field.

Future-focused innovation: the newest breakthroughs across Trimble's civil and geospatial portfolios were showcased up close.

This wasn't just about presentations — it was about practical experience, equipping technicians to stay ahead of the curve and confident in deploying the latest solutions.

The inaugural Dimensions Australia was more than just an event; it was a launchpad for growth. By bringing together customers, partners, and dealers from across the region, Trimble created a vibrant community united by a shared vision of what's possible. Technicians left with new skills. Businesses left with new opportunities. And the Trimble community left inspired, connected, and ready to take on the future.

With the success of its first Dimensions Australia event, Trimble has set a powerful precedent for regional engagement — and built incredible momentum for the next stop: Las Vegas in November.



THE VERDICT

FROM SIRROMET

We were thrilled to host Trimble's Dimensions Australia event. Our estate provided the perfect backdrop for live demonstrations and hands-on learning, blending open space with natural beauty. It was inspiring to see guests fully engaged, exploring Trimble's innovations and connecting with colleagues from across the Asia Pacific region. Being part of this milestone event was a fantastic experience for our team, and we are proud to have supported Trimble in bringing their community together for the very first time. We look forward to seeing their journey continue and welcoming them back in the future.

*Erin Pegg
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