

WINE TASMANIA

PROMOTING THE COOLEST
WINE REGION ON THE PLANET.

2024/25

ANNUAL MEMBERSHIP
INFORMATION !!

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WHY JOIN WINE TASMANIA?

Wine Tasmania is the peak representative body for professional Tasmanian wine producers – growers and makers, and associated businesses.

No matter the size, business model, age or location of your wine business across the island, becoming an ordinary (aka producer) member ensures Wine Tasmania offers assistance to your individual business needs.

Becoming a member will provide you with access to a whole lot of information, help, resources, tools and individual support, as outlined in the benefits below. You will also be joining a great bunch of other like-minded producers, directly contributing to and helping shape the sector's strategy, priorities and future performance.

Wine Tasmania has strongly positioned the Tasmanian wine sector amongst stakeholders, including government and customers.

It prioritises its member businesses in all activities and representation, and equity across all members is paramount. No matter your business size, each member business will be provided with equal access to support, opportunities and benefits across the selected membership categories as outlined.

In order to assist equity, some of the activities as asterisked may attract additional fees on a user-pays basis.

Our vision is to continue building Tasmania's reputation as a cool wine region like no other on the planet, with demand for its wines continuing to exceed production. With this as a focus, all activities are led by our Strategy and address the following key objectives:

1. Proactively pursue opportunities to communicate, position and promote the unique Tasmanian wine story and drive market-led growth.
2. Progress Tasmania's reputation as a differentiated wine producing and visitor destination.
3. Inspire, support, educate and assist Tasmanian wine producers to grow their business performance.

ORDINARY MEMBERSHIP

\$926 + GST

Ordinary members receive the following benefits:

LEADERSHIP & COLLABORATION

- Grow the Tasmanian wine sector's global reputation, value, demand and cellar door visitation through collaborative promotion (note, additional marketing membership categories and benefits are outlined below).
- Access the targeted Tasmanian Wine Story platform and practical marketing tools and resources to utilise in your own business.
- Have your interests represented on critical issues, including smoke mitigation, biosecurity, regulation and more.
- Add your views to Wine Tasmania's direct representations and submissions on key issues to the Tasmanian Government, Australian Government and other groups, such as Australian Grape & Wine and Wine Australia.
- Have your voice heard and help shape the Tasmanian wine sector's future direction, with regular surveys and invitations for input, as well as full voting rights in elections and at general meetings.
- Access Wine Tasmania's logo for use in marketing/corporate/digital materials.
- Access discounted goods and services as negotiated from time to time. Membership of Wine Tasmania includes access to reduced Australia Post rates negotiated exclusively for members as well as access to its eParcel platform (not usually available for businesses sending fewer than 1,000 shipments annually).
- Access Wine Tasmania's private Facebook group and marketplace.

SUPPORT & ENGAGEMENT

- Enjoy complimentary access to VinEd Tasmania, Wine Tasmania's comprehensive resource across the essentials of wine business, including business models, taxation, legal, financial topics and more, via Wine Tasmania's website.
- Access regular resources and tools across marketing and technical topics through the Wine Tasmania website and e-newsletter.
- Support and grow your business through access to Wine Tasmania's CEO, Marketing Officer and Viticulture & Winemaking Officer for specialist marketing, communication, technical, biosecurity, sustainability and business information.
- Receive invitations to regular Wine Tasmania workshops, benchmark tastings, the annual technical field day, winemaker symposium and Tassie Wine Stars event (at discounted member pricing, if not complimentary).*
- Receive regular news, information and updates through direct emails and the monthly Wine Tasmania e-newsletter.
- Access free advertising for members in the Wine Tasmania e-newsletter, to list items for sale, positions vacant etc.
- Free participation in the VinØ Carbon Action Program through a two-year free subscription to the ERC Protocol, tailored for Tasmanian wine businesses and helping you measure, reduce and communicate your carbon emissions.
- Explore the opportunity to join the VinØ Program, Tasmania's best practice management program for vineyards and wineries, a user-friendly and practical resource to help measure, benchmark, improve and communicate your sustainability practices.*

* Additional costs may apply to participate in workshops and marketing activities.

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

What's included...

	STATE MARKETING LEVEL 1	STATE MARKETING LEVEL 2	NATIONAL MARKETING	INTL. MARKETING
Tasmanian Wine Trails:	✓			
– detailed listing and dot on the map				
– simplified listing		✓		
– listing and dot on A3 'tear-off' map	✓			
– online listing	✓	✓		
– opportunity for producer profile advertisement	✓			
– inclusion on online varietal and activities-based trails	✓			
Priority inclusion in digital/social media marketing activities – local and tourism focused	✓			
Invitation to participate in BLEND Wine + Tourism lunch	✓			
Invitation to submit wines for local trade and media	✓	✓		
Invitation to participate in local wine trade vineyard visitation programs	✓	✓		
Inclusion in local media promotions	✓	✓		
Access to regular promotional opportunities, features and tastings	✓	✓		
Inclusion in 'Get the Hard to Get' web page linking to online shops	✓	✓	✓	✓
Invitation to submit content for publication on Wine Tasmania's digital channels	✓	✓	✓	✓
Priority inclusion in digital/social media marketing activities – national focus			✓	
Participation in national wine trade visitation program			✓	
Participation in interstate promotional activities			✓	
Participation in 1-2 national media sample drops			✓	
Priority access to visiting national trade and media			✓	
Invitation to submit wines for national trade and media			✓	
Invitation to submit wines for international trade and media				✓
Priority access to visiting international trade and media				✓
Access to insights and information on export markets				✓
Invitations to participate in export workshops and discussions				✓
Invitation to participate in international trade and media events and promotion				✓

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

VINØ TASMANIA PROGRAM

\$293 + GST

VinØ Tasmania (“vin zero”) is a best management practice program, specifically tailored for Tasmanian wine businesses to help you measure, benchmark and improve your individual practices, as well as to communicate these to your customers.

Reviewed annually, it contains a wealth of practical resources and tools for wine businesses to use, across the topics of soil health, pests and diseases, biodiversity, water, waste, people, biosecurity, winery management and carbon emissions.

Participation in the VinØ program now represents more than half of Tasmania’s vineyard area and this is expected to grow.

Program members receive the following benefits:

- A comprehensive online workbook against which to report practices, with more than 200 practical resources to highlight best practice.
- One-on-one support through the Viticulture & Winemaking Officer, as required.
- A detailed individual annual report, which identifies areas where participants are performing strongly, areas requiring improvement and program benchmarks.
- A detailed aggregated and de-identified VinØ Tasmania program report, which is widely distributed, including through media outlets.
- Invitations to attend VinØ program events and discussions.*
- Random second party auditing to support the program’s integrity – a minimum of

10% of program members are audited for free each year by Wine Tasmania.

- A platform to communicate and promote your practices and credentials, including a dedicated logo for use by program members who meet the eligibility requirements (see below).

Wine Tasmania leads the overarching promotion of the VinØ program and participating businesses. This includes through its website, social accounts, an annual report, in its Tasmanian Wine Trails publication and through promotional and media activities.

VinØ program members are also encouraged to promote their participation, with support available on tailored messaging. Eligible program members are also able to use the trademarked VinØ logo in promotional material and on wine labels, where they meet the required minimum standards.

Further details are available in the member section of the Wine Tasmania website – <https://winetasmania.com.au/account/vin%C3%B8-is-for-members>

Publicly available information on this program can be found at <https://winetasmania.com.au/vinzerolookingaftertheland>.



* Additional costs may apply to participate in workshops and marketing activities.

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

STATE MARKETING LEVEL ONE

\$1,621 + GST

State Marketing Level One has been designed for members with cellar doors that are open regularly (e.g. daily/regular days per week).

- Priority inclusion and profile in the annual Tasmanian Wine Trails publication (150,000 copies distributed) via a detailed description (35 words approx.) of your cellar door offering and inclusion of your cellar door location on the main map in the relevant section of this guide.
- A listing and cellar door location on the stand-alone A3 state-wide map, widely distributed to hotel concierges.
- Contact details and image in the digital wine trails section of Wine Tasmania's website, which includes interactive maps and information on cellar doors (attracting ~75,000+ visits each year).
- Exclusive opportunity to include a producer profile in the guide to support your listing.*
- Inclusion of your cellar door in themed varietal or activities-based listings on Wine Tasmania's website (e.g. sparkling/ varietal wine trails or cellar doors with dining listings).
- Priority inclusion in digital and social media marketing activities focused on driving visitation to your cellar door or online shop (e.g. #TasWineTrails and #GetTheHardToGet).*
- Inclusion of a listing, bottle image and direct link to your online shop via a dedicated "Get the Hard to Get" webpage on Wine Tasmania's website.
- Invitation to attend and participate in the annual BLEND Wine Tourism lunch, held in partnership with the Tourism Industry Council of Tasmania.*
- Invitation to submit wines for tastings as relevant.
- Invitation and inclusion in state marketing activities and promotions, including engagement with Tasmanian wine trade through vineyard visits and tastings.*
- Inclusion in local media promotion as relevant, which may include sharing winery news, details of new wine releases, event promotion and interview opportunities.
- Access to regular promotional opportunities, magazine features and tastings.

* Additional costs may apply to participate in workshops and marketing activities.

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

STATE MARKETING LEVEL TWO

\$471 + GST

State Marketing Level Two is for members with cellar doors that are only open by appointment or at particular times of the year, or for those without cellar doors wanting to promote/profile their wines or online wine shop.

- Inclusion in the annual Tasmanian Wine Trails publication (150,000 copies distributed) with simple contact and location details – note, this does NOT include your cellar door location being shown on the map.
- Contact details and image in the wine trails section of Wine Tasmania's website, which includes interactive maps and information on cellar doors (attracting ~75,000+ visits each year).
- Inclusion of a listing, bottle image and direct link to your online shop via a dedicated "Get The Hard To Get" webpage on Wine Tasmania's website.
- Invitation to submit content for publication on Wine Tasmania's social media channels.
- Invitation to submit wines for tastings as relevant.
- Invitation and inclusion in state marketing activities and promotion.*
- Inclusion in local media promotion as relevant, which may include sharing winery news, details of new wine releases, event promotion and interview opportunities.
- Access to regular promotional opportunities, magazine features and tastings.

* Additional costs may apply to participate in workshops and marketing activities.

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

NATIONAL MARKETING

\$1,491 + GST

For members currently or about to be retailing their wines in the national marketplace or offering direct sales to mainland consumers.

- Participation in the annual proactive inward trade visitation program – opportunity to interact with high-quality wine buyers and include wines in tastings and events.*
- Preferential inclusion in digital marketing campaigns & social media activities (e.g. seasonal campaigns or #GetTheHardToGet).
- Inclusion of a priority listing, image and direct link to your online shop via a dedicated “Get The Hard To Get” webpage on Wine Tasmania’s website.
- Opportunity to participate in interstate activities and promotion, including in partnership with the Tasmanian Government.*
- Invitation to participate in up to two regional wine sample drops during the year to key mainland media selected by Wine Tasmania.
- Priority access to visiting national trade and media influencers, including via Tourism Tasmania and Trade Tasmania.*
- Opportunity to participate in national trade and media activities via sample submissions, regional and varietal tastings.
- Invitation to participate in other national marketing activities and events.*

- Inclusion in national media promotion as relevant, which may include sharing winery news, new wine releases, event promotion and interview opportunities.
- Regular access to promotional opportunities, magazine features and tastings.

INTERNATIONAL MARKETING

\$267 + GST

For members currently or seeking to retail wine in export markets.

- Access to insights and information on export markets, such as case studies, export sales reports, market overviews and market assistance.
- Invitations to participate in export workshops, surveys and discussions.*
- Opportunity to contribute to Tasmanian wine export planning and activities.
- Invitation to participate in international events and promotions, including facilitated virtual tastings and partnerships with Tourism Tasmania and Tasmanian Government Trade Advocates.*
- Inclusion in international media promotion as relevant, including sharing winery news, details of new wine releases, event promotion and interview opportunities.
- Priority in all Wine Tasmania’s international/export activities.*

* Additional costs may apply to participate in workshops and marketing activities.

Wine Tasmania exists to support its wine producer members and the broader Tasmanian wine sector. Below is an overview of key activities undertaken in 2023/24 to support, represent and progress member businesses across the key areas of marketing and promotion, technical support, advocacy and issues management.

MARKETING INITIATIVES

NATIONAL FOCUS

- Two visits by influential wine trade in the south (October 2023) and the north (May 2024), supported by the Tasmanian Government. Venues/groups represented included Merivale, Lotus, Wine Emporium, Coda & Tonka, City Wine Shop, Quay, Otto, Pipit, Cumulus and more.
- Digital marketing campaigns ("Welcome to Fizzmania" and "Get the Hard to Get - (Extra) Special Tassie Vino") - with co-investment by national marketing members, these seasonal campaigns were delivered to our highly engaged national networks. Each included paid advertising and organic content across Facebook, Instagram and Wine Tasmania's website. These campaigns collectively reached over 700,000 targeted wine consumers with over 29,000 clicks and 660,000 campaign content engagements.
- Professional videography undertaken at nine different vineyards state-wide, to be used in future marketing.
- Dedicated Search Engine Optimisation project to increase traffic to Wine Tasmania's website and wine trails listings.
- Facilitating 2025 Halliday Companion wine submissions for writer Dave Brookes to taste while visiting Tasmania in September 2023.
- Hosting interstate wine writers Dave Brookes and Shanteh Wale.

Summary - Marketing Initiatives

- Digital marketing campaigns, reaching over 700,000 targeted wine consumers
- Two visits by influential national wine trade, with more than 160 applications received for the 20 places.
- 2024 Tasmanian Wine Trails guide, map & online listing - more popular than ever
- Tasmanian Wine List of the Year program, with expanded promotion
- Hosting numerous wine media & trade, national & international
- Two vintage visits in the north and south by local wine trade
- Professional videography at nine vineyards, to be used in future marketing
- Loads of media coverage, including feature articles in Decanter and World of Fine Wine (UK), Imbibe and Food & Travel (USA)

MARKETING INITIATIVES CONTINUED

TASMANIAN & CELLAR DOOR VISITATION FOCUS

- Tasmanian wine trade vintage visitation program - two visits were coordinated during vintage in the north and south, providing 16 local wine trade representatives with an opportunity to learn more about the uniqueness of Tasmania's wine and taste a wide range of wines from across the island. Venues represented included Stillwater, Black Cow, Grain of the Silos, In the Hanging Garden, Molto and Peppina.
- Delivery of a dedicated social media campaign targeting Tasmanian wine and tourism interests. Accompanying this was a series of 5 EDMs to Wine Tasmania's 10,000+ consumer database. This campaign was implemented as a complimentary addition to the suite of benefits associated with Wine Tasmania's state marketing membership and Wine Trails advertising. The digital campaign focused on each of the four wine trails and reached nearly 200,000 targeted wine consumers, with over 415,000 impressions and 12,000 clicks.
- Presentation of an agri-tourism focused BLEND Wine + Tourism workshop, including presentations by Todd Babiak from Brand Tasmania and Jen Murtagh from Digital Dandy. During lunch, Chester Osborn from d'Arenberg shared the story of the d'Arenberg Cube.
- Production of the 2024 Tasmanian Wine Trails publication, widely distributed through cellar doors, visitor information centres, airlines, on board the Spirit of Tasmania and included in interstate wine shipments.
- Production of the annual A3 Tasmanian Wine Trails tear-off "concierge" map – widely distributed to hotels and cellar doors to share with visitors.
- Production of an A4 poster for producers to display at cellar door and promote the Tasmanian Mixed Dozen Program.
- Presentation and widespread promotion of the 2023 Tasmanian Wine List of the Year, including public voting, with winners including Grain of the Silos, (Judges' Choice Best Wine List), Stanley Wine Bar (Judges' Choice Best Small Wine Bar List), Kermadie Hotel (Judges' Choice Best Regional Wine List) and Stanley Wine Bar (People's Choice Best Wine List).
- Hosted visit for 10 Grain of the Silos food and beverage personnel in the north (as part of their Wine List of the Year winner benefits).
- Hosting key lifestyle / tourism media to generate media coverage of Tasmania's wine tourism offering, including in partnership with Tourism Tasmania.

MARKETING INITIATIVES CONTINUED

INTERNATIONAL FOCUS

- Hosting key international wine trade and media, including Treve Ring (Canada), Betsy Andrews (USA), Michele Francisco (USA) and Ned Goodwin (reviewer for Hong Kong based James Suckling).
- Collaboration with Tourism Tasmania's representative in the USA on a wide range of promotional opportunities and media articles, resulting in several high profile and feature articles.
- Regular briefings and discussions with Tasmanian Trade Advocates in the USA, Singapore and Japan on the Tasmanian wine sector and potential in-market opportunities.
- Distribution of export opportunities and information to international marketing members, including Wine Australia market entry and other activities, Tasmanian Government trade missions and events, wine shows, media, event and tasting activities.
- International marketing members were prioritised for all international visits, activities and opportunities during the year.

GENERAL MARKETING

- Substantial media coverage generated on the Tasmanian wine sector across TV, print, radio and online (including major features in international publications Decanter (UK), World of Fine Wine (UK), Imbibe (USA) and Food & Travel (USA)), highlighting wine tourism stories, vintage reports, wine show results and other achievements of wine producers.
- Distribution of a wide range of opportunities, including media and magazine submissions, wine shows, events, grant and award programs and regular promotion of Tasmanian wine awards and reviews to trade and media.
- Strong engagement with the Tasmanian Government / Trade Tasmania to highlight opportunities for the Tasmanian wine sector.
- Regular communication with Tourism Tasmania, including monthly news and updates on the Tasmanian wine sector and cellar doors for inclusion in its marketing.

TECHNICAL SUPPORT & REPRESENTATION

- Significant representation on smoke risks, including regional consultative workshops with the Fuel Reduction Program agencies, regular meetings with each of the agencies, Ministers and their staff.
- Repeat of last year's paid social media campaign on smoke risks ("be a good neighbour") to raise awareness of potential smoke impacts in April 2024 (to coincide with the end of permits), targeted media releases, media events, update and distribution of the neighbourhood guide to smoke taint.
- Delivery of the ninth season of the VinØ ("vin zero") program, providing a comprehensive and user-friendly tool to assist managing, measuring, benchmarking and reporting of sustainability practices. This included a full review and update of the program workbook, one-on-one support, production of individual reports and recommendations, publication of a sector-wide program report and widespread promotion of the program and its members.
- Recognition of VinØ members at the Tassie Wine Stars event in November 2023 - Stargazer (2023 VinØ Program Champion) and Westella Vineyard (2023 VinØ Program Most Improved Producer).
- Launch of new two-year VinØ Carbon Action Program, providing access to the ERC Protocol, resources and support to help producers easily measure, reduce and communicate their carbon emissions.
- Update and release of the Tasmanian Wine Research, Development & Extension Strategy, which contributed to securing funding for research projects into smoke affected grapes being used for sparkling wine and improved botrytis management through the Tasmanian Government's Agricultural Development Fund, to be led by the Tasmanian Institute of Agriculture.

Summary - Technical Support

- Continued representation on smoke risks, including regional workshops with fire managers
 - 9th season of VinØ Program, with expanded resources and promotion
 - Launch of the new two-year VinØ Carbon Action Program
 - Tasmanian Wine Research, Development & Extension Strategy (leading to two research projects being funded)
 - 16th Annual Field Day & 6th Winemaker Symposium
 - 2023 Vintage Report released
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- 16th Wine Tasmania Field Day "Avoiding the Fun Guy in the Room" with a focus on moulds, mildews and other diseases and attended by more than 100 people.
 - Presentation of the 6th Wine Tasmania Winemaker Symposium "On the Nose!", focused on aromatic whites and attended by 48 people.
 - Collection and production of the 2023 Tasmanian Vintage report, in conjunction with Wine Australia, reporting on production, value and yields, and widely distributed to trade and media.
 - Continued distribution of Tasmanian wine branded biosecurity signage and development of a new boot washing sign to improve biosecurity outcomes.
 - Regular and active Technical Committee meetings to progress the Tasmanian wine sector's technical agenda and resources.
 - Review and update of Tasmania's Phylloxera Action Plan by Wine Tasmania's Technical Committee and in conjunction with Biosecurity Tasmania.

ADVOCACY & ISSUES MANAGEMENT

- Finalisation and release of the 'Tasmanian Wine Sector 2040' research and consultative project to both Tasmanian and Australian political representatives. This report outlined the anticipated growth of the sector and the risks needing to be managed to ensure its future sustainability. This representation led to commitments by both major parties in the lead up to the March 2024 election, with \$3M across three years secured from the new Government to undertake priority activities.
- Numerous representations, meetings and discussions with Ministers, department and agency representatives regarding the risks posed to vineyards by smoke.
- Commencement of research projects into using smoke-affected grapes for sparkling wine and improved botrytis management, with funding secured through the Tasmanian Government's Agricultural Development Fund, led by the Tasmanian Institute of Agriculture.
- Securing funding under the Tasmanian Government's Strategic Industry Partnerships Program for a new two-year VinØ Carbon Action Program, helping members measure, reduce and communicate their carbon emissions.
- Securing funding under the Tasmanian Government's Strategic Industry Partnerships Program to support delivery of the VinØ Program, workshops, events and benchmarking as well as technical support and resources.
- Securing funding through the Small Business Growth Strategy Fund for digital marketing campaigns, videography and SEO.
- Hosting visits of key political representatives to vineyards in the East Coast, Coal River Valley, Pipers River and Tamar Valley.
- Regular representation and submissions on behalf of the wine sector, including to the 2024/25 Tasmanian Budget, draft One Sector Plan, Federal Wine Tourism & Cellar

Summary - Advocacy & Issues Management

- Release of the Tasmanian Wine Sector 2040 report, following member input and consultation
- \$3M committed by the Tasmanian Government over three years towards market development and sustainable wine production activities
- Funding secured for new VinØ carbon project, viticultural research, technical and extension activities and digital marketing
- Strong representation on smoke risks and improved consultation with vineyards
- Substantial advocacy through meetings and briefings of both Tasmanian and Federal Government representatives

Door Grant Review, National Government Viticulture Working Group, Tasmanian Sustainability Strategy, Fire & Emergency Services Bill and Import Regulation 10 and on topics including freight, sustainability, biosecurity, workforce issues, labelling and regulation, trade and promotion.

- Representation on the Tourism Industry Council Tasmania Board (since May 2023).
- Participation in monthly meetings of national and state wine sector organisations and in the National Wine Biosecurity Committee.
- Delivery of a dedicated wine sector leadership program, "Next Crop Tasmania", in partnership with Tasmanian Leaders with funding support from Wine Australia. Twenty four graduates participated in the 8 week intensive course throughout August/September 2023.

MORE MEMBER SUPPORT & ACTIVITIES

- Development of fun and educational Tasmanian wine information and infographics for members to utilise.
- Presentation of free monthly benchmark wine tastings for producer members, rotating between the south, east and north of the state.
- Presentation of the fourth Tassie Wine Stars event in November 2023 at Tamar Ridge Cellar Door, including the VinØ awards.
- Presentation of the now annual Vintage Tasting and Lunch, showcasing the new 2023 wines, at Pressing Matters.
- Coordination of a hosted study tour to Central Otago, New Zealand in October 2024, fully subscribed with 24 participants.
- Regular promotion of awards, accolades and achievements by Tasmanian wine producers.
- Regular updating of the VinEd Tasmania program, a comprehensive wine business and marketing resource for members hosted on Wine Tasmania's website.
- Ongoing member offers through arrangements with Australia Post, including exclusive wine delivery rates.

Summary - More Member Support & Activities

- Tassie Wine Stars event, 2023 vintage tasting, monthly benchmark tastings
- Delivery of the Next Crop Tasmania leadership program
- Inaugural study tour to Central Otago, NZ (October 2024)

ABOUT US

WINE TASMANIA is the peak body representing Tasmania's wine producers, with a focus on promoting the world's coolest wine region. The team includes Sheralee Davies as CEO, Paul Smart as Viticulture & Winemaking Officer, Tessa Astbury as Marketing Officer and Project Officer Allison Williams. The Wine Tasmania Board is skills based and includes Martin Rees (Chair - Broad Arrow Wines), Nick Haddow (Haddow + Dineen), Alicia Peardon (Ghost Rock Wines), Dave Feldheim (Marion's Vineyard), Gilli Lipscombe (Sailor Seeks Horse), Tim Lyne (Spring Vale Vineyard) and David Milne (Josef Chromy Wines).