

WINE TASMANIA

PROMOTING THE COOLEST
WINE REGION ON THE PLANET.

{2026-2027}

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 overleaf. 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.

New Tasmanian Government funding secured in 2024-27 has expanded benefits available to members without necessitating a fee increase. This includes a new export market development program, as outlined in the information below, and all members with an interest in export are encouraged to join international marketing for a nominal fee.

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.

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ORDINARY MEMBERSHIP \$990 + 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 overleaf).
- Access the 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 to businesses sending fewer than 1,000 shipments annually).
- Access Wine Tasmania's private Facebook group and marketplace.

Support & Engagement

- Opportunities to apply for the new Vaughn Dell Scholarship, Avery Forum and the subsidised I-LEAD Tassie Wine leadership program.
- 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, Export Consultant 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.
- 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.

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OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

<i>What's included ...</i>	STATE MARKETING LEVEL 1	STATE MARKETING LEVEL 2	NATIONAL MARKETING	INTL. MARKETING
Tasmanian Wine Trails: – detailed listing and dot on the brochure map	✓			
– simple brochure listing		✓		
– priority featured online listing	✓			
– online listing		✓		
– opportunity for supplementary 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 participate in and submit wines for local wine trade vineyard visitation programs	✓	✓		
Access to local trade and media marketing activities	✓	✓		
Inclusion in 'Get the Hard to Get' web page linking to online shops	✓	✓	✓	✓
Invitation to submit content for publication on Wine Tasmania's digital and social media channels	✓	✓	✓	✓
Priority inclusion in digital/social media marketing activities (national consumer focus)			✓	
Participation in national wine trade visitation program (twice annually)			✓	
Participation in interstate promotional activities			✓	
Invitation to participate in 1-2 national media sample drops per year			✓	
Priority access to visiting national trade and media			✓	
Invitation to submit wines for national trade and media			✓	
Invitation to participate in international trade and media events in Singapore & South Korea				✓
Access to visiting internationals, including visits by Singaporean and South Korean trade representatives				✓
Access to export workshops, insights and briefings				✓
Access to other international activities, partnerships and events				✓

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OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

VINØ TASMANIA PROGRAM \$325 + 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.

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OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

STATE MARKETING LEVEL ONE \$1,735.45 + 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.
- 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.

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OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

STATE MARKETING LEVEL TWO \$504.55 + 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.

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OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

NATIONAL MARKETING

\$1,595.45 + GST

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

- Participation in two annual national wine trade visitation programs.
- 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 wine trade events in the Chin Chin event space in August 2026 (Sydney on the 24th and Melbourne on the 31st).*
- 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

\$60 + GST

For members currently or seeking to retail wine in export markets. Supported by new Tasmanian Government funding, Wine Tasmania will be leading an export market program initially focused on Singapore and South Korea. Any members interested in considering export are invited to join the International Marketing category for a nominal fee to ensure access to information and invitations.

- Invitation to participate in new in-market tastings in Singapore and South Korea.*
- Invitation to participate in inbound visits by Singaporean and South Korean wine trade representatives.*
- Invitations to webinars, workshops and other briefings on export markets.
- Access to insights and information on export markets, such as case studies, export sales reports, market overviews and market assistance.
- Invitation to participate in international events and promotions, including 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.

KEY ACTIVITIES {2025-2026}

Wine Tasmania exists to support its wine producer members and the broader Tasmanian wine sector. Below is an overview of key activities undertaken in 2025/26 to support, represent and progress member businesses across the key areas of marketing and promotion, technical support, advocacy and issues management.

MARKETING INITIATIVES

TASMANIAN & CELLAR DOOR VISITATION FOCUS

- **Local Trade** - Two vintage visits by 13 local wine trade representatives in the north and south (April 2026). Venues represented included Stanley Wine Bar, Lucy Love Boots Wine Room, Discovery Parks Cradle Mountain, Black Cow Bistro, The Pinot Shop, Stillwater Restaurant, Havilah, Peppermint Bay, In Good Company, The Kentish & Vintish Wine Bar, The Whaler and The Pinot Club.
- **Wine Trails** - Production of the 2026 Tasmanian Wine Trails publication, with 150,000 printed copies distributed throughout Tasmania and more than 100,000 visits to the interactive and searchable digital version. Production of the 2026 Tasmanian Wine Trails A3 tear-off “concierge” map widely distributed to hotels.
- **BLEND & Bottling Wine Tourism** - Delivery of the annual BLEND Wine + Tourism workshop and lunch event in August 2025 at Derwent Estate and launching the new [Bottling Wine Tourism Plan 2025-27](#) at this event. A joint initiative of Wine Tasmania and Tourism Industry Council Tasmania, this plan outlines activities by both organisations to support Tasmania becoming the best wine tourism destination on the planet.
- **Wine List of the Year** - Presentation of the 2025 Tasmanian Wine List of the Year, including the public voting campaign, with winners including Stillwater, Stanley Wine Bar, The Branch Swansea and Black Cow Bistro. Delivery of a dedicated paid social media campaign promoting the winners of the Tasmanian Wine List of the Year Awards.
- **Social Campaign** - Instigation of the new “[Go With the Seasons](#)” paid social campaign, promoting Tasmania’s four wine trails through to January 2027.
- **Consumer Engagement** - Launch of a new quarterly EDM to Wine Tasmania’s highly engaged national consumer database of ~7,000 people, predominantly focused on encouraging cellar door visitation.

Summary - State Marketing Initiatives

- Local wine trade visits to vineyards during vintage
- New wine Trails publication & updated online directory
- BLEND Wine + Tourism event
- Tasmanian Wine List of the Year Awards
- Dedicated Wine Trails social media campaign (no additional cost to members)
- New quarterly consumer EDM

KEY ACTIVITIES {2025-2026}

MARKETING INITIATIVES

NATIONAL FOCUS

- **National Wine Trade Visits** - Coordination of two visits by twenty influential national wine trade in the south (October 2025) and the north (May 2026), supported by the Tasmanian Government. Venues/groups represented included Bottle House, The Carlton Wine Room, Rockpool Sydney, Leigh Street Wine Room, Maeve Wine, Seddon Wine Store, Cru Bar & Cellars, Chancery Lane, Fiveight Venues, The Mulberry Group, The Apollo Group, The Point Group, Dap & Co, Merivale, The European Group, Lucas Group, Near Mint Group, Swillhouse Group. National marketing members were invited to submit wines, host tastings and attend events, with full details of guests shared with participating members.
- **Sommeliers Australia Partnership** - including selection of a member representative on the above visits. Selected representatives were from The Crafters Hotel (SA) and Young George (WA) and these representatives will now host a Tassie wine masterclass in their home city. Sommeliers Australia representative on the May 2025 visit, Kate Hibberson, hosted a Tasmanian Sparkling Wine Masterclass to coincide with the Sydney wine trade event below, co-hosted by Andrew Pirie.
- **Sydney Wine Trade Event** - Coordinated and facilitated a Tasmanian wine trade tasting event at Le Foote Restaurant in The Rocks in November 2025. The event was a great success, with 18 Tasmanian wine producers travelling across to show their wines to 80 high calibre Sydney wine trade guests. Additional events are planned in 2026.
- **Media Tasting** - Coordinated a Tasmanian sparkling wine tasting for Australian Wine Selectors in Hobart in August 2025.

- **Consumer Engagement** - Distribution of targeted EDMs ([see example here](#)) to Wine Tasmania's extensive national database of wine consumers, including promotion of wine tourism.
- **Media Hosting** - Hosting key national lifestyle / tourism media to generate media coverage of Tasmania's wine tourism offering, including in partnership with Tourism Tasmania.
- **Opportunities** - Regular communication of events, wine shows, media tastings and other national promotional opportunities.

Summary - National Marketing Initiatives

- Two National Wine Trade Visits (North & South)
- New partnership with Sommeliers Australia resulting in Tasmanian wine masterclass
- Sydney wine trade event at Le Foote with 80 guests
- EDM campaigns sent to national consumer database
- Lifestyle & tourism media hosted
- Additional event, wine show, tasting & promotional opportunities

KEY ACTIVITIES {2025-2026}

MARKETING INITIATIVES

INTERNATIONAL FOCUS

- **Export Campaign** - Continued delivery of export activities as part of funding received from the Tasmanian Government for a new multi-year export market development program.
- **Singapore Event** - Delivery of Tasmanian Wine Masterclass and free pour tasting in Singapore to key trade in August 2025 with 11 Tasmanian producers participating either in person or by submitting wine.
- **Korean Event** - Delivery of inaugural Tasmanian Wine Masterclass and tasting event in Seoul, Korea in December 2025 for key trade, with 10 Tasmanian producers participating either in person or by submitting wine.
- **Singapore Wine Trade Visit** - Coordination and hosting of a visit to Tasmania in January 2026 by seven key Singaporean wine trade, selected via an extensive application process.
- **Korean Wine Trade Visit** - Coordination and hosting of a visit to Tasmania in June 2026 by ten key Korean wine trade, selected via an extensive application process.
- **International Trade & Media Engagement** - Developed a new quarterly update EDM for distribution to international wine trade and media database.
- **Export Guides** - Developed a new “go to” guide on exporting wine. Presented free webinars with Export Connect on exporting to Singapore and Korea.
- **Institute of Masters of Wine (MWs)** - Successfully pitched for a visit to Tasmania by 20 MWs following its 2027 Symposium in Adelaide. Facilitated Tasmanian wine involvement in the Symposium launch at Wine Paris.
- **International Events** - Coordinated Tasmanian wine involvement in the new Sparkling Wine Bar at ProWein in Germany.
- **Opportunities** - Distributed export opportunities and information to international marketing members, including Tasmanian Government trade missions and events, Wine Australia’s event prospectus, wine shows, media, event and tasting activities.

Summary - International Marketing Initiatives

- Multi-year export development program (with support from State Government)
- Delivery of Masterclasses in Singapore & Korea
- Coordination & hosting of Singaporean & Korean wine trade
- Quarterly international EDM
- Export guides & webinars
- Future Tasmanian visit by 20 MWs & symposium involvement
- Tasmanian involvement at ProWein
- Additional event, wine show, media, tasting & promotional opportunities

KEY ACTIVITIES {2025-2026}

MARKETING INITIATIVES

GENERAL MARKETING

- **Media** - Substantial media coverage generated on the Tasmanian wine sector across TV, print, radio and online (including major features in international publications Drinks Business (UK/Asia), Decanter (UK), Jancis Robinson (UK), The Times (UK), Wine21 (Korea), Imbibe (USA), Forbes (USA) and SevenFiftyDaily (USA) highlighting wine tourism stories, vintage reports, wine show results and other achievements of wine producers.
- **Producer Support** - Development and distribution of the updated Tasmanian Wine Story & Digital Marketing guide, which provides content and tips on sharing our unique story and standing out in our communications.
- **Opportunities** - 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.
- **Collaboration** - Strong engagement with the Tasmanian Government, Trade Tasmania and Tourism Tasmania to highlight and collaborate on opportunities for the Tasmanian wine sector, including inclusion in destination marketing campaigns, trade and tourism missions.

Summary - General Marketing Initiatives

- Media coverage highlighting wine tourism, sector information, news & achievements
- Updated iteration of Tasmanian Wine Story & Digital Marketing guide resources
- Media, wine show, event, grant & award opportunities
- Regular promotion to trade & media
- Government engagement & collaboration on wine sector activities
- Collaboration with Tourism Tasmania on its destination marketing activities

KEY ACTIVITIES {2025-2026}

ADVOCACY & ISSUES MANAGEMENT

- **Government Support** - Continuation of multi-year funding support for market development and sustainable wine production initiatives (view progress report [here](#)). Also secured support through the Strategic Industry Partnerships Program for technical and extension support and carbon projects.
- **Smoke** - Significant representation on smoke risks, including regular meetings with the Fuel Reduction Program agencies, Tasmania Fire Service and Ministers, as well as growing broader community awareness of smoke risks through a social media campaign on smoke risks ("be a good neighbour"), targeted media releases and interviews and distribution of the neighbourhood guide to smoke taint.
- **Workforce** - Extensive survey of wine businesses regarding workforce issues, skills and training needs. Release of the [Wine Tasmania Workforce Development Discussion Paper](#) in March 2026.
- **Advocacy** - Regular representation, meetings and discussions with Federal and State Ministers, departmental and agency representatives on Tasmanian wine sector issues. Participation in tourism, agricultural and fuel discussions and working groups.
- **Political Visits** - Hosting regular visits of key political representatives to vineyards around the state.
- **Submissions** - Regular representation and submissions on behalf of the wine sector, including to the draft Tasmanian Agriculture Strategy, the 2026/27 Tasmanian Budget and proposed Liquor Licensing Reforms.
- **National Collaboration** - Participation in monthly meetings of national and state wine sector organisations and in the National Wine Biosecurity Committee

Summary - Advocacy & Issues Management

- Multi-year Tasmanian Government support, including Strategic Industry Partnerships Program
- Smoke issues representation & communication
- Tasmanian Workforce Development Discussion Paper
- Regular engagement with Federal & State representatives
- Participation in tourism, agricultural & fuel discussions
- Hosting vineyard visits for political representatives
- Sustained representation on Tasmanian wine sector issues & policies
- National collaboration

KEY ACTIVITIES {2025-2026}

TECHNICAL SUPPORT & REPRESENTATION

- **VinØ Program** - Delivery of the eleventh season of the VinØ Program in 2025/26, including one-on-one support, production of individual benchmarking reports, distribution of an aggregated annual report and awarding Pooley (2025 VinØ Program Champion) and Eversley Vines (2025 VinØ Program Most Improved Producer).
- **Carbon Action Program** - Continued delivery of the VinØ Carbon Action Program, supported by the Tasmanian Government, providing free access to the Carbonhalo platform, workshops and one-on-one support to help members measure, reduce and communicate their carbon emissions. Prepared and released the Tasmanian Wine Decarbonisation Framework & 2026-27 Risks, Opportunities and Actions in March 2026.
- **EcoVineyards** - Delivery of the first two of four dedicated EcoVineyards Workshops in conjunction with Retallack Viticulture in May 2026, focusing on soil health.
- **Field Day & Wine Symposium** - Presentation of the 18th Wine Tasmania Field Day (Cloudy With a Chance of Grapes: Navigating the Uncertainty in the Weather) and the 8th Wine Tasmania Winemaker Symposium (Syrah and Beyond: Exploring the World of Alternative Grapes through a Tassie Lens) in October 2025.
- **Cool Climate Wine Research Hub** - Continued partnership with the Tasmanian Institute of Agriculture to create a specialist hub for cool climate wine research and support global partnerships on priority research. This included meetings with several international institutions, membership of Oenoviti International Network, participation at the International Cool Climate Symposium in New Zealand and a French Masters student undertaking research in Tasmania.
- **Research** - Continuation 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.

- **Annual Vintage Tasting and Lunch** - Showcasing 2025 vintage wines at Small Wonder Wines.
- **Vintage Report** - Collection and production of the 2025 Tasmanian Vintage report, in conjunction with Wine Australia, reporting on production, value and yields, and widely distributed to trade and media.
- **Technical Committee & Priorities** - Regular meetings to progress the Tasmanian wine sector's technical agenda and resources, including annual review and update of the Tasmanian Wine RD&E Strategy.
- **Biosecurity** - Continued distribution of Tasmanian wine branded biosecurity signage and materials.
- **Phylloxera** - Review and update of Tasmania's Phylloxera Action Plan by Wine Tasmania's Technical Committee. In collaboration with Biosecurity Tasmania and the Tasmanian Institute of Agriculture (TIA), researchers surveyed 41 vineyards to ensure that Tasmania remains free of phylloxera.

Summary - Technical Support & Representation

- VinØ program - workshops, reports & awards
- Carbon Action Program
- EcoVineyards workshops
- Field Day & Wine Symposium
- Cool Climate Wine Research Hub
- Smoke & botrytis research
- Vintage tasting & lunch
- Tasmania Vintage Report
- Phylloxera Action Plan
- Updated RD&E Strategy

KEY ACTIVITIES {2025-2026}

MORE MEMBER SUPPORT & ACTIVITIES

- **New Scholarship** - Launched the new Vaughn Dell Scholarship providing a total annual grant of up to \$10,000 to support wine sector professionals based in Tasmania undertake study-based travel.
- **Leadership Development** - Coordination and delivery of the tailored I-LEAD Tassie Wine program in conjunction with Tasmanian Leaders in August/September 2025 for 14 producers.
- **Tassie Wine Stars** - Presentation of the sixth Tassie Wine Stars event in October 2025, including presenting the VinØ awards.
- **Avery Forum** - Coordination support of the Pressing Matters Avery Pinot Noir Forum for ten Tasmanian wine professionals in July 2025. This incredible opportunity to taste rare and benchmark wines from around the globe was instigated by Greg Melick in honour of the late Jonathan Avery.
- **Collateral** - Update of the Tasmanian Wine Overview and infographics for members, building Wine Tasmania's video and image library, used in marketing and shared with wine producers, media and trade.
- **Benchmark Tastings** - Presentation of free monthly wine tastings for producer members, rotating between the south, east and north of the state.
- **Promotion** - Regular promotion of awards, accolades and achievements by Tasmanian wine producers.
- **Exclusive Rates** - Ongoing member offers, including exclusive wine delivery rates through Australia Post, hotel discounts and more.
- **Individual Support** - Regular one-on-one discussions and visits to support members.

Summary - More Member Support & Activities

- Vaughan Dell Scholarship
- Leadership development
- Pressing Matters Avery Forum
- Tassie Wine Stars
- Updated resources & collateral
- Monthly benchmark tastings
- Promotion of achievements
- Member offers, including discounted Australia Post rates
- Member visits & support

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, Sophie Crenigan-Edwards as Marketing Officer, Project Officer Allison Williams and Cat Carey as Export & Tourism Contractor. The Wine Tasmania Board is skills based and includes Martin Rees (Chair - Broad Arrow Wines), Nick Haddow (Haddow + Dineen), Alicia Peardon (Ghost Rock Wines), Gilli Lipscombe (Sailor Seeks Horse), Tim Lyne (Spring Vale Vineyard), David Milne (Josef Chromy Wines) and Fiona Seath (Independent Director).