

WINE TASMANIA

PROMOTING THE COOLEST
WINE REGION ON THE PLANET.

2025/26 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.

ORDINARY MEMBERSHIP \$957 + 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 new 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.
- Participate in the new Tasmanian wine sector workforce plan and implementation.

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, 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.
- Free participation in the VinØ Carbon Action Program through a 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

<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	✓			
– simplified brochure listing		✓		
– listing and dot on A3 'tear-off' map	✓			
– 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				✓

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

VINØ TASMANIA PROGRAM \$303 + 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 \$1,676 + 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 ~~\$487~~ + 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 \$1,542 + 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 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

\$50 + GST

(Reduced from \$270 in 2025/26).

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.

Wine Tasmania exists to support its wine producer members and the broader Tasmanian wine sector. Below is an overview of key activities undertaken in 2024/25 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

- Two vintage visits by 19 local wine trade representatives in the north and south (April 2025). Venues represented included Saffire, Piermont Retreat, The Branch Swansea, Du Cane, Stelo, Pam's Bottles & Cups, Wrest Point, Black Cow, Stanley Wine Bar, Old Bank of Geeveston, Hellyers Restaurant at Cradle Village and more.
- Production of the 2025 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 2025 Tasmanian Wine Trails A3 tear-off "concierge" map (also widely distributed to hotels).
- Delivery of free Wine Tourism Workshops "Sell More At Your Cellar Door" in the north, south and east, in June 2025.
- Presentation of an agri-tourism focused 2024 BLEND Wine + Tourism workshop, including a presentation by Lisa McEwan from Vacayit, focused on making the cellar door visitor experience more accessible and inclusive.
- Presentation of the 2024 Tasmanian Wine List of the Year, including public voting, with winners including Black Cow Bistro, Stanley Wine Bar, The Old Bank Geeveston, Cradle Mountain Wilderness Village, The Agrarian Kitchen, T42 Hobart and Grain of the Silos.
- Delivery of a dedicated social media campaign promoting Tasmania's four wine trails, with a reach of 140,000.

Summary - State Marketing Initiatives

- Local wine trade visits to vineyards during vintage
- New wine Trails publication and updated online directory
- A3 hotel concierge map produced and distributed
- Free wine tourism workshops (South, North & East)
- BLEND Wine + Tourism workshop
- Tasmanian Wine List of the Year Awards
- Significant Wine Trails social media campaign (no additional cost to members)

MARKETING INITIATIVES *continued*

NATIONAL FOCUS

- Coordination of two visits by twenty influential national wine trade in the south (November 2024) and the north (May 2025), supported by the Tasmanian Government. Venues/groups represented included Merivale, Gimlet, Beach Byron Bay, Cardwell Cellars, Saint Peter, Song Bird, Saint Peter, Fink Group, Lotus Group, Dap & Co Venues, Orla and more. National marketing members were invited to submit wines, host tastings and attend events, with full details of guests shared with participating members.
- New partnership with Sommeliers Australia, providing a place for its selected representative in the visitation program in May 2025, who will then host a Tasmanian wine masterclass in September/October 2025.
- Hosted Halliday Wine Companion reviewer Dave Brookes in July and September 2024, including coordination of submissions for the 2026 Halliday Companion.
- Distribution of mixed regional wine packs to key national media representatives (October 2024).
- Invitations for national marketing members to participate in a proposed event at Pure South Dining and national media sample drops.
- Distribution of targeted EDMs to Wine Tasmania's extensive national database of wine consumers, including promotion of wine tourism.
- Regular communication of events, wine shows, media tastings and other national promotional opportunities.
- Hosting key national lifestyle / tourism media to generate media coverage of Tasmania's wine tourism offering, including in partnership with Tourism Tasmania.

Summary - National Marketing Initiatives

- Two National Wine Trade Visits (North & South)
- New partnership with Sommeliers Australia resulting in Tasmanian wine masterclass
- Hosted visit by Halliday reviewer Dave Brookes
- Media sample drop
- Key event and media sample submission invitations
- EDM campaigns sent to national consumer database
- Additional event, wine show, tasting and promotional opportunities
- Lifestyle and tourism media hosted

MARKETING INITIATIVES *continued*

INTERNATIONAL

- Successfully secured funding from the Tasmanian Government for a new multi-year export market development program.
- Engaged Cat Carey as the new Export & Tourism Contractor to oversee the export market program.
- Commissioned and disseminated detailed export market research into five markets offering the greatest potential for Tasmanian wine businesses (UK, USA, Japan, Singapore and South Korea, the latter two selected for an initial focus in 2025-27).
- Developed a new Tasmanian wine export “pitch deck” for tailoring and use by wine producers.
- Presented the free Tasmanian Wine Export Masterclass in partnership with Export Connect (November 2024).
- Hosted media and coordinated tastings for key international wine publications, including Cassandra Charlick (Decanter), Tom Kline (Inside Burgundy) & Ryan Montgomery (JamesSuckling.com).
- Surveyed and interviewed Tasmanian wine businesses already exporting or with an interest in exporting to identify potential markets, activities and support.
- 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

- Export development program (with support from State Government)
- Engagement of Export Contractor
- Comprehensive export market research undertaken & shared
- Key export markets identified
- Pitch deck resource
- Export masterclasses
- Hosting international wine trade and media
- Substantial international media coverage

MARKETING INITIATIVES *continued*

GENERAL MARKETING

- Substantial media coverage generated on the Tasmanian wine sector across TV, print, radio and online (including major features in international publications Decanter, VinePair, The Times UK, Imbibe USA, SevenFiftyDaily USA and Inside Burgundy), highlighting wine tourism stories, vintage reports, wine show results and other achievements of wine producers.
- Update of the Tasmanian Wine Story/ Brand and digital marketing resources for members, including sharing at June workshops.
- 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 and Tourism Tasmania to highlight and collaborate on opportunities for the Tasmanian wine sector.
- Regular communication with Tourism Tasmania, including news and updates on the Tasmanian wine sector and cellar doors for inclusion in its marketing.

Summary - General Marketing Initiatives

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

ADVOCACY & ISSUES MANAGEMENT

- Secured \$3M in 2024-27 from the Tasmanian Government to undertake market development and sustainable wine production activities, following dissemination of the research, modelling and consultative project results.
- Regular representation, meetings and discussions with Federal and State Ministers, departmental and agency representatives on Tasmanian wine sector issues.
- 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.
- Hosted the 2024 Wine & Seafood Event at Parliament House, attracting 80 representatives across the House of Assembly, Legislative Council, Ministerial offices and key departments.
- Hosted 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 2025/26 Federal Budget, the 2025/26 Tasmanian Budget, Select Committee on the Tasmanian Freight Equalisation Scheme, National Wine & Viticulture Working Group and associated review by Dr Craig Emerson, Tasmanian Liquor Licensing issues, consultation on a national vineyard register and the Queensland Container Deposit Scheme (with Australian Grape & Wine).
- Representation on the Tourism Industry Council Tasmania Board (May 2023-May 2025).
- Participation in monthly meetings of national and state wine sector organisations and in the National Wine Biosecurity Committee.

Summary - Advocacy & Issues Management

- \$3m Tasmanian Government funding
- Regular engagement with Federal and State representatives
- Smoke issues representation and communication
- Wine & Seafood event at Parliament House
- Sustained representation on Tasmanian wine sector issues and policies
- Representation on TICT Board

TECHNICAL SUPPORT & REPRESENTATION

- Delivery of the tenth season of the VinØ Program, including workshops, one-on-one support, production of individual benchmarking reports, distribution of an aggregated annual report and awarding Pooley (2024 VinØ Program Champion) and Delamere Vineyards (2024 VinØ Program Most Improved Producer).
- 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.
- New partnership with the Tasmanian Institute of Agriculture to create a specialist hub for cool climate wine research and support global partnerships on priority research.
- Presentation of the 17th Wine Tasmania Field Day (Unearthing Grapevine Nutrition) and the 7th Wine Tasmania Winemaker Symposium (What's in a Vessel?).
- Annual Vintage Tasting and Lunch, showcasing 2024 wines at Milton Vineyard.
- Collection and production of the 2024 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 materials.
- Regular 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.
- Annual review and update of Tasmanian Wine RD & E Strategy.
- 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.

Summary - Technical Support & Representation

- VinØ program - workshops, reports & awards
- Carbon Action Program
- New TIA Partnership
- Field Day and Winemaker Symposium
- Vintage tasting and lunch
- Tasmania Vintage Report
- Phylloxera Action Plan
- Updated RD & E Strategy

MORE MEMBER SUPPORT & ACTIVITIES

- Coordination of the inaugural study trip for 24 wine producers to Central Otago, New Zealand, in October 2024.
- Coordination of the Pressing Matters Avery Chardonnay Forum for ten Tasmanian wine professionals in July 2024.
- Development of the Tassie Wine Trailblazers video showcasing Tasmania's wine sector pioneers.
- Presentation of the fourth Tassie Wine Stars event in November 2024, including presenting the VinØ awards and recognising Greg Melick OAM as the 2024 Tassie Wine Legend.
- 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.
- Presentation of free monthly benchmark wine tastings for producer members, rotating between the south, east and north of the state.
- Regular promotion of awards, accolades and achievements by Tasmanian wine producers.
- Ongoing member offers through arrangements with Australia Post, including exclusive wine delivery rates.
- Regular one-on-one discussions and visits to support members.

Summary - More Member Support & Activities

- Central Otago study trip
- Pressing Matters Avery Forum
- Tassie Wine Trailblazers
- Tassie Wine Stars and Tassie Wine Legend (Greg Melick)
- Updated resources and collateral
- Monthly benchmark tastings
- Member offers, including discounted Australia Post rates
- Member visits and 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, Tessa Astbury 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) and David Milne (Josef Chromy Wines).