

# WINE TASMANIA

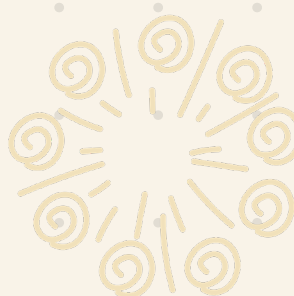
PROMOTING THE COOLEST  
WINE REGION ON THE PLANET.

2022/23

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

Membership in the ordinary and optional marketing categories outlined below brings equal access to benefits 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 build 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 Strategic Plan 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

**\$928 inc GST**

Ordinary members receive the following benefits:

### LEADERSHIP & COLLABORATION

- Grow the Tasmanian wine sector's global reputation, value and demand through collaborative promotion (note, additional marketing membership categories and benefits are outlined below).
  - Access the targeted Tasmanian Wine Story platform and practical social media toolkit 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 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).

### SUPPORT & ENGAGEMENT

- Enjoy complimentary access to VinEd Tasmania, Wine Tasmania's comprehensive resource across the essentials of wine business, including business models, taxation, legal topics and more, via Wine Tasmania's website.
- 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 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 report your sustainability practices.\*
- Private Facebook group and market place.

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

**OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES**

**VINØ TASMANIA PROGRAM MEMBERSHIP**

**\$294 inc GST**

VinØ Tasmania is a best management practice program, specifically tailored for Tasmanian wine businesses to help you measure, benchmark, improve and report on your own practices.

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 and carbon emissions.

More than half of Tasmania's vineyard area is now managed under the VinØ program, and this is expected to grow.

Program members will 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 on the VinØ program as required.
- A detailed individual annual report, which identifies areas where participants are performing strongly and areas requiring improvement.
- A detailed aggregated and de-identified VinØ Tasmania program report, which is widely distributed.
- 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 overarching promotion of the VinØ program and participating businesses. This includes through its website, an annual report and media release, in its Tasmanian Wine Trails publication and across its promotional activities.

VinØ program members are also encouraged to promote their participation and are now able to use the new VinØ logo in promotional material and on wine labels as desired. The logo is available for use by current Wine Tasmania and VinØ Program members which have completed their workbook with a minimum score of two or above, and which have completed and returned the licensing agreement.

Further details are available in the member section of the Wine Tasmania website – [www.winetasmania.com.au/account/vinØ-isfor-members](http://www.winetasmania.com.au/account/vinØ-isfor-members).

Publicly available information on this program can be found at [www.winetasmania.com.au/vinØ-lookingafter-the-land](http://www.winetasmania.com.au/vinØ-lookingafter-the-land).



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

**OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES**

**STATE MARKETING LEVEL ONE**

**\$1,621 inc GST**

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

- Priority inclusion and profile in the annual Wine Trails publication (150,000 copies distributed) via a detailed description (35 words approx.) of your cellar door offering and a dot on the main Wine Trails map in the relevant section of this guide.
- A listing and dot on the Wine Trails map in a new 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 for the Wine Trails Guide to support your listing.\*
- Inclusion of your cellar door in themed varietal or activities-based listings on Wine Tasmania's website (eg. 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 #BuyDirect).\*
- Inclusion of a listing, bottle image and link directly 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.\*
- Complimentary access to tailored marketing, communications, sales and pricing modules in the VinEd Tasmania program, Wine Tasmania's comprehensive wine business resource.
- Invitation to submit wines for tastings as relevant.
- Invitation and inclusion in state marketing activities and promotions, including engagement with Tasmanian wine trade.\*
- 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

*\$470 inc 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 Wine Trails publication (150,000 copies distributed) with simple contact and location details – note, this does NOT include a dot on the Wine Trails 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 link directly to your online shop via a dedicated "Get The Hard To Get" webpage on Wine Tasmania's website.
- Opportunity for inclusion in digital and social media marketing activities focused on driving visitation to your cellar door or online shop (e.g. #TasWineTrails/#BuyDirect). \*
- Complimentary access to tailored marketing, communications, sales and pricing modules in the VinEd Tasmania program, Wine Tasmania's comprehensive wine business resource.
- Invitation to submit wines for tastings as relevant.
- Invitation and inclusion in state marketing activities and promotions.\*
- 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

**\$1,492 inc GST**

*For members currently or about to be retailing their wines in the national market place 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. #MeettheMakers).
- Opportunity to participate in dedicated digital marketing campaigns (e.g. The Ultimate Tassie Wine Odyssey).\*
- Inclusion of a priority listing, image and link directly 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 2 x 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 the Department of State Growth.\*
- Opportunity to participate in national trade and media activities via sample submissions, regional and varietal tastings.
- Complimentary access to tailored marketing, communications, sales and pricing modules in the VinEd Tasmania program, Wine Tasmania’s comprehensive wine business resource.

- 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 inc 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.
- Complimentary access to tailored marketing, communications, sales and pricing modules in the VinEd Tasmania program, Wine Tasmania’s comprehensive wine business resource, including export market insights and information.
- Priority in all Wine Tasmania’s international/export activities.\*

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



# WINE TASMANIA

PROMOTING THE COOLEST  
WINE REGION ON THE PLANET.

2021/22  
KEY 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 2021/22 to support, represent and progress member businesses across the key areas of marketing and promotion, technical support, advocacy and issues management.

### MARKETING INITIATIVES

Promoting and growing the demand and value of Tasmanian wines is Wine Tasmania's highest priority. To this end, a wide range of marketing and promotional initiatives were undertaken during this year. These activities were supported by Wine Tasmania's highly capable Marketing Officer, Tessa Astbury.

#### *National Focus*

- Development and implementation of the major "Ultimate Tasmanian Wine Odyssey" social campaign, promoting the opportunity for two people to win a trip to Tasmania and participate in tailored wine tourism experiences.  
Results - reach: 378,090, impressions: 684,405+, engagements: 30,013, link clicks: 6,613 and competition entries / mailing list sign ups: 7,081 people.
- Completion of the digital marketing campaign to encourage people to preference Tasmanian wine, featuring producer profiles (national marketing members) and mainland stockists of Tasmanian wine ([/getthehardtoget](#) and [/meetthemarkers](#)). Results - reach: 148,435, impressions: 395,955 (100-175,000 targeted), clicks to Wine Tasmania's website: 7,181 (2,200-3,300 targeted) and clicks to individual producer websites: 5,572.
- Delivery of an expanded national wine trade visitation program, hosting four

separate visits to Tasmania by influential wine buyers. 39 interstate wine trade guests were hosted and 540 wines were tasted from 36 Tasmanian wine businesses across the visits, featuring national marketing members.

- Production of tailored video content to support social media promotion and highlight the unique Tasmanian wine story (view examples [here](#)).
- With Trade Tasmania, development of collateral and social content to promote the Tasmanian wine feature at the Pinot Palooza events in Melbourne, Brisbane and Sydney (May / June 2022).
- Coordination of mixed regional wine samples to key national wine media, with accompanying information on the Tasmanian wine sector and its unique positioning.

#### *Tasmanian & cellar door visitation focus*

- Production of the annual Tasmanian Wine Trails publication, widely distributed through cellar doors, visitor information centres, airlines, on board the Spirit of Tasmania, included in interstate wine shipments, displayed at the Pinot Palooza events in Melbourne, Brisbane and Sydney and at tastings in the UK and USA.
- Creation and production of a new A3 tear-off "concierge" wine touring map - widely distributed to hotels and cellar doors to share with visitors.
- Expansion of wine touring information on Wine Tasmania's website, with new search functionality added - in addition to wine varieties, new categories include food, accommodation, wheelchair access, tours available, dog friendly, child friendly / playground facilities, as well as those cellar doors participating in the mixed dozen shipping program.

### MARKETING INITIATIVES *continued*

- Hosting key lifestyle / tourism media to generate media coverage of Tasmania's wine tourism offering, including WISH Magazine and Travel + Leisure (USA).
- Expansion of the Tasmanian Wine List of the Year program, including one-on-one support for participating hospitality venues, a new logo, design and collateral, expanded promotion of finalists and the winning venues, including paid and organic social media and traditional media promotion. An awards evening was held for finalists and wine producers on 25 October at Tamar Ridge.
- Introduction of a new Tasmanian wine trade promotional and communications program to maintain and build support for local wines, with state marketing members invited to participate in a new release tasting in Hobart.
- Wide promotion of Tasmania as a wine destination, including through media activities, part of all promotional events, including tastings in the UK and USA, and in partnership with Tourism Tasmania.
- Participation in Tourism Tasmania's agritourism project and development of the "Opening The Gate" program, with details distributed to cellar door operators for their direct involvement.
- Case studies, insights and information for cellar door operators to expand and leverage their visitor experiences.
- Distribution of targeted reports, including Wine Channel Purchase Behaviour of Australian Wine Consumers and Direct to Consumer Survey Reports.
- Dissemination of Tasmanian tourism insights and statistics, including via Tourism Tasmania, to cellar door operators.

- Partnership with the Tourism Industry Council Tasmania on wine tourism initiatives, including the joint Bottling Wine Tourism plan and presentation of the third annual BLEND Wine + Tourism lunch at Stefano Lubiana Wines.
- Presentation of Tasmanian wine tourism information and insights, including workshops at the 2021 Tasmanian Tourism Conference.

### *International focus*

- Tasmanian chardonnay tasting for key wine trade and media in the UK, moderated by Susie Barrie MW and with 40 participants. Substantial media coverage was secured, including articles in The Guardian, The Scotsman, Falstaff, Wine Anorak and The Wine Detective.
- Instagram Live Event held in the USA on 9 March 2022, hosted by Lauren Mowery, editor at Wine Enthusiast Magazine, featuring Jansz, Clover Hill and Devil's Corner. Wine samples were sent to media in advance, with 9,000 views of the live tasting to date.
- Support provided for the Tasmanian Sparkling and Pinot Noir Showcase on 17 March 2022 at Australia House, UK, hosted by wine writer Tyson Stelzer - Tasmanian branded merchandise, an overview of the Tasmanian wine sector and copies of the Tasmanian Wine Trails publication were provided.
- Tasmanian sparkling wine samples distributed to twelve key UK wine media, with Wine Australia engaged to coordinate.

### *General marketing*

- Substantial media coverage generated on the Tasmanian wine sector, including wine show results, reviews and other accolades, wine touring stories, vintage reports and more - across TV, print, radio and online.



### MARKETING INITIATIVES *continued*

- Insights and information on marketing, export, financial and business topics through updates to the VinEd Tasmania resource, one-on-one visits and individual discussions.
- Update and distribution of the Tasmanian wine story, including practical social media tools and tips.
- Development and release of a dedicated VinØ (vin zero) logo and collateral to assist wine businesses communicate their sustainability / best management practices.
- 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 news and updates on the Tasmanian wine sector and cellar doors for inclusion in its marketing.
- Delivery of the final year of activities in the four-year Tasmanian Wine Market Development & Wine Tourism project.

### TECHNICAL SUPPORT & REPRESENTATION

- Delivery of the seventh 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 development of a dedicated VinØ Program logo for use by eligible program members.
- Recognition of VinØ Program businesses through awards in October 2021 - with the "2021 VinØ Program Champion" being awarded to Waterton Hall and the "2021 VinØ Most Improved Vineyard" being awarded to Southwood Wines.

- Continued investigation into a Net Zero Carbon Emissions program for Tasmanian wine producers, supported by the Tasmanian Government, and including a detailed survey to capture individual and sector-wide emissions data. This project has provided significant insights and options for the Tasmanian wine sector to move towards carbon neutrality, with further discussions and consultation to take place over the coming year.
- Delivery of 'introduction to picking' and 'introduction to pruning' training courses (north and south) in 2022 to help with seasonal worker shortages, in conjunction with TasTAFE and supported by the Tasmanian Government.
- Confirmation of a new and ongoing TasTAFE Skill-Up viticultural course, covering core competencies such as planting vines by hand, recognising disorders and identifying pests and diseases, and carrying out basic canopy maintenance.
- In partnership with Biosecurity Tasmania, sampling and testing of 22 vineyards for a range of trunk diseases and grapevine viruses, with de-identified data and practical management tips discussed on a webinar with experts.
- Presentation of the 2021 Field Day, focused on agricultural technology and attended by more than 100 people.
- Presentation of the 2021 Winemaker Symposium, focused on pinot noir and attended by 41 people.
- Collection and production of the 2021 Tasmanian Vintage report, reporting on value and yields, and widely distributed to trade and media.
- Development and publication of a Tasmanian wine sector research and development strategy, distributed to key research institutions.
- Regular and active Technical Committee meetings to progress the Tasmanian wine sector's technical agenda and resources.

### ADVOCACY & ISSUES MANAGEMENT

- Continued advocacy for improvements to fire policy and procedures, including meetings with Ministers Petrusma and Barnett, the Tasmania Fire Service, Sustainable Timber Tasmania and Parks and Wildlife Service.
- Delivery of a webinar on fire management, smoke risks and planned fuel reduction burns, jointly presented by Wine Tasmania and the Tasmania Fire Service.
- A joint media event with the Tasmania Fire Service to announce the conclusion of the 2022 permit period and highlight the risks posed to vineyards by smoke.
- Securing an emergency fund of \$100,000 to subsidise wine grape testing for smoke in the event of a future bushfire from the Tasmanian Government.
- Securing funding support for a new research project by the Tasmanian Institute of Agriculture to investigate using smoke-affected wine grapes at different levels for sparkling wine production through the Agricultural Development Fund.
- Presentation of a Tasmanian Wine & Seafood event for Tasmanian political representatives at Parliament House in October 2021.
- Attendance by former Primary Industries Minister Guy Barnett at a Wine Tasmania Board meeting.
- Ongoing education regarding Phylloxera risks, including distribution of vineyard signage and regular discussions with Biosecurity Tasmania.
- Participation in the AgriTourism Reference Group, convened by Tourism Tasmania.
- Participation in regular teleconferences with the Agricultural Coordination Group and Agriculture Workforce Roundtable, convened by former Primary Industries Minister Guy Barnett.
- Continued and ongoing dissemination of information, assistance available, guidelines and FAQs in relation to COVID-19.
- Securing support through the Tasmanian Government's Strategic Industry Partnerships Program to address seasonal worker shortages, undertake investigations into the Tasmanian wine sector's carbon emissions and deliver technical and extension support.
- Securing funding support for national wine buyer visits from the Tasmanian Government as well as support for a Tasmanian wine feature at the Pinot Palooza events.
- Regular interaction with Tasmanian and Federal politicians and departments to discuss the Tasmanian wine sector, including hosting vineyard visits by key political representatives.
- Representation of member interests through submissions and presentations to the Tasmanian Budget, the annual Tasmanian Trade Action Plan for wine, the Primary Produce Traceability Strategy, Container Refund Scheme, UK alcohol tax review and direct representation on issues including freight, the Tasmanian Freight Equalisation Scheme, wine tourism / cellar door regulatory mapping and biosecurity / Phylloxera protocols.
- Representation on liquor licensing issues, including lobbying against new wholesale liquor sales data, which was subsequently terminated in March 2022.
- Participation in monthly teleconference of national and state wine organisations to discuss key national issues impacting on Tasmanian wine businesses.
- Participation in the National Wine Biosecurity Committee.
- Discussions with the Tasmanian Aboriginal Centre regarding dual naming and cultural awareness training.

### MORE MEMBER SUPPORT & ACTIVITIES

- Presentation of free monthly benchmark wine tastings for producer members, rotating between the south, east coast and north of the state.
- Facilitation of discussions regarding freight and logistics, including the potential of collaborative arrangements to reduce costs and increase competitiveness.
- Commissioning a major research project to model the potential growth of the Tasmanian wine sector over the next 20 years and identify key levers to ensure its ongoing strong value and performance. This included a survey of wine producers, with further details of this project to be shared over the coming months.
- Regular promotion of awards, accolades and achievements by Tasmanian wine producers, including a joint media event with former Primary Industries Minister Guy Barnett in March 2022.
- Presentation of new vintage wine tastings and lunches for 2021 whites and reds.
- Presentation of the second Tassie Wine Stars event in October 2021, including combining the VinØ awards with the Tasmanian Wine List of the Year awards, bringing together wine producers and wine trade representatives.
- Presentation of the ninth Pressing Matters 2021 Avery Chardonnay Forum, initiated and supported by Greg Melick to provide 10 lucky wine representatives with the opportunity to taste and discuss 40 benchmark wines.
- Induction of the late Peter and Ruth Althaus to Wine Tasmania's Life Membership.
- 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 and NAB, including exclusive delivery rates.

