

WINE TASMANIA

PROMOTING THE COOLEST
WINE REGION ON THE PLANET.

2023/24

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

\$885 + 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).

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.
- 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.*
- Access Wine Tasmania's private Facebook group and marketplace.

* 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	✓	✓	✓	✓
Priority inclusion in digital/social media marketing activities – national focus			✓	
Participation in national wine trade visitation program (two visits in 2023/24)			✓	
Opportunity to co-invest in themed seasonal digital marketing campaigns			✓	
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

\$280 + 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 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 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 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

\$1,550 + 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 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 (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 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

\$450 + 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.
- 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 and marketing resource.
- 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

\$1,425 + 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 #MeettheMakers).
- Opportunity to participate in dedicated digital marketing campaigns (e.g. Welcome to the Pinot Isle).*
- 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

\$255 + 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 2022/23 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

- Digital marketing campaigns - informed by feedback from our members, Wine Tasmania developed a series of seasonal digital marketing campaigns, with national and state marketing members invited to participate and co-invest. The campaign comprised paid advertising and supporting organic content across Facebook, Instagram and Wine Tasmania's website. The first campaign centred on "Tassie's Unmissable Cellar Doors" during summer and was followed by the autumn campaign - "Pinot Isle - Tasmanian Pinot Noir". These campaigns reached 1.3 million targeted wine consumers with nearly 19,000 clicks and over 900,000 campaign content engagements. While a large proportion of this has been focused on the participating producers, several streams of content have also profiled the Tasmanian wine brand more broadly. Two more campaigns are planned for the remainder of 2023.
- Promotion and involvement in the Tasmanian regional feature at the Pinot Palooza events, facilitated by the Tasmanian Government, including collateral and social content.
- Facilitating 2024 Halliday Companion wine submissions for writer Dave Brookes to taste while visiting Tasmania in September 2022.

Summary - Marketing Initiatives

- Digital marketing campaigns, reaching 1.3 million targeted wine consumers
- Tasmanian feature at Pinot Palooza events
- Launch of Tassie Wine Tourism Ambassador program
- New Tasmanian wine trade vintage visitation program
- 2023 Tasmanian Wine Trails guide, map & online listing - more popular than ever
- Tasmanian Wine List of the Year program, with expanded promotion and media coverage
- Hosting numerous wine media & trade, national & international
- BLEND Wine + Tourism workshop (agritourism) and lunch
- WBM cover article on Tassie wine
- Hosting wine writer Dave Brookes on vineyard visits to the Pipers River and Tamar Valley in June 2023.
- Coordination of mixed regional wine samples to key national wine media in October 2022, featuring white and sparkling wines.
- Update of Wine Tasmania's 'Get the Hard to Get' page directing visitors to individual producer online shops.
- Surveying national marketing members in October 2022 to inform Wine Tasmania's future marketing activities.

MARKETING INITIATIVES CONTINUED

TASMANIAN & CELLAR DOOR VISITATION FOCUS

- Launch of a new Tassie Wine Tourism Ambassador Module in partnership with the Tourism Industry Council Tasmania (TICT) - the first sector-specific module in the Tassie Tourism Ambassador Program. With a range of wine and wine tourism information presented by Wine Tasmania, this module featured the 2023 Australian and Tasmanian Tourism award-winning Bangor Vineyard Shed. It is being widely promoted through Wine Tasmania and TICT channels, including to the existing 550 tourism ambassadors.
- New 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, Bar Two, Country Club, Village Wine Store, Landscape Restaurant, 9/11 bottle shops, MONA and Rude Boy.
- Launch of the updated joint 2022-2024 Bottling Wine Tourism plan with the TICT, launched at the fourth annual BLEND Wine + Tourism lunch at Tamar Ridge, with The Hon Jo Palmer MLC, Primary Industries Minister, as guest speaker.
- Presentation of an agri-tourism focused BLEND Wine + Tourism workshop, including a case study by Sue Bell of Bellwether Wines.
- Production of the 2023 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.
- Production of the annual A3 Tasmanian Wine Trails tear-off "concierge" map - widely distributed to hotels and cellar doors to share with visitors.
- Development of a new A4 poster for producers to display at cellar door and promote the Tasmanian Mixed Dozen Program.
- Presentation and widespread promotion of the 2022 Tasmanian Wine List of the Year, including public voting, with winners including Stillwater (Judges' Choice Best Wine List), Bar Two (Judges' Choice Best Small Wine Bar List), Old Bank of Geeveston (Judges' Choice Best Regional Wine List) and Eat the Wild (People's Choice Best Wine List).
- 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 UK wine writer Sarah Ahmed (The Wine Detective) for an extended visit following the Tasmanian Wine Show in January 2023, with eight days travelling around the south, east, north and north west of the state.
- Hosting UK wine writer Guy Woodward (Club Oenologique) on visits to producers in the north and south in February 2023.
- Providing itinerary input and introductions to producers for Graham Nash (Tesco Supermarkets), visiting in February 2023.
- 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.
- Participation in the Tasmanian Government's announcement of a new partnership with the AFL league in the USA to drive trade outcomes.
- 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 the cover feature in WBM magazine), 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 state-wide and regional consultative workshops presented in partnership with the Fuel Reduction Program agencies, meetings with Ministers and their staff, the Tasmania Fire Service (TFS), Professor Ian Porter, Red Hot Tips program, private forestry operators and more. The TFS incorporated information on smoke risks to vineyards into its permit officer training and permit approval process and Wine Tasmania is seeking to formalise some of these procedural improvements.
- Dedicated paid social media campaign “Smoke Stinks” to raise awareness of potential smoke impacts in April 2023 (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 eighth 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 2022 – Pooley Wines (2022 VinØ Program Champion) and Barrington (2022 VinØ Most Improved Producer).
- Update and release of the Tasmanian Wine Research, Development & Extension Strategy, through the Technical Committee and sector consultation, which contributed to securing funding for research projects into smoke affected grapes being used for sparkling

Summary - Technical Support

- Expanded representation on smoke risks, including state-wide & regional workshops with fire managers, plus dedicated “Smoke Stinks” social campaign
- 8th season of VinØ Program, with expanded resources and promotion
- Tasmanian Wine Research, Development & Extension Strategy (leading to two research projects being funded)
- 15th Annual Field Day “Soils from the Ground Up” & 5th Winemaker Symposium “Fizzmania”
- 2022 Vintage Report released

wine and improved botrytis management through the Tasmanian Government’s Agricultural Development Fund, to be led by the Tasmanian Institute of Agriculture.

- Presentation of the 15th Wine Tasmania Field Day “Soils: From the Ground Up”, focused on healthy soils and attended by more than 90 people.
- Presentation of the 5th Wine Tasmania Winemaker Symposium “Fizzmania”, focused on sparkling and attended by 43 people.
- Collection and production of the 2022 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.

ADVOCACY & ISSUES MANAGEMENT

- Retention of the Australian Cellar Door & Wine Tourism grants program in the October 2022 Federal Budget announcement, supported by significant representation from Wine Tasmania and wine producers, including a roundtable with Federal Agriculture Minister Murray Watt, correspondence and meetings with Tasmanian-based Federal representatives.
- Numerous representations, meetings and discussions with Minister Jo Palmer and Minister Felix Ellis regarding the risks posed to vineyards by smoke. This led to a media event with Minister Palmer at Marion's Vineyard in February 2023 and with both Minister Palmer and Ellis at Spikey Bridge Vineyard in April 2023, highlighting risks and encouraging contact with vineyards before burning off.
- Securing funding for research projects into using smoke-affected grapes for sparkling wine and improved botrytis management through the Tasmanian Government's Agricultural Development Fund, to be led by the Tasmanian Institute of Agriculture.
- 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.
- Participation in the Tasmanian Government's trade and tourism mission to New Zealand, encouraging visitation to our cellar doors and including discussions with wine producers in Hawkes Bay and Martinborough.
- Development of a discussion paper on wine taxation, outlining the background, potential risks and alternative structures for member consideration and feedback.
- Presentation of the 2022 Wine & Seafood in the House event at Parliament House, in partnership with the Tasmanian Seafood Industry Council and Oysters Tasmania,

Summary - Advocacy & Issues Management

- Successful lobbying for retention of Australian Cellar Door Grants Program
- More representation on smoke risks, including joint Ministerial media events
- Funding secured for new research projects on botrytis management and using smoke affected grapes for sparkling wine
- 2022 Wine & Seafood in the House event at Parliament House
- Participation in Tasmanian trade mission to New Zealand
- Wine taxation discussion paper released

hosted by The Hon Jo Palmer MLC, Minister for Primary Industries & Water.

- Hosting visits of key political representatives to vineyards in the Coal River Valley, Pipers River and Tamar Valley.
- Regular representation and submissions on behalf of the wine sector, including to the 2023/24 Tasmanian Budget, draft Tasmanian Waste and Biosecurity Strategies, Tasmanian Container Refund Scheme consultation and draft Climate Change Action Plan, 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 attendance at the national forum in Melbourne in May 2023, as well as participation in the National Wine Biosecurity Committee.

MORE MEMBER SUPPORT & ACTIVITIES

- Progress on a major research project to model the potential growth of the Tasmanian wine sector over the next 15-20 years and identify key factors to ensure its ongoing strong value and performance. This included engaging an economist, surveys and workshops with wine producers, with the project continuing in 2023/24.
- Securing funding to present a dedicated wine sector leadership program, "Next Crop Tasmania", delivered in partnership with Tasmanian Leaders with funding support from Wine Australia. Applications were invited for up to 28 available positions and the program will be delivered in August/September 2023.
- 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 third Tassie Wine Stars event in November 2022 at Puddleduck Vineyard, including the VinØ awards.
- Presentation of the now annual Vintage Tasting and Lunch, showcasing the new 2022 wines, at Tamar Ridge.
- Promotion of cybersecurity workshops presented by Wine Tasmania Partner NAB, which included a Meadowbank case study provided by Gerald Ellis.
- 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 and NAB, including exclusive wine delivery rates.

Summary - More Member Support & Activities

- Modelling, surveys and workshops regarding the Tasmanian wine sector's future position
- Tassie Wine Stars event, 2022 vintage tasting, monthly benchmark tastings
- Funding secured for Next Crop Tasmania leadership program

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 - Spikey Bridge Vineyard), Nick Haddow (Haddow & Dineen), Neville Bagot (Barringwood), Samantha Connew (Stargazer Wines), Gilli Lipscombe (Sailor Seeks Horse), Tim Lyne (Spring Vale Vineyard) and David Milne (Josef Chromy Wines).