



WINE TASMANIA is the peak body representing Tasmania's wine producers, with a focus on establishing Tasmania as a benchmark wine region of world renown.

The team includes Sheralee Davies as CEO, Paul Smart as Technical and Extension Officer and Project Officer Allison Williams.

The Wine Tasmania Board is skills based and includes wine sector and independent representatives: Martin Rees, Chair; Nick Haddow, independent; Guy Taylor, independent; Samantha Connew, Stargazer Wines, Rebecca Duffy, Holm Oak Vineyards; Joe Holyman, Stoney Rise Wine Co; and Tim Lyne, Spring Vale Vineyards.

Contact Us:

Wine Tasmania
Level 5, 29 Elizabeth Street
HOBART TASMANIA 7000
Phone: 03 6223 3770
Email: mail@winetasmania.net.au
Web: www.winetasmania.com.au

**WINE
TASMANIA**

ANNUAL MEMBERSHIP 2020/21

The annual ordinary membership fee will remain unchanged from the 2019/20 year in recognition of the impacts of COVID-19 on Tasmanian producers. Furthermore, some additional membership benefits have been added (at no additional cost) and are available to all producer members. Please note that this fee excludes GST.

Ordinary Member — \$768 + GST

MEMBERSHIP BENEFITS

ALL ORDINARY MEMBERS RECEIVE THE FOLLOWING BENEFITS (\$768 + GST)

- Full voting rights in elections and at general meetings.
- Invitations to regular Wine Tasmania workshops, benchmark tastings and the annual technical field day at member pricing.
- Access to Wine Tasmania's CEO for marketing, communication and business support.
- Access to Wine Tasmania's Technical and Extension Officer for technical support, vineyard visits, support with vineyard management, biosecurity and sustainability activities.
- Representation and lobbying of your interests through direct representations and submissions to the Tasmanian Government, Australian Government and other groups, such as Australian Grape & Wine and Wine Australia.
- Regular news, information and updates through direct emails and the monthly Harvest e-newsletter.
- Access to the Wine Tasmania online Slack Forum to interact with colleagues, access news and updates and promote items for sale or seeking to purchase.
- Statewide networking opportunities with wine sector colleagues and suppliers.
- Access to discounted goods and services as negotiated from time to time, including via Wine Tasmania's Partners in Australia Post and NAB.
- Access to Wine Tasmania's logo for use in marketing/corporate materials.
- Opportunity to participate in marketing and promotional opportunities as relevant.*
- Trade and media promotion as relevant.*
- Public promotion of the Tasmanian wine sector, including via Wine Tasmania's social accounts.

PLUS NEW MEMBER BENEFITS

ALL ORDINARY MEMBERS ALSO RECEIVE THE FOLLOWING BENEFITS IN 20/21:

- Complimentary entry to Wine Tasmania's [Vin@ program](#) (usually \$225 p.a.), enabling all producers to participate in this user-friendly best practice management tool. A new logo and promotional program will be released shortly, with program members able to participate on a user-pays basis against set criteria;
- Complimentary access to VinEd Tasmania, Wine Tasmania's new comprehensive resource across business, marketing, communications, sales, legal topics and more, via Wine Tasmania's brand new website;
- Participation in Wine Tasmania's new [e-commerce website/online wine shop](#) and associated promotional program, for as long as this continues to be operated; and
- Participation in Wine Tasmania's increased social media program/s, encouraging consumers to #buydirect and/or visit cellar doors.



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

ADDITIONAL MARKETING SUPPORT

The impacts of COVID-19 have applied financial pressure to wine businesses and resulted in limitations or changes to some of Wine Tasmania's usual marketing activities.

As a result, Wine Tasmania's optional marketing membership categories – State, National and International – have been temporarily suspended for 2020/21.

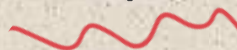
This doesn't mean marketing and promotional activities will also be suspended - quite the contrary. There will be an increased focus on digital marketing, supported by Tasmanian Government funding, to continue differentiating and positioning the Tasmanian wine story and to encourage visitation, when that is permitted.

As COVID-19 restrictions continue to ease, some marketing activities and initiatives may be reinstated and new activities introduced. Further details on these activities and additional investment to participate in activities (or reinstatement of the marketing categories) will be communicated as confirmed.

Details of Wine Tasmania's optional marketing categories in 2019/20 can be referenced [here](#), including fees and benefits.



KEY ACTIVITIES 2019/20



Key activities over the past 12 months have included the following, focused on directly supporting member wine businesses:

Marketing & Promotion

- Presentation of the sixth round of the application-based annual trade visitation program (July 2019), providing national marketing members with the opportunity to interact with ten representatives from Rockpool Dining Group, Pure South, Merivale, Quay Restaurant, ARIA Sydney, Café Sydney, Longrain, Stokehouse, Five Way Cellars and Frasers Restaurant Group, supported by the Department of State Growth.
- Delivery of the fifth VIN Diemen event in Sydney and Melbourne in August 2019, which continued to build on the very successful presentation of this event at the Cell Block Theatre in Darlinghurst, Sydney, and the second presentation of the new, premium and all-inclusive event format in Melbourne at Pure South Dining.
- Release of the 2019 Tasmanian Wine Trails publication, reaching more than 300,000 people through the printed and interactive digital versions.
- Collaboration with Tourism Tasmania on a new international wine tourism campaign, focusing on the US and Hong Kong markets. This included targeted wine tastings in San Francisco and

Hong Kong, attracting a wide range of trade and media guests. This also included production of a high quality video to promote the Tasmanian wine story, which will be released shortly as part of Wine Tasmania's digital marketing campaign. It also included a focus on wine at the major Australian Tourism Exchange event in Perth, with the Tourism Tasmania stand set up as a cellar door, copies of the Tasmanian Wine Trails, a happy hour focused on wine and attendance by Wine Tasmania.

- Presentation of producer workshops on the Tasmanian Wine Story / Brand, and release of the updated Tasmanian Wine Story platform in December 2019, together with comprehensive and practical tips for producers to leverage and utilise marketing and social media. This has been developed to identify and articulate what is unique and different about Tasmanian wine and to help us all - regardless of size, business model or anything else - tell our own stories through the Tasmanian Wine Story lens.
- Hosting and participating in visits by influential international trade and media representatives, including Christine Austin, (Yorkshire Times, UK)

Christina Pickard (Wine Enthusiast, US and supported by Tourism Tasmania), Chuck Hayward (Vinroads, US).

- Development and launch of Wine Tasmania's new online wine shop, in response to COVID-19 impacts, cellar door and hospitality venue closures.
- Increased social media promotion and campaigns, including associated with the new online shop, to promote and profile Tasmania's wine producers, encourage #buydirect and visitation #taswinetrails to cellar doors pre COVID-19 in the lead up to recovery and borders reopening.
- Numerous local, national and international print, radio and TV interviews and stories regarding the Tasmanian wine sector.
- 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.
- Regular communication with Tourism Tasmania, including news and updates on the Tasmanian wine sector and cellar doors.



KEY ACTIVITIES 2019/20 [CONTINUED]



Research, Development & Extension

- Delivery of the fifth season of the [VinØ \("Vin Zero"\) program](#), providing a comprehensive and user-friendly tool to assist managing, measuring and benchmarking of sustainable vineyard practices. Voluntary program membership now represents 50% of [Tasmania's vineyard area](#), with an example benchmarking report to download [here](#).
- Development of a new biosecurity module within the VinØ program, available for free to all members to encourage preparedness and management of risks.
- Presentation of regular and targeted extension activities and workshops, including the second annual Winemaker Symposium, the 2019 Field Day (focusing on "yield from the soil"), a full day seminar on "Managing bush-fire risks" and biosecurity scenario planning in conjunction with [Biosecurity Tasmania](#).
- Continued collaboration with fire agencies, the Tasmania Fire Service (TFS), Sustainable Timber Tasmania and Parks & Wildlife, to minimise risks posed by fires to vineyards and the community, including developing a formal agreement, to be signed shortly.
- Securing funds for extension activities, including through AgriGrowth Tasmania and Wine Australia's Regional Program.
- Continued pro-active engagement with Biosecurity Tasmania to develop a Phylloxera incursion response scenario, with funding secured for Biosecurity Preparedness in the Tasmanian wine sector for implementation in the 2020/21 season.
- Collection and production of the 2019 Tasmanian Vintage report, reporting on record value and yields, widely distributed to trade and media.

Advocacy & Issues Management

- Presentation of a Tasmanian Wine & Oyster event in collaboration with Oyster Tasmania at Parliament House, Hobart for members of the Tasmanian Parliament (October 2019).
- Hosting a networking event between the Boards of Wine Tasmania and Tourism Tasmania in December 2019 to discuss continued opportunities for collaboration on wine tourism.
- Presentation to the Tourism Tasmania management group on the Tasmanian wine sector and attendance at the Australian Tourism Exchange event in Perth.
- Hosting and facilitating individual vineyard visits by political representatives, including Primary Industries Minister Guy Barnett and Opposition Leader Rebecca White.
- Participation in weekly agricultural teleconferences with Primary Industries Minister Guy Barnett regarding the impacts of COVID-19 and in advocacy for agricultural (vintage) activities to be permitted as essential activities.
- Regular interaction with Tasmanian and Federal politicians and departments to discuss and providing briefings on the Tasmanian wine sector.
- Securing support from the Tasmanian Government for market development and wine tourism initiatives (ongoing funding over four years to 2021/22), Biosecurity Preparedness (\$50,000) and Strategic Industry Partnerships to support development and extension activities (\$50,000).

- Representation of member interests through submissions and presentations to the Tasmanian Budget, Competitiveness of Tasmanian Agriculture, Premier's Economic and Social Recovery Advisory Council, Tasmanian Trade Strategy & Action Plan and Biosecurity Bill.
- Participation in monthly teleconference of national and state wine organisations to discuss key national issues and attendance at a national meeting in August 2019.

Other Member Support

- Presentation of free monthly benchmark wine tastings for producer members, rotating between the south, east coast and north of the state - paused during COVID-19, but due to restart during 2020/21.
- Ongoing [Partnership arrangements](#) with Australia Post and NAB, including exclusive delivery rates and offers for members.
- Development of VinEd Tasmania, a comprehensive new wine business and marketing resource for Tasmanian wine producers, to be launched in 2020/21.
- Presentation of the Masterclass 4 Business, Tasmanian Wine Story and Cellar Door workshops.
- Dissemination of information, assistance available, guidelines and FAQs in relation to COVID-19, including developing vintage and cellar door protocols, in conjunction with Worksafe Tasmania, Australian Grape & Wine and state wine organisations.

- Increased individual vineyard / member visits by Sheralee and Paul.
- Presentation of the inaugural national and international marketing member forum to discuss key opportunities and challenges for the sector.
- Establishment of the new online Slack forum for producer members to interact, access news and updates and promote items for sale or purchase.
- Update of the [Tasmanian wine infographic](#), comparing the island's strong wine sector performance with the national sector.
- Presentation of the seventh Avery Forum, initiated and supported by Greg Melick, focusing on global Riesling benchmarks for 10 lucky wine sector participants.
- Presentation of Wine Tasmania workshops and seminars across a wide range of topics including Cellar Door Workshops (in conjunction with Vintuition and Tourism Tasmania) and Masterclass 4 Business.
- Further workshops held with Australian Wine Research Institute, Finlaysons, NAB, Australian Grape & Wine and Wine Australia.

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