



WINE TASMANIA

PROMOTING THE COOLEST
WINE REGION ON THE PLANET.

ANNUAL MEMBERSHIP INFORMATION 2021/22



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 2021-23 Strategy and 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.

CONTENTS

Why join Wine Tasmania?	1
ORDINARY MEMBERSHIP	1
MEMBER BENEFITS	1
Membership – Additional Categories	3
VINØ	3
STATE MARKETING LEVEL ONE	4
STATE MARKETING LEVEL TWO	5
NATIONAL MARKETING	6
INTERNATIONAL MARKETING	7
About Us	8
Key Activities 2020/2021	8
ADVOCACY & ISSUES MANAGEMENT	8
MARKETING INITIATIVES	10
TECHNICAL SUPPORT & REPRESENTATION	11
MORE MEMBER SUPPORT & ACTIVITIES	12

WHY JOIN?

Wine Tasmania supports its member businesses and prioritises offering assistance through information, resources, representation, technical support & marketing initiatives.

LEADERSHIP & COLLABORATION

- Promotional activities
- Cohesive brand presence
- Industry representation
- Input & share of voice on key issues
- Access to brand resources
- Member-exclusive offers

SUPPORT & ENGAGEMENT

- Educational resources
- Advice
- Professional development
- News & updates

WHY JOIN WINE TASMANIA?

Wine Tasmania is the peak industry body for professional Tasmanian wine growers, producers, makers and associated businesses. No matter the size, business model, age or location of your wine business across the island, by becoming an ordinary (aka producer) member, Wine Tasmania is able to offer 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 able to help 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. Regardless of your business size or model, membership across the different categories provides equal access to benefits outlined. In order to assist equity, some of the activities (as asterisked) may attract additional fees on a user-pays basis.

ORDINARY MEMBERSHIP – \$869 INC GST

Ordinary members receive the following benefits:

LEADERSHIP & COLLABORATION

- Grow the Tasmanian wine sector's global reputation, value and demand through collaborative promotion.
- Access the targeted Tasmanian Wine Story platform and practical social media toolkit – join fellow producer members in embracing and adopting this brand into 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.

OPTIONAL MEMBERSHIP CATEGORIES

In addition to the listed member benefits for ordinary members, producers are welcome to access the VinØ Tasmania best practice management program and/or targeted promotional benefits and opportunities through additional categories of membership outlined on pages 3-7.

Marketing categories of membership are focused on the local (Tasmanian) market, interstate markets and international markets. In order to ensure equity across members, some of these activities (as asterisked) may attract additional fees on a user-pays basis.

WHY JOIN WINE TASMANIA?

LEADERSHIP & COLLABORATION *CONT*

- Access to Wine Tasmania's logo for use in marketing/corporate/digital materials.
- Access discounted goods and services as negotiated from time to time – including via Wine Tasmania's Partners in Australia Post and NAB. 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, (new) 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 Harvest 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 VINØ, 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.*

For wine businesses wishing to participate in targeted marketing and promotional activities, optional membership categories and benefits are outlined on the following pages.

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

VINØ PROGRAM

VinØ is Tasmania's best practice viticulture & winemaking program.

KEY BENEFITS:

- Workbook & resources
- One-on-one support
- Annual report providing individual insights
- Events & discussions
- Auditing
- Communications platform
- Use of new VinØ logo

For more information on VINØ, visit www.winetasmania.com.au/vinØ-looking-after-the-land



OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

VINØ TASMANIA PROGRAM MEMBERSHIP – \$275 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 practical resources and tools for wine businesses 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 benefits include the following::

- A comprehensive online workbook against which to report practices, with more than 200 practical resources.
- One-on-one support on the VinØ program as required.
- A detailed individual annual report identifying areas of strong performance and areas requiring improvement.

- A widely distributed, detailed aggregated and de-identified VINØ program report.
- 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 each year by Wine Tasmania.
- A platform to communicate and promote your practices and credentials.

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.

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

STATE MARKETING – LEVEL ONE

State Marketing Level One has been designed for members with cellar doors that are open regularly.

KEY BENEFITS:

- Priority inclusion in Wine Trails publication
- Profile in Wine Trails
- Listing on state-wide map
- Priority inclusion in digital marketing activities
- Inclusion in targeted promotions
- Invitation to BLEND event
- Access to VinEd marketing resources
- Invitations to participate in tastings, engagement with wine trade & local media plus other marketing opportunities

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

STATE MARKETING LEVEL ONE – \$1,518 INC GST

For members with cellar doors that are open regularly (e.g. 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.
- **NEW:** A listing and dot on the Wine Trails map in a new stand-alone state-wide map.
- 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 100,000+ visits each year).
- Exclusive opportunity to include a producer profile in the Wine Trails Guide to support your listing.*
- **NEW:** Inclusion of your cellar door in activities-based listings on Wine Tasmania's website (cellar doors with dining experience).
- 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).
- **NEW:** 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.

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

STATE MARKETING – LEVEL TWO

State Marketing Level Two is for members with cellar doors that are only open by appointment or at particular times of the year, or **(NEW)** for those without cellar doors wanting to promote/profile their wines or online wine shop.

KEY BENEFITS:

- Inclusion in Wine Trails publication (does not include listing on the map)
- Basic contact details in Wine Trails
- Inclusion in targeted promotions
- Access to VinEd marketing resources
- Inclusion in local media & other state marketing promotions

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

STATE MARKETING LEVEL TWO – \$440 INC GST

*For members with cellar doors that are only open by appointment or at particular times of the year, or **(NEW)** 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 100,000+ visits each year).
- **NEW:** 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.



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

NATIONAL MARKETING

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

KEY BENEFITS:

- Participation in trade programs & tastings, including the annual mainland trade visit
- Preferential inclusion in digital marketing activities
- Inclusion in targeted promotions
- Interstate activities & promotion
- Access to national influencers
- Access to VinEd resources
- Inclusion in national media

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

NATIONAL MARKETING – \$1,397 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 (September) – opportunity to interact with visitors and include wines in tastings and events.*
- Preferential inclusion in digital marketing campaigns & social media activities (e.g. #MeettheMakers).
- **NEW:** Inclusion of a 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 (note, VIN Diemen is currently on hold for 2021, but other promotional opportunities are being explored, including additional trade visits)*
- 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.

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

INTERNATIONAL MARKETING

For members currently or seeking to retail wine in export markets.

KEY BENEFITS:

- Insights & information
- Invitation to participate in workshops & discussions
- International events & promotions
- Access to VinEd export resources
- Priority in international & export activities

The International Marketing category fee has been reduced in 2021/22 to encourage participation by new or future wine exporters.

OPTIONAL WINE TASMANIA MEMBERSHIP CATEGORIES

INTERNATIONAL MARKETING – \$250 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 a new Tasmanian wine export market strategy.
- Invitation to participate in international events and promotions, including facilitated virtual tastings.*
- 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.

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 wine sector and independent representatives:

Martin Rees - Chair, Nick Haddow - independent, Rob Remnant - independent, Samantha Connew - Stargazer Wines, Rebecca Duffy - Holm Oak Vineyards, Tim Lyne - Spring Vale Wines and David Milne - Josef Chromy Wines.

KEY ACTIVITIES 2020/21

Wine Tasmania exists to support its wine producer members and the broader Tasmanian wine sector.

Below is an overview of key activities undertaken in 2020/21 to support, represent and progress member businesses. With COVID-19 continuing to impact Tasmanian wine businesses, Wine Tasmania remained agile and flexible, shifting focus and priorities to best support member businesses in this environment.

In recognition of the pressures on wine businesses resulting from COVID-19 impacts, Wine Tasmania membership was reduced to a single flat fee, with expanded benefits offered to members. This included complimentary access to the VinØ program and the new VinEd Tasmania resource, as well as additional promotion activities, as outlined on the following pages.

ADVOCACY & ISSUES MANAGEMENT

While representing the interests of the Tasmanian wine sector is always a focus of Wine Tasmania, additional resources were put into advocacy in light of COVID-19. A range of other issues were raised by Wine

Tasmania on behalf of members across all levels of government and agencies including:

- Requesting, receiving, clarifying and disseminating COVID-19 information, restrictions and requirements to producers, and successfully advocating for vintage activities to be permitted as essential activities.
- Participation in regular teleconferences with the Agricultural Coordination Group and Agriculture Workforce Roundtable, convened by Primary Industries Minister Guy Barnett on the impacts of COVID-19.
- Participation in a new AgriTourism Reference Group, convened by Tourism Tasmania.
- Securing support through the Tasmanian Government's Strategic Industry Partnerships Program to address seasonal worker shortages, including "How to Pick Wine Grapes" training in conjunction with TasTAFE.
- Securing pre-election commitments, including an emergency fund of \$100,000 to subsidise wine grape testing for smoke in the event of a future bushfire.

ADVOCACY

Representation of the Tasmanian wine sector across a wide range of critical issues, including:

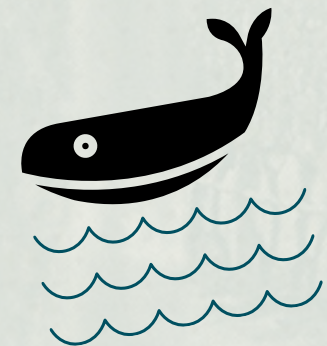
- Covid-19 requirements & recovery
- Smoke impacts and testing
- Carbon emissions
- Biosecurity/Phylloxera
- Seasonal workforce
- Freight & logistics
- AgriTourism
- Tasmanian Trade Strategy
- National wine issues
- Funding requests

KEY ACTIVITIES 2020/21

ADVOCACY & ISSUES MANAGEMENT CONT

- Securing a formal, written agreement with the Tasmania Fire Service, Sustainable Timber Tasmania and the Parks & Wildlife Service regarding the fuel reduction program and minimising the impact of smoke on vineyards, as well as frequent and regular discussion throughout the season.
- With support from the Tasmanian Government's Trade Alliance Program, undertaking a detailed review into improving the competitiveness of wine freight and logistics, including the potential of a collaborative wine freight and logistics arrangement.
- Securing support through the Tasmanian Government's Strategic Industry Partnerships Program to investigate a Net Zero Carbon Emissions program for Tasmanian wine producers, as well as delivery of technical and extension support and activities.
- Regular interaction with Tasmanian and Federal politicians and departments

- to discuss and provide briefings on the Tasmanian wine sector, including hosting vineyard visits by key political representatives.
- 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, Biosecurity Bill and Climate Change Act Review.
- Participation in monthly teleconference of national and state wine organisations to discuss key national issues impacting on Tasmanian wine businesses.



MARKETING

Marketing initiatives to support wine producers, with consideration to COVID-19 restrictions, including:

- "Interim" Tasmanian Wine Guide
- Digital marketing campaign
- Continuing interaction with wine trade
- New direct to consumer campaigns & promotion
- Social media campaigns
- International wine trade tastings
- Sample packs to wine media & wine trade
- Collaboration with Tourism Tasmania

KEY ACTIVITIES 2020/21

MARKETING INITIATIVES

During 2020/21, many of Wine Tasmania's usual marketing activities were impacted by COVID-19. In order to continue growing the reputation of Tasmanian wines, the following activities were undertaken:

- The 2021 Tasmanian Wine Guide was tailored to recognise COVID-19 restrictions on tourism. It focused on the broader wine story, wine producer profiles and encouraged people to buy wine directly from producers.
- A new digital marketing campaign was initiated to encourage people to choose and preference Tasmanian wine as well as to grow value, sales and future visitation. This included advertising on Facebook and Instagram, supported by new Wine Tasmania webpages and producer profiles (/getthehardtoget and /meetthemarkers) and a social campaign.
- 'Care packages' of Tasmanian wine and produce were sent to mainland wine trade.
- August and September campaigns of the Wine Tasmania online wine shop were undertaken with associated social media and with participation open to all members.
- Dedicated social media promotion and campaigns profiling Tasmanian wine producers, encouraging direct wine purchases (#buydirect), visitation when possible (#taswinetrails) and Wine Tasmania's online shop.
- Presentation of a Tasmanian wine tasting for key wine trade and media in the UK in partnership with the Department of State Growth and Wine Australia.
- Presentation of a Tasmanian wine tasting for key wine trade in Hong Kong, presented in partnership with Austrade.
- Numerous local, national and international print, radio and TV interviews and stories regarding the Tasmanian wine sector.
- Collation and distribution of regional wine sample packs to Australian wine media.
- 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 updates on the Tasmanian wine sector and cellar doors for inclusion in its marketing.

TECHNICAL

Viticulture & winemaking support including:

- Biosecurity & Phylloxera prevention
- VinØ program including resources, member forums & one-on-one support
- Training in partnership with TasTAFE
- Net zero carbon emissions program
- Workshops & tastings
- Vintage report

KEY ACTIVITIES 2020/21

TECHNICAL SUPPORT & REPRESENTATION

- Delivery of the dedicated Phylloxera Preparedness Program, with support from Biosecurity Tasmania, including:
 - development and distribution of consumer-focused vineyard signage
 - training video and information for wine producers
 - training video and brochure for members of the public
 - random survey/visits to 50 vineyards around the island, which confirmed the absence of Phylloxera
 - drafting a Phylloxera incursion response plan, with the input of the Technical Committee
 - holding a scenario planning workshop with Biosecurity Tasmania
- Delivery of the sixth 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, holding a dedicated VinØ member forum, one-on-one support and reporting and developing a dedicated VinØ Program logo for use by eligible program members.
- Delivery of ‘introduction to picking’ training prior to vintage to help with seasonal worker shortage, in conjunction with TasTAFE and supported by the Tasmanian Government.
- Investigation into a Net Zero Carbon Emissions program for Tasmanian wine producers (continuing in 2021/22), supported by the Tasmanian Government.
- Presentation of regular and targeted extension activities and workshops, including the third annual Winemaker Symposium (Chardonnay) and the 2020 Field Day (“Viable Viticulture & Ensuring Longevity”), including securing partial support from Wine Australia’s Regional Program.
- Collection and production of the 2020 Tasmanian Vintage report, reporting on value and yields, and widely distributed to trade and media.

MORE

Member support & other activities including:

- Benchmark tastings across the state
- VinEd program & resources
- Partnerships with Australia Post & NAB
- Tassie Wine Stars
- BLEND event
- Avery Chardonnay Forum
- Regular news & updates

KEY ACTIVITIES 2020/21

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.
- Launch and updating of the VinEd Tasmania program, a comprehensive new wine business and marketing resource for members hosted on Wine Tasmania's website.
- Ongoing partnership arrangements with Australia Post and NAB, including exclusive wine delivery rates and offers for members.
- Presentation of the inaugural Tassie Wine Stars event in November, including awards for the Tasmanian Wine Legend (Fred Peacock), VinØ Champion (Pooley Wines) and VinØ Most Improved (Cambridge Valley Vineyard) and a range of MVP nominations (Most Valuable Producer).
- Hosting the second BLEND wine tourism lunch, in partnership with the Tourism Industry Council of Tasmania (TICT), held as part of the Tourism Conference in 2020.
- Presentation of the eighth 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.
- Continued and ongoing 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.

