



**Australian Government**

**Wine Australia**

# Media Release

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## **Wine Australia announces partnership opportunities for 2013-14**

Australian wine producers, brands and state and regional bodies will have the opportunity to partner with Wine Australia on a range of new activities in key markets around the world from July, as part of the latest Market Programs Prospectus User-Pays Activities 2013-14, released today.

The partnership opportunities are aimed at educating and engaging the global network of importers and distributors, independent and chain representatives, hotel sector food and beverage professionals, on- and off-premise professionals, media and consumers in Australia and key global markets, to help build and grow the Australian wine category.

Wine Australia's General Manager, Market Development, James Gosper, said the new program of user-pays activities would help achieve greater reach for and alignment of the industry's promotional efforts.

"We invite the industry to join us in a collective approach to engaging with the global wine trade, media and consumers to showcase the quality and diversity of Australian wine and get more quality Australian wines on the world's retail shelves and wine lists," Mr Gosper said.

"Our user-pays activities provide an equitable, cost-effective approach for our wine producers, brands and state and regional partners and enable producers of all size to reach influential trade, media and consumers via our global network.

"This year we're introducing some bigger initiatives including opportunities to get involved in Savour 2013 – our first ever global Australian wine forum, consumer events, retail promotions, promotional features in magazines and advertorials, alongside our annual trade events and tastings.

"In response to industry feedback, we're providing our new program of activities earlier in the year so our industry partners are able to factor it into their forward planning. We've also introduced a new, easy way to sign up and pay for user-pays activities via our website.

"We received a very positive response and strong sign up to our first program of user-pays activities launched last year. These initiatives are currently underway in all our markets and include the Next Chapter events in the US; an Australian stand at the upcoming ProWein in Germany; an Australian pavilion at the upcoming China National Food, Wine and Spirits Fair later this month and Aussie Wine Month in Australia in April."

The new user-pays prospectus is available from the Wine Australia website and can be viewed at <http://ow.ly/iQnUm>

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### **Media enquiries:**

Louisa Aherne, Manager, Communications & PR, Wine Australia

Phone: 02 9361 1263 or 0409 859 960, email: [louisa.aherne@wineaustralia.com](mailto:louisa.aherne@wineaustralia.com)

