



## **MEDIA RELEASE**

**21 February 2020**

### **Australian Wine - Winning the long game**

ASVO is proudly working in collaboration with Wine Communicators of Australia (WCA) to present a two-day seminar on June 29-30, 2020. **'Australian wine: winning the long game'** will tackle the big issues: growing, making and selling wine in the future.

“Wine businesses today are confronted with the threat of fire, drought, rising energy prices, disease and climate change (among other things). Consumers are seeking out businesses whose practises offer a reduced footprint combined with a health and wellbeing focus.” said Lynda Schenk, Executive Officer, Wine Communicators of Australia.

ASVO President, Brooke Howell said, “This seminar will provide technical information and real case studies to build capability and efficiency in the Australian wine industry. Drawing on the expertise from within the wine industry and the experiences of others, attendees will gain a greater understanding of our impacts locally and globally, gain strategies to mitigate these risks, improve the environment through winegrowing and making practices, and better communicate these messages to customers and consumers.”

Headlining the event is Sophie Taylor-Price, sustainability consultant, Landcare Australia Ambassador and the granddaughter of the late former Prime Minister, Bob Hawke presenting the cases for urgent climate action and also for optimism. Presenters from the Australian wine industry include 2018 ASVO Viticulturist of the Year Colin Bell, Nuffield Scholar Marty Gransden and 2019 graduate of the Australian wine industry's Future Leaders program, Hayley Purbrick from Tahbilk Winery.

The Adelaide based event will be live streamed to interstate venues providing national access to the seminar.

Further information about the event is available at <https://www.asvo.com.au/events/australian-wine-winning-long-game> and <https://winecommunicators.com.au/event/seminar-australian-wine-winning-the-long-game/>

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**For further information please contact:**

Chris Waters

0488 488 416

Email: [asvo@asvo.com.au](mailto:asvo@asvo.com.au)

**About ASVO**

The Australian Society of Viticulture and Oenology (ASVO), founded in 1980, is a professional society serving the interests of practising winemakers and viticulturists by encouraging the exchange of technical information. The ASVO has held over 40 one-day seminars since it was established and, in conjunction with the Australian Wine Research Institute, is a partner of the Australian Wine Industry Technical Conference.

**About WCA**

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 600 members. WCA's annual program includes networking events, webinars and its prestigious lunches in association with three major capital city wine shows – Sydney, Melbourne and Adelaide. It also runs the annual Wine Communicator Awards and Legend of the Vine Awards.