

MEDIA RELEASE

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REGISTER NOW FOR NEW WINESKILLS WORKSHOPS

The first three in an Australia-wide series of WineSkills workshops have been scheduled for South Australian and Victorian wineries in October. Interested participants are strongly encouraged to register early to secure their attendance at these sessions.

The workshops, to be held in Adelaide, Melbourne and Bendigo, are an integral part of *Wine Australia: Directions to 2025 - an industry strategy for sustainable success*.

Chief Executive of the Winemakers' Federation, Stephen Strachan, said that the three upcoming workshops, the latest in the WineSkills series, will deliver up-to-date information and tools for wine industry personnel.

"Participants will gain valuable market insights and practical information to assist them in improving their individual business performance" he said.

"They will be taken through hands-on demonstrations of business modeling tools supported by real market scenarios."

Topics include: how to target sales in key markets; identifying high opportunity low entry cost markets; achieving maximum margin from wine sales to increase profitability; and applying practical tools and calculators to critically analyse market opportunities.

Mr Strachan acknowledged the generous support of the Australian Government.

"The Actions Partnerships grant administered through the Department of Agriculture, Fisheries and Forestry has enabled the development of this program in partnership with the Australian Wine and Brandy Corporation" he said.

"Additionally, Regional Development Victoria is providing generous sponsorship for all Victorian wineries that register for workshops held in Victoria."

The first workshop is scheduled for Adelaide on 9 & 10 October followed by Melbourne on 15 & 16 October and Bendigo on 18 & 19 October. Further workshops are being scheduled throughout Australia from November 2007 to May 2008, along with additional workshops in South Australia and Victoria.

Registrations for the Adelaide workshop close on 3 October, Melbourne on 9 October and Bendigo on 10 October.

Registrations forms can be found via the WineSkills link at www.wfa.org.au or contact the Winemakers' Federation at info@wineskills.com.au to request a Registration Form or Registration of Interest form for future workshops in other regions.

For further information:

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The Winemakers' Federation of Australia is the peak industry body representing the interests of winemakers across all national issues

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