

# MEDIA RELEASE

1 November 2005

## WINE TOURISM CD GUIDES THE WAY

The Winemakers' Federation of Australia (WFA) today announced the release of a new tool to assist wineries maximise the benefits offered through wine tourism activities.

The Wine Tourism Toolkit, an interactive CD-ROM providing practical advice, case study examples and resources, was this week distributed to all Australian wineries.

WFA Chief Executive Stephen Strachan encouraged wineries to utilise the comprehensive resources contained on the CD to assist their business to grow and succeed.

"Whether an established winery or just starting out, the Wine Tourism Toolkit will help winery operators assess the benefits of various wine tourism activities."

"This might include developing food or accommodation facilities, retailing merchandise or partnering with other businesses to provide a further point of interest for customers", he said.

"In these challenging times of retail consolidation and increasing international competition, developing alternative income streams and product offerings associated with winery tourism is worth considering."

"Even more important are clear business and marketing plans, and the CD includes templates based on the successful WineSkills workshops of 2003, 2004 and 2005", he said.

WFA has taken a lead role in supporting the developing of winery tourism activities, including the release of the *Wine Tourism Uncorked* publication and *Your Guide To Wine Tourism* fact sheets.

The Australian wine industry recognises and appreciates the support of the Australian Government, particularly the Department of Tourism, Industry and Resources in providing funding for the Wine Tourism Toolkit as well as the Department of Agriculture, Fisheries and Forestry's contribution to the WineSkills Programme.

The Wine Tourism Toolkit CD is available for purchase at \$95+GST and can be ordered online at [www.wfa.org.au/wtt.htm](http://www.wfa.org.au/wtt.htm).

A preview of the Wine Tourism Toolkit is available at [www.wfa.org.au/tourismprojects.htm](http://www.wfa.org.au/tourismprojects.htm).

Limited copies of the Wine Tourism Toolkit are available free of charge to media. Please contact WFA if you would like a copy of the CD.

### **For Further Information:**

Sheralee Davies

Winemakers' Federation of Australia

Phone: 08 8222 9255 / 0407 004 959

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

**WINEMAKERS' FEDERATION OF AUSTRALIA**  
INCORPORATED

---

National Wine Centre, Botanic Road, Adelaide SA 5000 (PO Box 2414, Kent Town SA 5071)  
Telephone: 08 8222 9255, Facsimile: 08 8222 9250, Email: [wfa@wfa.org.au](mailto:wfa@wfa.org.au)  
ABN 38 359 406 467