

Your guide to **Wine Tourism**

Introduction

Security and growth

*'The wine industry and the tourism industry share a major common goal in capturing and presenting a unique sense of place to consumers, whether they be wine drinkers or tourists.'*¹

Wine tourism activities have the potential to provide greater financial security and growth for businesses that are able to capitalize on the opportunities available. Increasingly it is becoming clear that unless many regional winemakers diversify their activities at the winery to develop additional income streams, then their chances of growing - and even their very survival - could well be at risk. A commitment to winery tourism is one avenue that has the potential to help.

These fact sheets have been prepared as a project from the National Wine Tourism Strategy, an initiative of the Winemakers' Federation of Australia.

They provide a practical guide for you to become involved in and /or learn more about wine tourism.

The fact sheets contain information on the following:

- [Understanding Wine Tourism Markets](#)
- [Licences, Legal Issues and Tax](#)
- [The Cellar Door Experience](#)
- [Promotion and Distribution](#)
- [Understanding the Tourism Industry](#)

There is also a one-page [Checklist](#) covering the things that need to be considered when developing or redeveloping a cellar door facility.

The fact sheets can be used as a self-help guide, or as part of a seminar format. A seminar would allow interested people from a particular area to collectively assess their wine tourism business potential and workshop the concepts and recommendations.

The [Key Contacts](#) are available to give you more detailed information on the many topics covered in this series. Feel free to contact these people for advice or assistance.

Acknowledgements

- The National Wine Tourism Program has been made possible through a Commonwealth Government Grant from the Department of Industry, Tourism and Resources.
- The Winemakers Practical Guide to Tourism - prepared by Annells Consulting, which also contained material sourced from the Global Scene, published by Global Tourism & Leisure, and a paper by Barbara Nixon entitled the Changing Face of the Winery Tourist.
- The Tourism New South Wales Wine Tourism Development fact sheets developed from Wine Tourism Workshops conducted by Tourism New South Wales in 8 wine regions of NSW in June 2000. The workshops were prepared and presented by project consultant Juliet Cullen of Effective Marketing Communication.
- Input from members of the Australian Wine Tourism Alliance. The Winemakers' Federation of Australia formed the Alliance in mid 2001 with members drawn from the Federation's consultative group that developed the National Wine Tourism Strategy (1998) and Wine Tourism Implementation Plan (1999).
- Contributions from state and territory tourism organisations and a cross section of wine and tourism industry representatives.

¹ 'Strategy 2025 The Australian Wine Industry'

Your guide to **Wine Tourism**

Key Contacts

Key contacts

National

Winemakers' Federation of Australia
Robin Shaw – Tourism Development Director
P (08) 8222 9255
F (08) 8222 9250
E robin@wfa.org.au
www.wfa.org.au

Australian Wine Export Council
David Dean – Marketing Manager
P (08) 8228 2047
F (02) 8228 2048
E david.dean@awec.com.au
www.awbc.com.au

WINETAC

Peter Mansfield – Executive Officer
P (08) 8373 7090
F (08) 8373 7091
E peter@winetac.com.au
www.winetac.com.au

Tourism Australia
P (02) 9360 1111
F (02) 9361 1388
www.tourism.australia.com

Commonwealth Department of Industry,
Tourism and Resources
Geoff Brown – Project Manager,
Regional and Niche Tourism
P (02) 6295 7416
F (02) 6295 7097
E geoff.brown@industry.gov.au
www.industry.gov.au

Australian Trade Commission (Austrade)
Cheryl Scott – Industry Specialist -
Tourism & Service Exports
P (02) 9390 2931
F (02) 9390 2125
E cheryl.scott@austrade.gov.au
www.austrade.gov.au

Restaurant & Catering Australia
John Hart - Chief Executive Officer
P 1300 722 878
F 1300 722 396
E jhart@restaurantcater.asn.au
www.restaurantcater.asn.au

Australian Capital Territory

Australian Capital Tourism
Cas Margules – Development Executive
P (02) 6205 0666
F (02) 6205 0629
E cas.margules@act.gov.au
www.canberratourism.com.au

Business ACT
P 1800 244 650
F (02) 6205 0594
www.business.act.gov.au

New South Wales

NSW Wine Industry Association
Stuart McGrath-Kerr – Secretary
P (02) 6964 4762
F (02) 6964 3526
E info@nswwine.org.au
www.nswwine.org.au

Tourism New South Wales
Jane Wightman
P (02) 9931 1479
F (02) 9931 1508
E jane.wightman@tourism.nsw.gov.au
www.tourism.nsw.gov.au

NSW Food Wine Tourism Advisory Group
c/o Tourism NSW

Office of Small Business,
Department of State and Regional Development
P (02) 9228 3111
F (02) 9228 3626
www.business.nsw.gov.au

Northern Territory

Northern Territory Tourist Commission
P (08) 8999 3900
F (08) 8999 3888
www.nttc.com.au

Territory Business Centre
P 1800 193 111
P (08) 8982 1700
F (08) 8999 7924
www.tbc.nt.gov.au



Winemakers' Federation of Australia

For the Industry by the Industry

www.wfa.org.au

Your guide to Wine Tourism

Key Contacts

Key contacts

Queensland

Queensland Wine Industry Association
Carol Coles – Secretary
P (07) 3839 8903
F (07) 3236 2047
E qwia@powerup.com.au
www.queenslandwine.com.au

Tourism Queensland

James Corvan – Executive Director Marketing
P (07) 3535 5428
F (07) 3535 5421
E james.corvan@tq.com.au
www.qttc.com.au

Queensland Government –

Department of Wine Industry Development
Craig Rutledge – Principal Industry Advisor
P (07) 4637 6015
F (07) 4637 6040
E craig.rutledge@dtftwid.qld.gov.au
www.dtftwid.qld.gov.au

South Australia

South Australian Wine Industry Association
Linda Bowes – Chief Executive
P (08) 8222 9270
F (08) 8222 9276
E linda@winesa.asn.au
www.winesa.asn.au

South Australian Tourism Commission

Fiona Cartwright – Industry Development Advisor-Wine Tourism
P (08) 8463 4650
F (08) 7421 0181
E cartwright.fiona@saugov.sa.gov.au
www.winetourism.com.au

South Australian Wine Tourism Advisory Board c/o South Australian Tourism Commission

Department of Trade and Economic Development
P (08) 8303 2400
F (08) 8303 2410
E DTED@state.sa.gov.au
www.southaustralia.biz

Tasmania

Vineyards Association of Tasmania
Diane McArthur – Executive Officer
P (03) 6334 9721
F (03) 6331 3496
E vat@branchoffice.com.au
www.winetas.org

Tourism Tasmania

Deb Lewis - Manager Cultural Heritage Tourism
P (03) 6230 8235
F (03) 6230 8353
E deb.lewis@tourism.tas.gov.au
www.tourismtasmania.com.au

Department of Economic Development

P 1800 440 026 - General
P 1800 005 265 - Licensing
F (03) 6233 5800
www.development.tas.gov.au

Victoria

Victorian Wine Industry Association

Mark McKenzie – Chief Executive
P (03) 9642 2505
F (03) 9642 2506
E winevic@bigpond.com
www.wwia.org

Tourism Victoria

Astrid Adamson – Manager, Food & Wine Tourism
P (03) 9653 9777
F (03) 9653 9766
E astrid.adamson@tourism.vic.gov.au
www.tourism.vic.gov.au

Business Access

P 13 2215
F (08) 9651 9555
www.businessaccess.vic.gov.au

Western Australia

Wine Industry Association Western Australia

Sue Vidovich – Chief Executive Officer
P (08) 9385 1699
F (08) 9385 1538
E sue@winewa.asn.au
www.winewa.asn.au

Western Australia Tourism

P (08) 9220 1700
F (08) 9220 1702
www.westernaustralia.com

Small Business Development Corporation

P (08) 9220 0222
F (08) 9325 9381
www.sbdc.com.au



Winemakers' Federation of Australia

For the Industry by the Industry

www.wfa.org.au