



MEDIA RELEASE
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New look for Wine Tasmania!

The 2010 Annual General Meeting of Wine Tasmania was held on Friday 12 November, with a new name, a new plan, a new tourism publication, a new Director and a new Life Member.

In opening the meeting, Chairman Graeme Lynch announced a change to the organisation's registered business name from "Wine Industry Tasmania" to 'Wine Tasmania'.

"Tasmania has 230 vineyards producing an average of 7,000 tonnes annually and representing less than half a percent of Australia's total winegrape production", said CEO Sheralee Davies.

"It is more appropriate that we refer to ourselves as a community rather than an industry, and a small one at that", she said.

The draft Strategic Plan 2011-13 was released to Wine Tasmania members by Ms Davies, addressing the four focus areas of marketing, member services, advocacy and research, development and extension.

"In my opinion, the coming 2-3 years represent the best opportunity Tasmania's wine sector has had to reinforce its position as one of the world's leading cool climate wine regions", Ms Davies said.

"It is therefore critical that there is a clear and focused strategy to leverage this opportunity and ensure our growth remains sustainable."

Wine Tasmania welcomed a new Director, Will Adkins of Tamar Ridge / Brown Brothers. Mr Adkins replaced Dr Andrew Pirie AM, whose significant contribution to Wine Tasmania was acknowledged.

The inaugural Wine Tasmania Life Member, Andrew Hood, was also announced at the meeting.

"Wine Tasmania Life Membership can be awarded by the Board to any individual who is no longer professionally involved and has given outstanding service to Wine Tasmania and / or the wine sector", said Ms Davies.

"Andrew Hood has certainly given outstanding service to the wine community over more than 30 years, with 20 years in the Tasmanian wine sector."

"He has not only contributed to the increased quality and reputation of the Tasmanian wine sector, but has also given, and continues to give, generously to committees and activities."

The Annual General Meeting was followed by the launch of the 2011 Tasmanian Wine Routes publication by Tourism Tasmania Chairman Bob Annells.

"This is the fourth edition of this publication, which will be used by more than 200,000 tourists to plan their visitation to the state's cellar doors", Ms Davies said.

"The 2011 edition features 63 cellar doors and 38 complementary tourism businesses and provides a wealth of information to assist visitors navigate Tasmania's beautiful and diverse wine growing areas", she said.

Further information:

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