



Media Release

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NEW APPOINTMENT BOOSTS TASMANIAN WINE PROMOTION

The State's peak wine body Wine Industry Tasmania Ltd (WIT) today confirmed the appointment of Sheralee Davies as its new Chief Executive.

Ms Davies brings a wealth of national and international wine industry experience to the organisation, including more than a decade with the national peak wine body, the Winemakers' Federation of Australia.

In this role, Ms Davies delivered the international Wine Australia events in 2004 and 2006, in addition to managing public relations activities and membership services.

Most recently, Ms Davies held the position of Group Global Public Relations Manager for Constellation Wines Australia, with accountability for corporate and marketing communications across more than 25 individual wine brands.

In welcoming the appointment, the Chair of WIT, Graeme Lynch, highlighted Ms Davies' significant experience and diverse background as being ideally suited to the peak body's needs.

"Since forming three years ago, WIT has garnered strong support from local producers and built a solid platform on which to drive promotion of Tasmanian wine.

"We're thrilled to have Sheralee's considerable ability, knowledge and contacts to direct the industry strategy and strengthen our promotional activities over the coming years."

Ms Davies expressed her delight at the opportunity to contribute to the future success of Tasmanian wine and support the state's wine producers and grape growers.

"Tasmania is perfectly positioned to build on its deserved reputation for premium wines and I look forward to ensuring the world's knowledge of Tasmania's exceptional wine quality continues to grow."

Mr Lynch acknowledged the significant contribution that outgoing Executive officer, Stuart Nettlefold has made to the Tasmanian Wine Industry.

Sheralee will commence in this new role on Monday 26 April 2010.

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Further information and/or interview, please contact:

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