



Australian Government

Wine Australia

Media Release

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WINE AUSTRALIA BOOSTS DOMESTIC MARKETING TEAM

Wine Australia has signalled its commitment to domestic marketing, with the announcement of a new Regional Director, Australia and Emerging Markets.

Experienced wine professional, Aaron Brasher, has accepted the role, which has been created by Wine Australia to develop and implement market programs for Australia and identified emerging markets.

Reporting to the General Manager, Market Development, James Gosper, the role will focus on addressing the loss of market share by Australian wine in the domestic market to imported wine and other beverages. In addition and in partnership with key stakeholders, Aaron will explore new market opportunities for Australian wine.

Wine Australia CEO Andrew Cheesman said Aaron's experience in the wine sector would be an enormous boost to the organisation's marketing department.

"In our industry reference group meetings this year, it was clear our members wanted us to place greater focus on activities in the domestic market and help identify new market opportunities. This role will be pivotal in developing and implementing a marketing program for Australia and other identified emerging markets," he said.

"Aaron is extremely well respected within the wine sector and he has exceptional experience in marketing and business development.

"This appointment, coupled with the recent announcement of James Gosper as our new General Manager Market Development, is a huge coup for the organisation and the wine sector.

"Both James and Aaron have been committed to the Australian wine sector for a long period of time and both are looking to elevate our marketing – on all levels – and achieve outcomes that return value to our wine community."

Aaron has 20 years' experience in the wine sector, and was most recently the Business Manager of Fine Wine and Education for Fine Wine Partners, Lion Nathan Wine's distribution business.

He is a wine marketing graduate of Roseworthy Agricultural College and has worked for companies such as Penfolds, O'Leary Walker and Petaluma.

Aaron was a tasting judge on the Australian Wine Export panel as well as having judging experience in Australian wine shows. He is a graduate and is a panel judge of the Australian Wine Research Institute's Advanced Wine Assessment Course and was also a participant in the Len Evans Tutorial Scholarship in 2002.

In 2006 he was named by influential UK journalist Matthew Jukes as one of the top 50 Young Leaders of the Australian Wine Industry.



Wine Australia's new General Manager, Market Development, James Gosper said plans were well underway to launch a domestic marketing program, and Aaron's input would be invaluable.

"We are committed to developing an innovative domestic marketing program which will excite consumers and encourage them to discover more about Australia wine," he said.

"In the next 12 months there will be a range of pivotal programs and initiatives announced, which Aaron will manage with his key staff.

"Aaron has worked in a variety of roles in the private sector, including wine production, retail, marketing, sales and brand management and this experience will be a huge benefit to Wine Australia and the wine community."

Aaron said he was looking forward to working with the marketing team at Wine Australia and to giving back to the industry he has been involved with for more than 20 years.

"My first priority is to understand what Wine Australia is doing well in terms of domestic marketing and to identify areas for improvement to encourage Australians to embrace Australian wine," he said.

"Stakeholders across the sector – from vineyard to the shop and restaurant floors – will be engaged to ensure everyone is taken on the journey and have a voice in the domestic marketing plans."

As Regional Director Australia and Emerging Markets, Aaron will be based in Sydney, with the General Manager, Market Development and two other marketing staff, and will be located in the Tourism Australia office.

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For further information:

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Notes for editors:

- **Wine Australia** is a statutory Government organisation established to provide strategic support to the Australian wine sector. Its mission is to enhance the operating environment for the benefit of the Australian wine industry by providing the leading role in market development; knowledge development; compliance; and trade.
- **A+ Australian Wine** is the consumer-facing brand which aims to reposition the Australian category via image, price and representation.

