

Wine  
Australia

# Introductory workshops

## Growing Wine Tourism and Exports



Wine Australia has combined its 'Growing Wine Tourism' and 'Growing Wine Exports' programs from 2020, with online workshops that cover both wine tourism and wine export training.

These sessions cover insights, tools and strategies to help wine businesses grow their exports and attract more international tourists to their wine regions.

The program is heavily subsidised by the Australian Government's [\\$50 million Export and Regional Wine Support Package \(the \\$50m Package\)](#), and comprises:

- an **introductory** four-session wine tourism and exports online workshop for businesses looking to grow wine tourism and wine exports (or businesses who haven't previously participated or are seeking a refresher of material from the 2018 and 2019 workshops), and
- an **advanced** four-session wine tourism and exports online workshop for business seeking more in-depth training to assist their business strategies.

### About the Introductory Growing Wine Tourism and Exports program

The Introductory Growing Wine Tourism and Exports online program consists of 4 x 3-hour sessions:

- **Sessions 1 and 2 - Growing Wine Tourism** will cover wine tourism training (3 hours per day)
- **Sessions 3 and 4 - Growing Wine Exports** will cover wine export training (3 hours per day)

The program is a practical, outcome-driven, wine-specific skills development program that is:

- designed for exporters looking to capture export growth opportunities in target markets
- designed for wine businesses looking to enhance their wine tourism offerings or receive a 'health check' for their current strategy
- delivered by people who have experience in both wine tourism and exports
- heavily subsidised by the \$50m Package.

## Cost?

The cost of attending a program of four consecutive half-day sessions is \$110 incl. GST or \$66 incl. GST for two half-day sessions of either wine tourism or wine export training.



## What will I get?

**Introductory Growing Wine Tourism sessions 1 and 2 will cover:**

- using wine tourism to build your brand story and establish relationships
- your unique value proposition
- designing bookable products, packages and experiences
- navigating the tourism distribution system
- pricing for profit
- targeting inbound markets (cultural awareness and messaging)
- understanding visitor motivators

**Introductory Growing Wine Exports sessions 3 and 4 will cover:**

- defining your export objective
- brand story and pitch development
- promotion and pricing for profit
- market selection and sales channels
- tips for securing intellectual property protection
- outpacing your competitors
- consumer connection and activation

## Who should attend?

An Australian individual, partnership, company, association, cooperative or statutory corporation that has:

- an Australian wine brand that is being exported,
- an interest in growing their/an Australian wine business,
- winery owners and managers, and
- winery sales and marketing representatives.

Participants may also choose to only register for one component of the program, either 'advanced wine tourism' (two sessions) or 'advanced wine exports' (two sessions).

## How and when can I get involved?

The Introductory Growing Wine Tourism and Exports program will be delivered in four consecutive half-day sessions over the following dates:

**Tuesday 8 to Friday 11 September 2020**

**Tuesday 29 September to Friday October 2020**

**Tuesday 6 to Friday 9 October 2020**

**Tuesday 20 to Friday 23 October 2020**

**REGISTER HERE**

## Find out more

For more information on this program or to register, visit [www.wineaustralia.com/whats-happening/export-and-regional-wine-support-package/capability-development](http://www.wineaustralia.com/whats-happening/export-and-regional-wine-support-package/capability-development).

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