



Australian Government

Australian Wine and Brandy Corporation

Media Release

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A Landmark return for the Australian wine industry

Following the internationally acclaimed, inaugural 2009 Landmark Australia Tutorial, Wine Australia is today announcing the 2010 Landmark Australia Tutorial will take place in the Yarra Valley in September next year.

For the first time, Wine Australia is inviting applications from Australia's leading wine professionals to join the best and brightest opinion leaders from around the world in the five-day tutorial.

The intensive course consists of a series of tastings and themed master classes charting the development of Australia's fine wine credentials says Wine Australia general manager of market development, Paul Henry.

"We are searching for the next generation of leading wine professionals who will help shape an informed awareness and opportunity for Australia's regionally distinct and fine wines in their respective markets," Mr Henry says.

The first Landmark Australia Tutorial was held over five days in the Barossa Valley in June this year. More than 1,000 initial enquiries were received with 12 participants chosen from Australia's key export markets including the UK, US, Canada, Germany, Japan and China.

Julia Harding MW, one of the UK participants from the first tutorial said, "The 2009 Landmark Australian Tutorial gave me more information to back up my belief that Australian wine is much more varied than most people think and also can be a lot more subtle than its stereotype."

Some of the leading figures in the Australian wine industry have again confirmed their commitment and involvement in the tutorial such as Peter Gago, chief winemaker at Penfolds and Robert Hill Smith, proprietor and vigneron, The Yalumba Wine Company.

Next year's tutorial will take place in the Yarra Valley which, like the Barossa Valley, is a renowned tourism destination and one of the key wine regions in Australia allowing Wine Australia to yet again showcase the regional diversity and 'terroir' of its wines to an international audience.

"Developing a shared understanding of Australian excellence in the fields of wine, food and tourism is critical to the evolution of our future success on the world stage," Mr Henry said.

Details about the tutorial and application process can be found at www.landmark-wineaustralia.com

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Notes for Editors:

- **Applications** are sought from wine education professionals, sommeliers, wine media and trade. To apply, email your résumé accompanied by a detailed letter addressed to the Tutorial executive committee. The letter of application should address the following:
 - How will the Tutorial benefit you in your current role?
 - Names and contact details of three industry referees must also be included, and sent to landmark@wineaustralia.com
- The **Tutorial executive committee**, who will decide on the selection of participants comprises:
 - Marc Allgrove, chief executive, Chapel Hill Wines
 - Lucy Anderson, manager – International Marketing and Communications, Wine Australia
 - Andrew Caillard, MW, Fine Wine Principal, Langton's Wine Auctions Pty. Ltd.
 - Ben Edwards, consultant Sommelier, The Wine Guide and President, Sommeliers Australia
 - Peter Gago, chief winemaker, Penfolds
 - Paul Henry, general manager Market Development, Wine Australia
 - Robert Hill Smith, proprietor and vigneron, The Yalumba Wine Company
 - Dr Tony Jordan, Oenologist, Oenotec Pty Ltd
- **Landmark Australia** is an expression of Australia's fine wines, the uncompromised pursuit of excellence in viticulture and winemaking.
- **Wine Australia** is the brand under which the **Australian Wine and Brandy Corporation**, a Government organisation established to provide strategic support to the Australian wine sector, delivers its international marketing programs.

