

Submit your ideas for the Australian Government's Export and Regional Wine Support Package

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**Q1: Name of submitting entity**

Effervescence Tasmania.

**Q2: Name of contact**

Dave Milne

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- **What is the proposed activity?**

#### WINE AUSTRALIA VISITATION AND PROMOTIONAL SUPPORT FOR EFFERVESCENCE TASMANIA

Tasmania is widely recognised as Australia's home of premium sparkling wine. Tyson Stelzer, the 2015 International Wine Communicator of the Year and author of The Champagne Guide, and host of the main Effervescence Tasmanian (ET) weekend event, has endorsed the quality of Tasmanian Sparkling on a national and international level by stating that by benchmarking it against other Australian Sparkling and Champagne, Tasmanian Sparkling is without doubt the premium sparkling outside Champagne. Further validation can be found on through the following Brand Tasmania interviews with Tyson Stelzer.

See Brand Tasmania's YouTube <https://www.youtube.com/watch?v=Vzd9jwAuHzc&feature=youtu.be> and <https://www.youtube.com/watch?v=yCqni1XCABY>

Tyson Stelzer, together with some of Australia's leading Sparkling winemakers including Dr Andrew Pirie (Apogee), Ed Carr (House Of Arras) and Louisa Rose (Jansz,) lead the master classes to taste and inform guests on what makes Tasmania sparkling so special. The event is also supported by Tasmania's iconic food producers Bruny Island Cheese, Huon Aquaculture, and Robbins Island Wagyu Beef in conjunction with some of Australia best Chefs, Tetsuya Wakuda and Jacques Reymond to deliver a truly Tasmanian sparkling decadent experience.

Brand Tasmania's interviews from the 2016 event with Tetsuya, Ed Carr, Louisa Rose, Andrew Pirie, Jeremy Dineen, Tyson Stelzer and Conor Van Reest can be viewed at <https://www.youtube.com/watch?v=RB0TDxzS1nA>

Effervescence Tasmania (ET) is the only sparkling event held on a remote island, and away from major cities. It has discreet appeal as a destination and can be marketed as a series of weekends away to a place that is already seen as highly desirable nationally and internationally. The fact that the best sparkling outside Champagne is produced here adds to the iconic Tasmanian story, as a premium product and destination.

By building the profile of and interest in Effervescence Tasmania to mainland and international audiences, and drawing interested visitors to the state, there will be a flow on affect with investment in the Tasmanian Sparkling industry.

Apart from a celebration of Tasmania's top Sparkling producers, Effervescence Tasmania is also an educational event for trade, industry and interested participants and a driver for investment. It can grow to position itself as the major Australian celebration of sparkling that showcases producers, their vineyards and methods, to national and international audiences, investors, and visitors, as well as reinforcing Tasmania's position as the best producer of sparkling rivalling Champagne. ET aligns with State Growth to build Tas Sparkling Industry and selling this concept to national Sommelier's who will then stock Tasmanian Sparkling in their signature restaurants.

Tasmanian sparkling wine is highly aspirational and through Effervescence, and its series of high end events and experiences, Tasmania as a prestige/iconic/premium destination is reinforced. The event invites interest from within the state, nationally and internationally and with the right product alignment and partners it will draw consumers to the north and east of the state.

To date partners include Porsche, Quamby Estate (Owned Brett Godfrey and Rob Sherrard- founders of Virgin Australia with Richard Branson) TasTafe Drysdale, Huon Salmon, Bruny Island Cheese, Launceston City Council, Tourism Tasmania, Brand Tasmania, Tourism Northern Tasmania, and Events Tasmania. Effervescence Tasmania also has the support of Wine Tasmania.

#### **What is the target market?**

By utilizing Wine Tas (Deloitte's) research of 124 suburbs, with a focus on the eastern seaboard and using the combined population in these areas of 1.65 million people the 7 groups that reflect the Effervescence brand profile are:

1. Urban Sophisticates
2. Uber Professionals with Rising Wealth
3. Mainstream Professionals
4. High Net Worth & Luxury Living
5. High Amenity & Rising
6. Upward Bound
7. Affluent Coastal Lifestyle

These are the existing identified profiles the marketing will be targeted to, they exist on producer's databases, wine distributors, leading brand and media partners and their databases and social media networks and distribution lists with collaboration with partners it will get people travelling to and around Tasmania and talking about Tasmania and Tasmanian Sparkling.

## WINE AUSTRALIA VISITATION AND PROMOTIONAL SUPPORT FOR EFFERVESCENCE TASMANIA

### **What research and experience demonstrates the value that this activity could bring?**

The wine industry is at its best when comes together as region and speaks with one voice of the quality of its produce and its wine. Our reputations are improved when those interested in Australian wine visit the regions, learn the stories, taste the wine and create those relationships that can be then picked up away from the farm gate and reacquainted abroad.

Combine an educational component / regional tasting around the events and the experience will be one the influencers would be more inclined to attend and share.

The inaugural event in 2014 was attended by over 700 enthusiasts over two days and had a sold out dinner and master classes, and presented some of the best sparkling wine to have ever been produced in Tasmania. The 2016 event saw the ticket sales for all events equate to 1160 experiences over 4 days with all dinners, lunches and master classes sold out.

### **What does the activity depend upon? What is needed to succeed?**

The event in its current form is successful in delivering a quality event to intra and interstate guests and enlightening trade and consumers to the diversity and quality of Tasmanian Sparkling wine. Unfortunately at present the Tasmanian Wine industry does not have the resources to invite an international audience, many of whom are aware that some of the best new world sparkling is from Tasmania.

It is envisaged that that this activity through the promotional and financial support of Wine Australia will identify, fund and escort the visitation of key international influencers and trade to Effervescence Tasmania.

### **How would the activity:**

- **Assist winemakers to export (e.g. export readiness)**

Most producers at Effervescence Tasmania currently export and this support will assist in promoting and fostering those relationships that assist in producing tangible outcomes.

- **Increase the capability to engage tourists (e.g. tourist readiness, regional experiences).**

Effervescence Tasmania has the support of our Regional and State Tourism Organisations that have linkages with Tourism Australia. The event is listed with the Australian Tourism Data Warehouse and this ensures the event is relevant to tourism wholesalers, retailers and distributors for use in their websites and booking systems and it is registered with all the main event promotion sites to increase visitation to the event by targeting the “Leisure Customer”.

This initiative links to the one of the core pillars of Tourism Australia’s Marketing strategy; that of developing and supporting programs that present a premium tourism experiences as part of “There’s nothing like Australia” (TNLA) campaign. Additionally it will build on the success of the Restaurant Australia concept and provide media and commercial benefits to producers.

- **Build new and existing markets (e.g. visits program, wine trade shows, bespoke travel)**

The event currently has the support of the Department of State Growth and Wine Tasmania who provide support for domestic trade visitation. This activity promoted at an International level would encourage not only trade and media but appeal to the likes of specialist tours eg James Busby Travel.

- **How would these benefits be measured and how long would it take to achieve them?**

Media and press hits  
Website analytics and social media reports.  
Overall increase in referral / mentions post-event  
Increased attendance at events.

Publicity for the industry is achieved in the months leading up to and post event. Outside the commercial benefits of selling wine on the day, benefits and good will are on-going through new and existing relationships with trade.

## WINE AUSTRALIA VISITATION AND PROMOTIONAL SUPPORT FOR EFFERVESCENCE TASMANIA

- **How long would the activity take and how much would it cost?**

The event is currently resourced and will take place in from the 17<sup>th</sup> of November to the 19<sup>th</sup> of November 2017.

In addition to the sparkling event, a Tasmanian regional tasting is advisable to showcase the best of Tasmanian table wines.

### **Proposed Itinerary 3 nights:**

#### **Thursday 16<sup>th</sup> of November 2017**

Arrive Launceston

#### **Friday 17<sup>th</sup> November 2017**

Regional Tasmanian Tasting and overview of Industry  
Effervescence Tasmania Welcome Degustation Dinner (Chef TBC)

#### **Saturday 18<sup>th</sup> November 2017**

Effervescence Tasmania Sparkling Master Class with Tyson Stelzer  
Bruny Island Cheese & Sparkling Master Class with Nick Haddow  
The Producers Lunch  
Effervescence Tasmania Garden Party.  
Bubbles and Beats.

#### **Sunday 19<sup>th</sup> November 2017**

Porsche s Lunch at Quamby Estate or depart AM / PM

Cost to ensure tickets are available to Wine Australia guests at the sold out events would equate to \$950pp plus accommodation and flights.

Accommodation and Flights Cost would depend on Wine Australia's visitation program and could be scheduled to coincide with existing itineraries or budgeted on predetermined costing for visitation.

- **What part and/or contribution would you make in the delivery of this activity?**

Event organisation and delivery of the event.