

Wine Australia

Media Release

Thursday, 02 January

Vale Hazel Murphy AM

It is with deep and profound sadness that we report the death of Hazel Murphy AM in the UK on 1 January 2020.

Hazel was a great friend to the Australian grape and wine sector as a whole and a very dear friend to many. She will be very deeply missed.

Hazel's significant contribution to the Australian wine sector was recognised in 1996 when she was made a Member of the Order of Australia and received the Maurice O'Shea Award for outstanding contribution to the Australian wine industry.

For over 17 years, from 1985, Hazel was Chief Executive (Europe) of the Australian Wine Bureau, part of the Australian Wine and Brandy Corporation (now Wine Australia).

With boundless energy and enthusiasm, Hazel's 'glass in the hand' promotion contributed to Australian wine exports growing from \$1.4 million in the 12 months to June 1985 to \$897.1 million in calendar year 2002.

In *A Life in Wine*, James Halliday recalls Hazel thus, 'In less than a decade she poured Australian wine for 250,000 people in venues ranging from food and wine exhibitions to sporting events... Pintsized she may have been, but her energy and commitment were boundless...'

Wine Australia CEO Andreas Clark said, 'Hazel Murphy was an icon. She was a passionate, tireless advocate for Australian wine and a trailblazer for Australia wine exports to the UK and Europe. Our wine exports would not be where they are today were it not for Hazel. We will miss her.'

Wine Australia's UK-based Regional General Manager EMEA, Laura Jewell MW said, 'I have known Hazel all my working life in wine and always admired her energy, verve and passion. I am very privileged to have followed in her footsteps and will always remember her as a friend and inspiration. She will be sorely missed both here in the UK and by all the wineries in Australia. She is an integral part of the history of Australian wine on the global stage'.

Former Australian Wine and Brandy Corporation Chief Executive Sam Tolley said, 'Hazel's originality and tenacious energy brought the English wine trade together behind the fledgling Australian wine presence in the UK during the early eighties. Winemakers could not have asked for a stronger champion with her inimitable powers of persuasion. Hazel was a "force majeure" and much loved by the very broad church of those who brought Australia to be the leading wine country in the UK. Hazel will be sadly missed.'

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About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and extension (RD&E), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package.

Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&E investments.