

Wine  
Australia

# Advanced 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 will 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.

Please note that attendance at a previous Wine Australia Growing Wine Tourism or Exports course is a prerequisite to attending the Advanced training program, unless the attendee has significant industry experience.

## About the Advanced Growing Wine Tourism and Exports program

The Advanced 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: 9:30 - 12:30pm ACST).
- **Sessions 3 and 4** - Growing Wine Exports will cover wine export training (3 hours per day: 9:30 - 12:30pm ACST).

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

- designed for experienced exporters looking to grow their wine exports
- designed for experienced wine businesses looking to enhance their wine tourism offerings
- 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 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?

Advanced Growing Wine Tourism sessions 1 and 2 will cover:

- converting tourism offerings to wine sales
- being international ready
- expert advice to refine your unique value proposition
- developing commissionable products
- navigating the COVID landscape
- practical advice for navigating wine and travel distribution systems
- a 'ready to go' pitch to target trade and consumers

Advanced Growing Wine Exports sessions 3 and 4 will cover:

- expert advice on refining your market intent, wine offer and export plan
- the ins and outs of distribution and sales channels and distribution contracts
- preparing for a market visit and pitching to convey prestige
- new strategies for navigating export markets
- insights for identifying market attractiveness
- practical advice from wine sector experts on 'closing the deal'
- revenue projections and profitability

## 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 first Advanced Growing Wine Tourism and Exports online workshop program for advanced participants will be delivered from Tuesday 11 to Friday 14 August 2020.

[REGISTER HERE](#)

Another round of advanced training will be offered from Tuesday 10 to Friday 13 November 2020, with delivery dates in 2021 to be confirmed.

## Find out more

For more information on this program or to register for the Advanced Growing Wine Tourism & Exports program visit <https://www.wineaustralia.com/whats-happening/export-and-regional-wine-support-package/capability-development>.

Wine Australia • (08) 8228 2000 • [growingwine@wineaustralia.com](mailto:growingwine@wineaustralia.com)  
🐦 @ExportingWine 📘 @GrowingWineExports

