



2001 Wine Industry Outlook Conference

Building *the* Business

sharpening the vision

Tuesday November 13, 2001
Adelaide Convention Centre

One form per person. Please print in block letters.

Title: DR | PROF | MR | MRS | MS | MISS (circle)

Surname:

Given Name:

Organisation/Affiliation:

Preferred Name & Affiliation for name badge:

Postal Address:

State: Postcode:

Telephone

Facsimile

Email

Registration

Full \$330.00
Student* \$75.00

These prices include GST

TOTAL \$

**The Winemakers' Federation of Australia values the contribution of students and wishes to encourage their involvement in industry planning. The generously discounted registration fee is available to 40 students only on a first-come basis. Proof of full-time enrolment required on registration.*

Payment

By cheque payable to:

2001 Wine Industry Outlook Conference

Or by credit card:

BANKCARD | MASTERCARD | VISA | AMEX | DINERS (please circle)

Card Number:

Expiry Date:

Payment Amount \$

Cardholder Name:

Signed:

Date:

Forward registration and payment to:

2001 Wine Industry Outlook Conference
Peter Fuller & Associates Public Relations and Marketing
PO Box 473
Tanunda SA 5352
Phone: (08) 8563 3668
Fax: (08) 8563 0526



PETER FULLER & ASSOCIATES



Other Sponsors:

- > Australian Wine Exchange
- > Peter Fuller & Associates
- > Public Relations and Marketing
- > Seguin Moreau Australia

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Proudly presented by Winetitles
and the Winemakers' Federation of Australia

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Overview

Since its inception in 1994 the Wine Industry Outlook Conference has become the most important annual event for Australian winery managers, winemakers, viticulturists, marketers and strategists.

It has also offered the investment and banking community, government, media and students a unique annual opportunity to update their knowledge about one of Australia's fastest growing sectors.

The 2000 conference in Melbourne attracted 450 delegates to witness the launch of the industry's *Marketing Decade* strategy which outlined the dimension of the wine industry's opportunity and challenge for the next 10 years.

The Marketing Decade highlighted the special challenges facing grapegrowers and winemakers, with particular emphasis on the need to upgrade quality, manage supply growth and strategically position for rapid change in the wholesale and retail sectors.

The 2001 Wine Outlook Conference will respond to these challenges, shifting the industry's attention from big picture concepts to practical solutions, especially for small and medium sized enterprises.

Questions on Notice

Delegates will be encouraged to forward written questions to the moderator during morning tea and lunch breaks. These will be prioritised by the moderator and directed to the panels at the appropriate times.

Accommodation

As most delegates have established travel loyalty programs, the organisers suggest delegates make their own travel arrangements. We recommend the following quality accommodation venues which are in close proximity to the Adelaide Convention Centre:

Hyatt Regency, North Terrace, Adelaide - Ph: (08) 8231 1234

Stamford Plaza, North Terrace, Adelaide - Ph: (08) 8461 1111

Hilton International Adelaide Hotel, Victoria Square, Adelaide
Ph: (08) 8217 2000

Novotel Adelaide on Hindley, Hindley St, Adelaide - Ph: (08) 8231 5552

Holiday Inn Park Suites, Hindley St, Adelaide - Ph: (08) 8231 8333

Grosvenor Vista Hotel, North Terrace, Adelaide - Ph: (08) 8407 8888

For advice or assistance please contact the Conference Secretariat.

Conference Venue

The Adelaide Convention Centre is now ranked as one of the world's top ten convention centres. Located centrally in Adelaide's CBD on North Terrace next to the Hyatt Regency Hotel.

Registration

Registration by all participants including presenters is essential. Conference registration includes:

- > *Arrival tea and coffee*
- > *Morning tea and coffee*
- > *Lunch*
- > *Exclusive online access to presentations following the conference*
- > *Post-conference drinks*
- > *'Vintage 2001' - All delegates will receive a complimentary copy of Vintage - The Australian Wine Yearbook as part of their registration, courtesy of Winetitles and the Winemakers' Federation of Australia.*



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Peter Fuller & Associates
Public Relations and Marketing
Seguin Moreau Australia



Contact

Conference Organisers and Secretariat
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PO Box 473
Tanunda SA 5352
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Email: peter.fuller@peterfuller.com.au

Winemakers' Federation of Australia
National Wine Centre
Cnr Hackney & Botanic Rds
Adelaide SA 5000
Phone: (08) 8222 9255
Fax: (08) 8222 9250
Email: lisa@wfa.org.au

Cancellations

Cancellations received in writing by November 9 will be accepted and fees refunded less a \$50 administration fee. Cancellations after this date cannot be accepted, however registrations may be transferred to another person.





Program

- 8.30am Registration
- 9.00am **Alister Purbrick, President
Winemakers' Federation of Australia**
Welcome
- 9.10am Official Opening – TBA

Challenge and Opportunity

- 9.25am **Chris Hancock, Global Marketing Director,
Southcorp Wines**
Responding to the Global Wine Challenge
- 9.55am **Mike Paul, Managing Director,
Destination Wine Company (UK)**
Export Opportunities for Small
and Medium Wineries
- 10.25am Questions

10.30am Morning Tea

Opportunities for Small and Medium Wineries

- 11.00am **Dominic Nolan, Executive Officer
Australian Regional Winemakers' Forum**
Small Winery Issues
- 11.20am **Martin Baily, Managing Director
Baily & Baily Liquor Stores**
What Australian Retailers Want
- 11.40am **John Semba, Post Direct Marketing Consultant
Australia Post**
Direct Marketing for the Wine Industry
- 12.00pm **Barbara Nixon, Director, Mawarra Winery**
Building your Cellar Door Business
- 12.20pm Questions

12.45pm Lunch

The Way Forward

- 2.10pm **Lawrie Stanford, Manager, Information and
Analysis, Australian Wine & Brandy Corporation**
Reality Bites – The Depth and Extent of Australia's
Supply Surge
- 2.40pm **Di Davidson, Managing Director
Davidson Viticultural Consulting Services**
Critical Decisions – Sustaining Your Vineyard
Investment
- 3.10pm **Chris Day, Chief Executive Officer
Berren Asset Management Ltd**
How Well Do You Rate with Financiers?
- 3.40pm Panel Discussion – Questions
- 4.00pm Thanks & Close
- 4.05pm Drinks

Disclaimer: The conference organisers take no responsibility for unforeseen changes to the speaker program.