

**Rural and Regional Affairs and Transport Committee**  
ANSWERS TO QUESTIONS ON NOTICE  
Supplementary Budget Estimates October 2012  
**Agriculture, Fisheries and Forestry**

**Question:** 271

**Division/Agency:** Agricultural Productivity Division/Wine Australia  
**Topic:** Wine Australia Tasting 2012 Japan  
**Proof Hansard page:** Written

**Senator EDWARDS asked:**

With reference to the Wine Australia Tasting 2012 Japan event which was held in Tokyo in September 2012

1. How much did Wine Australia spend on this event?
2. How much did the Australian Government through other agencies or grants spend on this event?
3. How many Australian wineries were involved?
4. Please provide a list of the wineries that were involved
5. What were the desired outcomes of the event? Were they met?
6. What follow up actions have been taken since the event?
7. What follow up actions do Wine Australia intend to take up in the Japanese market?

**Answer:**

1. Wine Australia spent \$29 819.77 on this event, which was fully funded by industry participants on a user pays basis.
2. Nil.
3. 56 Australian wineries were involved either as direct exhibitors or through their Japanese importers.
4. The following Australian wineries were involved in this event:
  - Accolade Wines
  - Angove Family Winemakers
  - Alkoomi
  - Ashbrook Estate Pty Ltd
  - Australian Vintage Ltd
  - Brown Brothers
  - Cassegrain
  - Cullen Wines
  - d'Arenberg Pty Ltd
  - De Bortoli Wines
  - Dog Ridge
  - Domaine Chandon
  - Dutschke Wines

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- Fox Creek Wines
- Galvaized Wine Group
- Gatt Wines
- Geoff Merrill
- Glatzer Heartland
- Grant Burge
- Henry's Drive
- Hoddles Creek
- Josef Chromy
- Kaesler
- Lake Breeze
- Logan
- Lowe Family Wines
- McHenry Hohnen
- Mitolo Wines
- Negotiants International
- Paringa Estate
- Paul Conti Wines
- Pernod Ricard Pacific
- Peter Lehmann Wines
- Pettavel
- Pirramimma
- Plantagenet
- Portet Winemakers Pty Ltd
- Project Wine
- Red Hill Estate
- Redgate Wines
- Rockford
- Sandalford
- Schild Estate
- Shaw + Smith
- Steinborner Family Vineyard
- Taltarni Vineyards
- Temple Bruer
- Treasury Wine Estate
- Trentham Estate
- Tyrrell's Wines
- Val d'Or
- Wignalls
- Willow Bridge Estate
- Woodlands Wines
- Woodstock
- Wulura

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5. The desired outcomes of the event were:

- Attracting a large number of the country's wine trade and media to the tasting;
- Presenting the Australian wine category in a quality fashion;
- Creating a forum for Australian winery representatives and/or their importers to (re)connect with the trade guests; and
- Allowing trade and media guests to taste and discover high quality Australian wine, especially to help choose Australian wines suitable for the mid-Autumn to Winter wine season.

With 458 trade and media guests in attendance and positive guest and exhibitor feedback, Wine Australia considers these desired outcomes were met satisfactorily.

6. Wine Australia has conducted a guest survey, with a report to be compiled for exhibitors. Distribution of media releases and an e-newsletter has resulted in positive media coverage in Australia and Japan. Winery representatives and importers have received contact details of trade guests to assist in establishing, or strengthening, commercial purposes.
7. Wine Australia is continuing to engage the Japanese market through a suite of activities including seminars, promotional events, traditional and social media communication and educational programs as follow up actions arising from Wine Australia Tasting 2012 Japan and as part of the Japan Market Program.