

MEDIA RELEASE

Wednesday, July 30

Wine industry taking charge of its future

More than 300 wine industry leaders from across Australia are expected in Adelaide this October for what is shaping up to be the country's national wine week.

They will be attending *Outlook 2014: Taking Charge of Our Future* organised by the Winemakers' Federation of Australia to progress plans for the industry's recovery of share and margin in key markets.

Federation President Tony D'Aloisio AM said *Outlook 2014* would bring winemakers, analysts, exporters, marketers, retailers and politicians together over two days to consider what must be done to lift profitability.

Speakers include International Federation of Wine & Spirits President Jim Finkle (US), Organisation of Vine and Wine Director-General Jean-Marie Aurand (Paris), Australia Small Business Commissioner Mark Brennan, Nielson's Consumer and Business Intelligence Executive Director Michael Walton, Wine Intelligence Chief Executive Lulie Halstead (UK), ALM CEO Scott Marshall and Ciatti partner and broker Steve Dorfman.

"The strong Australian dollar, rising costs of production and intense global competition continue to challenge our export performance but there are many reasons to remain optimistic," Mr D'Aloisio explained.

"We continue to produce a globally competitive product and we have an Action Plan outlining the steps we must take on both the demand and supply side to recover," he said.

"We are an industry that sees the glass half full. Have we room to grow? Of course we do, and *Outlook 2014* is focused on getting our strategies aligned to capitalise on the rise of China and recovery in traditional export markets, as well as domestically.

"*Outlook* will be an opportunity to review our progress, consider the latest data and innovation in markets and production, and to align around what further actions are required.

"We have around 50 speakers over two days which makes this an important forum to learn about the latest developments, to meet leading figures in the industry from here and overseas, and to exchange ideas.

"The conference program has deliberately included panel discussions with questions from the floor to ensure we explore issues to their fullest and learn from the significant amount of experience delegates bring."

Federation Chief Executive Paul Evans said *Outlook 2014* would also bestow the inaugural Life Member of the Australian Wine Industry Award and release the 2014 Vintage Report.

"This is shaping up to be industry's national wine week as industry celebrates achievements with the presentation of this important new award," said Mr Evans.

The 2014 Maurice O'Shea Award and dinner will also be held on the evening of the opening day of the conference.

Supporting *Outlook 2014: Taking Charge of Our Future* are: leading manufacturer of grape harvesters Pellenc Australia, wine industry brokers and advisors Gaetjens Langley, Australian distributor for the world's largest cork company Amorim Australasia Pty Ltd, leading publisher Winetitles and global service Wine Intelligence.

For *Outlook 2014: Taking Charge of Our Future* program information and program details, go to <http://www.wfa.org.au> and follow the links.

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