



MEDIA ALERT

- Tuesday, Sept 30- Thursday, Oct 2, Adelaide -

NATIONAL WINE CONFERENCE

The 2014 *Outlook 2014: Taking Charge of Our Future Conference* held every two years is on at the Adelaide Hilton from Tuesday evening, September 30, to Thursday, October 2.

Outlook presents the latest data, market trends and forecasts, and attracts winemakers, analysts and decision makers from across the country. Media are welcome.

TUESDAY, SEPTEMBER 30

6-8PM: *Inaugural Life Member of the Australian Wine Industry Award* presented, Hilton Adelaide

WEDNESDAY, OCTOBER 1

8:30am official opening

- SA Minister for Investment and Trade, Defence Industries and Veteran's Affairs Hon. Martin Hamilton-Smith
- South Australian Federal Senator Anne Ruston

9am Taking Charge of Our Future: Federation President Tony D'Aloisio AM

9:30am: "The Demand opportunity for Australian wine - anticipating consumer trends in key markets" - Lulie Halstead, Chief Executive of Wine Intelligence (UK)

10-10.30AM: "The cultural drivers behind future marketing needs - how to get ahead of the curve" Matt Jones, Better Happy Director/Creative strategist & commentator

10.30am break

10:50-12:30 Profitability, progress and long-term sustainability by John Roberts, Centaurus Partners.

Panelists: Eliza Brown (CEO, Peter R Brown Family Vineyards), Brian Croser AO, Tony D'Aloisio AM, Michael East (Asia Pacific GM, Accolade Wines), Bill Moularadellis (Kingston Estate Wines). Moderator Prue Adams (ABC Landline)

12:30-12:45PM Australian Grape and Wine Authority – Chairman Brian Walsh

12.45-130PM break

1:30- 2:50pm: CONCURRENT WORKSHOPS

1A Priorities for brand 'Australia'

Speakers: Mike Brown (Gemtree Wines Chief Wnemaker), Lulie Halstead, Angela Slade (AGWA North America Regional Director). Moderator: Aaron Brasher

1B Marketing innovation, social media and driving the cellar door experience.

Speakers: Angie Bradbury (Dig+Fish), Stuart Gregor (Liquid Ideas Founder and Creative Director). Moderator: Andrew Kay (Wirra Wirra Vineyards Managing Director)

2:50-3:10 PM break

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3:10-4:30pm CONCURRENT WORKSHOPS
2A What's the size of the prize in the US, UK and China
Speakers: Peter Simic (Winestate Publishing Editor), Marc Soccio (RaboBank Senior Analyst).
Moderator: Robert Hill Smith (Yalumba)
2B: How to get the most out of your retailer to grow in the domestic market.

Speakers: Rose Scott (Woolworths Liquor Group Merchandising GM), Phillip Wells (Coles Liquor Group). Moderator: Mitchell Taylor (Taylors Managing Director)

THURSDAY, OCTOBER 2, 2014

8:30am The Case for Optimism - Michael Walton (Nielsen Consumer and Business Intelligence Executive Director)

9-9:45am **WFA Vintage Report** - Katrina Edillor (WFA Economist), Paul Evans (WFA CEO), Lawrie Stanford (Wine Grape Growers Australian Executive Director)

9:45-11am Pricing, Profitability and the sustainability of grape and wine supply by Jean-Marie Aurand (International Organisation of Vine and Wine Director-General, Paris).

Panelists: Tony D'Aloisio AM (WFA President), Steve Dorfman (Ciatti Partner and Broker), David Harris (Riverland Vintners Managing Director), Ashley Keegan (Food and Beverage Australia Ltd CEO), Stuart McNab (Treasury Wine Estates Global Supply & Production manager), Jim Moularadellis (Austwine Chief Enthusiasm Officer), Marc Soccio (RaboBank Senior Analyst). Moderator: Prue Adams.

11-11.20AM break

11:20-11:50am The global competitiveness of Australian wine and grape production-how do we stack up? By Toby Langley (Gaetjens Langley Partner)

11:50- 12:20pm Industry analysis and the WFA campaign to defend our differentiated wine tax rate by WFA CEO Paul Evans

12:20-1:20PM break

1:20-2:40PM CONCURRENT WORKSHOPS
3A: **Improving supply chain relationships and market signals.** Speakers: Mark Brennan, (Australian Small Business Commissioner), Paul Evans (WFA CEO), Lawrie Stanford (WGGA ED).
Moderator: James Omond

3B: What are the supply-side innovation and adoption opportunities? Speakers: Dr John Harvey (Australian Wine Research Institute Director), Dr Simon Hooker (New Zealand Winegrowers, GM Research & Innovation), Kate Lattey (Pernod Ricard Winemakers). Moderator: David Lowe (David Lowe Wines)

2:40-3PM break

3- 4:20PM WORKSHOPS
4A: **Wine Tax - a help or a hindrance?**
Speakers: Prof Kym Anderson (Uni. Adelaide George Gollin Professor of Economics), Michael Butler (Finlaysons Tax Partner). Moderator: David Lowe (David Lowe Wines)

4B: **How to attract finance & capital - are you 'investment ready'?** Speaker: Ben Craw (PPB Advisory Agribusiness Director). Moderator: Tony D'Aloisio AM.

4.30PM CONFERENCE WRAP UP & CLOSE

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