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MEDIA RELEASE

Monday, 5 November 2018

NSW WINE REGIONS TO BE SHOWCASED AROUND THE WORLD IN NEW CAMPAIGN

NSW wine regions will be showcased around the world and throughout the country thanks to an ambitious new \$2 million marketing campaign spearheaded by the NSW Government.

Minister for Tourism and Major Events Adam Marshall today announced the campaign at *Topper's Mountain Wines* in Tingha, in Northern NSW, alongside Angus Barnes from NSW Wine Industry Association Incorporated (NSWWIA).

Mr Marshall said the initiative was all about boosting visitation to rural and regional NSW.

"NSW has so many great wine producers across the State – from right here in the New England, to the Hunter Valley, South Coast and Orange," Mr Marshall said.

"This exciting new campaign will shine the spotlight on these regions and the wonderful array of activities and experiences on offer in order to entice even more visitors from Australia and overseas.

"As part of the campaign we'll be targeting high-growth international markets such as China and the USA, ensuring NSW gets an even bigger slice of the record international tourism pie.

"This is not only great news for our wine producers but also our regional communities, which will benefit from more visitors spending money in local cafes, restaurants, retail stores and hotels."

Mr Barnes said the NSW Wine Industry was delighted to work closely with the NSW Government to help increase international tourism across all 14 wine regions.

"This marketing campaign will help inform our international tourists about the great experiences they can have visiting the wine regions of NSW. While we are keen to grow the wine industry, we also know the importance of the tourism facilities right across the regions that have a wine focus," Mr Barnes said.

The NSW Government will spearhead the campaign with assistance from NSWWIA. The money will go towards a range of marketing initiatives, including developing new tourism products for international travel and lifestyle media, targeted social media and video advertising as well as an expanded program of international travel trade visits. The Commonwealth Government is also investing \$1 million in the campaign through

the \$50 million Export and Regional Wine Support Package.

Minister for Primary Industries and Trade Niall Blair said the announcement delivers on the headline initiative under the Memorandum of Understanding signed with the NSWWIA in November 2017, formed to strengthen the partnership between the NSW Government and industry to support the industry's profitability.

"The NSW Government is delivering on our commitments to the industry and we will continue to look for new ways to support industry growth," Mr Blair said.

"We know NSW growers produce some of the best wines in the world and we want them to take every opportunity both domestically and globally to showcase what they can do.

"I will be meeting with NSW wine producers in China this week at the world's largest import expo to help promote our quality wine to Chinese consumers."

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