



Alpine Valleys

agribusiness forum

'Australian Alpine Valleys - Where the Best Grows to Perfection'

media release & photo opportunity

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North East Victoria Wineries and Breweries Search for Loyalty

Eighteen North Eastern wineries and two craft breweries will soon be advancing to the next level of their Customer Loyalty Program training.

Following on from last year's highly successful introductory Customer Loyalty Program training, supported by the Australian Alpine Valleys Agribusiness Forum, the wineries and craft breweries will soon be gathering again for the first of three workshops to be held in Wangaratta during 2008.

The Customer Loyalty Program, which is an Australian Government funded initiative under the Building Entrepreneurship in Small Business program, is designed to develop skills in marketing and IT which will enable businesses to further improve their wine and beer club programs.

The participating businesses are, Amulet, Anderson, Auldstone, Boggy Creek, Boyntons, Campbells, Chrismont, Cirko V, Dal Zotto, Delatite, Michelini, Morris, Paul Bettio, Pfeiffer, Pizzini, Rutherglen Estates, Sam Miranda, Stanton & Killeen, Bright Brewery and Bridge Road Brewers. Training provider, Kevin Bascomb, will visit each business four times throughout the year and will offer ongoing support via email and telephone.

"I believe the timing of the Customer Loyalty Program training is right for the region. The North East wineries in particular were hit hard last year, ravaged by bushfire, drought and frost," said Kevin Bascomb of Quercus Marketing. "These wineries and breweries are exposed to peaks and troughs just like any other agribusiness. This program, which runs for 12 months, will assist them in smoothing out these cycles."

"The rising Australian dollar has made export a challenge for many of the businesses", explained Mr Bascomb. "This training provides them with the skills to further develop consumer sales within Australia, potentially reducing dependency on volatile export markets. It's all about providing businesses with options on how they sell their product and ensuring they have a balanced approach to the various sales opportunities available domestically and internationally."

Lachlan Campbell of The Australian Alpine Valleys Agribusiness Forum believes the training is vital for the survival of the some wineries in the region. "The wine and craft beer market is constantly changing. Demand for unique, innovative, value added products is very high", said Lachlan Campbell. "If producers are not improving their knowledge of these markets and their organisational skills, they can't be expected to keep pace."

At the completion of the Customer Loyalty Program in December 2008, participants will have been trained in developing and maintaining fully integrated loyalty programs together with improved marketing and operational skills.

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