

Alpine Valleys

agribusiness forum

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

Project Report

Marketing the North East Wine Zone (NEWZ) Industry Report 2005

**Total Project Cost
\$6,000**

The North East Victorian wine industry is a major contributor to the economic activity of the region. A wine industry study was commissioned in 2002 to investigate the industry and the contribution it makes to the region in social, environmental, and economic terms. The report is compelling in that the industry is a major economic driver for the region, employing directly some 700 full time people, exporting 90 million dollars worth of product, and contributing some \$250 million to the regional economy. The region has predominantly family-run enterprises keeping 270 businesses and their families employed, in addition to the full time employment offered. There are 70 wineries in the region who sell in total some 16 million litres of wine.

The industry is a major driver of value added agribusiness in the region, of which 50% is exports, and this is expected to grow in acreage by approx. 20% by 2013.

In order to take advantage of this growth potential, the industry needs to produce a communication document that articulates to all stakeholders the value, projected growth and the investment opportunity that exists for the region and state. This small project will deliver many benefits to the industry, marketing, planning and broadening the understanding of the industry as a major profit driver for the region and for the state.

45 people attended a workshop conducted to brief external wine industry stake holder, and results of the study were produced and widely distributed