



# CONFERENCE PROGRAM

# WIIC 2022

# BENDIGO VIC





## CONFERENCE PROGRAM

**FUTURE PROOF YOUR WINE BUSINESS!**



Four international speakers and 30 local experts and industry leaders will share their knowledge in a series of powerful keynote presentations and practical workshops across two packed days. Influential wine writer and popular event host, Jeremy Oliver, will guide proceedings as conference master of ceremonies.

**Presentations** will focus on the central theme of helping wine producers' future proof their businesses with an emphasis on practical information that can be acted on immediately. Delegates will gain inspiration from industry case studies, panel discussions will provide valuable insights and workshops will drill down on specific business areas.

**Topics** will appeal to owners, managers, key personnel and industry stakeholders from right across wine businesses and these include how to:

- Activate new sales channels
- Navigate the complexities of exporting
- Identify profitable routes to market
- Apply current consumption and travel trends
- Increase efficiency in business processes
- Use data to drive sales
- Adopt sustainable business practices
- Improve profit margins
- Identify relevant technology solutions for sustainable growth
- Create effective brand stories
- Connect with new and existing audiences
- Attract and retain cellar door and wine club customers
- Deliver great customer experiences
- Become a workplace of choice



### **Business Zone**

Network with the providers of products and technical solutions that can help you genuinely future proof your wine business. Check out the live product demonstrations or book a 1:1 meeting to discuss your specific requirements.

- WithWine
- Juice Capital
- Hydra Consulting
- Amorim Cork
- Metal Print Australia - Auspouch
- Burkert Fluid Control Systems
- Filtec
- Launchy.io
- Vinvicta
- Onside

More to come...

### **Wine Industry IMPACT Conference**

All-Seasons Bendigo Victoria

10-11 October 2022 : Conference

12 October 2022 : Optional Victorian Regional Tour



### DAY 1 - MONDAY 10 OCTOBER 2022

#### 09:00 - 10:00 | Registration & Networking

Grab a coffee, pick up your conference bag and handbook, and mingle in the Business Zone.

#### DAY 1 - MORNING

##### 10:10 - 12:00 | Industry Insights & Trends

The global landscape for consumption and travel has changed markedly in the last two years and current supply chain constraints, geopolitical challenges, travel upheaval and cost of living pressures are impacting heavily on our industry. Understanding the challenges and opportunities that lie ahead is the first step in preparing to 'future proof' your business.

##### Speakers include:

- **Michael Whitehead - Head of Agribusiness Insights | ANZ Bank | Melbourne, Australia**
- **UK speaker (TBC)**
- **Chris Torres - Founder & Director | Tourism Marketing Agency | Glasgow, United Kingdom**

*#agribusiness #trends #impact #climatechange #UKmarket #opportunities #travellerinsights #travel #preferences #digital #marketing #tourismtrends*

#### DAY 1 - AFTERNOON

##### 12:00 - 13:00 | Lunch & Business Zone Networking

##### 13:00 - 14:40 | Market Access, Brand Differentiation & Product Development

Is your brand genuinely different from everyone else in your region or your category? Many wineries are family owned, have stone buildings, grow the signature grape of the region, and act sustainably. From a consumer's perspective, every brand message can have a similar ring to it, so unlocking your 'brand DNA' and telling YOUR story is paramount. Whether you're selling locally, or in one of the world's most complex markets - the United States, helping consumers understand Australian wine styles and production methods and their brand stories is a key requisite for sales success.

##### Speakers include:

- **Cathy Huyghe - Co Founder | Enolytics | Atlanta, United States**
- **Brandon Farrell - Founder | Brilliant Wine Co | Boston, United States**
- **Dave Gerner - AgTech Program Manager | Wine Australia | Adelaide, Australia**
- **Lee McLean - GM Government Relations & External Affairs | Australian Grape & Wine | Canberra, Aus**

*#USmarket #opportunities #storytelling #branding #nichemarketing #advocacy #agtech #adoption*

##### 14:40 - 15:10 | Break & Business Zone Networking

##### 15:10 - 17:15 | The Future Wine Consumer

Consumer preferences are changing in response to external pressures, such as sustainable marketing messages, social responsibility initiatives and a greater focus on health and wellbeing. Younger consumers are more values-driven in their decision making and sensitive to the impact their purchases have on the planet. Beverages are likely to be selected based on occasion rather than tradition and peer to peer recommendations are de rigueur. In this context, future proofing your business depends on understanding and connecting with these consumers - and resellers - on their terms.

##### Speakers include:

- **Angus Hughson - Founder & Publisher | Winepilot & The Vintage Journal | Sydney, Australia**
- **Andrew Shedden - Head of Fine Wine | Endeavour Group | Melbourne, Australia**
- **Dan Sims - Founder & CEO | Revel Global | Melbourne, Australia**
- **Polly Hammond - Founder & CEO | 5forests | Barcelona, Spain**

*#NOLO #sustainability #alternativepackaging #packaging #innovation #millennials #newsegments #winequality #attracting #storytelling #socials #retail #winewriters #reviews #peer #future #trends*



# CONFERENCE PROGRAM

## FUTURE PROOF YOUR WINE BUSINESS!



### DAY 1 - EVENING

#### 19:00 - 22:30 | Conference Dinner

Delegates are invited to dine at Bendigo's oldest winery, Chateau Dore. Enjoy a convivial evening of great local food, entertainment, and Victorian wines. Limited tickets available so book early to secure your seat at the table. Transport will be available from All Seasons Resort Hotel.

### DAY 2 - MORNING | TUESDAY 11 OCTOBER 2022

This is where the rubber hits the road! Three concurrent workshop streams feature nine workshops plus an inspiring keynote presentation and insightful panel session round out the second day's program. Each workshop will feature 2-3 presentations by industry experts, with practical exercises and actionable tools to maximise outcomes.

**Choose a single stream of interest, or mix and match workshops among your team.**

**Stream 1: Growing Trade Sales | Sponsored by Hydra Consulting**

**Stream 2: Customer Engagement & Marketing | Sponsored by WithWine**

**Stream 3: Business Innovation & Technology | Sponsored by Juice Capital**

**08:00 - 08:30 | Business Zone Networking**

**08:30 - 10:00 | Concurrent Workshop Sessions**

#### SESSION A1 DOMESTIC & EXPORT DISTRIBUTION STRATEGIES

#### SESSION A2 CULTIVATING CONNECTION THROUGH EXPERIENCES

#### SESSION A3 MANAGING FOR RAPID GROWTH - TAKING CARE OF BUSINESS

Choosing and managing your distribution channels for maximum return on investment takes more than guesswork and gut feel. Selection will depend on your brand aspirations, available resources, volume levels for each SKU and ability to form relationships with distributors or retailers locally, nationally, and abroad. In this workshop you will develop your own roadmap to distributing successfully through each sales channel and identify which US market might be the most relevant for your brand.

*#distribution #sales #channels #US #USMarket #relationships #retail #trade*

**SPEAKERS:**  
DARREN OEMCKE | HYDRA CONSULTING  
BRANDON FARRELL | BRILLIANT WINE CO

Whether you have a cellar door, wine club or an e-commerce website, offering memorable experiences for guests is essential. Loyal customers buy more often and spend more, so it pays to spend time developing in-person, post-visit and virtual experiences that are both engaging and invite action. This involves understanding what motivates people to seek you out and what captures and holds their attention during the tasting experience. In this workshop you will learn from new research and successful case studies that focus on the guest experience.

*#cellardoor #sales #tourism #ecommerce #website #tastings #experiences #motivation #engagement #UX*

**SPEAKERS:**  
RICHARD OWENS | WITHWINE  
GENEVIEVE D'AMENT | CHARLES STURT UNIVERSITY

Every business needs a sound financial plan to manage the flow of available cash however many businesses don't realise how much of this valuable resource is being wasted. This fast-paced session will focus on key strategies to become market ready, price your product accurately, optimise revenue opportunities, manage resources effectively, simplify business processes using technology and build a profitable future-focused business.

*#profitability #pricing #revenue #costsavings #technology #resources, #marketready #distribution #tourism*

**SPEAKERS:**  
COMING SOON  
TBC

**10:00 - 10:30 | Break & Business Zone Networking**



## FUTURE PROOF YOUR WINE BUSINESS!

### DAY 2 - WORKSHOP PROGRAM | TUESDAY 11 OCTOBER 2022 (CONTINUED)

#### 10:30 - 12:00 | Concurrent Workshop Sessions

##### SESSION B1 ONLINE & ON PREMISE ROUTES TO MARKET

Opportunities are returning for wine producers to renew or begin relationships with restaurateurs or their suppliers. But the impact of extended closures and space restrictions has taken a toll on many venues, which have reduced inventories and wine list selections. Conversely, online retail is booming and while this market may move plenty of volume, it's important to consider profit margins and brand sanctity. In this workshop, learn more about the opportunities for selling wine through these valuable routes to market and walk away with a clear plan.

*#onlinesales #restaurantales #branding #profit #routestomarket #onpremise #online*

##### SPEAKERS

**EWAN PROCTOR | VIVINO**  
**PETER MCATAMNEY | WINE BUSINESS SOLUTIONS**

##### SESSION B2 | ENGAGING CUSTOMERS USING DIGITAL SOLUTIONS

Retaining hard-won customers is essential for securing future sales. It requires a deep level of understanding about what people want and need, information which increasingly relies on digital tools to communicate effectively and efficiently. In a digital world, combining traditional approaches with technology provides the best chance of reaching, engaging, and personalising the customer journey to generate sales and increase profit. In this workshop you'll discover how to market your experiences to local and international audiences and create a customer journey guaranteed to increase sales.

*#winetourism #marketing #sales #automation #customerjourney #experiences #digitalmarketing #ux #ui*

##### SPEAKERS

**GLEN BARRINGTON | REZDY (TBC)**  
**CRYSTELLE TOPOTAN | LAUNCHY.IO**

##### SESSION B3 HARNESSING CUSTOMER DATA TO SELL MORE WINE

You can't manage what you don't measure! The amount of data available to businesses is growing exponentially but harnessing it in a way that is both measurable and actionable is what counts. This practical session will improve your data literacy skills, outline the key metrics associated with DTC sales, wine clubs and your website and show you how to use it. Learn how to locate, extract, and use your own customer data to make better decisions, generate more sales, create loyal long term customers and improve profit margins.

*#DTCsales #wineclub #metrics #e-commerce #dataanalysis #webtools #winetourism #customerexperiences #loyalty #revenue #generation*

##### SPEAKERS

**CATHY HUYGHE | ENOLYTICS**  
**STEPHANIE DUBOUDIN | FOOD & WINE INSIGHTS**

#### 12:00 - 13:00 | Lunch & Business Zone Networking

#### 13:00 - 14:30 | Concurrent Workshop Sessions

##### SESSION C1 COMMUNICATING YOUR BRAND STORY

Do your trade customers know your brand story? What does your wine label convey? What mandates are needed? When you can't speak to your customers in person, you need to be confident the reseller - or your label and packaging - can do the talking for you. In this workshop you'll learn how to communicate your brand story succinctly, reflect your values (and those of your target audience) in your messaging and packaging, comply with national and international regulations, substantiate sustainability claims and use digital tools to engage your trade customers.

*#communication #brandstory #internationaltrade #digitalmarketing #B2Bsales #sustainable packaging #labelling #brandadvocates*

##### SPEAKERS

**ROWENA CURLEWIS | DENOMINATION**  
**POLLY HAMMOND | SFORESTS**

##### SESSION C2 ACTIVATING CELLAR DOOR CUSTOMERS

For many wineries, the cellar door is central to their DTC sales efforts, and a genuine source of direct revenue. Achieving a return on your capital investment and the ongoing human resources required to run a successful venue means leveraging every guest visit. Yet many wineries are leaving money on the table by not capitalising on this often one-time opportunity to turn a visitor into a loyal, long term customer. Learn how to build genuine rapport quickly and easily with your guests, deliver a memorable experience and speak confidently about your wine and tell your brand story.

*#cellardoor #wine tourism #wineclub #DTCsales #visitorenagement #tasting #experience*

##### SPEAKERS

**ROBIN SHAW | VINTUITION**  
**SALLY JOHNSON | WINE & SPIRIT SCHOOL**

##### SESSION C3 ADOPTING SUSTAINABLE PRACTICES

Sustainability means many things, often different for each business. Energy, water, packaging, recycling, waste disposal, production and technology practices should all feature in your sustainability plan. But where do you start? This interactive and practical session will provide guidance on how to embed sustainability into your business now, while planning for future initiatives that will ensure you're reaping the social and financial rewards of becoming a sustainable wine business.

*#sustainability #packaging #energy #water #carbonneutral #technology #tools #pathways #priorities*

##### SPEAKERS & PANELLISTS

**TIM STEAD | AMORIM CORK & WISA MGT**  
**DAN HOWARD | JUICE CAPITAL**  
**TERRY WATERSON | METALPRINT AUS**



### DAY 2 – AFTERNOON | TUESDAY 11 OCTOBER 2022

**14:30 – 14:45 | Mini Break | Return to Main Room**

**14:45 – 15:30 | Building Connection, Momentum & Community**

People are the greatest asset of any successful business so building a culture that makes you a workplace of choice in a tight labour market is essential. Renowned retail strategist and brand innovator, Peta Granger will share lessons in how to build connection, momentum, and community that people want to be part of. Her passion for ethical trade, sustainability, regenerative systems and using business, trade, and profit to create impact will inspire and compel you to take action that guarantees the future of your wine business.

**Speaker:**

- Peta Granger | Retail Strategist & Brand Builder | Melbourne, Australia

**15:30 – 16:00 | Cultivating an Innovative Mindset**

Visionaries are widely acknowledged throughout history as being able to see the future and capitalise on opportunities despite prevailing market forces. But you don't need a crystal ball to develop a future-focused frame of mind that will guide your business growth and help yours become a long-lived successful brand. Find out from successful winery owners what has helped them succeed in becoming super premium niche brands or widely distributed generational labels.

**Panellists:**

- Winery owners TBC

**16:00 – 16:15 | Closing remarks from Sponsors & Hosts**

**16:15 – 17:30 | Regional Wine Showcase**

Wind down and share ideas as you sample wines from local Bendigo and Heathcote winemakers while enjoying scrumptious canapes.

**17:30 Event Concludes**

### DAY 3 – WEDNESDAY 12 OCTOBER 2022

#### OPTIONAL - REGIONAL ROAD TRIPS

Discover the delights of the Bendigo and Heathcote wine regions on one of two regional tours. Hear from local legends, discover award-winning wines, learn about the region's viticultural history, sample gourmet treats throughout the day and learn what makes these regions special.

Wineries are small and places are limited.

**Trip 1:** Bendigo Wineries Adventure

**Trip 2:** Heathcote Wineries Adventure

Buses depart at 8:45am and return to All Seasons Resort Hotel around 5pm.





## CONFERENCE PROGRAM

**FUTURE PROOF YOUR WINE BUSINESS!**



### **TICKETS**

#### **EARLY BIRD DEADLINE 31ST AUGUST 2022**

##### **MEMBERS**

Conference \$500 | Conference Dinner \$150 | Conference & Dinner Package \$640

##### **NON MEMBERS**

Conference \$625 | Conference Dinner \$200 | Conference & Dinner Package \$800

Regional Tour \$200

#### **FULL PRICE DEADLINE 30 SEPTEMBER 2022**

##### **MEMBERS**

Conference \$625 | Conference Dinner \$165 | Conference & Dinner Package \$765

##### **NON MEMBERS**

Conference \$750 | Conference Dinner \$200 | Conference & Dinner Package \$940

Regional Tour \$200

Wine Student Pricing Conference Delegate Ticket Only \$250 (no further discounts)

### **ACCOMMODATION**

Special rates have been arranged at the All Seasons Resort Hotel (conference venue) and Balgownie Estate. To obtain these rates, contact the venues directly by phone and quote WINE INDUSTRY SUPPLIERS ASSOCIATION when making your booking.

Contact details are: **All Seasons Resort Hotel 03 5443 8166 | Balgownie Estate 03 5449 6222.**

The City of Bendigo has arranged other accommodation options along with helpful local information. Visit ([link](#)) for more information.

Wine Industry IMPACT Conference Accommodation - Bendigo & Heathcote ([bendigoregion.com.au](http://bendigoregion.com.au))

WISA recommends you consider taking out travel insurance.

### **TRANSPORT**

Flights into Melbourne with drive to Bendigo of 1 hour 45 minutes or direct to Bendigo via Sydney.

Bus, train, car or carpool from Melbourne Airport

Drive direct from home - estimated drive time on WISA website

### **CHILDCARE OR OTHER ASSISTANCE**

If you require additional services (subject to extra cost) or assistance, contact WISA - [admin@wisa.org.au](mailto:admin@wisa.org.au)

### **STAY AND PLAY**

The Bendigo Winegrowers Association is hosting a series of public events as part of the Bendigo Uncorked Festival, between 1-16 October

For SA delegates with children on school holidays, Bendigo has a diverse range of heritage interests, tourist attractions and nature-based activities to enjoy. Find out more : [tourism@bendigo.vic.gov.au](mailto:tourism@bendigo.vic.gov.au)

### **TRAVEL OPTIONS | TRAVEL AGENT:**

If you require assistance with booking your travel and accommodation please contact our conference travel agent:

#### **Food & Wine Travel**

Travel Manager - Karen Ridge

[karen@foodandwinetravel.com.au](mailto:karen@foodandwinetravel.com.au)

(03) 5021 0087 | [www.foodandwinetravel.com.au](http://www.foodandwinetravel.com.au)



## CONTACTS

**SHIRLEY FRASER | EXECUTIVE OFFICER**  
**EO@WISA.ORG.AU | +61 449 704 409**

**WWW.WISA.ORG.AU**

**NATALIE O'BRIEN | CHIEF EXECUTIVE OFFICER**  
**SECRETARIAT@WINEVICTORIA.ORG.AU | +61 413 009 862**

**GLOBAL VICTORIA**

