

MEDIA RELEASE

Our Ref: T15:0032

7 September 2017

Attention: News Editor

Wine workshop to grow export skills

Great Southern wine and beverage producers have an opportunity to enhance their ability to grow export markets through a workshop supported by the Great Southern Development Commission (GSDC).

The one-day workshop on Friday 15 September features wine export sales and marketing expert Liz Mencil, accompanied by Wine Australia senior analyst Mark Rowley and other representatives from Wine Australia and Austrade.

Ms Mencil, who has more than 20 years' experience in export marketing roles, will lead the delivery of content focused specifically on the Western Australian wine sector, with practical examples and tools for participants to use in their own businesses.

Friday's workshop in Albany will be held at the GSDC offices in Serpentine Road.

The workshop is supported by the GSDC in partnership with Wines of Western Australia and the Great Southern Wine Producers Association.

GSDC Chair Ross Thornton said the workshop could help small to mid-size wine and beverage producers who are considering exporting or who are already exporting but looking to enhance their export activity.

"Great Southern wines are widely recognised and awarded for their superb quality," Mr Thornton said.

"Presenting wonderful wines in a global market takes some special expertise, and it will be well worth the effort for the region's aspiring and growing exporters to develop and enhance their skills through the workshop."

Booking details of the WA Wine Export Workshop series are available at www.eventbrite.com.au through a search for WA Wine Export Workshops.

Media contact: Bruce Manning, ph. 9842 4888



Building partnerships for regional prosperity