



Surviving to Thriving

Friday, 23 October
Sanctuary Golf Resort
Old Coast Road, Bunbury



OUTLOOK'09 Conference Program

Welcome Message

John Griffiths
President, WIAWA

It is a pleasure to invite members and industry colleagues to attend our 2009 Outlook Conference. The Association has taken up the challenge to respond to the current issues facing the industry and look at how we build and grow for the future. "Surviving to Thriving", the theme of the Conference, sets the scene on where we are and what we need to do to improve and increase the value of the industry in the next few years. It is a tough time in the industry right now, but we need to be looking over the horizon and laying foundations now for future growth. We need to seek new ideas and opportunities

Why You Should Attend

- To hear stimulating speakers to inspire your thinking
- To hear current trends and directions for the industry
- To take part in technical, marketing and regulation workshop sessions
- To understand how you can be better prepared for the future
- To connect with other professionals in your industry

Who Should Attend

- Producers
- Wine grape growers
- Winemakers
- Wine marketers
- Suppliers & Services
- Technical & Administrative staff

Breakout Sessions to Develop Your Knowledge

In the afternoon, there are three workshops streams for delegates to enhance their knowledge and participate in their choice of topics. Three parallel times are set, so delegates can move from one session to another, swapping streams according to needs and requirements.

8.45am Registration and Coffee

9.15am	Welcome & Introduction <i>A Preview of the day and overview of the Wine Industry</i>	John Griffiths, President WIAWA & MC Gerry Gannon
9.25am	Official Opening <i>The Government's perspective of the Wine Industry</i>	Hon Terry Redman MLA, Minister for Agriculture & Food
9.35am	Keynote Address - Surviving to Thriving <i>Breaking out of the economic gloom and building for the future</i>	Phil Sexton, Proprietor, Giants Steps / Innocent Bystander
10.10am	Future Marketing <i>Using and understanding new media to market your business</i>	Kammi Rapsey, Principal, Media on Mars

10.45am Morning Tea & Exhibition Access

11.15am	Managing in a Crisis <i>Setbacks and solutions in making your vineyard or business successful</i>	Andrew Kay, Managing Director, Wirra Wirra Vineyard
11.50pm	Marketing Strategies for the Industry <i>Market development opportunities</i>	Paul Henry, Australian Wine & Brandy Corporation
12.05pm	Supply and Demand - Issues & Influences <i>An update and national outlook for the Wine Industry</i>	Lawrie Stanford, Australian Wine & Brandy Corporation
12.25pm	From the Outside - A View from the Street <i>A frank look at the industry from a consumers point of view</i>	Steve Heller, Director, RW & S Western Australia
12.50pm	Insight into Afternoon Sessions	MC Gerry Gannon

1.00pm Lunch & Exhibition Access

	Technical Sessions <i>Presented by The Chemistry Centre</i>	Marketing Sessions	Regulation Sessions
2.00pm	<input type="checkbox"/> Environmental Assurance Kirsten Skraha <i>2009 WA RIRDC Rural Women's Award</i> Alex Wright <i>Voyager Estate Wines</i>	<input type="checkbox"/> Wine Branding Overseas Ida Pereira, <i>Griffith Hack</i> Funding Your Export Marketing Philip Litton, <i>Export Solutions</i>	<input type="checkbox"/> Taxation Review Stephen Strachan <i>Winemakers Federation of Australia</i>
2.30pm	<input type="checkbox"/> Water Reform Mark Gibberd <i>Curtin University of Technology</i>	<input type="checkbox"/> Cashing in on Wine Tourism Kate Lamont <i>Tourism WA</i>	<input type="checkbox"/> New Industry & IR Awards Gerda Musikanth <i>Chamber of Commerce & Industry</i>
3.00pm	<input type="checkbox"/> Varietals for Tomorrow Glynn Ward <i>Department of Agriculture & Food</i> Jim Campbell-Clause <i>AHA Viticulture</i>	<input type="checkbox"/> Innovate for Success Phil Sexton <i>Giants Steps / Innocent Bystander</i> Andrew Kay <i>Wirra Wirra Vineyard</i>	<input type="checkbox"/> Future Industry Andrew Cheesman <i>Australian Wine & Brandy Corporation</i> Stephen Strachan <i>Winemakers Federation of Australia</i>

3.30pm Afternoon Tea and Exhibition Access

3.55pm	Panel Session <i>An Open Forum</i> <i>Looking at Directions & Insights for 2010</i>	Guest panellists Phil Sexton Stephen Strachan Kate Lamont	Andrew Kay John Harvey Mark Gibberd	Andrew Cheesman
4.55pm	Summary & Close	John Griffiths, President WIAWA & MC, Gerry Gannon		

5.10pm Post Conference Function – Happy Hour

Presented by
Wine Industry Association of Western Australia
Level 1, 22 Prowse Street, West Perth
Phone: (08) 9226 1188
www.winewa.asn.au

Conference Organiser
CMS Events
PO Box 485, Mt Lawley 6929
Western Australia
P: (08) 9228 9166 F: (08) 9228 9766
E: richard@cmsevents.com.au

