



## Adding value to business

Some of Australia's top wine personnel will impart their knowledge to those attending the Queensland Wine Business Conference in Toowoomba (25-26 July).

Queensland's Minister for Tourism, Fair Trading, and Wine Industry, Margaret Keech, said the Queensland industry had gone from strength to strength.

"Its expansion brings more opportunities and challenges to our grapegrowers and winemakers, creating the need for business innovation and forward planning.

"The conference, which is being hosted by the Queensland Government, will offer a diverse and experienced group of wine, food and tourism experts to discuss the opportunities and challenges in today's environment and how the Queensland industry can equip itself for a prosperous future in the long and the short term," said Keech.

On the first day of the conference one of the main segments is wine tourism. Winemakers' Federation of Australia tourism development director Robin Shaw, Shane O'Reilly (O'Reilly's Guest House and Canungra Valley Vineyards) and James Corvan (Tourism Queensland) will be the presenters.

Wine and food is also scheduled for discussion with Ian Hollick (Hollick Wines, South Australia), Alistair Roberts (Tukka Restaurant) and Richard Bowly (Fire and Ice Restaurant).

The wine business segment (practical tools on getting started, and industry trends) is being covered by Barbara Gracey (Dreamworld), Peter Sheehan (BDO Kendalls) and Gary Anderson (Tucker Creative).

Also scheduled for discussion during the two-day conference will be cellar door operations, winery and regional branding, wholesale sales, making money out of email, and technical issues.