



1. Are you a producer or regional association?

- Producer Regional Association

2. What wine region(s) are you from or do you represent?

- | | |
|---|---|
| <input type="checkbox"/> Margaret River | <input type="checkbox"/> Swan Districts |
| <input type="checkbox"/> Great Southern | <input type="checkbox"/> Perth Hills |
| <input type="checkbox"/> Geographe | <input type="checkbox"/> Peel |
| <input type="checkbox"/> Blackwood Valley | <input type="checkbox"/> Central WA |
| <input type="checkbox"/> Southern Forests | <input type="checkbox"/> Other _____ |

3. What is your 9L case equivalent production?

- | | |
|--|---|
| <input type="checkbox"/> This does not apply to me | <input type="checkbox"/> 10,001-50,000 cases |
| <input type="checkbox"/> 2,000 cases or less | <input type="checkbox"/> 50,001-100,000 cases |
| <input type="checkbox"/> 2,001-5,000 cases | <input type="checkbox"/> 100,000+ cases |
| <input type="checkbox"/> 5,001-10,000 cases | |

4. Are you currently exporting?

- Not applicable Yes No

5. If you are exporting, what markets do you have established distribution/sales in?

- | | | |
|---|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Not applicable | <input type="checkbox"/> France | <input type="checkbox"/> Denmark |
| <input type="checkbox"/> UK | <input type="checkbox"/> Hong Kong | <input type="checkbox"/> Indonesia |
| <input type="checkbox"/> China | <input type="checkbox"/> Thailand | <input type="checkbox"/> Sweden |
| <input type="checkbox"/> USA | <input type="checkbox"/> Japan | <input type="checkbox"/> South Korea |
| <input type="checkbox"/> Singapore | <input type="checkbox"/> New Zealand | <input type="checkbox"/> Other |
| <input type="checkbox"/> Canada | <input type="checkbox"/> Malaysia | _____ |

6. What markets do you have specific interest in? (select your top 3)

- | | | |
|---|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Not applicable | <input type="checkbox"/> France | <input type="checkbox"/> Denmark |
| <input type="checkbox"/> UK | <input type="checkbox"/> Hong Kong | <input type="checkbox"/> Indonesia |
| <input type="checkbox"/> China | <input type="checkbox"/> Thailand | <input type="checkbox"/> Sweden |
| <input type="checkbox"/> USA | <input type="checkbox"/> Japan | <input type="checkbox"/> South Korea |
| <input type="checkbox"/> Singapore | <input type="checkbox"/> New Zealand | <input type="checkbox"/> Other |
| <input type="checkbox"/> Canada | <input type="checkbox"/> Malaysia | _____ |

7. What sales channels do you have specific interest in? (select up to 5)

- | | |
|---|---|
| <input type="checkbox"/> Direct to Consumer (wine clubs and cellar door) | <input type="checkbox"/> Off-Premise Independents |
| <input type="checkbox"/> VIP Resellers | <input type="checkbox"/> Off-Premise Chains (Speciality) |
| <input type="checkbox"/> eCommerce | <input type="checkbox"/> Off-Premise Chains (Supermarket/Hypermarket/Convenience) |
| <input type="checkbox"/> Monopoly Buyers | <input type="checkbox"/> On-Premise Independents |
| <input type="checkbox"/> Travel Channels (Duty Free, Cruise-ships, Airlines, etc) | <input type="checkbox"/> On-Premise Chains |
| <input type="checkbox"/> In-market Distributor Partner | <input type="checkbox"/> Other _____ |

8. What collaborative market development activities most interest you? (select up to 5)

- | | |
|---|--|
| <input type="checkbox"/> Tradeshows | <input type="checkbox"/> Development of Marketing and Sales Assets |
| <input type="checkbox"/> Regional Roadshows | <input type="checkbox"/> Shared eCommerce Platforms |
| <input type="checkbox"/> In-bound Trade and Media Visits | <input type="checkbox"/> Shared Logistics Platforms |
| <input type="checkbox"/> Tastings/Masterclasses (in-person & virtual) | <input type="checkbox"/> Shared Marketing and Sales Platforms |
| <input type="checkbox"/> Retail Activations | <input type="checkbox"/> Market Entry Programs |
| <input type="checkbox"/> Influencer Engagement | <input type="checkbox"/> Distributor Matching |
| <input type="checkbox"/> Social Media Campaigns | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Consumer Education | |

I am willing to be a part of the WA Wines to the World Program and financially contribute to the program should the objectives, activations and target markets meet my exporting endeavours.

Name: _____
Company: _____
Email: _____
Date: _____

9. Estimated annual financial contribution to exporting activities through the WA Wines to the World Program

- | | |
|--|---|
| <input type="checkbox"/> Up to \$5,000 | <input type="checkbox"/> \$20,001-\$50,000 |
| <input type="checkbox"/> \$5,001-\$10,000 | <input type="checkbox"/> More than \$50,001 |
| <input type="checkbox"/> \$10,001-\$20,000 | |

Signature: _____

Thank you for taking part. Your response will help us shape the direction of the WA Wines to the World Program. For further information visit <https://winewa.asn.au/> or contact Liz Mencil on liz@hydraconsulting.com.au.

