



## **WA Wines to the World - FAQ's**

### **1 How does this benefit me?**

The design of this program is a 50/50 contribution from the WA State Government and industry. This means that producers achieve a doubling of their available funds under agreed program activities. They may choose to collaborate with other producers through regional associations or other collaborative efforts. Those decisions will be made by participants.

### **2 How do I get involved?**

We need producers to make written financial commitments to the program. Those that commit by February 2021 will become the decision-makers regarding markets and channels. Others will be able to join after that, but some decisions will have been finalised.

This project provides a fantastic opportunity to be a part of the next exciting stage of our sector's export potential.

### **3 Which Markets is this program targeting?**

Part of the process of the program is to help identify the markets that the participating producers and regions wish to target. To support this, we will be preparing an initial review of markets and channels for the participants to comment on and add to by February 2021.

We do expect that the likely targets will be selected from USA, Canada, UK and East Asia (namely Japan, South Korea, Singapore, Malaysia, Thailand, Vietnam).

We are also focusing on channels within these markets, including segmented traditional on-trade and off-trade models, DTR (direct to retailer) and various DTC (direct to consumer) options, including online marketplaces, online clubs, influencers and Key Opinion Leaders.

We have also been asked which markets can take the volume from China, and the short answer is the UK and the USA with appropriate effort.

### **4 Will other resources be utilised?**

Yes. We expect to be utilising a range of existing resources and capability from Wine Australia, Austrade, DPIRD and the Australian Government more broadly and to explore service provider partnerships. We are actively tracking Wine Australia and Australian Grape and Wine responses to the current crisis with the China market and have been liaising with DPIRD and Wine Australia on leveraging their existing capabilities and capacity. We are also talking to suppliers about what is possible in partnering to deliver supply chain efficiencies and delivering alternative distribution models.

We will be reviewing additional funding on an ongoing basis.

## **5 Does China have a place in this program?**

As China has become a difficult trade partner in the short-term, it is considered unlikely that China would be considered by the participants to be the right market for this program. However, this is a 5-year program and this decision will be up to the participants.

## **6 How will WA Wines to the World identify markets?**

A market identification process has commenced. Hydra Consulting are currently preparing a high-level analysis of markets and a bottom-up review of channels in several high potential markets. The process and the best of the identified options will be documented and presented to the industry in early 2021. The selection of markets and channels will be finalised in consultation with participants. It is expected that this will involve a mix of traditional and new channel models.

## **7 What if the program is not targeting the same markets as I am?**

Right now is the time to roll your sleeves up and get involved and influence the program.

You should follow your own path in export market development. But through the process of selecting markets for this program, you may find that the markets picked by the industry work for you. And of course, there are huge savings and great leverage in making an impact on a market together. Sometimes going it alone works well but often shared costs and resources and a collaborative entry increase everyone's chances of success.

## **8 How can producers of different sizes benefit from this program?**

The program will benefit those businesses that participate in it as they will be influencing the design. The market entry models will be established to enable both large and small producers. As the new market entry activities will be telling Western Australian stories, a diverse portfolio of products and stories will increase the overall effectiveness of the program. It is expected that there will be channels and approaches that are more suited to large or small producers and others that support the ambitions of both at the same time.

## **9 Will this benefit existing or new exporters?**

The program objectives are to increase volume, increase value and to increase the number of exporters. As a result, and depending on the mix of participants, some activities may benefit new market entrants, other activities will benefit producers that wish to penetrate existing markets more deeply and some may benefit both. The major constraint will be resources.

## **10 Can we create messaging that will benefit all participants?**

We expect to have participants that are both small and large volume as well as participants that are established as well as new exporters. We will also need to represent multiple price points and multiple regions.

Messaging will be targeted on the basis of market and specific channels, some of which are expected involve the whole range of WA producers. This can be achieved. The major constraint will be resources.



Different messaging and programs for activation of trade and consumers will also need to be developed.

#### **11 Is this for the state, regions or producers?**

The simple answer is that this program will provide opportunities at all levels. How we choose to articulate our state, regional and producer benefits will be dependent on specific activities.

We anticipate that regions will have some strong ideas and show some leadership in initiatives. Similarly, we expect that individual producers will do the same. So, some top-down and some bottom-up needs will be identified and addressed as we develop the range of activities that will be undertaken.

#### **12 Why is being part of this better than going it alone?**

When you go it alone, everything is up to you. When you go in collaboration the energy to tell stories and maintain a consistent level of activity in marketing is all enhanced. When someone else does a tasting or market visit, they are reinforcing WA wine regions as well as their own brand and maintaining a collaborative presence in the market.

#### **13 What regions and varietals or blends are being considered?**

It will be up to the participants which regions and which varietals and blends are involved in the program. These decisions will also be informed by data to the greatest extent possible.

#### **14 Are there going to be collaborative paths to market (e.g. shared logistics and arrangements)?**

These are likely to be put forward. Part of the engagement of Hydra Consulting is the assessment of markets and market opportunities. This will include looking at specific channel opportunities that may require enabling collaborative action, support or shared infrastructure.

Hydra have already been undertaking development of a range of paths to market over 2020 (as markets have been shifting in response to COVID). Having product and samples available in market is a precursor to being able to establish distribution, so a focus of creating opportunities to land small volumes of product is considered likely to be prioritised by the participants.

#### **15 Managing exporting through COVID-19 – virtual travelling**

Virtual travelling and virtual tastings are part of our lives for at least a while yet, potentially permanently. Research on virtual promotions has shown that a sense of excitement and exploration is critical. Multiple presenters and stories work well, garner interest and create more satisfying experiences. In addition, active chat and social support is critical in addition to the talking heads on the live feed. More participants means more energy and more capability to make virtual really work.

#### **16 What sales channels are we targeting?**

The target sales channels will be decided by the participants. We are currently preparing channel options for consideration. These will vary by market, but any channel you can imagine will be actively considered.



**17 What is the balance between brand building and sales expected to be**

We expect that the producers and regions involved in the project will be strongly biased towards sales actions over brand building. Generating sales will involve direct action marketing, but at this stage is not expected to involve above-the-line brand activities like major events or development of significant advertisements.

Direct action marketing could potentially include supporting sales platforms, modest events such as retail activations, trade/media visits, tasting events and participation at trade shows and development of marketing/sales assets such as brochures, posters and talkers to support these.

**18 How does this program relate to wine tourism?**

Wine tourism is intricately linked to wine sales. International fulfillment, although difficult, will be actively considered in the program. Utilisation of tourism assets in trade activations will be actively considered. In the capability building, resources will be provided to support producers in making their tourism options more visible, supporting the overall brand proposition.

We are also anticipating that a combined activation of in-bound tourism will be a feature of in-market packaged wine marketing and promotion activities. This is being actively examined.

**19 Is this a new branding initiative?**

This is not a new branding initiative; it is an export sales focused program. WA Wines to the World is a program title, not a new branding activity.

**20 Will you engage with advisors from Austrade and WA Overseas Offices?**

Yes, we will. This is commencing.

**21 How much will it cost?**

The cost could be from a modest amount to a very substantial amount as it will be based on participation in particular activities. We envisage some very substantial activities will be agreed to by participants, as well as some relatively simple ones as well.

**22 How can producers or regions get involved?**

All you need to do is email Liz Mencil on [liz@hydraconsulting.com.au](mailto:liz@hydraconsulting.com.au) and she will get you started.

