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14 November, 2016



\$50k funding boost secured for Victoria's High Country wineries

Wineries across Victoria's High Country will benefit from a \$50,000 State Government Wine Growth Fund grant secured by Tourism North East, announced today by the Member for Northern Victoria, Jaclyn Symes MLC.

The funding will enable Tourism North East, in partnership with member councils and the six wine regions of the High Country, to undertake extensive research into consumer trends and behaviours around winery and cellar door tourism.

The project, already underway and continuing throughout 2017, will involve all 84 operating cellar doors region-wide and provide much-needed insights and education within the sector to ensure the ongoing strength of the High Country's wine industry.

The \$50,000 grant to TNE is on top of a total of \$234,000 awarded to a number of individual High Country wineries to support a range of initiatives including export, infrastructure, marketing and research.

"The Wine Growth Fund has acknowledged the importance of the winery sector to the High Country by awarding 13 different business in this region with grant funding as part of this program," said Amber Gardner, CEO of Tourism North East. "Tourism North East is included in this number, securing \$50k towards a \$100k project that will deliver market insights that are key in driving innovation and growth in High Country winery tourism, informing future product and infrastructure development and regional marketing efforts."

"This latest announcement means that in the last fortnight, Tourism North East has secured \$640k in grant funding to progress strategic regional tourism efforts, which is a great achievement for both the organisation and for the region."

Amber Gardner is available for interview.

Please Contact Tourism North East PR Manager, Sue Couttie, to arrange.

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