



# Australian Grape & Wine Industry Briefing

Please join Australian Grape & Wine for its annual industry briefing.

**Tuesday 20 July 2021**

Live stream on Facebook

- 10.00 am Welcome (Sandy Clark, Chairman, Australian Grape & Wine)
- 10.10 am Setting the scene: behind the scenes of advocacy in federal politics (Philip Coorey, Australian Financial Review)
- 10.30 am The Australian wine sector: predicting and crafting the future we want through advocacy (Tony Battaglene, CEO, Australian Grape & Wine)
- 10.50 am Brand Australia: marketing Australian wine in the new world (Mary Hamilton, Hugh Hamilton Wines)
- 11.25 am Climate change: why farmers need to plan now (Chris Auricht, Managing Director, Auricht Projects)
- 11.45 am Australian wine: the state of play for Australian grape and wine businesses post China fallout (Tim Mabelson, Partner, KPMG Australia)
- 12.05 pm What's new with today's consumer and is wine keeping up with the trend? (Alison Sinclair and Leigh Firkin, Consumer Insights, Endeavour Drinks Group)
- 12.25 pm The role of innovation in transforming the grape and wine sector of the future (Michele Allan, Chair, Wine Australia)
- 12.45 pm Questions
- 1.00 pm Close

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