



Australian Government

Wine Australia

24 May 2024

Mr Alex Pentland

By email: foi+request-11362-bc10382e@righttoknow.org.au

Dear Mr Pentland,

Freedom of Information Request – WA27042024

I refer to your request in accordance with the *Freedom of Information Act 1982* (Cth) (**FOI Act**) of 27 April 2024 for access to the Style Guides/Brand Guides/Writing Guides used by Wine Australia (**FOI Request**).

This letter sets out my decision in relation to your FOI Request. I am an authorised decision-maker under section 23 of the FOI Act.

Decision

In reaching my decision, I referred to the following:

- the terms of the FOI Request;
- documents relevant to the FOI Request;
- the FOI Act;
- guidelines published by the OAIC Guidelines under section 93A of the FOI Act; and
- consultation responses from third parties consulted in accordance with the FOI Act.

As set out at **Annexure A**, I have identified documents that fall within the scope of the FOI Request. My decision in relation to each of the documents is summarised in the table contained in **Annexure A**.

The documents to which I have granted access are included as **Annexure B**.

Your review rights

If you are dissatisfied with my decision, you may apply for an internal review, or for a review by the Information Commissioner as set out below.

Internal review

Under section 54 of the FOI Act, you may apply in writing to Wine Australia for an internal review of my decision. The internal review application must be made within



Australian Government

Wine Australia

30 days of the date of this letter. Where possible, please attach reasons why you believe review of the decision is necessary. The internal review will be carried out by another officer within 30 days.

Information Commissioner review

Under section 54L of the FOI Act, you may apply to the Australian Information Commissioner to review my decision. An application for review by the Information Commissioner must be made in writing within 60 days of the date of this letter, and be lodged in one of the following ways:

- online: oaic.gov.au
- email: foidr@oaic.gov.au
- post: GPO Box 5218 Sydney 2001

More information about the Information Commissioner review is available on the OAIC website.

FOI Complaints

If you are unhappy with the way we have handled your FOI Request or wish to discuss the decision with me, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Ned Hewitson'.

Ned Hewitson

Authorised Decision Maker under the FOI Act
Wine Australia
ned.hewitson@wineaustralia.com
0499 742 851

Encl. Annexures A and B (as above).

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Australian Government

Wine Australia

Annexure A

Doc. #	Date	Size	Description	Decision on access	Exemption (FOI Act)
1	2016	53 pages	Document containing Wine Australia's: <ul style="list-style-type: none">· Brand guidelines;· Brand strategy;· Logo guidelines;· Colour guidelines;· Typography guidelines;· Photography guidelines;· Illustration guidelines;· Writing guidelines; and· Exhibition guidelines.	Access granted	N/A



Australian Government

Wine Australia

Annexure B

Annexure B commences on the following page.

Wine
Australia

for

Australian

Wine

Brand
guidelines

Wine

Australia

for

Australian

Wine

Brand
strategy

Brand idea

Fine wine
intelligence

Brand Strategy

At Wine Australia we believe that no other country on Earth has our combination of:

- Raw Talent and enthusiasm.
- Range of terroirs.
- Technical know-how and quality assurance processes.
- Purity of environments and potential for sustainability.
- New-world optimism and innovation

Given this, we can—and should—lead the world in innovative wine thinking, production and marketing excellence.

This is why Wine Australia is going to set-up every Australian grower and winery for long-term global success by arming them with the information and tools they need to continually prove our fine-wine credentials, and grow value and price well into the future.

1. Purpose

To make Australia the world thought-leader in fine wine.

To make Australia the world thought-leader in wine:

- Wine Australia exists to set the vision for, and facilitate the movement of the pendulum of 'fine wine thought leadership' from Bordeaux to Australia.
- Wine Australia cannot affect this pendulum swing alone, but can be the enabler.
- Wine Australia needs to set the strategic vision, rally the domestic industry around it, then arm them with the tools and intelligence required to realise it.

2. Values

Consumer-led, transparent and revolutionary.

Consumer-led:

- Connected to culture, needs, appetites and trends.

Transparent:

- Our information and 'strategies for success' must be easy to find, understand, apply, share and interact with.
- As a member-funded organisation, to garner trust and drive relevancy, we must be transparent in how we operate.

Revolutionary:

- We will need to constantly disrupt and challenge ourselves, which requires a revolutionary mindset.

3. Our strategies for success

Evidence-based, market-focused, engineering, informed and accessible.

Our 'strategies for success' should ensure they are:

- Accessible
- Evidence-based
- Consumer-led / market focused
- Engineering / technically informed

We will develop these strategies primarily for Australian growers and wineries, however we must also make and execute one for ourselves - the strategy for selling Australia's 'fine wine credentials' to the international trade.

Brand Strategy

Why we exist

To make Australia the global thought leader of wine.

How we must behave

Consumer and customer-led, transparent and revolutionary.

What we will deliver brilliantly

Strategies and tools for success.

Core brand idea

The fine wine intelligence.

Customer experience

Inspirational.

Like-minded brands

TED, YouTube, Oprah.

Business goal we need to facilitate

Grow value.

Business strategy for reaching that goal

Build a 'fine wine' halo.

Sincere
Reliable
Exciting
Bold
Unique
Honest
Authentic

Premium products are often defined by craftsmanship and attention to detail.

Strong perceptions of Australians as people include the terms 'laid-back' and 'party-loving', which doesn't match with the fine wine perceptions of craftsmanship.

Australians are also seen as 'down-to-earth', 'sincere' and 'honest' – these are qualities that can be used to reinforce ideas of craftsmanship.

Messaging should highlight:

- Strong/risk-taking/confident/innovative
- Craftsmanship
- Authentic – true to self and place

Party-loving
Laid-back
Not serious

The research also shows that if we show ourselves as having qualities that don't resonate with pre-existing perceptions, we lose credibility. For these reasons, we should avoid the use of messages that rely on:

- Sophistication (doesn't match country perception)
- Tradition (owned by Europe)

We should also avoid references to strongly-held Australian stereotypes, like kangaroos, beaches and 'Crocodile Dundee' imagery, to encourage new associations and perceptions.

Craftsmanship
Authenticity
Innovation

Brand Strategy

Part of our evidence-based strategy is engaging with and learning from world-leading research, not only about the growing and making of wine, but also about the communication of Australia's fine wine message.

Perceptions research is based on the concept of 'image' – the pre-conceived idea someone has about people, places or things.

Perceptions about Australia and Australians lead overseas markets to make assumptions about Australia's 'fine wine fit' and their willingness to pay for premium product.

Australia does not currently have any global luxury brands in any category, so we need to change perceptions about our capacity to make a luxury or fine wine product.

If we consistently deliver messages that show the country, the people, the products (particularly food) in a positive light, the fine wine fit will improve.

Wine

Australia

for

Australian

Wine

**Logo
guidelines**

Primary (conversational) Logo

Secondary (short) Logo

Chinese language logo

Logo

Wine
Australia
for
Australian
Wine

Wine
Australia

Wine
Australia
澳大利亚葡萄酒

Wine Australia's logotype is designed to be conversational and can extend to incorporate a wide range of messaging depending on application or audience.

Set type to the following settings prior to resizing proportionally.

Typeface: **GT Walsheim Pro**

Weight: **Medium**

Point Size: **18pt**

Leading: **20pt**

Tracking: **+5**

Conversational logo

The core of our brand is about talking to, and educating on Australian Wine. It's a conversation, and a conversation should be open between many entities. Also like a conversation, the words change, grow and evolve but begin and end with Australian Wine.

To reflect this conversational aspect of our brand, we have a 'conversational' logo, where the words in the logo can change according to context.

Chinese language logo

The conversational nature of the Wine Australia logo can not be reliably translated into Chinese.

For all materials produced in the Chinese market, an alternative logo should be used. This Chinese language logo consists of the short English version plus a translation of the Wine Australia business name.

All the same considerations for treatment of the Chinese logo apply, including clear space and minimum size.

Logo extended — vertical

Wine
Australia
presents
fine
Australian
Wine

Wine
Australia
leading
thought
in fine
Australian
Wine

Wine
Australia
nurtures
future
generations
of
Australian
Wine

Wine
Australia
inspiring
the
world
with
fine
Australia
Wine

Logo extended — horizontal

Wine Australia **on the future of biodynamic** Australian Wine

Logo extended

Wine Australia's logotype is a conversational logo and can be used to communicate a wide variety of messages for different purposes.

The logotype can be extended in a vertical stack, or horizontally depending on application, however copy should be kept short and concise where possible.

In instances where wording becomes too long to fit into the space required, such as a book cover or postcard, the length of the message must be reduced.

Additionally, the Wine Australia logotype must always start with 'Wine Australia' and finish with 'Australian Wine' except when a specific varietal is to be included in the lock-up (see next page).

Logo extended
— with name

Wine
Australia
and
Lisa
McGuigan
for
Australian
Wine

Logo extended
— with region

Wine
Australia
in the
Hunter
Valley
for
Australian
Wine

Logo extended
— with name & region

Wine
Australia
with
Peterson's
in
Mudgee
for
Australian
Wine

Logo partnerships

When Wine Australia works with other Australian wine makers, wine bodies or wine regions, the logotype can extend to incorporate the wine maker's name, company or business, and region in a variety of different ways listed on this page.

Logo extended
— horizontal with wine region

Wine Australia **in the Barossa for fine** Australian Wine

Tone of voice — Do's

Wine
Australia
presents
fine
Australian
Wine

Wine
Australia
leading
thought
in fine
Australian
Wine

Wine
Australia
leading
intelligence
on fine
Australian
Wine

Wine
Australia
providing
insights
on
Australian
Wine

Tone of voice — Specific varietal

Wine
Australia
loves
spring
Australian
Riesling

Wine
Australia
celebrating
fine
Australian
Shiraz

✘
Wine
Australia
is really
good at
Australian
Wine

✘
Wine
Australia
drinking
awesome
Australian
Wine

Tone of voice

The Wine Australia logotype is a conversational logo and can be used to communicate a wide variety of messages to different audiences.

Tone of voice plays an important role in ensuring that what we say is consistent and in keeping with the Wine Australia brand strategy.

In certain instances it may be necessary to have slight variation in the Wine Australia logotype, i.e. at the consumer facing Spring Riesling tasting event. In this instance the word 'Wine' can be replaced with the specific varietal being promoted, in this case, 'Riesling'.

Messaging should always reflect the following keywords:

Fine wine, inspirational, intelligence, refinement, thought-leading, transparent, revolutionary, talented, successful, authoritative, supportive, technology.

Vertical – minimum width

Wine
Australia
for
Australian
Wine



Vertical – maximum width

Wine
Australia
for
Australian
Wine



Horizontal

Wine
Australia
for
Australian
Wine



Logo partnerships

Partner separated logo lock-up:

When the Wine Australia logotype is displayed with partner logos, the following guidelines apply:

When presented vertically or horizontally, clearspace (X) applies to all sides of the Wine Australia logo, in addition to the regular clearspace (Y) outlined on the following page.

The clearspace, X, is determined by the height of the 'A' and 'W' of Wine Australia, and is applied as shown on this page.

When presented vertically, the width of 'Australian' determines the minimum width of partnership logos (ideal for square or tall partner logos) and the width of 'Australian' plus 'X' determines the maximum (ideal for landscape logos).

When presented horizontally, the maximum width of the partner's logo is determined by the height of the Wine Australia logotype, and should not exceed it.

The separation line width is half the width of the 'l' in 'Australia' and its length is determined by the width or height of the Wine Australia logotype plus 'Y'.

Partner logos on Wine Australia branded material



External partner logo – use short version

Wine Australia

Logo partnerships

In instances where Wine Australia are the primary organisers for an event, or in collateral generated for and by Wine Australia, the partnership logo lock-up rule may not apply. In this case, the Wine Australia logotype should be heroed, and all other partner logos should be separated and should feature at a smaller scale proportionally to the Wine Australia logo.

External partner logo:

When Wine Australia provides support or other sponsorship to external organisations, the short version of the logo should be supplied for acknowledgement.

This maximises the available space for recognition of Wine Australia's contribution and provides the simplest option for external designers or partners.

Clearspace and minimum size rules apply and should be supplied with the logo artwork.

The clearspace, Y, is determined by the space between the 'A' and 'W' of Wine Australia, and is applied as shown on the following page.

1. Clear space



2. Placement



Logo placement and clear space

1. Clear space

To ensure the integrity and visibility of the Wine Australia logotype, it is essential to keep it separated from other design elements using these clear space guidelines.

We should always maintain Y space around the logotype, where Y = the leading (space between the lines of text).

2. Placement

To ensure consistency across various forms of communication, the Wine Australia logotype should always be aligned to the left when presented in a vertical stack.

3. Minimum size

To ensure the legibility of the Wine Australia logotype, the minimum width of the word 'Australia' in all formats of logo use should be no smaller than 8.5mm in print or 80pixels in digital.

4. Cropping

In some instances it is ok to crop the logo. Refer to cropping guidelines on the following page.

3. Minimum size

Wine Australia for Australian Wine

Wine Australia



P: 8.5mm
D: 80px

Wine Australia for Australian Wine

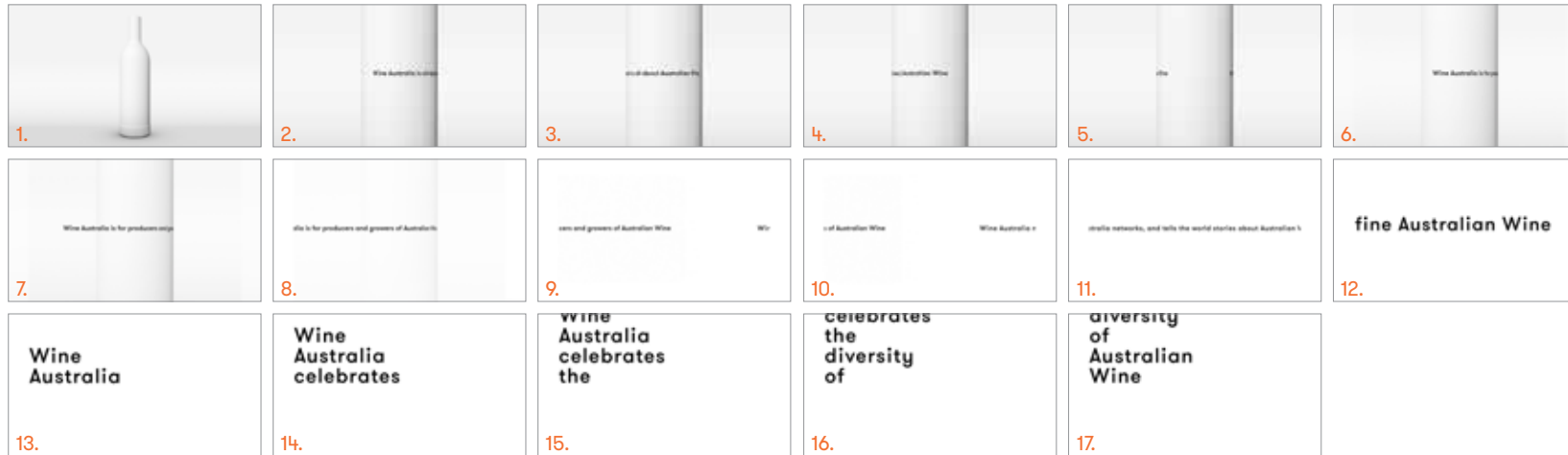
Wine Australia



P: 8.5mm
D: 80px

Logo cropping

1. Visual brand concept, explained



1. The visual brand concept

Here is a storyboard of the video that explains the idea. The core of our brand is about talking to, and educating on Australian Wine. It's a conversation, and a conversation should be open between many entities. With this in mind, the spinning bottle shows the things we are saying, but like a conversation the words change, grow and evolve. Furthermore when you unwrap the text from the bottle it can move in the form of a 'twitter-like' information feed, which is constantly updating.

This moving idea, is what allows us to use the crop when using our design system on print design (or any design that doesn't have the ability to show movement).

2. Digital & moving cropping



Twitter ticker (moving)



Brand video (moving)

3. Printed cropping



Business cards



Invite example

Considerations of how to use cropping

Cropping should only be used in situations that are simple, i.e. a business card or an invite where the crop is simple and encourages interaction from the viewer.

Cropping in digital or moving image is quite natural as it doesn't feel like a crop but more like moving, updating information.

When NOT to use cropping

When the design is complex, i.e. a 30 page brochure would not be the ideal place to use cropping as there would not be a simple way to execute it.

Logo do's and don'ts

1. Stretch the logo



**Wine
Australia**

2. Unusual angle



**Wine
Australia**

3. Incorrect colour



**Wine
Australia**

The Wine Australia logotype and extended logotype should always be displayed as specified in this document.

4. Incorrect typeface



**Wine
Australia**

5. Incorrect alignment



**Wine
Australia**

6. Incorrect spacing



**Wine
Australia**

Wine

Australia

for

Australian

Wine

**Colour
guidelines**

Core Colour Palette



Burnt Orange

R243 G112 B50
#F37032
C0 M70 Y90 K0



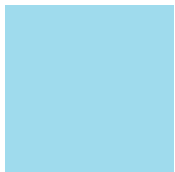
Yellow

R255 G247 B143
#FFF78F
C0 M0 Y55 K0



Deep Green

R0 G132 B102
#008466
C90 M0 Y65 K30



Pale Blue

R159 G219 B237
#9FDBED
C35 M0 Y5 K0

Secondary Colour Palette



Magenta

R197 G93 B157
#C55D9D
C15 M75 Y0 K5



Red

R196 G21 B59
#C4153B
C0 M99 Y68 K20



Pale Green

R197 G222 B146
#C5DE92
C25 M0 Y55 K0



Teal

R88 G197 B199
#58C5C7
C60 M0 Y25 K0



Warm Grey

R192 G185 B169
#C0B9A9
C8 M10 Y20 K20

Colour palette

The Wine Australia brand features a wide range of colours that can be used across all elements of communication.

Use of the brand colour palette is as flexible as our logo, however, should be used with care and restraint to ensure the end result is clear, legible and well designed.

Colour rules

1. Core colour palette



2. Rule of Threes



3. Photography and colour



Our colour palette is flexible like our logotype, however discretion and care should always be used when selecting colours to ensure communication is on brand and legible.

Our core colour palette should always be prioritised when crafting communication, however our extended colour palette is able to be used in certain cases.

The base for all typography should always either be white or black to which an accent colour can be added to create emphasis.

1. Core colours

The above listed colours are Wine Australia's core colours and as such should be used more often than the remaining colours of the primary colour palette.

For instances such as the Spring Riesling Event, where an alternative colour is more suitable (pale green) or when creating a series of four or more documents, other colours from the primary colour palette may be used.

2. Rule of Threes

Using the 'Rule of Threes' means where possible, stick to using a combination of 3 colours or less.

In the examples above you can see how we use the core colours together to create interesting visual combinations that all feel on brand.

3. Photography and colour

When it comes to using photography and colour the general rule that applies is, the busier the photography the less colour it should have applied to it.

The above portrait of the young woman is a simple image with little clutter, therefore we can use more colour. The image on the right however, is quite busy, so by using only white, we are able to ensure our message stands out.

1. Multiple colours on a photographic image



2. Single colour and black on a neutral background



3. Black and white logo on a brand colour background



Colour palette applied

Colour can be used to assist the interpretation of Wine Australia's design across different communications.

Colour should compliment the strategy, design and tone of voice set out in this document.

1. Ensure colours are legible on a busy background



2. Pale colours such as yellow should be used on darker backgrounds



2. Ensure colours compliment each other when used together



Wine

Australia

for

Australian

Wine

Typography
guidelines

1. Primary typeface

GT Walsheim Pro Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

GT Walsheim Pro Medium Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

GT Walsheim Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

GT Walsheim Pro Regular Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

2. Secondary typeface

GT Sectra Fine Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

GT Sectra Fine Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

3. Default typefaces

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Example

Wine Australia ¹

presents fine

Australian Wine

²

Olore velit earupti aspero dolup-
taest, ent laborios repero modi
namus. Evenim incientis cone
lit faces quidebleTectem que la
cus duciis nis ad ut dolorrym
sum faccus et que autas entiaep
udiatisqui debitat vendelita.

Olore velit
earupti aspero
dolup vitat et
dolecer natur

³

nis molorerit quo te verspedit ad
molorerion res quisque volupta
poresci psaeceped ulpa volup-
tusda voloremepores consed un-
todi alistio. As sequiantem quisit
laut utem volut faccupitur, cum
at minctus as porum quianti on-
sequaepe sitias as et aut ea vel
minus alita quam quiaie si andi.

vendit, quia volo volupta

⁴

- ¹ GT Walsheim Pro Medium
Used in our brand statement and as headline
- ² GT Walsheim Pro Regular
Used as the main bodycopy
- ³ GT Sectra Fine Bold
Used as a side note or potential caption
- ⁴ GT Walsheim Pro Medium
Used as a caption or potentially a footer

Typefaces

The typefaces 'GT Walsheim Pro' and 'GT Sectra Fine' have been selected for use by Wine Australia for all brand or marketing communication produced by design staff.

1. Primary Typeface

GT Walsheim Pro is the typeface we use for our logotype and statement messaging, and should be used for body copy (e.g. this document).

2. Secondary Typeface

GT Sectra Display is used sparingly to create variety while typesetting and can be used for headlines, pull-quotes, annotations or wherever appropriate. Its use will be limited to design applications.

3. Default Typeface

For Office applications and corporate templates, Walsheim should be substituted with Arial.

Typography

All extended text should make reference to the Wine Australia writing guidelines, which provide some guidelines on typography. Of particular note is styles related to numbers, dashes and punctuation.

China – Noto Sans SC

澳大利亚葡萄酒大师班—
历史传承和演变发展

澳大利亚葡萄酒大师班—
历史传承和演变发展



Example of Chinese typesetting

Japan – Noto Sans JP

オーストラリアワイン
グランドテイasting

オーストラリアワイン
グランドテイasting



Example of Japanese typesetting

Korea – Noto Sans KR

호주 와인 연례 시음회

호주 와인 연례 시음회



Example of Korean typesetting

Typefaces – non-latin

When producing material for markets with languages that do not use the latin script, fonts other than GT Walsheim will need to be used.

Considering the extent of material designed for the Chinese market in particular, we need a consistent approach to Chinese typography that matches our typography in English.

Noto Sans CJK (part of the larger multi-language Google Noto Fonts project) is a freely available cross-platform typeface for Simplified Chinese (SC) that meets these requirements.

Although Noto Sans also contains characters for Korean and Japanese, some characters are unsuitable for Japanese typesetting. Kozuka Gothic has been chosen for typesetting text in Japanese.

Medium and Regular weights of both these typefaces are available.

Note that in non-Latin contexts, some characters, especially numbers, still display as Latin characters. These should be set in GT Walsheim in all instances.

Wine

Australia

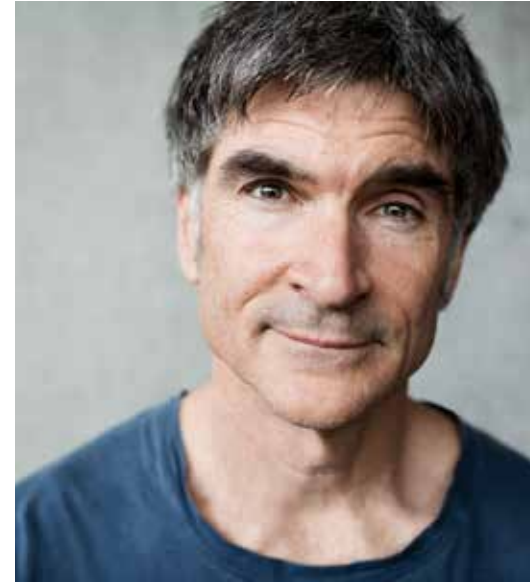
for

Australian

Wine

**Photography
guidelines**

Photography – people



In keeping with the Wine Australia brand strategy, all photography should communicate Wine Australia's positioning as thought leaders, innovators and inspirers of the new fine Australian wine.

Portrait photography should show real winemakers and industry personalities in real scenarios and settings.

Photography should communicate the thought, intelligence and experience of the subjects while avoiding clichés.

Areas for development

We need to grow our photography assets to have more resources available. There is still potential to increase the amount of:

- environmental photography
- winemakers 'doing'
- people and objects in context
- event photography
- wine in a fine food/dining context



Photography – location



In keeping with the Wine Australia brand strategy, all photography should communicate Wine Australia's positioning as thought leaders, innovators and inspirers of the new fine Australian wine.

Location photography should communicate class, technology, heritage and intelligence without dipping into cliché territory. All settings should feel natural and real.



Photography event



When documenting and promoting Wine Australia events, the following should apply:

- Avoid clichés.
- Take people out of context where possible by getting the subject into a simpler, clearer setting.
- Try to keep shots uncluttered and as simple as possible.
- Capture the spirit and energy of the event, remembering that it will usually be a gathering of industry professionals, not a 'party'.
- Look to the other photographic style references to help guide you.

Event locations should be scouted beforehand. This will help to establish:

- a general understanding of the space
 - potential lighting issues, with the aim of providing solutions to overcome these issues
 - areas and/or backdrops where portrait shots can be taken.
-

Photography event shot list



Event setup



Presenter



Key influencers



Preferred shot list for masterclass or other trade events are as follows:

- Setup of the room
- Presenter(s)
- Influencer(s) / key audience members
- The event in progress
- Featured wines, ensuring the label is shown clearly
- If food is served, show in context with wine or paired with wine

Other guidelines to remember:

- When featuring people, focus on wine sector stakeholders (growers, makers, trade) and minimise shots of Wine Australia staff
- All shots should be sharp/in focus and with natural or good lighting.



Featured wines



Event in progress



Food in context



Photography don'ts



Displayed on this page are examples of photography that should be avoided.

Examples of such photography include obvious and cliché depictions of wine, wine paraphernalia, vineyards, wine pouring, wine culture and Australiana.

When photographing the setup of events, do not show back-of-house or behind-the-scenes activities.



Videography and motion graphics



On-screen typography



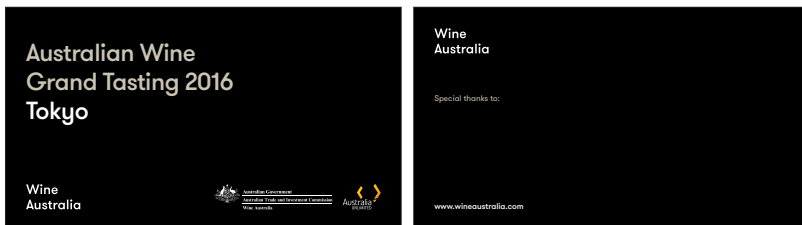
Guidelines for video footage should broadly follow the same guidelines as for still photography, with reference to visual style, mood and tone.

All videography should communicate Wine Australia's positioning as thought leaders, innovators and inspirers of the new fine Australian wine.

Location videography should communicate class, technology, heritage and intelligence without dipping into cliché territory. All settings should feel natural and real.

Typography used as overlays in video footage should also be within brand guidelines, using variations in positioning, opacity or weight to accompany the style of the video.

Acknowledgement screens or end cards should use a consistent format, following guidelines for partner logos and typography.



Acknowledgements / End cards



Captioning and subtitles

Wine

Australia

for

Australian

Wine

**Illustration
guidelines**

Illustration examples



Icon examples

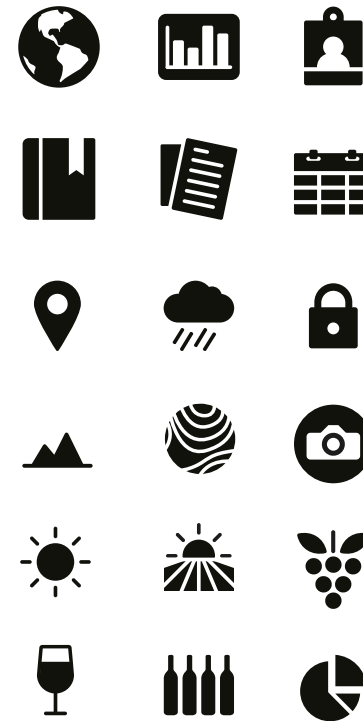


Illustration guidelines

In keeping with the Wine Australia brand strategy, all illustrations should communicate Wine Australia's positioning as thought leaders, innovators and inspirers of the new fine Australian wine.

Illustrations should reflect the same stylistic values as the brand photography, being modern, clean, not overly stylised and consistent in approach. They are mostly used to support statistical information in the form of infographics or to convey conceptual meaning where photography is not suitable.

A flat geometric style is used, with a small amount of shading and limited use of perspective. Shapes are mostly simplified to geometric forms, although the complete illustrations should retain some degree of complexity.

Colours from the brand palette should be used, with tints of those colours used for shading effects.

Icons required for digital platforms have been developed following similar principles.

Wine

Australia

for

Australian

Wine

**Writing
guidelines**

Writing style guide

As a business, our reputation is formed by what we say, what we do and most importantly, how we do it. Our communications support and reinforce our values:

- integrity
- trust
- creativity
- be commercial, and
- conviviality.

This guide outlines how to write formal written communications and documents for Wine Australia, such as emails, letters, reports and magazine articles, so that our tone of voice and our writing style are consistent across the business.

This guide is intended to support your written communications, to make collaborating with colleagues on shared documents more efficient, and to underpin consistent, compelling communications of a high standard.

Executive summary

1. Before you start writing, ask yourself two questions: 'Who am I writing for?' and 'What do I want them to do next?'
2. Use the template – the spacing and styles are already set up.
3. When you write, try to be clear, simple, direct and friendly.
4. Only use capitals to start sentences and for proper names. Proper names represent a particular thing or event, such as Shiraz or Australia Day Tasting.
5. Apostrophes are **only** to:
 - a. show where letters have been omitted (e.g. don't for do not, we'll for we will)
 - b. express ownership (Nick's computer, the winemaker's bottle).
6. Read over what you've written – or get a colleague to review it – to make sure that your message is clear.

If you have a question about language, format, editing or layout, ask someone in Corporate Affairs (communications@wineaustralia.com) – we're here to help.

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-

1. Before you start writing

To make your writing as effective as possible, consider these questions before you begin writing:

- Why am I writing?
- Who is my audience?
- What am I trying to achieve? (What do I want my audience to do?)
- Which is the best format through which to communicate my message and reach my audience (e.g. media release, email, report, newsletter, presentation)?

2. Written tone of voice

Think of our written tone of voice, that is how our business would sound if it were a person.

- Use a conversational rather than formal tone; we want our communications to be professional but also clear, simple and direct. Keep in mind who our audience is and how you would speak to them in person.
- Write external communications in the first person plural (we, our) after the first use of Wine Australia; it's warmer.

Example

Use - Wine Australia is the services body for the Australian grape and wine community. We invest in research, development and adoption (RD&A) and market development to support a prosperous Australian grape and wine community.

- Use plain language and contract words where appropriate to create a conversational tone

Examples

We'll instead of we will

Don't instead of do not

Helpful instead of advantageous

Need instead of necessitate

- Avoid repetition of information
- Avoid redundant words (tautology)

Examples

Use - It's essential to defend the Australian wine position in the UK market.

Avoid - It's absolutely essential to defend the Australian wine position in the UK market.

Use - The Australia Day Tasting will be held in January.

Avoid - The Australia Day Tasting will be held in the month of January.

Use - Innovation

Avoid - New innovation (innovation means a new device, idea or process)

- Use the active rather than the passive voice

Example

Use - Wine Australia hosted Savour.

Avoid - The Savour event was hosted by Wine Australia.

General writing tips

3. Global audience

Our business communicates with a global audience. English spelling and usage differ across these global markets. As an Australian organisation, we use Australian English in written communications. Examples include colour, Shiraz, flavour, rigour.

For overseas markets, use your judgement to adapt language or spelling in written communications and promotional materials to suit the local custom, so that your message is clear and understood, e.g. use US English spelling for communications intended for the US market.

4. Key messages

Your communications should support the overarching messages of our business and use similar language. These messages include:

- Wine Australia supports a prosperous grape and wine community by investing in research, development and adoption (RD&A), growing domestic and international markets and protecting the reputation of Australian wine.
- Wine Australia is funded by grapegrowers and winemakers through levies, user-pays charges and the Australian Government, which provides matching funding for RD&A investments.

5. Fonts

For written documents such as letters, emails and reports in Microsoft Office documents, use **Arial**.

- **Heading 1** - Bold, 14-point Arial
- **Heading 2** - Bold, 12-point Arial
- **Heading 3** - Bold, 11-point Arial
- **Main text** - 11-point Arial
- *Emphasis* or **emphasis** - italics or bold 11-point Arial, avoid underlining

Grammar, punctuation and style guidelines

6. Business names

Our business names and units are written as follows:

- Wine Australia
- Market Insights
- Customer Engagement
- Marketing
- Research, Development and Adoption (RD&A)
- Regulatory Services
 - Compliance is a function of the Regulatory Services business unit
- Avoid terms such as 'Wine Australia UK' or 'Wine Australia Canada'.

7. Capital letters

These words start with a capital letter:

- Board, Chair, Director (when referring to members of our Board)
- grape varieties (e.g. Shiraz, Pinot Noir)

Don't use capitals for:

- emphasis (use *italics* or **bold** instead)
- headings (use sentence case - a capital first letter and then lowercase letters)
- seasons (summer, autumn, winter, spring)
- master class.

Example

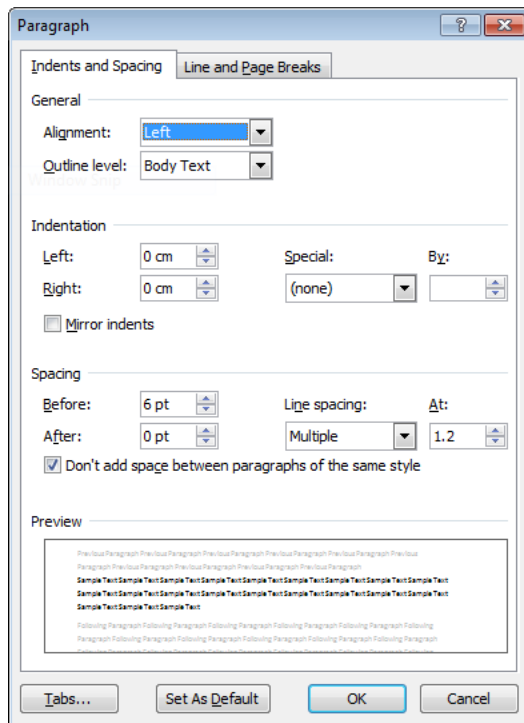
Use - Exporters **must** have an export licence before they're permitted to export wine.

Avoid - Exporters **MUST** have an export licence before they're permitted to export wine.

Writing style guide

8. Spacing

A six-point space should be set at the beginning of each paragraph and between list items or bullet points. See image below where spacing is set on the Paragraph dialog box.



9. Punctuation

Avoid the ampersand symbol except where it is part of a formal name or when using an accepted abbreviation (e.g. 'RD&A' or 'Australian Grape & Wine').

Example

Use – Grains Research and Development Corporation (GRDC)

Avoid – Grains Research & Development Corporation (GRDC)

– Use double quotation marks when directly quoting someone. (Note that the quote is closed and then sentence punctuation is added as in the example below.)

Example

“Aussie Wine Month is a great way to encourage drinkers to discover new local wine regions”, she said.

– For a quotation within a quotation, use single quotation marks inside double ones.

Example

She praised the wine and said that “its ‘expression of terroir’ is an indication of authenticity”.

– Use a single space after punctuation, including full points.

– Use a spaced en-dash (-) when you want to:

- signify an abrupt change
- introduce an amplification or explanation
- set apart parenthetical examples.

To generate an en-dash, hold down the control key and type the hyphen key on the number pad.

Example

Use – Many of the students are expected to be from China, South Australia’s biggest international student market and the fourth largest destination for Australian wine exports – behind the UK, US and Canada.

Avoid – Many of the students are expected to be from China, South Australia’s biggest international student market and the fourth largest destination for Australian wine exports - behind the UK, US and Canada.

10. Apostrophes

Whole books have been written on how to use apostrophes. It’s easy when you know the rules. Apostrophes:

- express ownership, e.g. Nick’s computer (the computer belonging to Nick)
- replace omitted letters, e.g. it’s for it is, don’t for do not.

Apostrophes are not used for:

- plurals (potatoes not potatoe’s)
- abbreviations (CDs, DVDs, KPIs not CD’s, DVD’s, KPI’s)
- decade ranges (1990s not 1990’s)

Possession – singular common nouns

The apostrophe is inserted before the possessive s.

Examples

Wine Australia’s activities

tomorrow’s agenda

marketing’s outcomes

the media’s response

Writing style guide

If the noun ends in s, it should be treated in the same way unless the next word starts with s.

Examples

The hostess's invitation

The hostess' seat

The witness's answer

The witness' story

Possession – plural common nouns

The apostrophe is inserted before the possessive s.

Examples

The women's decision

The men's wishes

If the plural noun ends in s, the apostrophe should be inserted after the s.

Examples

The winemakers' priorities

The students' answers

Australian geographic locations that indicate possession are written without apostrophes.

Examples

Kings Cross

Mrs Macquaries Chair

St Marys

St Georges Terrace

Possession – exception

The word **it's** is only ever a contraction for **it is**. Don't use this term to indicate possession, use **its**.

Example

Use – Wine Australia markets its activities through the Market Programs Guide.

Avoid – Wine Australia markets it's activities through the Market Programs Guide.

Omitted letters

A contraction is a word that's shortened. Apostrophes mark where letters have been omitted.

Examples

Contraction	Original words
it's	it is
don't	do not
can't	cannot
you'll	you will
we'll	we will
we're	we are
they've	they have
the '94 vintage	the 1994 vintage

11. Headings

Headings should adhere to the following guidelines:

- capitalise the first word
- use sentence case for all other words.

Examples

Use – Core strategic activities and benefits

Avoid – Core Strategic Activities and Benefits

Use – Partnership opportunities for the wine sector

Avoid – Partnership Opportunities for the Wine Sector

12. Compound words

A compound word consists of two or more words that together carry a new meaning.

A simple rule for when a compound is required is if the sentence only makes sense if the compound words are hyphenated.

Example (consider how the meaning changes based on the hyphen)

In future, the tasting will need more experienced sommeliers [i.e. more sommeliers who are experienced].

In future, the tasting will need more-experienced sommeliers [i.e. sommeliers who are more experienced].

13. Shortened forms – abbreviations, contractions etc.

Shortened forms (colloquially called abbreviations) should be introduced in parentheses (brackets) after the first use of the full word, title or phrase; the shortened form only should be used throughout the rest of the document.

This applies to countries that are commonly abbreviated such as New Zealand (NZ), the United Kingdom (UK) and the United States (US).

Example

Wine Australia (WA) supports a prosperous Australian wine community by investing in research, development and adoption (RD&A), growing domestic and international markets and protecting the reputation of Australian wine.

Word	Abbreviation/ contraction
Australian states and territories	
New South Wales	NSW
Victoria	Vic.
Queensland	Qld
Western Australia	WA
South Australia	SA
Tasmania	Tas.
Australian Capital Territory	ACT
Northern Territory	NT
Days and months	
Sunday	Sun
Monday	Mon
Tuesday	Tues
Wednesday	Wed
Thursday	Thurs
Friday	Fri
Saturday	Sat
January	Jan
February	Feb
March	Mar
April	Apr
May	May
June	June
July	July
August	Aug
September	Sept
October	Oct
November	Nov
December	Dec

14. Oxford comma

The Oxford comma (also called the serial comma) clarifies meaning when placed before words such as ‘or’ and ‘and’ in a series of words or sentences.

As a general rule, avoid using an Oxford comma except where complex sentences or lists may be confusing without it.

Example

Use – The tasting included white, red and sparkling wines.

Avoid – The tasting included white, red, and sparkling wines.

Use – An independent cost–benefit analysis (CBA) of 26 research projects found that the major benefits of rootstock use include improved resilience against soil-borne pests including phylloxera and nematodes, improved water-use efficiency, reduced potassium and salt uptake, and enhanced vineyard establishment and production.

Avoid – An independent cost–benefit analysis (CBA) of 26 research projects found that the major benefits of rootstock use include improved resilience against soil-borne pests including phylloxera and nematodes, improved water-use efficiency, reduced potassium and salt uptake and enhanced vineyard establishment and production.

15. Titles

- Legislation should be italicised up to and including the date.
- The date should not be in brackets.
- The abbreviation should not be italicised.

Example

Wine Australia Act 2017 (WA Act)

- If clarification of jurisdiction is required, use either of the following format examples:

Examples

Wine Australia Act 2017 (Commonwealth)

Liquor Act 2007 (NSW) or New South Wales’ *Liquor Act 2007*

- The titles of the following should all be italicised:

- books
- magazines
- movies
- television and radio programs (note not television or radio networks).

Examples

Halliday *Wine Companion 2017*

Bauer Media’s *Gourmet Traveller Wine*

Channel Ten’s *The Project*

- The titles of the following should be capitalised:

- company name
- event name

Writing style guide

- In general use, don't capitalise titles, e.g. president, manager, director.
- Capitalise titles when citing a person's name and title, e.g. Regional Director John Smith or President Jane Smith

Example

All program managers are expected to attend the dinner hosted by Director Mary Jones.

16. Dates

- Dates should adhere to Australian English convention: Day (numerical digits), month (written), year (numerical digits)

Example

Use – 1 January 2015

Avoid – 1st January 2015, first January 2015, First January 2015 or 1st of January 2015

- When the date of the document is specified or the inclusion of the day of the week is appropriate (e.g. the date of a media release or the date of an event), it should adhere to the following format: Day (day of the week, numerical digits), month (written), year (numerical digits).

Example

Thursday 1 January 2015

17. Currency, numbers and symbols

- Currency is expressed using numerical digits and symbols for amounts less than \$1 million.
- Use a comma to separate thousands for numbers with more than four digits.

Examples

\$9100

\$10,500

\$650,000

- For amounts more than \$1 million, use the term million and billion.
- Round up amounts to two decimal places for amounts greater than \$1 million unless the second number after the decimal point is zero

Examples

\$2 million

\$9.1 million (rather than \$9.10 million)

\$6.25 billion

- Numbers zero to nine are written in full; numbers 10 and above are written using numerical digits unless writing a percentage, in which case always use numerical digits.
- Write 'per cent' instead of using the symbol '%'.
 - In a sentence where both single- and double-digit numbers appear (i.e. both numbers 0–9 and 10 and over), use digits for all numbers e.g. 'There are 5 brands and 75 SKUs'.

Examples

There will be three grape varieties showcased at the wine tasting.

More than 14 wineries are participating in the trade event.

Wine exports to China increased by 6 per cent.

Between them, the 3 companies have 43 brands.

- If you are writing for only an Australian audience and only referring to Australian currency, there is no need to specify the currency

- If you are writing for a global audience or referring to multiple currencies, then use the following format:

- For dollar currencies: Currency, symbol, amount
- For non-dollar currencies: Symbol, amount

- Use the following abbreviations and symbols as needed:

- Australia – A\$10,000, A\$10 million
- New Zealand – NZ\$10,000, NZ\$10 million
- US – US\$10,000, US\$10 million
- Canada – C\$10,000, C\$10 million
- Singapore – S\$10,000, S\$10 million
- Hong Kong – HK\$10,000, HK\$10 million
- UK – £10,000, £10 million
- Euro – €10,000, €10 million
- Japan – ¥10,000, ¥10 million
- China – RMB 10,000, RMB 10 million

- For internal audiences and in tables, it's okay to substitute 'm' for million and 'b' for billion.

Examples

Australian media release – The domestic wine market is currently valued at \$4.18 million.

Global media release – The Australian export wine market is currently valued at A\$1.78 billion.

Wine exports to China increased by 6 per cent.

Exports to Germany have fallen by 7.8 per cent to €32.07 million.

[Internal only document]: Our operating budget for 2015–16 is \$15m.

- Financial years should be written in the following format:
 - 2014–15 (note the use of an unspaced en-dash in a number range)

18. Bullet points and lists

- Use bullet points when itemisation is required, as they are neat and use less space.
- Numbers or letters should be reserved for lists where it's necessary to show priority, chronology or where individual items need to be identified for later reference.
- The list should be introduced by a lead-in sentence or part of a lead-in sentence followed by a colon.
- The first word of each list item should be capitalised if using full sentences, otherwise no punctuation is required until the final item in the list.
- The final item in the list should have a full stop to end the series.

Examples

Wine Australia supports a prosperous wine sector by:

- investing in research, development and adoption (RD&A)
- growing global demand
- improving market access in export markets, and
- protecting the reputation of Australian wine.

The Savour Australia event achieved three important outcomes:

- It generated 90 additional Australian wine events in markets all around the world including wine dinners, exhibitions, promotions, master classes, education, training and tastings.

- It generated 280 media stories across many different markets and media including print, television, radio and websites.
- It reached a potential global audience of more than 900,000 Twitter users, 50,000 Instagram users and a remarkable 74.2 million Sino Weibo users in China.

19. Wine

- Grape varieties are capitalised regardless of context.

Example

Many regions in Australia are well suited to growing Shiraz.

- Wine names are written in the following format: Winery name, wine name in single quotation marks (if applicable), region, variety, vintage
- Avoid commas when writing wine names.

Examples

Jim Barry 'The Florita' Clare Valley Riesling 2014

Annie's Lane Clare Valley Riesling 2014

Heemskerk Coal River Valley Chardonnay Pinot Noir NV

- Use calendar year not financial year when writing about a vintage

Example

Use - The 1990 vintage is considered one of the best for Australian reds.

Avoid - The 1989–90 vintage is considered one of the best for Australian reds.

20. Tense

For most communications, the appropriate tense will be evident. If in doubt, the following guidelines should be used.

- If the written communication is not time-sensitive, write in the present tense.

Example

The Wine Australia website helps wine exporters find relevant information on key export markets.

- If the written communication is in relation to a specific event that is yet to take place, use the future tense.

Example

Wine Australia will launch a new website next month that will help wine exporters find relevant information on key export markets.

- If the written communication is in relation to a specific event that has already taken place, use the past tense.

Example

Wine Australia launched a new website last month that has helped wine exporters find relevant information on key export markets.

21. A-Z of commonly used words

Use	Instead of
agricultural technology, agtech	ag+tech, ag+tech, agritech
Audit and Risk Committee	Audit Committee
Australian Grape & Wine	Australian Grape and Wine, AG&W
Australian grape and wine community, Australian grape and wine sector	wine industry (we are avoiding the use of 'industry')
Australian wine	Australian Wine
biennial (for something taking place every two years)	bi-ennial
bilateral	bi-lateral
Board	board
Board committee or committee	Board sub-committee or sub-committee
Board Director	Board Member
Chair	Chairman, Chairwoman, Chairperson
China (including Hong Kong and Macau)	Greater China
country/territory or countries and territories (to include territories that are part of a country e.g. Hong Kong, American Samoa)	country or countries
distributor	distributer
e-book, e-newsletter, e-commerce etc.	ebook, Ebook, eBook etc.
e.g. and i.e.	eg, e.g, ie, i.e
Export Report	WEAR or Wine Export Approvals Report
grapegrower	grape grower
Kind regards, Yours sincerely	Kind Regards, Yours Sincerely
KPI, KPIs	K.P.I., KPI's
less than	under (when referring to quantities)
mainland China (except at the beginning of a sentence)	Mainland China
markets (for export destinations)	countries (some of our markets are territories – e.g. Hong Kong)
master class	masterclass

Use	Instead of
more than	over (when referring to quantities)
NB (always capitalised)	nb, n.b., n.b, NB
net zero emissions	nett zero emissions
Nero d'Avola	Avola (which is a protected Italian GI)
research, development and adoption, RD&A	Research, Development and Adoption, RDA, RD&E
rosé (Alt+0233 is the shortcut key for é)	Rose, rose, Rosé
sulfur (for scientific and agricultural references)	sulphur
sulphur (in relation to wine regulations and food standards)	sulfur
Sustainable Winegrowing Australia	SWA
twice yearly, every six months	biannual
under-vine management	undervine management
UPA, UPAs	U.P.A., UPA's
United States of America (for first mention)	United States (for first mention)
variety, varieties	varietal (except when referring to 'varietal characters')
vintage	harvest
website	web site
wine community or wine sector	wine industry
winemaker	wine maker
work plan	workplan
Wine Australia Licensing and Approval System	Wine Australia Licencing and Approval System

Reference books, contacts and further information

This writing style guide has drawn on the *Style Manual Sixth Edition* revised by Snooks & Co. for the Commonwealth Department of Finance and Administration.

We have several copies of this book. To access a copy, speak with a member of the communications team.

22. Useful links

Common redundant phrases to eliminate from your writing:

<http://grammar.about.com/od/words/a/redundancies.htm>

Grammar Girl:

<http://www.quickanddirtytips.com/grammar-girl>

Capitalisation tips:

<http://www.dailywritingtips.com/capitalizing-titles-of-people-and-groups/>

Wine

Australia

for

Australian

Wine

**Exhibition
guidelines**

Exhibition guidelines



These guidelines are designed for Wine Australia's brand presence across trade, exhibition and stakeholder events in international and domestic markets.

This document explains how this brand sensibility is achieved through physical build, offering both a conceptual and practical companion to the design and construction of bespoke trade, exhibition and retail spaces throughout Wine Australia's local and international markets.

Above all it is intended that these guidelines offer support and inspiration to create a unique, stand alone brand for Wine Australia.

Venue selection



- Choose industrial, large open spaces with lots of texture
- Pick modern and contemporary spaces in line with Wine Australia's modern and contemporary brand position
- Outdoor and offsite options can be considered
- Consider wine style and venue match
- Where able, avoid old world historic interiors which fight the contemporary brand values of Wine Australia's fresh look and feel



Primary materials



Wine pallets are the main structural material to be used in all physical build for Wine Australia.

The pallets create the aesthetic and structural frame work of each space, supported with basic carpentry to ensure the layout and assembly process is as simple as possible.

The pallets can be configured to work in any scale, from a small 'pop up' style booths in a retail outlet through to a large scale presence at a trade show like ProWein.

The following construction models are intended to be a toolkit and provide a set of parameters in relation to the design and build of bespoke exhibition, trade and retail spaces across Wine Australia's local and international markets.

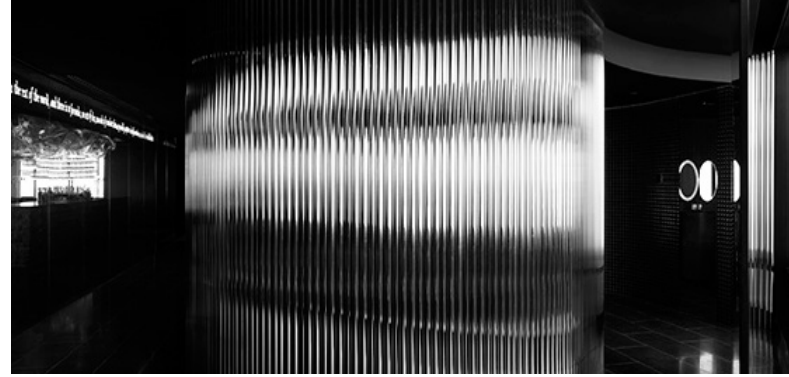
We recognise that site specific issues and restrictions will arise and will have to be worked through accordingly on a project by project basis.

These previsualisations illustrate how a structural and aesthetic sensibility can be achieved for the Wine Australia brand, that is adaptable and practical.

- If pallets are unable to be sourced please use a local timber to construct a similar look and feel



Secondary materials



- Unfinished metallic materials can be used as a secondary material to accent the pallets and introduce a variation in texture
- Steel rods are in keeping with the raw industrial aesthetic whilst maintaining a lightness through its rigid structure if budget permits.
- It makes for excellent storage of wine
- Ideally all materials sourced and used should compliment the sensibility of the brand.
- Please use these references as a guide only, as local pricing and building regulations will vary
- Avoid black, burnt wood



Raw wood



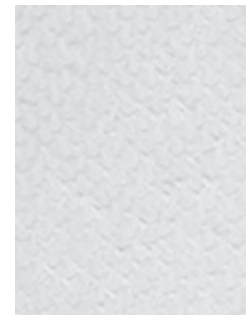
Dark stained wood



Timber flooring



Polished corrugated steel



White cloth



Hessian

Lighting



Lighting used for events and exhibitions should support the simple industrial feel of the space, through the use of exterior structural lighting, simple and exposed bulbs.

- Additional lighting would best be used at key entrance, tasting or information stands to create a subtle point of difference



Greenery



Natural greenery is used to compliment the primary use of wood. The use of greenery presents the idea that the space is living and fresh.

- Where possible please source Australian Native varieties. If not possible, ensure varieties chosen are durable and can cope without water
- Housing greenery in wooden boxes or glass jars creates character and the ability to dress specific areas separately.

Furniture



Seating is a combination of the the wood and metal elements referenced above. The simplicity of the design lends it a sense of refinement and sophistication but still down to earth.

- Please hire seating with an industrial style look to compliment the overall tone of the brand
- Avoid low set, white plastic seating
- Work with hired furniture in market



Free-standing tables and small meeting tables should also evoke a contemporary industrial feel.

- When hiring tables please ensure there is an industrial feel to them
- Avoid using white plastic tables, trestle tables or using upturned wine barrels



Construction

Basic construction outline

Joins are screwed and bolted. This construction has been designed for the material to be reused and recycled after the event.

Standard pallet dimension 1156 × 889



Fence pallet has panels for brace screwed into its top and bottom.

Wall is constructed by screwing the bottom to the top of another pallet in portrait orientation.

The brace is screwed into the sides of the connected pallets.

The fence panels connected to the fence pallet are screwed into the brace for the wall.

A plank the width of the two portrait pallets is slid under the 2nd bottom rung of the pallets and screwed in place.

Exhibition examples



Constructed elements can be combined and re-combined to produce door or reception style entrance options.

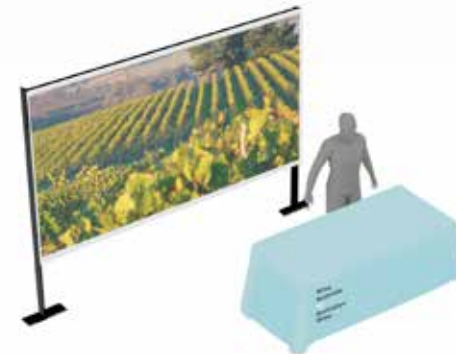
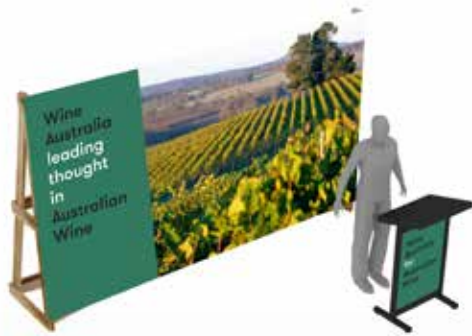
Booths can feature a range of additional signage, including:

- Screens for video-based content or a photographic slide show
- Individual winemaker signage
- Wine Australia branding
- Directional signage

Exhibition examples

This is a versatile option that can work not only for media engagements, major announcements, launches etc but the wall itself can function as an entry display. Backdrops can be used in presentation and tasting environments.

- Lecterns can be hired with a branded front face applied
- There is scope to work primarily with imagery only or use the graphic and typographic elements of the brand



Pallet media wall

Pull-up banners

Projection screens

Wine
Australia
for
Australian
Wine

Enjoy
responsibly

© Wine Australia 2016

Contact
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