

## Payment (please tick one box)

Cost includes wine tasting – \$27.50

Participants	\$357.50	<input type="checkbox"/>
Students	\$137.50	<input type="checkbox"/>
Monash Staff	\$247.50	<input type="checkbox"/>
Wine tasting only	\$27.50	<input type="checkbox"/>

(inclusive of GST)

Credit card payments only

Card type: Bankcard  Mastercard  Visa

Cardholder name.....

Expiry date.....

Signature.....

Card number

Signature.....

Date.....

Please forward payment to:

**Kaye Waghorne**

Faculty of Business and Economics  
Centre for Wine, Food and Agribusiness  
Monash University, Peninsula campus  
PO Box 527, Frankston, VIC 3199 Australia

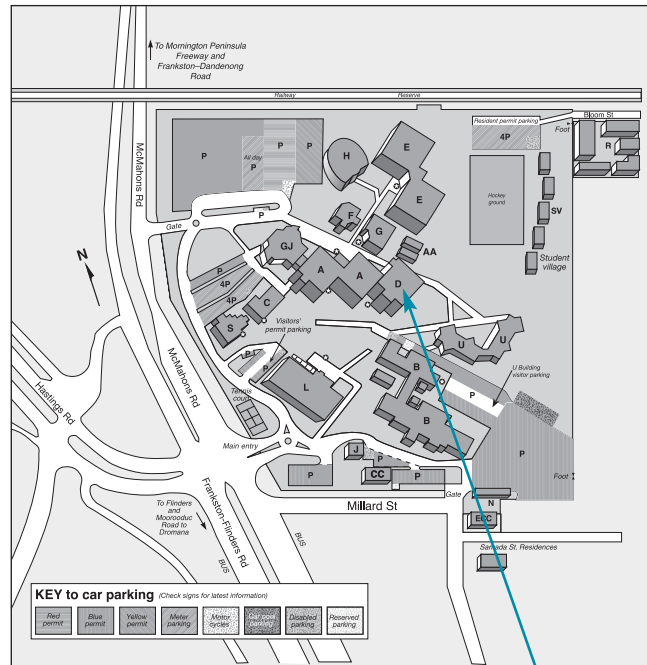
Or fax payment to 9904 4451



## More about Wine, Food and Agribusiness

Email: [kaye.waghorne@buseco.monash.edu.au](mailto:kaye.waghorne@buseco.monash.edu.au)

[www.buseco.monash.edu.au/depts/mgt/wine/index.php](http://www.buseco.monash.edu.au/depts/mgt/wine/index.php)

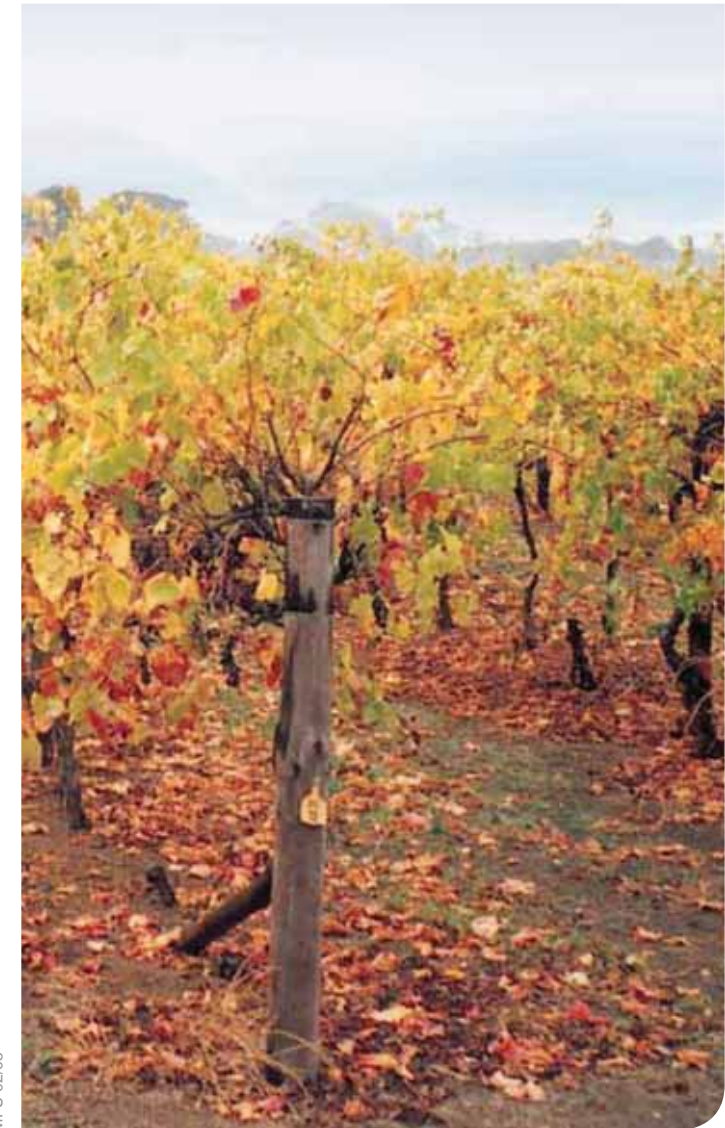


Building D



## Wine Marketing and Tourism Seminar

Wine, Food and Agribusiness



# Wine Marketing and Tourism Seminar Programme

## Wine, Food and Agribusiness

### Wine Marketing and Tourism Seminar

#### Saturday 9th April 2005

- 12.15pm **Welcome**  
Dr Mary Cole
- 12.30 – 1.30pm **Session one**  
**Marketing**  
Mr Chris Barnes, GM  
Australian Wine Education  
An overview of the challenges and changes for Wine Marketing in Australia 2005.
- 1.30 – 2.15pm **Session two**  
**Global Wine Marketing** “Where are the Brands going?”  
Mr Peter McAtamney, Principal – Wine Business Solutions  
How has Global Wine Marketing changed over the past 15 years, and where does Australia fit into the future.
- 2.15 – 3.00pm **Session three**  
**Retailing – A perspective**  
Mr Eddie Kidd, owner Rathdowne Cellars  
Wine retailing has never been tougher. See how one of the best independents does it, and does it well.
- 3.00 – 3.30pm **Afternoon tea and informal discussion**
- 3.30 – 4.15pm **Session four**  
**Direct Marketing**  
Mr Chris Barnes  
Does cutting out the middleman benefit the consumer at the expense of the whole industry?

- 4.15 – 4.45pm **Panel discussion**  
Moderator – Chris Barnes  
The day's speakers join to discuss “Who's going to drink all the wine in the 21st Century?”

- 5.00 – 6.00pm **Informal tasting**

#### Sunday 10th April 2005

- 9.30 – 10.30am **Session one**  
**Tourism experience**  
Meg Houghton  
Lecturer, School of Sport, Tourism and Hospitality Management, LaTrobe University  
Who is the consumer?

- 10.30 – 11.30am **Session two**  
**Consumer behaviour**  
Meg Houghton  
The two paradigms of consumer behaviour – information processing and experimental.

- 11.30 – 12.00pm **Session three**  
**Cellar door, a retail outlet or tourism destination?**  
Andrey Lebkowski  
Principal, Global Cellar Door Strategies.  
A recent survey of cellar door operations in Victoria.

- 12.00 – 1.00pm **Panel discussion**  
Moderator – Chris Barnes

- 1.00 – 1.15pm **Closing remarks**  
Mary Cole

#### Registration form

Surname .....

Given name .....

Organisation.....

Address.....

.....Postcode.....

Telephone .....

Mobile no.....

Email.....

Please register by C.O.B. Friday, April 1, 2005

Registration/Tax Invoice ABN No 12 377 614 012

Payments may be made by **cheque** (made payable to Monash University), **money order** or **credit card** (Visa, Mastercard, Bankcard only)

Cash payment and EFTPOS facilities are **not** available at point of sale