

WINE**FOOD**TOURISM



Wine Food Tourism Strategies Pty Ltd
ABN 81 596 424 541
P.O. Box 583 Williamstown
Victoria 3016 Australia

Telephone 61 3 8371 3000
Facsimile 61 3 8371 3010
Email jpi@winefoodtourism.com.au
Website www.winefoodtourism.com.au

WINE FOOD TOURISM STRATEGIES PTY LTD

Wine Food Tourism (WFT) Strategies is a specialist Wine, Food and Tourism Business advisor with demonstrated success with Government and Private Sector projects. An outstanding reputation for delivering excellent outcomes for clients has been established over six years of operation.

The core of Wine Food Tourism Strategies operation is working with individual businesses to establish sound business and marketing planning, brand building and industry focused accreditation models. We also have a strong record of working at national, state and regional levels in both the wine and tourism industry. We have become renowned for our practical approach and capacity to deliver and implement sound business strategies.

Extensive knowledge of the issues and factors surrounding wine business, tourism regions, industry accreditation programs and individual businesses success, has been gained through the development and management of numerous wine business and tourism projects.

We have the ability to communicate well with individuals, as we understand the issues that face operating a business. Having managed wine, tourism and hospitality operations as well as continuing to be involved in strategic industry decision making at both a regional and national level, we are able to provide sound advice and practical outcomes that will meet the needs of multiple stakeholders.

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A focus of the skill and resource set that underpins Wine Food Tourism Strategies' success has been the development of resources to assist with business decisions related to:

- all aspects of business and marketing planning
- national and state industry development (tourism accreditation) programs
- brand development and branding strategies
- market driven business strategies
- customer service standards
- understanding and utilising market research
- evaluating participation in events, promotions and advertising
- participating in cooperative tourism and wine marketing programs
- efficiency of service delivery and operational management systems
- pricing for market positioning and acceptance, and profit

Comprehensive assessment tools and audit mechanisms have been developed across various business activities.

WFT Strategies brings an extensive track record to our projects, and an ability to provide business development and marketing advice grounded in practical experience within the industry. The primary benefit of our hands on approach is that we achieve tangible and measurable results for our clients.

Wine Food Tourism Strategies has been in operation since 1997 and has successfully delivered programs to government and private industry during that time.

“I have this saying ‘outside looking in’. There is nothing like fresh eyes looking strategically at what you are doing, what you want to do and what the potential opportunities are. Most often people within their own business or region are too close for true objectivity. By bringing in highly skilled folk from outside the boundaries, you open up all kinds of new and exciting possibilities.”

Delyse Graham, Wine Food Tourism Strategies Pty Ltd.

