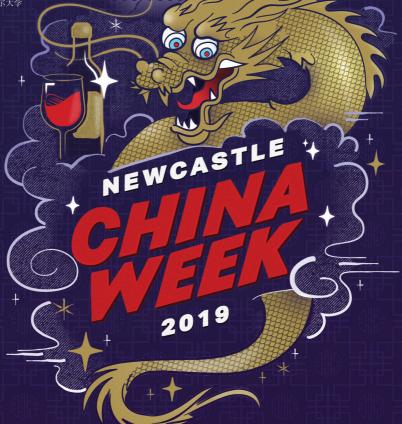
孔子 学院

CONFUCIUS Institute

THE UNIVERSITY
OF NEWCASTLE
纽丰斯尔士学





BUSINESS FORUM

WINE & TOURISM + 中国周 + 6 SEPTEMBER

OAKS CYPRESS LAKES RESORT, HUNTER VALLEY



Introduction

Welcome to the Newcastle China Week Business Forum 2019!

The surge for Australian wine demands in China is ever apparent, with statistics showing export values are the highest in a decade. Australian wine exports have already exceeded more than \$1 billion to China. Data from Wine Australia showed a 16% spike in overall value to hit \$2.65 billion between March 2017 and March 2018.

In the same manner, Chinese tourism boom in NSW was reported worth of \$3.2 Billion in 2017. Of 1.4 million Chinese visitors into Australia, Sydney has the largest share in NSW, which is the top destination for Chinese tourists. There is plenty of room for growth in the Hunter Region to attract more Chinese visitors. The Hunter is the oldest wine region in Australia and has a rich heritage and legacy that can be showcased to the world with China being an important market.

We trust you will leave today feeling better equipped to develop the Chinese market both here and abroad, and inspired to explore the abundant opportunities presented to the Hunter Valley's wine and tourism businesses.

Thank you to Oaks Cypress Lakes Resort for hosting the Business Forum, to the MC and speakers for providing such valuable insights, and our sponsors for enabling us to put on today's forum.

Cher Jones

Director,
Institution Relations,
Greater China Global Engagement and Partnerships

Program	Time	Speakers
Opening	2:00 - 2:05pm 2:05 - 2:10pm	Mr Drew Waters (MC) Director, Strategic Partnerships, Asialink Business Prof. Kevin Hall Senior Deputy Vice-Chancellor and Vice- President, Global Engagement and Partnerships, The University of Newcastle
Useful tips of doing business in China for wine export and wine tourism industry	2:10 - 2:20pm 2:25 - 2:35pm 2:40 - 2:50pm	Ms Sharon Foster Senior Export Advisor/TradeStart Advisor, NSW Government Dr Peter Cock CEO, Newcastle Airport Mr Mark Davidson Managing Director, Tamburlaine Organic Wines Ms Irma Dupuis Head of Branding, Strategy and Communications Tamburlaine Organic Wines
Hong Kong as a commercial hub for F&B and beyond	2:55 - 3:05pm 3:10 - 3:20pm	Dr Luca De Leonardis Head for Australia and New Zealand Invest Hong Kong Ms Bonnie Shek Director, Australia/New Zealand Hong Kong Trade Development Council
Wine tourism marketing, consumer trends and cultural intelligence	3:25 - 3:35pm 3:40 - 3:50pm 3:55 - 4:05pm	Dr Paul Stolk Lecturer, The University of Newcastle Dr Tamara Young Senior Lecturer, The University of Newcastle Mr Stuart Barclay General Manager, Marketing, Wine Australia
Panel discussion	4:10 - 4:45pm	Facilitated by MC with all speakers
Gift presentation	4:45 - 4:55pm	Dr Julie McIntyre Senior Lecturer in History, The University of Newcastle
Food and wine pairing and demonstration	5:00 - 5:30pm	Mr Reece Hignell MasterChef Top 6 Contestant 2018

Speakers & Topics



Speaker:

Professor Kevin Hall

Senior Deputy Vice-Chancellor and Vice-President, Global Engagement and Partnerships, The University of Newcastle

Professor Kevin Hall has had a distinguished academic career holding senior academic leadership roles in universities in Australia and Canada. Professor Hall studied a Bachelor of Science and Master of Science at Queen's University in Canada and completed his PhD in Civil Engineering at the University of New South Wales, Australia.

Professor Hall has spearheaded UON's entrepreneurship and innovation initiatives, leading the establishment of the Integrated Innovation Network (I2N) of five innovation incubators across the Hunter region. He was also instrumental in state funding for the Hunter Innovation Project, including UON's new Innovation Hub.

A highly respected leader in the Australian higher education sector, Professor Hall has been appointed to the Australia Research Council Advisory Council. He has also taken on a national role in developing industry and innovation policy, serving as an invited member of the Australian Research Council's steering committee for Industry Engagement and Impact Metrics. He is also a founding board member of the Sydney School of Entrepreneurship and a member of the NSW Minister for Health's China Advisory Committee. Professor Hall has been a board member on 18 state and national corporations and not-for-profit entities.



MC:

Mr Drew Waters

Director, Strategic Partnerships, Asialink Business

Drew has strong links to some of the region's largest financial institutions, multinational commercial organisations, regional service providers, Government and political offices, trade professional bodies, and NGOs.

Drew led AustCham Hong Kong & Macau, the peak body for Australian businesses in Hong Kong and southern China, as CEO.

Topic:

Useful tips of doing business in China for wine export and wine tourism industry

2:10pm



Speaker:

Ms Sharon Foster

Senior Export Adviser/Tradestart Adviser, NSW Government

Sharon is a Senior Export Adviser in the NSW Treasury, and a TradeStart Adviser (Austrade), providing exporters with a range of export development advice, services and tools. Sharon has a diverse background and experience including working offshore in international markets.

This presentation will focus on the top tips of exporting wine and food to North Asia markets and how government can assist. Some examples of the opportunities in North Asia markets will be highlighted.



Speaker:

Dr Peter Cock

CEO, Newcastle Airport

As Chief Executive Officer of Newcastle Airport, Dr Peter Cock brings a breadth of experience to the role in a range of disciplines. With more than 15 years of aviation experience, Peter has held senior executive positions at both Newcastle and Perth Airport.

Under Peter's leadership, Newcastle Airport has achieved record passengers throughput and record profits, which are delivered back into the community through dividends to Newcastle Airport's Council owners, City of Newcastle and Port Stephens Council. Committed to working closely with Department of Defence, airlines, industry, and stakeholders, Peter strives to achieve the vision of providing the region with the airport it deserves.

China remains Australia's leading tourism market with annual visitation numbers expected to more than double by 2027.

Newcastle Airport CEO, Peter Cock, believes that increasing international aviation capacity in our region and developing a strong destination brand is key to capitalising on this growth.

The role Newcastle Airport plays in this emerging story will only grow in importance over time.



Speaker:

Mr Mark Davidson

Managing Director, Tamburlaine Organic Wines

Having grown up in Newcastle, Mark was well familiar with the local Hunter producers, and when the founder of Tamburlaine, Dr Lance Allen decided to sell his 19yo boutique winery, Mark pulled together a group of investors and bought the business. His first vintage was 1986 – just under 2000 dozen bottles from the 10ha vineyard on the Pokolbin property. The following years saw the development of a very successful DTC business model, capitalising on the explosion of Hunter wine tourism. The direct sales model has evolved but is still a pillar of the operation.

Tamburlaine Organic Wines in the Hunter Valley, New South Wales holds the rank as Australia's largest producer of organic wines. Launched in 1966, the brand has been led by Managing Director and Chief Winemaker Mark Davidson since purchasing the Hunter vineyard with several friends in 1985. Tamburlaine has enjoyed significant growth in China, with FY18 sales more than doubling from FY17.

Mr Davidson joining via video, reflects the sentiment of many Australian businesses who identified key challenges in understanding and connecting with Chinese customers, as well as managing regulatory hurdles. In order to better manage this, Mr. Davidson is a strong advocate for establishing long-term localised networks and connections with industry experts.



Speaker:

Ms Irma Dupuis

Head of Branding, Strategy and Communications, Tamburlaine Organic Wines

After a one-year exchange in Liaoning, China, Irma studied Chinese language, culture and civilisation at the University of Languages and Civilisations in Paris. Having worked in France and internationally, she joined Tamburlaine in 2017 and has been designing brand strategies and managing innovative programmes dedicated to Chinese visitors. Irma holds a double Master of Management, a MSc in Wine Business Management and a Wine & Spirits Education Trust Level 3 Award in Wines.

Topic:

Hong Kong as a commercial hub for F&B and beyond

2:55pm



Speaker:

Dr Luca De Leonardis

Head for Australia and New Zealand, Invest Hong Kong

Dr Luca De Leonardis is the Head for Australia and New Zealand at Invest Hong Kong (InvestHK), the Government Department responsible for attracting and facilitating foreign direct investment into Hong Kong.

With senior management experience in both the private and public sectors, Dr De Leonardis's work experience combines international marketing, economic and business development and investment promotion.

Hong Kong has a significant pool of experienced fine wine merchants with good wine knowledge and international wine trade experience. Amid the growing demand for wine in Asia, the Hong Kong government removed all duty-related customs and administrative controls for wine in February 2008 to facilitate the development of Hong Kong as a wine trading and distribution centre for the region, particularly the Chinese mainland. Besides wine trading and distribution, wine-related business includes auction, retailing, warehousing, catering and transportation.

Dr De Leonardis will present the latest opportunities and trends in the wine sector for Australian companies willing to expand in Hong Kong.



Speaker:

Ms Bonnie Shek

Director, Australia/New Zealand, Hong Kong Trade Development Council

Bonnie has extensive marketing, business development and management experience in Asia/Pacific. Before joining the HKTDC, she spent over ten years in the telecommunications industry, being responsible for developing marketing strategy and leading the Asia/Pacific consumer team. Hong Kong, a foodie paradise and Asia's culinary hub – home to over 60 Michelin-starred restaurants, over 8000 full-service restaurants and bars; also, a wine hub with a pool of experienced fine wine merchant, and consumers thirsting for wine knowledge. The demand has spawned a raft of the business include auction, warehousing, catering, wine education – a sophisticated ecosystem of Wine related business based in Hong Kong with network into China and ASEAN.

This presentation will highlight the opportunities under the recently signed Australia-HK FTA and in the Greater Bay Area. Topic:

Wine tourism marketing, consumer trends and cultural intelligence

3:25pm



Speaker:

Dr Paul Stolk

Lecturer, University of Newcastle

As graduate from the University of Newcastle, Paul began his professional career as policy officer for the Commonwealth Department of Transport and Regional Services (1997-1999), and later the NSW Environment Protection Authority (1999-2000). Returning to higher education, Paul completed his PhD at the University of Newcastle in 2009, and from 2009-2011 was employed as a lead researcher for sport and tourism with Substance, a leading social research cooperative in Manchester, UK.

Since returning to Newcastle in 2012, Paul has been employed as a lecturer by the Newcastle Business School, where he teaches, researches and publishes in the tourism, sport and marketing disciplines.

From 2012-2015 Paul was the primary researcher and project manager for the Hunter Valley Wine and Tourism Association (HVWTA) 'Tourism Monitor' project, which worked closely with leaders in the Hunter Valley wine industry and generated local market intelligence for HVWTA tourism businesses. More recently Paul was the co-convenor and scientific committee chair for the 28th annual CAUTHE conference 2018, an international conference for tourism, hospitality and event educators hosted by the Newcastle Business School.

This presentation discusses the latest academic research segmenting the Chinese wine tourist market according to 'involvement', and considers the implications for wine tourism destinations, such as the Hunter Valley. The discussion is framed around the Destination NSW Food and Wine Tourism Strategy and Action Plan 2018-2022, and TRA's 2019 report on Chinese Free and Independent Travellers (FITs).



Speaker:

Dr Tamara Young

Senior Lecturer, University of Newcastle

Tamara Young is a senior lecturer who has researched the social and cultural significance of tourism for over fifteen years. Her research focuses on the impacts of travel and tourism on people, places, cultures and communities. She has published widely on these topics including her book *Tourist cultures: identity, place and the traveller.* Tamara is recognised across Australia and the Asia-Pacific as a leading educator and researcher in global tourism. She has received a number of awards for the outstanding contribution she makes to educating future leaders in the tourism industry.

Tamara collaborates closely with partners in both research and teaching to enhance local and regional tourism capabilities. Her industry projects include the UN Global Compact Cities Programme Indigenous Tourism Taskforce, The Newcastle City Council Visiting Friends and Relatives Study, and the Hunter Valley Wine and Tourism Association Tourism Monitor Project. Tamara was Chair and Host of the Council for Australasian Tourism, Hospitality and Events Education Conference held in Newcastle in 2018, and she is on the international steering committee of the Tourism Education Futures Initiative.

Drawing on academic literature concerned with tourist cultures, Tamara's presentation will provide insights into the motivations and travel behaviours of a range of emerging markets in Chinese outbound tourism to Australia.



Speaker:

Mr Stuart Barclay

General Manager, Marketing, Wine Australia

Stuart joined Wine Australia in November 2014 and as General Manager, Marketing he has responsibility for Wine Australia promotional activities domestically and internationally. Stuart has more than 23 years' experience in the wine sector in the UK and Australia, including 10 years' experience managing buying, wine production, direct-to-consumer sales and marketing channels for the Cellarmasters Group and Woolworths Liquor Group.

This presentation will give insight into the role of Wine Australia in relation to current markets patterns and marketing trends, including digital media and social media. The presentation will delve into the integration of wine tourism into Wine Australia's strategic pillars and the capabilities of the grant's programs.

Panel discussion



Food & wine pairing and demonstration with Reece Hignell

Newcastle's 2018 Top 6 Masterchef

5:00pm



Reece Hignell is a local Newcastle based cook. Reece has always had a strong passion for food starting from an early age when he would help his Nan bake and sell cakes at the local markets. Over his life he has always experimented with cooking and evolved his style as his ability grew.

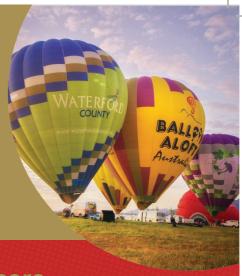
Now Reece is a confident cake baker and loves making anything sweet. In 2018 Reece applied for MasterChef Australia, and before he knew it he was a contestant on the show's 10th (and Logie winning) season.

The show has completely changed Reece's life who left his job in Recruitment to take on full time career in cooking. Following the season, Reece has held a number of pop up restaurants around the country, released a gelato brand with Gelitissimo, undertaken some major brand connections and toured many food fairs.

Now days, Reece had settled back in his home of Newcastle where he frequently holds cooking classes with The Essential Ingredient, Julie's Place and ATWEA. Reece is also working on releasing his own cake business where he hopes to cater for special events around the Newcastle region.

Lucky Door Prize

Be sure to place your business card into the draw to win one of two Balloon Aloft experiences.



Major Sponsors





Jade Sponsors



HUNTER VALLEY

Pearl Sponsors

















Support Partners







Wine Australia

CULTURAL FESTIVAL

CELEBRATING CONTEMPORARY & TRADITIONAL CHINESE CULTURE, ART, FOOD & PERFORMANCE.

CALLAGHAN CAMPUS, UNIVERSITY OF NEWCASTLE

- Delicious food markets and wine tasting
- Live music performances
- The Movement Collective featuring Ninja Warrior semi-finalist Shaun Wood
- · Cultural and craft demonstrations, workshops and face painting
- Lion and dragon dances featuring Jin Wu Koon and Newcastle Grammar School students
- A great day out for the whole family

SATURDAY 7TH SEPTEMBER

10:00AM - 4:00PM FREE EVENT AND FREE PARKING

HEAD TO NEWCASTLECHINAWEEK.COM.AU FOR FULL PROGRAM DETAILS AND MAP



