

AusCider 2019

2-5 JUNE | TASMANIA

AUSCIDER 2019 PARTNERS



Event Details

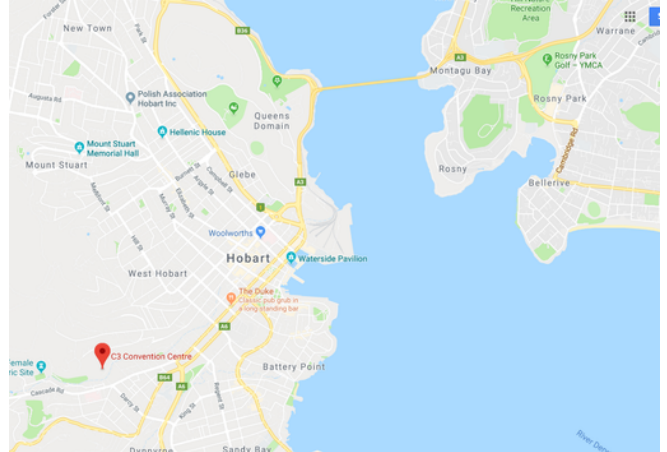
WELCOME DRINKS: 2 JUNE (6PM)

Venue TBA

CONFERENCE: 3 & 4 JUNE

C3 Convention Centre, 64 Anglesea St,
South Hobart

The conference venue is a 10 minute drive from central Hobart, and a 25 minute drive from Hobart airport.



CIDER AUSTRALIA AGM: 3 JUNE (3.30PM)

C3 Convention Centre, 64 Anglesea St,
South Hobart

Members of Cider Australia and guests are invited to attend the Association's 2019 Annual General Meeting.

AUSCIDER 2019 DINNER: 3 JUNE (7PM)

The Cornelian Bay Boathouse, Queens Walk, Cornelian Bay

TUESDAY TOUR: 4 JUNE (12-5.30PM)

Coach return to C3 Convention Centre
Lunch at Willie Smith's Apple Shed & Cidery Tour followed by a visit to the Tasmanian Institute of Agriculture facility in Sandy Bay.

LAUNCESTON TOUR: 5 JUNE (TBC)



Hobart waterfront - Image courtesy of Tourism Tasmania and Scott Sporleder

Program

SUNDAY 2 JUNE

6pm **WELCOME AND NETWORKING DRINKS** Venue TBA

MONDAY 3 JUNE

8.15am – 3.30pm **AUSCIDER 2019 DAY 1** C3 Convention Centre

Opening address TBA
Message from President Sam Reid, President of Cider Australia
Role of a Pommelier and UK cider trends Jane Peyton (UK), Drinks Educator and Pommelier
Update on the Australian Cider Research and Development Group (ACRAD) and Program 1: Value Chain Analysis Nigel Swarts, Tasmanian Institute of Agriculture & ACRAD Program Lead
Update on cider research Madeleine Way, PhD Student, University of Tasmania
Cider market update Andrew McCrae, Cider Category Manager, Dan Murphy's
Food matching with cider – panel discussion
- Jane Peyton (UK), Drinks Educator and Pommelier
- Clive Crossley/Lynne Uptin, Co-owners, Red Sails Cider
- Tim Jones, Head Cidermaker & Distiller, Willie Smith's Cider Makers
- James Kendell, Co-owner, Small Acres Cider

Fermentasmania update Philippa Dawson, CEO, Fermentasmania

3.30pm – 5.30pm **CIDER AUSTRALIA AGM** C3 Convention Centre

8.15am – 6pm **CIDER SUPPLIER SHOWCASE** C3 Convention Centre

7pm **AUSCIDER 2019 DINNER** The Cornelian Bay Boathouse

TUESDAY 4 JUNE

8.30am – 12.30pm **AUSCIDER 2019 DAY 2**
CIDER SUPPLIER SHOWCASE C3 Convention Centre

Cider Tasmania update Caro Brown, President of Cider Tasmania and co-owner Brady's Lookout Cider

Agri-tourism and the cider industry Destination Marketing Store

Orchard establishment Matthew Tack, Owner, Our Mates Farm

Cider Australia update Sam Reid, President of Cider Australia

1pm – 5.30pm **TUESDAY TOUR**
Lunch at Willie Smith's Apple Shed & Cidery Tour & Tasmanian Institute of Agriculture visit

WEDNESDAY 5 JUNE

AUSCIDER 2019 DAY 3 Site visits near Launceston (TBC)

THURSDAY 6 & FRIDAY 7 JUNE

FRUIT GROWERS TASMANIA ANNUAL CONFERENCE

Exhibitors

Delegates will have the opportunity to engage with Cider Australia's sponsors at the AusCider 2019 Cider Supplier Showcase and discover the products and services they have to offer. The Showcase will run for the duration of proceedings at the C3 Conference Centre. Exhibitors include:



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Speakers

Jane Peyton (UK) - Founder of the School of Booze and Pommelier (jane-peyton.com)

Drinks educator Jane Peyton, the UK's first accredited Pommelier, joins proceedings as international keynote speaker. Jane is an alcoholic drinks writer, broadcaster, pub expert, writer, public speaker, and founder of the School of Booze drinks consultancy. Jane is the author of eight books and appears regularly on TV and radio talking about alcohol and pubs. She has been awarded UK Drinks Educator of the Year, a Lifetime Achievement in Beer from the British Parliament's MPs and Peers and was the UK's first Beer Sommelier of the Year.

Keynote Address – The Role of a Pommelier

Cider has been consumed in Britain for millennia but it is given very little respect and even less understanding as one of the country's national drinks. The majority of cider consumed in the UK is apple flavoured alco-pops with a legal minimum amount of juice and a maximum amount of sugar. Cider is so misunderstood in the UK that most people think it is brewed. Jane will talk about the nascent campaign by some of the UK's leading cider advocates to #RethinkCider with the aim of educating people about the variety and diversity of 100% juice ciders, the potential of matching cider with food and why a rethink is so badly needed if real cider is to increase its market share and Britain's centuries old cider apple orchards are to survive.



Sam Reid - Co-founder, Willie Smith's Cider Makers/President, Cider Australia

Sam is co-founder of Willie Smith's Cider Makers, with 4th generation apple orchardist, Andrew Smith. The operation is based on the Smith family farm in the Huon Valley in Tasmania and has grown rapidly to become one of Australia's leading Craft Cider companies picking up a host of awards along the way. Sam became President of Cider Australia in 2014 and is passionate about the difference the growth of Cider and Perry can make to regional, agricultural communities around Australia.

Prior to that Sam had a corporate career spanning 15 years and 3 continents working in senior marketing and innovation roles. Sam has a passion for brands and for great drinking experiences and is excited about the opportunity Tasmania has ahead of it with the global tourism focus and abundance of fantastic food and beverage available.



Dr Nigel Swarts - Tasmanian Institute of Agriculture/ACRAD Program Lead

Nigel is a Research Fellow in the Tasmanian Institute of Agriculture at the University of Tasmania. He is interested in the field of tree physiology and specifically tree crop nutrition. Nigel leads two collaborative projects on nitrogen management in tree crop production systems, and on behalf of UTAS, is currently leading the strategic development of cider research in Australia.

Madeleine Way, PhD Student, University of Tasmania

Madeleine is a PhD Student at the University of Tasmania and recipient of the 2017 Westpac Future Leaders Scholarship. Madeleine graduated from the University of Tasmania in 2016 with a Bachelor of Agricultural Science with Honours. Her project focuses on mapping Australian cider uniqueness for the production of high quality and consistent craft cider.

Speakers



Philippa Dawson - CEO, Fermentasmania/Non-Executive Director

Pip was born and educated in Launceston and after studying and working in Hobart, followed by nearly 20 years living around Australia and overseas, returned to Launceston in November 2018 as inaugural CEO of Fermentasmania - an industry-led, not-for-profit industry cluster established to accelerate innovation, growth and collaboration for fermentation-based enterprises.

Pip has over 20 years of experience in the Federal Government, most recently at the Australian Trade and Investment Commission (Austrade) where she was responsible for trade promotion strategies. Pip has served overseas in diplomatic posting to Washington DC, Barbados, Toronto and with the United Nations in Italy. A serial learner, Pip has a Bachelor of Economics (majoring in Japanese), Graduate Diplomas in Foreign Affairs and Trade and Public Policy and a Masters Degree in Marketing Communication.



Matthew Tack - Owner, Our Mates Farm

Matthew Tack grew up farming in North Queensland before studying Commerce and Economics at the University of Queensland and becoming a Chartered Accountant. After 12 years working in London as a Finance Director for a mining company, in 2013 both he and his partner of 15 years decided to move to Tasmania without ever having been there.

Together they now run Our Mates' Farm, 79 acres of land in Geeveston where they grow 39 varieties of certified organic dessert and cider apples, as well as livestock and their two free range children. Our Mates' Farm is dedicated to producing the best quality food in an ethical and sustainable way. They have made many mistakes along the way, but their motto is "adapt, persevere, succeed" and in 2016 they achieved their first profitable season.



Caroline Brown - Co-owner Brady's Lookout Cider/President, Cider Tasmania

Caroline (also known as Caro) along with her husband Chris are redeveloping a vineyard in the Tamar Valley to be a broader perennial horticulture operation with a primary focus on cider and heritage apples. As cider makers for Brady's Lookout Cider, they are producing methode traditionnelle sparkling ciders on the property using traditional techniques. As far as they are aware, they are Australia's only cider mill devoting 100% of production to this style.

Caroline is a Fellow of the Australian Rural Leadership Foundation. She is also a Chevening Fellow, having received this prestigious Fellowship by the British and Foreign Commonwealth Office in 2010 to study in the United Kingdom on how to transition to a low carbon economy. In her spare time, when she finds it (!) she is a Board Member for Harvest Launceston Community Farmers Market, Fermentasmania Ltd and volunteers for other community groups such as Rotary.

Speakers



Destination Marketing Store

Be the place to be. At DMS, we'll help you get to know your market and extract the best opportunities for making your business the destination of choice.

How do you establish a visitor experience that is 'word of mouth' worthy? What is your target market and what is the right mix of products and services to offer? Destination Marketing Store will discuss how individual producers can maximise growth by choosing the right branding and marketing channels.

Dr Tim Jones - Head Cider Maker and Distiller, Willie Smith's Cider Makers

Since 2014, Tim has been working with the team at Willie Smith's to develop the cider category in Australia by focusing on producing premium ciders made with traditional cider apple varieties. Prior to entering the craft cider world, Tim worked in commercial cider at the historic Cascade Brewery (ABInBev) where he managed fruit processing and the local production of cider for brands including Strongbow, Bulmer's, and Mercury Cider. At the same time, Tim's passion for traditional ciders led him to establish his own small orchard of traditional French and English cider varieties and to research traditional cider making techniques.

During his career, Tim has held a postdoctoral position in plant breeding and also worked in operations management in the viticulture and wine industry. He has judged cider competitions both locally and internationally, and plays a continued role in cider research and education in Australia.

James Kendell - Co-owner Small Acres Cyder

James Kendell with wife Gail is passionate about making premium cider from true heritage cider apple varieties. They are the first and sole producers of locally grown, locally made cider in the Central West, NSW Australia. Small Acres Cyder produces a range of ciders made with the fresh juice of cider apples and drawing on traditional methods of authentic cider production. Small Acres Cider have achieved a number of award winning products.

James was the inaugural President of Cider Australia and continues to be a strong advocate for the Australian cider industry.

Clive Crossley and Lynne Uptin - Co-owners of Red Sails Cider

Academic, sailor, orchardist and entrepreneur, Clive Crossley is the real deal when it comes to Tasmanian cider. Dr Clive Crossley has been making cider for more than 40 years. Since retiring from medical research he now produces small commercial quantities of artisan cider, combining his academic interest in fermentation and metabolism with an enthusiasm for cider making and drinking.

Lynne Uptin was Director of Arts Tasmania for 16 years as well as nurturing a passion for reviving cider traditions in Tasmania. Now enjoying working the heritage orchards, vineyard and gardens and producing artisan ciders, Lynne also manages the administrative aspects of Red Sails.

Registration

Ticket sales close Friday 17 May

TICKET TYPE	MEMBER/NON-MEMBER (incl GST)
WELCOME DRINKS (2 June)	free
CONFERENCE (3-4 June) Includes conference on Monday and Tuesday at the C3 Convention Centre and morning tea and lunch (Monday only)	\$150/\$250
DINNER (3 June) Includes 3 course meal and drinks, plus informal pre-dinner cider tasting	\$80/\$100
TUESDAY TOUR (4 June) Includes lunch at Willie Smith's Apple Shed and cidery tour, Tasmanian Institute of Agriculture visit and return transportation	\$45/\$55
LAUNCESTON TOUR (5 June)	TBC

We are very pleased to be offering the ability to buy your tickets online. We have partnered with the secure online ticketing services of Ticketebo for the provision of our tickets. Buy online today at www.ticketebo.com.au/auscider2019

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

AusCider 2019 is an excellent opportunity for companies to engage with delegates and showcase their products and brands. For further information on exhibitor and sponsorship opportunities please contact office@cideraustralia.org.au

Accommodation

The following hotels are offering a discount to delegates of AusCider 2019 for accommodation on 2-5 June 2019. Details on the properties and how to access the special rates are below.

Hadley's Orient Hotel

34 Murray Street
HOBART TAS 7000
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Hadley's is pleased to offer a 10% discount through bookings on its website for delegates to book at their leisure. Simply enter the Promo Code CIDER2019 on www.hadleyshotel.com.au. Note that this is not available in conjunction with any other offer.

Ibis Styles Hobart

173 Macquarie Street
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Ibis Styles Hobart is pleased to offer delegates a special rate on the following room types:

Standard Queen or Twin

\$145.00 (Room only)

Standard King

\$155.00 (Room only)



Travelodge Hotel Hobart

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Travelodge Hotel Hobart is pleased to offer delegates an online booking link extending 10% off the Best Available Rates. Based on single/double occupancy (link to be provided soon).



About Us

AUSCIDER is the cider industry's annual information exchange and networking event. It connects cider producers, fruit growers, researchers, suppliers and other industry representatives from Australia and internationally. The Batlow CiderFest organised and ran the first seven conferences in Batlow, NSW. Cider Australia is now managing the event as it moves to major cider centres across Australia.

CIDER AUSTRALIA is the national association for the cider industry in Australia. We are independent and not-for-profit, and our goal is to build a sustainable cider category by undertaking activities that improve the quality of ciders produced and marketed in Australia. We do this through:

- PROMOTION – raising awareness of the cider industry and creating marketing opportunities and strategies to assist our members to grow their businesses
- ADVOCACY – facilitating policy development and presenting the common views of the industry to government and others
- EDUCATION – educating consumers about cider, and encouraging professional and technical development, information sharing and benchmarking within the industry.

For further information visit the Cider Australia website www.cideraustralia.org.au

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