

# WINE TOURISM BIOSECURITY SIGNAGE ORDER FORM

## WINE TOURISM BIOSECURITY BACKGROUND

Vineyards near cellar doors are exposed to biosecurity risks through heightened tourist visitation and movement.

Research shows that 44% of female visitors and 28% of male visitors to wine regions expect to be able to take photos amongst the vines as part of their wine tourism experience.

Anecdotally, Chinese visitors are more likely to walk into vineyards than tourists from other countries.

Phylloxera is being detected in more vineyards in Victoria. And Australia has experienced a doubling in the number of exotic plant pest incursions in the past seven years.

There are more pathways than ever before for exotic pests to enter vineyards. Tourist movement is one of those pathways.



\* Add logo \$50 +GST charge applies

The signage has been designed for consumer-facing purposes such as cellar doors and cycling/walking tracks. The signs include English and Mandarin messages that aim to build a partnership with visitors around vine health and protection.

**Margaret River Wine Association Inc.**

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## SUGGESTED SIGN LOCATIONS

Many cellar doors were designed without biosecurity front of mind. For example, designated cellar door car or bus parking is often situated at the ends of vine rows with no barriers in between.

Ideally, your Wine Tourism Biosecurity Signs will be placed between your car parking area and your vines, to prevent entry into your vine rows (see mock-up below). You may need several signs located at positions where visitors usually wander into your vines.

Sign placement will depend on the position of your car park and relative proximity to vines adjacent to your cellar door.



### SIGN SPECIFICATIONS

Material: Gloss UV laminate on 3mm Aluminium Composite  
 Size: 813mm x 1220mm portrait  
 Price: \$115 + GST  
 Add your logo for \$50 + GST

### LOGO SUPPLY SPECIFICATIONS

Please supply logos as either .EPS or .AI files. If supplying a JPEG, please ensure it is 300dpi resolution and at least 200mm wide.

Collection: MRWA Office, Margaret River Visitor Centre, 100 Bussell Highway, Margaret River

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Number of Signs: \_\_\_\_\_ Add Logo: Yes No

**Payment Details** *Payment required prior to collection.*

Credit Card or  Direct Deposit to BSB: 306 021 Acc: 4191 302 (Ref: Wine Tourism Signs)

Card Number: \_\_\_\_\_

Expires: \_\_\_\_\_ CVV: \_\_\_\_\_

Email completed form to [pipheaford@margaretriver.wine](mailto:pipheaford@margaretriver.wine)