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> PRIORITY

Secret women's business

The mysteries of marketing
to women revealed.



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Using direct marketing to sell more wine

While Australians are drinking more wine than they did a decade ago, the competition for independent winemakers and boutique wine distributors is tougher than ever. Large chains have a buying power that has led to massive discounting and a need for many businesses involved in producing and distributing wine to re-think distribution channels.

Australian direct marketing expert and marketing consultant to the wine industry Malcolm Auld believes that direct marketing is the key to wineries selling their product without discounting and, in some instances, at a premium.

"Many wineries have concerns about the price cutting and also the reliability of cellar door sales but lack the knowledge

of how marketing can help overcome this," he says.

Auld, who conducted a recent Australia Post sponsored wine industry direct marketing seminar, has spoken to hundreds of people involved in the wine industry about implementing simple and effective direct marketing activities.

"The main point I try to make is that it's not rocket science – you just need to apply some common sense and a little computer technology, such as a simple database. Wineries have a perfect opportunity to engage customers at the cellar door while they are sampling their product. Invite them to join your wine club or mailing list and share with them the benefits of doing so."

According to Auld, wine is a perfect

product for developing a loyal customer base that's responsive to direct marketing offers.

"It's probably one of the easiest environments in which to obtain customer data, as the customer is usually relaxed and enjoying themselves," he says.

Once customers are on the database, Auld says wineries can make relevant offers that can be tailored to individual preferences – gained either from sales data over time or the data customers supply.

He also points out that through wine clubs, newsletters, websites and seasonal marketing offers, the wine industry has many opportunities to reach its customers.



Ian Yurisich's son Anthony who is also an Olive Farm winemaker.

CLOSEST WINERY TO A CAPITAL CITY

Located 15 kilometres east of Perth, Olive Farm in South Guildford is reportedly the closest winery to any capital city in the world.

Originally settled in 1829 by English botanist Thomas Waters, the winery has expanded into a function centre, café and, of course, olive producer.

However, it's the wines that have made Olive Farm a popular destination for both locals and tourists, who can travel there by boat to sample the chenin blanc, chardonnay, semillon, verdelho, sauvignon blanc, traminer, cabernet sauvignon, shiraz, merlot, cabernet franc and pinot noir.

Winemaker Ian Yurisich has created a special area in an underground cellar that

is used for sales and tasting.

And like many boutique wineries, Olive Farm relies on mail order, cellar door and the café for most of its sales.

Australia Post provides the Post eParcel and regular Parcel Post service for Olive Farm. "Some weeks hundreds of boxes of wine can be sent out and we like to know that it's in safe hands and will reach our customers in good condition," says Yurisich.

Post's account manager for Olive Farm is considered a critical point of contact. "Our mailing needs can be quite complex during peak wine release periods so it's peace of mind for us having someone at Post to talk to."

