



Australian
GREAT Wines

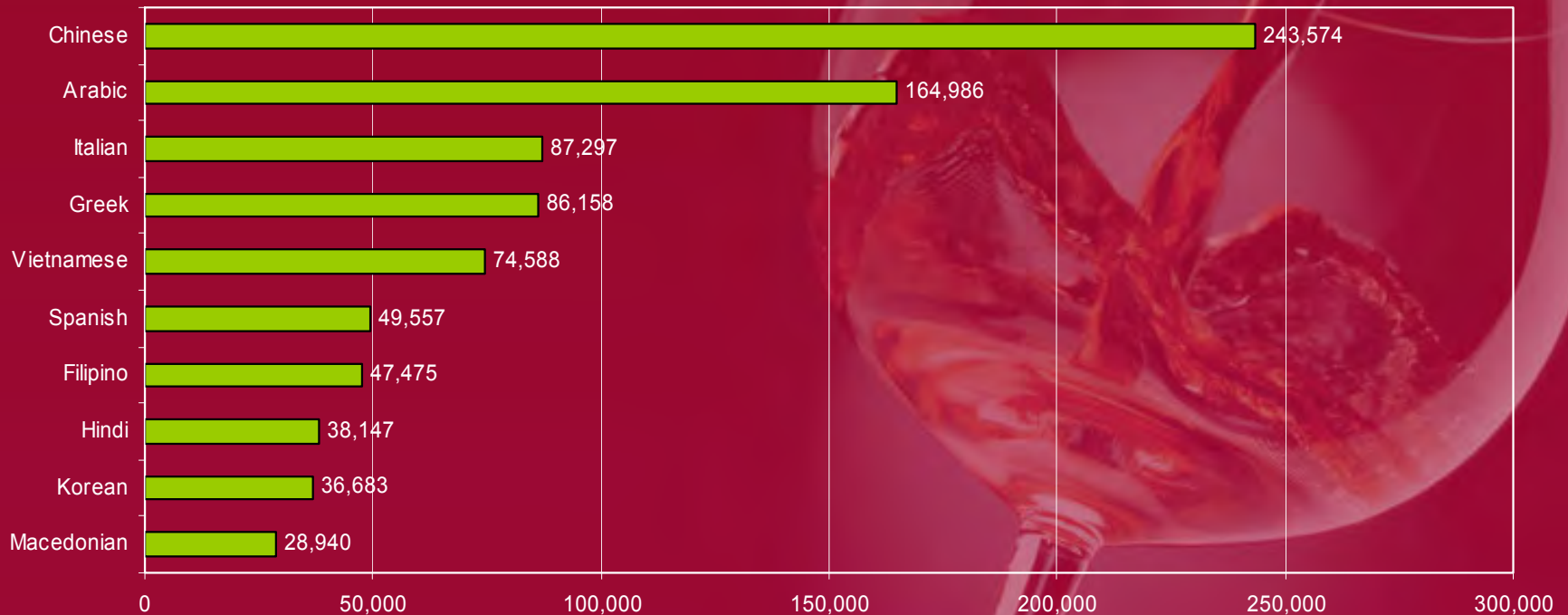
Proposal for Wine Tasting Workshop



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Target Audience

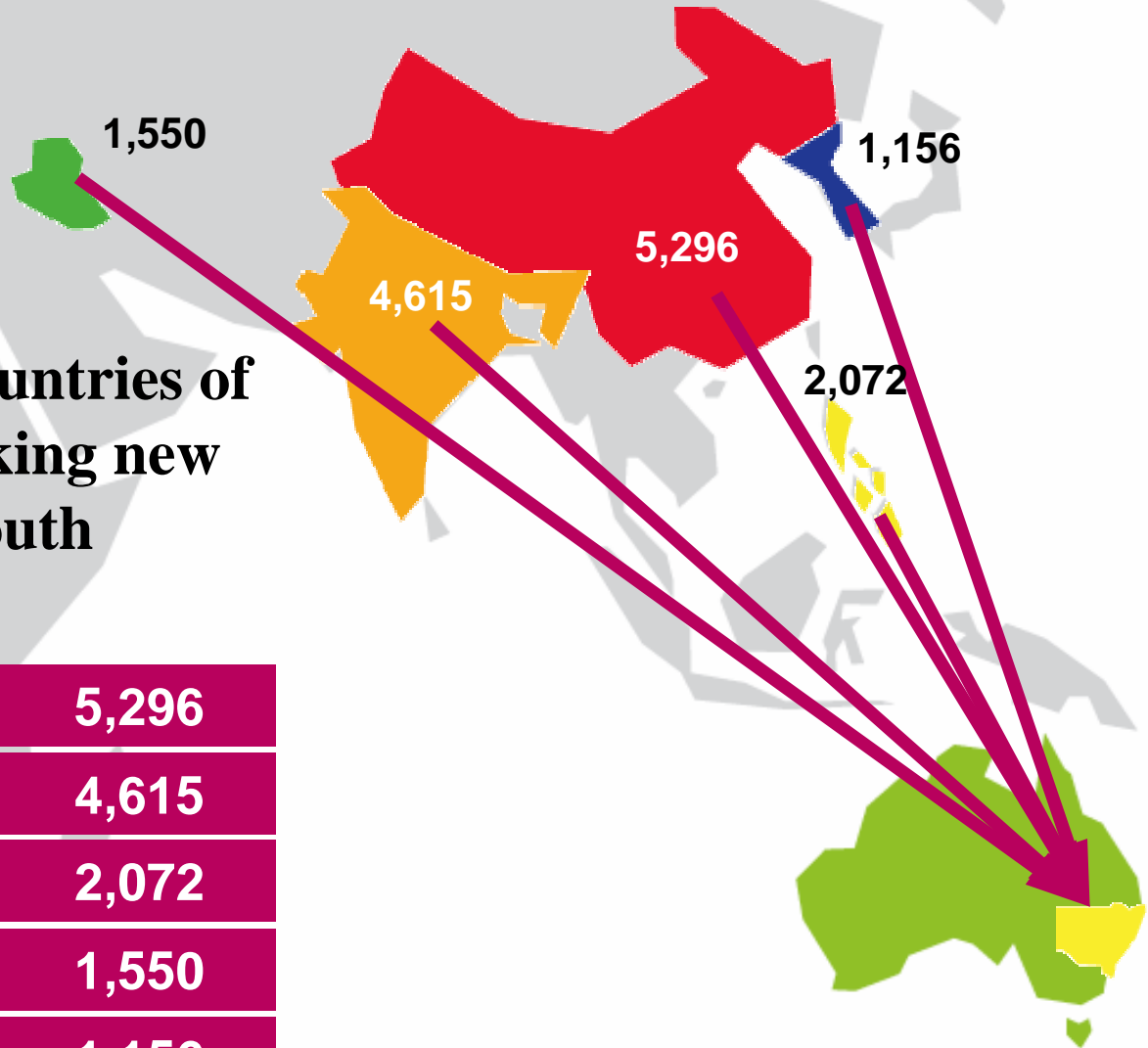
Top 10 CALD Communities in NSW (2006 Census)



Target Audience

Top five source countries of Non-English speaking new migrants - New South Wales (2005-06)

China	5,296
India	4,615
Philippines	2,072
Iraq	1,550
Korea	1,156



Target Audience

Chinese had become the biggest ethnic group in Australia and most of them settle in NSW

Nearly 30% of them spoke English not well or not at all



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Why are Chinese interested?

- For social lives
- For communication with friends
- For complement with food
- For investment



MMM Wine Survey

How many bottle of wine does your family drink per week?

