



## Limestone Coast Grape and Wine Council Inc.

### **Call for Expressions of Interest: Limestone Coast Grape and Wine Industry Report**

The Limestone Coast Grape and Wine Council (LCGWC) has identified the need for a report which quantifies the benefits of the wine and grape industry in the Limestone Coast. The LCGWC seeks expressions of interest to carry out this work.

The report would enable the LCGWC to quantify and tell the story of the positive benefits of the industry to the Limestone Coast community. These benefits are broad and include economic, employment, sustainable land use, social cohesion, infrastructure use and associated industry flow on benefits. The report would include recommendations for future action to strengthen the industry's profile, and a summary which could be easily read and distributed to clearly advocate for the industry.

#### **The report will:**

**Identify the Limestone Coast grape and wine industry and provide a brief overview of it.** This will include its position on a state, national and global level. It will provide statistics and historical data about the nature of the industry and growth potential, based on economic factors and conditions.

**Summarise the nature of the industry.** This will include specific information about growth patterns, fluctuations related to the economy, and income projections. It will document recent developments, news, and innovations. It will discuss marketing strategies, and the industry's prevalent operational and management trends.

**Provide a forecast for the industry.** This will include economic data and industry predictions at different time intervals (5, 10, 20 years). It will provide evidence for defining the industry as new and emerging, growing, maturing or declining.

**Identify government regulations affecting the industry.** This will include any recent and emerging laws, licenses and regulations relating to the industry.

**Explain the unique position of the Limestone Coast within the industry.** This will include an overview of data of direct and indirect competition.

**List potential limitations and risks.** This will include factors that might negatively impact the industry and what you foresee in the short-term and long-term future. It will outline information about driving forces such as new regulations, technology, globalization, competitors and changing customer needs.

**To express your interest please provide:**

- A document referencing the Report name and stating your interest in undertaking the report.
  - Introduce your business, its primary focus and its key qualifications for writing the report. Give a general background and overview of your business. Include your name, contact details and ABN.
- Highlight relevant project experience and qualifications to carry out the work. Highlight your sector-specific expertise, and country/regional experience.
- Convey your understanding of the report's purpose, objectives and development context as well as a brief discussion of key issues.
- Outline the cost for researching and writing this report (plus GST if this is applicable)

Expressions of Interest are to be emailed to Helen Strickland (President, Limestone Coast Grape and Wine Council) at [stricklandsolutions01@gmail.com](mailto:stricklandsolutions01@gmail.com) by close of business on May 30<sup>th</sup> 2024