WINE TOURISM BIOSECURITY SIGNS

Vinehealth Australia's popular suite of biosecurity signs for consumer-facing purposes such as cellar doors and walking tracks are popping up all around Australia.

Developed as part of the Responsible Visitation Campaign, the signs educate your visitors about keeping vines healthy, by not walking into your vineyards.

Signs carry a range of messages, come in two size options and include English and Mandarin messages. At an additional cost, your logo can be added.

Our vision at Vinehealth Australia is for every cellar door in Australia to proudly display Wine Tourism Biosecurity Signs, in an effort to protect our most valuable assets.

SIGN SPECIFICATIONS

Two sizes available: Standard and Petite

**Standard** size has been developed to deliver the maximise impact of the signage message and is recommended for driveways, car parks and areas between visitors and vines.

Portrait orientation: 1200mm high x 900mm wide

**Petite** size has been developed for the smaller, boutique cellar doors where entryways are smaller and foot traffic is closer. This is the smallest size recommended by Vinehealth Australia to ensure the message is clearly portrayed.

Portrait orientation: 900mm high x 600mm wide

Printing options: High Gloss or Matt Finish

Printed on aluminum with non-reflective UV coating and pre-drilled holes.

Single or double sided signs available

SIGN COSTS

<table>
<thead>
<tr>
<th>Size</th>
<th>Single sided</th>
<th>Double sided</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard</strong></td>
<td>$150 + gst</td>
<td>$250 + gst</td>
</tr>
<tr>
<td><strong>Petite</strong></td>
<td>$95 + gst</td>
<td>$165 + gst</td>
</tr>
</tbody>
</table>

**Custom options** – Add company logo in bottom right hand corner $50 + GST per sign design. Plus delivery to your cellar door (cost depends on location).

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.
WINE TOURISM BIOSECURITY SIGNS

SUGGESTED SIGN LOCATIONS
Many cellar doors were designed without biosecurity front of mind. For example, parking areas are 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 right).
We also suggest adding signage at the roadside entrance of your property, and near the cellar door entrance or any seating areas that are adjacent to vines. You may need several signs located in positions where visitors usually wander into your vines.
If you are planning a new cellar door, please contact Vinehealth Australia on (08) 8273 0550 to discuss layouts that promote best practice biosecurity.

PHOTO ZONES
We have created special ‘photo zone’ signs to encourage visitors to go to a designated point away from your vine rows to get their perfect pic. This will ideally be an elevated point which offers optimal views of your vines and surrounding landscape. You could build a simple wooden platform to achieve this elevation. See the mock up above.

WALKING/CYCLING TRACKS
We have also designed signs for walking/cycling/horse-riding trails near vineyards, asking people to stay on the track. Ideally, these signs will be at the beginning and end of tracks, and more signs may be needed along the track if the trail is longer than 1km. See the mock up above.
WINE TOURISM BIOSECURITY SIGNS

Be part of our Australian wine story.
敬请成为我们澳大利亚葡萄酒故事的一部分。

Please don’t walk amongst our vines.
请不要在葡萄藤间行走。

Enjoy our wines, protect our vines.
帮助保护我们干净绿色葡萄园。

We have some of the oldest vines in the world.
我们拥有世界上最古老的葡萄藤。

PHOTO ZONE SIGN

BIKE SIGN

*Add logo: $50 charge applies
(S) Standard (P) Petite
ORDER FORM

Business name: ________________________________________________________________

Contact name: ________________________________________________________________

Sign delivery address: _________________________________________________________

____________________________________________________________________________

Email: _______________________________________________ Phone: __________________

Vinehealth Australia Grower Number (if applicable): ________________________________

☐ Total number of signs ordered (see page 3 for sign designs)  ☐ Company logo added  ☐ Delivery required

I, ____________________________________________, authorise the order of Vinehealth Australia Wine
Tourism Biosecurity signage. I understand that Vinehealth will confirm delivery details, the final cost
and payment options.

Signed: __________________________________________________________

Position: ____________________________________________________________ Date: ____________

☐ I am interested in Wine Tourism Biosecurity Program
   Training for my cellar door staff

☐ I do not currently receive communications from Vinehealth Australia
   and authorise my email to be used for further correspondence.

Note: Total cost and delivery timeframe will be confirmed by Vinehealth
Australia following receipt of order form with delivery address details included.
Allow 4 weeks for delivery.

SIGN COSTS

Standard       Single sided $150 + gst
               Double sided $250 + gst

Petite         Single sided $95 + gst
               Double sided $165 + gst

Custom options – Add company logo in bottom right hand corner $50 + GST per sign design.
Plus delivery to your cellar door (cost depends on location).

LOGO SUPPLY SPECIFICATIONS

Please supply logos as either EPS or AI files. If supplying a JPEG, please ensure image
size of at least 30cm width.

Note: A proof of your sign will be sent to you for approval prior to printing if you have selected customisation.

Please return this form to Vinehealth Australia via email at: admin@vinehealth.com.au
Phone (08) 8273 0550 if you have any questions.