

# 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

**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).

## 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

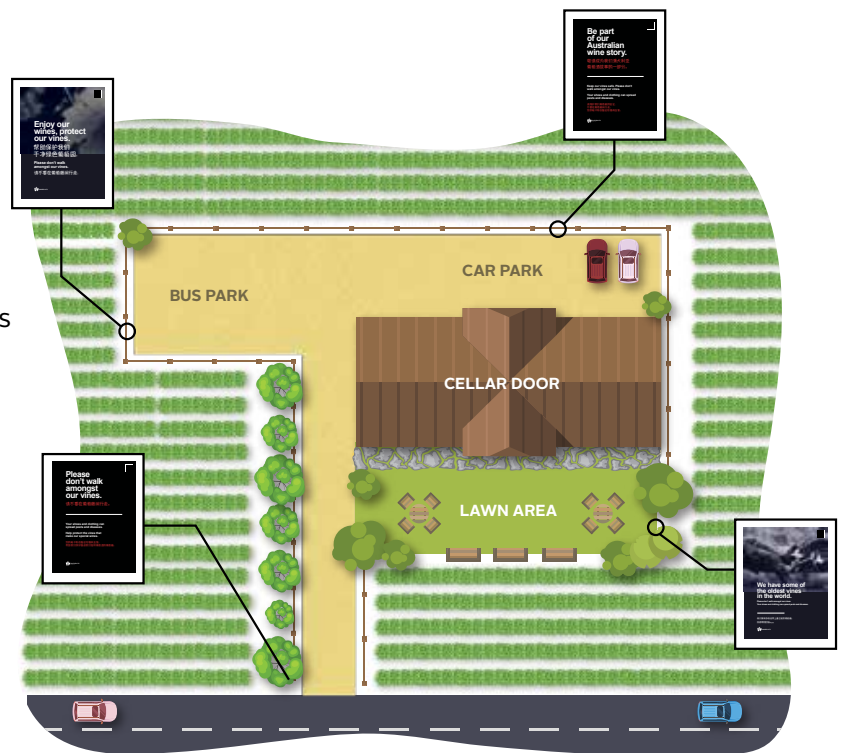
Many cellar doors were designed without biosecurity front of mind. For example, parking areas are often situated at the ends of vine rows with no barriers in between.

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.

**Councils have planning regulations around signage. Therefore, please check with your local council's planning department, as development approval may be required. A reminder that placing signage on council land and road verges is generally not permitted.**

## WINE TOURISM BIOSECURITY SIGNS

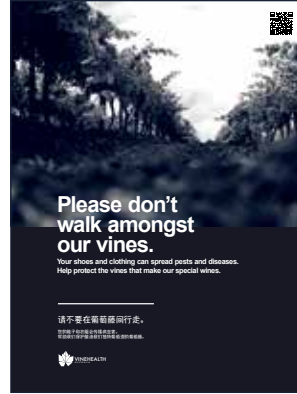
\*Add logo: \$50 charge applies  
(S) Standard (P) Petite



QTY  LOGO\*  
 SIZE (S) (P)



QTY  LOGO\*  
 SIZE (S) (P)



QTY  LOGO\*  
 SIZE (S) (P)



QTY  LOGO\*  
 SIZE (S) (P)



QTY  LOGO\*  
 SIZE (S) (P)



QTY  LOGO\*  
 SIZE (S) (P)



QTY  LOGO\*  
 SIZE (S) (P)



QTY  LOGO\*  
 SIZE (S) (P)

## PHOTO ZONE SIGN



QTY  LOGO\*  
 SIZE (S) (P)

## BIKE SIGN



QTY  LOGO\*  
 SIZE (S) (P)

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

I authorise my name to be listed on Vinehealth Australia's website as a Biosecurity Supporter.

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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.

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                             Double sided \$250 + gst

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### 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](mailto:admin@vinehealth.com.au)  
Phone (08) 8273 0550 if you have any questions.