

**Question on Notice  
No. 563  
Asked on 17 April 2008**

MR BOMBOLAS asked the Minister for Tourism, Regional Development and Industry (MS BOYLE) —

QUESTION:

Will she provide details of the benefits of the 2008 Queensland Wine and Food Map and the Wine Industry Action Plan?

ANSWER:

The Bligh Government continues to invest into the future of Queensland's food and wine industry.

The 2008 Wine and Food Map of Queensland is the most comprehensive map of its type in Australia. It showcases Queensland's unique food and wine, targeting wine tourists.

The Map not only provides information about cellar doors, wineries and wine producers but also detailed information about tourist facilities in each region and the location of visitor information centres, grape varieties grown at each property, opening hours and weblinks to producers.

A full State Map, apart from highlighting wineries and cellar doors across the State's 10 diverse wine regions, it also gives tips on wine tasting, wine varieties and local tourist information contacts.

From the unique tastes of the Granite Belt in the south to the tropical fruit wines of the Far North, Queensland wines certainly offer something to suit even the most discerning palette.

The Map is a glovebox guide to all that is good about wine and food in Queensland.

For the first time, the map also features boutique food producers such as cheese, olive, coffee and jam makers, across the State. In fact, this map is a pre-cursor to a bigger and better map that is already being planned, with the intent of including many more food producers, to further enhance the tourist experience for food and wine lovers.

The Bligh Government's commitment to investing in Queensland's wine industry is reflected in the fact that it has identified wine as a key industry for development.

With the release of Queensland's revised Wine and Food Map, that investment can be seen in more than 190 quality producers and over 250 cellar doors operating successfully across the State.

The Wine Industry Action Plan forms a part of Smart Industry Policy and sets the direction for wine industry development. It highlights the importance of wine to the Queensland economy. For example, fruit wine in Cairns generated \$1.5M alone in cellar door sales last year, from just 12 wineries.

The Wine Industry Action Plan puts the focus on building industry capacity, infrastructure, business partnerships with tourism and hospitality industry, as well as raising the industry's profile, to attract investment and research and development.

Queensland has produced wine since 1860. There are 1,500 hectares of grape vines in our State and over 250 cellar doors. More than 190 wine producers in 10 distinct wine regions have crushed 4,500 tonnes of grapes in 2007 alone. In addition, wine is a great tourism experience, injecting significant dollars into regional economies with great potential for further growth.

The economic rationale for further developing this industry is strong and the Department of Tourism, Regional Development and Industry will continue to plan for and manage the growth of wine industry in Queensland.