

## Thiessen, Sam

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**From:** Damien Viney <damien@spreytonfresh.com.au>  
**Sent:** Wednesday, 17 June 2020 2:10 PM  
**To:** secretariat.PESRAC  
**Subject:** Cider Tasmania COVID19 Recovery

Hi,

I'm writing on behalf of the Tasmanian Cider Industry in my position as President of Cider Tasmania Inc. We have a small but unified membership of 12 producers whose aim it is to promote Tasmanian ciders and increase awareness of our industry.

Yesterday I had a conference call with Jo Crisp from AgriGrowth and also Alison Horwill of State Growth in order to get some guidance on how our group can receive some help recovering from Covid. They suggested contacting the advisory committee would be a good starting point. Below is my original email sent to several ministers.

" Dear relevant Ministers (Tourism, State Growth and Small Business / Hospitality)

As President of Cider Tasmania I represent the Tasmanian cider industry and the numerous small producers that fill our membership. As at 2017 (see the attached infographic) the cider sector in Tasmania generated over \$5.5million in sales and employed 45 FTE. Production of cider in Tasmania also supports the circular economy with many of our makers purchasing non-first grade fruit from Tasmanian fruit producers to make our cider. We know since 2017 that our economic contribution will have grown with many of our makers investing in cellar door operations and expansion in processing since 2017.

It came to my attention yesterday

[http://www.premier.tas.gov.au/releases/more\\_support\\_for\\_tasmanias\\_wine\\_producers](http://www.premier.tas.gov.au/releases/more_support_for_tasmanias_wine_producers) that the Tas Wine industry has received \$50,000 funding to assist with business recovery from COVID-19.

While I appreciate that the wine industry is an important cog in the agri-tourism sector for Tasmania, I feel that the cider industry is consistently overlooked for assistance, despite providing similar economic contribution to the Tasmanian economy for our size. We are a small group of businesses, but have close ties to the growers that supply fruit for our businesses and just as importantly, through our cider trail, have been contributing to the visitor experience and tourism in Tasmania. We do not have Government funded staff and although we do have a membership fee, this is not enough to cover a staff member to support our operations and consequently, we are not as active in promoting our activities.

Industry specific [data](#) highlights that April has been the worst month for Australian producers with the cider category incurring over 60% loss in sales. It is also the most challenging period for our industry as many have their costs incurred over the Autumn-winter period with harvesting and production. In a normal season, cashflow is tight during this period. I am sure you realise with the loss of events, restaurants and bars closing and restrictions on tastings, cashflow is at critical levels with managing the economic challenges from COVID-19. COVID-19 will have lasting effects in visitor numbers to our state and with several members making significant investment to their cellar door operations – and although I appreciate that many sectors will be seeking assistance from Government, we feel that our sector should also be provided with similar support from Government that has been extended to the wine sector.

I would like to meet with you **urgently** to discuss how we can receive support from the Government to update our Tasmanian Cider Trail web presence, seek support to update our industry data from 2017 as well as hold workshops to support our cidemakers reposition their businesses to manage the ongoing impacts of COVID19. Our aim would be to work with Brand Tasmania and our makers to enhance the Tasmania cider trail story, tell our individual cidemaker stories and establish a promotional campaign through the website and other mediums to encourage

visitation to the cellar doors in regional areas where we are located. Like wineries, we are in regional locations where we employ hospitality and production workers. “

I would appreciate guidance as to what I can do in order to help all our members through post COVID19 recovery.

Yours Sincerely,

Damien Viney

“Wash you hands”

Cider Operations Manager

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