

# Activities Calendar FY2021/22



Market	Priority	Partner	Time
US	E-commerce	Wine.com	Aug – Oct 21
US	E-commerce and brand	Vivino eDM campaign	Oct – Dec 21
US	Brand	San Francisco Wine School Virtual Tastings	Dec 21 – Feb 22
US	B2B/NTM	Wine Australia Market Entry Program	FY21/22
Canada	E-commerce/retail	Liquor Control Board of Ontario (LCBO) digital campaign	July 21
Canada	Brand	Liquor Control Board of Ontario (LCBO) Sponsored tastings	TBC
Canada	Brand/retail	Liquor Control Board of Ontario (LCBO) Flex promotion (shelf space)	Jan-Mar 22
UK	E-commerce/retail	Majestic Wines postcard/online campaign	Sep 21
UK	Retail	Oddbins digital and retail campaign	Oct 22
Hong Kong	Retail	Watson’s Wines campaign	Nov/Dec 21
Developing markets*	B2B/NTM and brand	South Australian Wine Specialist Program	FY21/22
Emerging markets*	Brand	South Australian Wine Ambassador program	FY21/22
Global	B2B/NTM	Department for Trade and Investment international offices	FY21/22

- This calendar outlines proposed activity that will be funded by the Grant in the Financial Year 21/22. The full program will run for four years.
  - The program for FY 22/23 will be released by June 30 2022.
  - Programs may be subject to change during the program period.
- \* Refer to “Strategy on a page” document for market priority breakdown