

MEDIA RELEASE

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Minister unveils regional Brand ID

Marking the start of its second century in winemaking, Queensland's Granite Belt has given itself a face lift. The new look is designed to project the modern, professional face of the industry in what is arguably Queensland's wine capital.

Queensland Minister for Tourism, Fair Trading, Wine Industry Development and Women, Margaret Keech MP, officially unveiled the new look at today's branding launch in Stanthorpe.

The launch was hosted by Granite Belt Wine & Tourism Incorporated (GBWT) and was held at the Queensland College of Wine Tourism. Joining Minister Keech from Brisbane¹ were a government party of eight; local MP Mr Lawrence Springborg and local government representatives; plus more than one hundred members of the GBWT.

Today's unveiling of the branding strategy and identity is the latest milestone in the development of the new GBWT. The body was created in 2006 following the merger of the Granite Belt Wine Association and the Granite Belt Tourist Association in a bid to present a strong industry and promotional body.

Since the merger, strategic business and marketing plans have been adopted, with recent work focused on re-branding the region.

GBWT President Mrs Bobbi Cragg commented: "We've long been proud of what this region has to offer, but we have to be more effective in communicating that to our external audience. This is another step in that process. What you see today is a modern, stylish image which in time will be recognised as a mark of quality in wine and tourism."

For a preview see www.granitebeltwinecountry.com.au.

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1. The Minister's party included Ms Jan Jarratt MP (Member for Whitsunday), Ms Lillian Van Litsenburg MP (Member for Redcliffe), Mr Phil Grey MP (Member for Gaven), Ms Bonny Barry MP (Member for Aspley) as well as Mr Cameron Crowther, Ministerial Advisor; Mr George O'Farrell, Director-General of the Department of Tourism, Fair Trading plus Wine Industry Development; Mr Bill Date, Director, Wine Industry Development.