



AUSTRALIAN OF THE YEAR 50TH ANNIVERSARY CELEBRATES WITH LANGHORNE CREEK

The National Australia Day Council (NADC) and the historic Langhorne Creek wine region have struck up a partnership for the 2010 Australian of the Year Awards – the 50th anniversary of these awards.

The Langhorne Creek Winemakers Association (LCWA) has become the official Beverage Partner – making it the first region to do so, rather than an individual winery as traditionally occurs.

“My first reaction when I received the Council’s proposal was that there was no single Langhorne Creek winery that was big enough to do this on their own, but why not collaborate and put forward a proposition that meets the criteria being sought as a region; the sum of all parts? So that’s what we did”, explains James Hall, spokesman for the LCWA.

David Hohnke, Senior Manager Corporate Partnerships for the National Australia Day Council also saw the benefits of partnering up with a region rather than a single winery.

“We have a proud history of building long-term, sustainable business relationships through these awards, which celebrate a wide range of achievements by Australian citizens from all walks of life”, David outlines.

“By joining forces with Langhorne Creek for the 50th Anniversary Gala Dinner and Australian of the Year announcement on the 24th and 25th of January 2010 respectively, the diversity of Australian achievement can be reflected through the diversity of the wines of one of Australia’s oldest regions being presented at these prestigious events.”

Up to seven Langhorne Creek wineries will have their wines poured to well over 1,000 guests at these two events.

“This forms part of an ongoing drive by the region to become better known and appreciated.” Hall elaborates.

“We have held a number of capital city events in the past 18 months profiling our wines. Langhorne Creek has played an intrinsic role in the Australian wine industry for over 150 years, providing grapes to some of Australia’s greatest labels.” Hall continues.

“It is only in the last 10 years or so that a number of wineries have achieved prominence in their own right. This of course is how regions become known, through the wineries and the labels they release their wines under.”

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