

Hi Beck,

Thanks for this email.

Yes, we are concerned about the possibility of new alcohol taxes. We are a very small business producing specialty wines and meads, sold mainly from our cellar door, to a 30+ demographic consisting mostly of mature-age tourists/visitors to our region. Our wines are usually purchased in relatively small quantities as a treat/indulgence, which forms just part of our customers' much broader 'tourism experience', so we feel that our products are unlikely to play a significant role in the social issues addressed by the proposed taxes, such as alcohol abuse. Due to economies of scale and the nature of our products, our wines are already sold at a relatively high price-point, so any further substantial increases may cause a reduction in sales, which, coupled with the other challenges currently affecting domestic and regional tourism, could threaten the viability of our business and other similar businesses in this region.

Regards,
Freya Masee
The Old School Winery & Meadery
School Rd, Womboota NSW

-----Original Message-----

Please see attached a letter Council received regarding possible changes to the taxation of wine.

Can you please let me know if you see this as an issue for your business?

Kind Regards
Beck

Beck Hayward
Economic Development Officer

Murray Shire Council
PO Box 21 Mathoura NSW 2710