

# MEDIA RELEASE



**DATE: June 23, 2005**

**REF: 11/05**

## **ENTALLY ESTATE – A TRUE TASMANIAN TOURISM ICON**

Gunns Limited will convert Entally Estate in to a leading Tasmanian tourism icon showcasing the state's premium wine, food, entertainment and heritage values.

After finalising the lease with the State Government, Gunns Limited announced it will work with existing and future volunteers to restore the homestead and grounds, develop a restaurant and cellar-door facility, plant up to 10 hectares of cool-climate wine grapes and organise a series of events.

Gunns Limited will take over management of the site on July 1 this year, according to the Company's Executive Chairman John Gay.

"We are delighted that Gunns Limited will make a real contribution to Tasmania's heritage by injecting significant capital into a property as remarkable as Entally," Mr Gay said.

"The Company is committed to spending \$500,000 over five years to restore the estate, undertake a full occupational health and safety audit and ensure locals and visitors to the State continue to enjoy the property.

"A detailed marketing strategy is currently being developed to encourage more people to visit the estate, which will centre on the packaging of premium Tamar Ridge, Devil's Corner and Coombend wines with quality Tasmanian food."

A Management Committee is being established to oversee the restoration to ensure all works enhance the cultural and heritage values of the site.

Mr Gay said Gunns Limited would also schedule a number of events on the property to encourage repeat visitation. He said Gunns Limited will work with the National Trust and other key stakeholders to ensure the best possible outcomes for the site.

"We are so fortunate in Tasmania to have such a unique history and we hope that Entally will play a greater role in assisting locals and visitors to gain a greater appreciation of our heritage."

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