

Member Bites: WFA Activities for Fortnight Ending May 14, 2015

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International Organisation of Wine and Vine (OIV)

The International Organisation of Wine and Vine (OIV) Expert Group meetings, Commission meetings and Scientific and Technical Committee were in Paris from 10-24 April. The OIV maintains its importance as a key influencer on international regulation. With 46 member countries, this inter-governmental organisation is being recognised as the reference body for all wine regulation. Critically the OIV is reviewing its labelling standard to feed into the European Commission review of European labelling regulations. WFA's Tony Battaglione is President of the OIV Expert Group on Statistics and Economics and sits on the working group undertaking the OIV review. *Contact:* Tony Battaglione – 0413014807, tony@wfa.org.au

2015 vintage survey about to start

WFA has this year joined with AGWA, SAWIA and Murray Valley Winegrowers to conduct just one industry survey this year which will no doubt be welcomed by members. The aim is to reduce the survey burden on wineries and vineyards, improve the survey tool itself and obtain more data to share with industry. AGWA expects to start the survey shortly and all information will be treated confidentially. More details coming shortly. *Contact:* Katrina Edillor – 08 8133 4308, katrina@wfa.org.au

Country of origin labelling

WFA attended a recent industry consultation in Adelaide on the scope and design of a new foreshadowed country of origin labelling scheme. The Federal Government intends finalising its proposed scheme by the end of August when a submission is expected to be made to Cabinet. Thereafter, Government will need to negotiate with state and territory ministers on health, industry, agriculture and consumer law to secure agreement for the proposed new national, mandatory scheme. The wine industry continues to be cited as an example of how country of origin labelling can work.

Contact: Melissa Cheesman-Faull – 08 8133 4312, Melissa@wfa.org.au

Entwine Refresh moves to the West

Hot on the heels of meetings in Tasmania last week, the [Entwine Refresh consultation](#) moved to Western Australia to visit industry stakeholders in Perth and Margaret River. Meetings have been held with individual producers and the Margaret River Wine Association. A presentation was also given to the Wines of WA Board. These sessions are all part of the consultation process underway on proposed changes to Entwine as outlined in the [Entwine refresh discussion paper](#). There's still time to have your say by completing the online forms by May 29 or contacting WFA to find out more.

Contact: Damien Griffante – 08 81334306, damien@wfa.org.au

WFA Partner update

WFA is pleased to welcome Wine Intelligence as a valued partner for another year. As part of the relationship, Wine Intelligence will provide briefings on global consumer trends and offer special rates for WFA members wishing to attend events in the coming year. For information on Does travel broaden the palate? Millennials in the driving seat; and what new opportunities could there be from a merger between Majestic and Naked? see [here](#). Contact: Yvonne McClaren – 08 8133 4314, yvonne@wfa.org.au

SA wineries and vineyards invited to join news service

The Lead South Australia has a free news services available to state-based businesses whose stories highlight SA as a destination for investment, lifestyle and doing business. Journalists subscribe to the service. See [here](#) for details about how to lodge your state-based news releases.

Contact: Alexia Deegan – 08 8133 4303, Alexia@wfa.org.au

World Wine Trade Group (WWTG)

The World Wine Trade Group (WWTG) is a body of industry and government reps with a mutual interest in facilitating wine trade and avoiding the application of obstacles. Members are Argentina, Australia, Canada, Chile, Georgia, New Zealand, South Africa, and United States of America. Over recent years, several countries have also attended WWTG meetings as observers, including (in alphabetical order) Brazil, China, Chinese Taipei, India, Japan (at industry level), Mexico, Moldova, the Philippines, Thailand, Uruguay, and Vietnam). At WWTG's meeting in Brussels, it began work on a MOU between regulators to enhance cooperation, particularly in the field of counterfeit and fraudulent products. Importantly further work on facilitating the shipment of samples is also on the agenda for the next meeting which will be held in Adelaide in November.

Contact: Tony Battaglione – 0413014807, tony@wfa.org.au

Recognising responsibility

The Alcohol Beverages Advertising Code (ABAC) may have been strengthened recently but there's more work ahead to highlight how these changes will improve recognition of the benefits of important self-regulation. Industry representatives have been looking at how communication of ABAC activities and decisions can assist in raising awareness about the complaints process and encouraging more alcohol sector businesses to use the pre-vetting assessment service for checking proposed marketing tools and ensuring the comply with industry standards. Contact: Alexia Deegan – 08 8133 4303, Alexia@wfa.org.au

Trade opportunities explained

WFA gave a presentation at a national seminar looking into opportunities opened by the Free Trade Agreements with China, Japan and Korea. The seminar in Yass last week was hosted by the Minister for Small Business, the Hon Bruce Bilson. The full text of the agreement, guides and fact sheets are available on the [Department of Foreign Affairs and Trade website here](#) and include guides to using JAEPA and KAFTA to export goods.

Contact: Tony Battaglione – 0413014807, tony@wfa.org.au

Westpac WFA member offer

A list of Westpac member benefits is available from WFA. To access Westpac's competitive rate across transactional and merchant banking, contact your relationship manager if you are an existing customer or, if not, call Westpac Merchant Business on 1800 029 749 and quote "Winemakers Federation of Australia merchants offer". Make sure you have your WFA member number ready. Contact: Yvonne McClaren – 08 8133 4314, yvonne@wfa.org.au

Important to be recognised as 'responsible winery'

WFA's comprehensive Responsible Winery Initiative includes information to assist wineries ensure their marketing, packaging and cellar door operations continue to meet community and government expectations. It incorporates a specific Pregnancy Warning Initiative which has been taken up by many wineries who now use the 'safest not to drink while pregnant' logo. See here for [more](#).

FIVS NEWS

Tony Battaglione attended the FIVS (International Federation of Wine and Spirits) public policy forum and AGM. FIVS is a global NGO representing all sectors of the alcohol and beverage industry including producers,

distributors, importers, exporters, trade associations and individuals. Here, WFA advocates for Australian wine on issues. FIVS allows greater cooperation with our European counterparts, gives us extra penetration into the European decision-making process and provides WFA with access to all WHO and OIML activities. The FIVS public policy forum featured experts in social responsibility and environmental sustainability. The second day focused on other pressing public policy imperatives, such as labelling developments, anti-counterfeit initiatives, regulatory matters in key markets, and trade liberalisation initiatives. This was the best public policy forum they have held and a must-attend for major companies. With around 120 participants, it enabled public policy experts to rub shoulders with senior trade officials and provided an excellent networking opportunity. *Contact:* Tony Battaglene – 0413014807, tony@wfa.org.au

F2 Wine Club Management Seminar – Adelaide: The Old Lion

Foote Francis (F2) has organized a breakfast seminar for May 29 at the old Lion in Adelaide to share information with wine producers about improving business efficiencies and marketing through a centralised system that manages contacts, sales, e-marketing and reporting, in addition to automated wine clubs. F2 will outline some of the work they have been doing such as ticketing solutions for events, subscriptions and gift vouchers to name a few, along with tablet and smart phone engagement. Tickets cost \$33 and session details are [here](#). *Contact:* Yvonne McClaren – 08 8133 4314, yvonne@wfa.org.au

Are there issues you need an update on? Email wfa@wfa.org.au or contact staff above.

2. Upcoming events

May 17, 2015: 21st Century Vino: <http://21stcenturyvino.com.au/>.

May 19: AWRI Grape & Wine Roadshow Hunter Valley, 9am-4pm ([details](#))

May 26: AWRI Grape & Wine Roadshow Langhorne Creek. 9am-4pm ([details](#))

June 2: Wine Consumer & market Insights Symposium, Uni of Melbourne, 9.30am-4.30pm

June 10: AWRI Workshop “Adapting to Difficult Vintages” - Coonawarra ([details](#))

June 11: AWRI Grape & Wine Roadshow Mildura, 9am-4pm ([TBC](#))

June 18: AWRI Wine Consumer & Market Insights Symposium, Uni of Melbourne ([details](#))

June 23: AWRI Workshop “Adapting to Difficult Vintages” – Tamar Ridge Cellar Door ([details](#))

June 24: WFA Board Meeting, Canberra.

June 25: AWRI Workshop “Adapting to Difficult Vintages” – Hobart ([details](#))

July 14-16, 2015: National Wine Industry Supplier Trade Show, Adelaide:

<http://www.winetechnology.com.au/>

July 14: AWRI Grape & Wine Roadshow Rutherglen Seminar (details [TBC](#))

July 15: AWRI Grape & Wine Roadshow Bendigo Seminar (details [TBC](#))

July 23-24: ASVO “Vineyard Longevity: maintaining the asset” seminar, [Mildura](#).

July 23-28, 2016: Australian Wine Industry Technical Conference & Trade Exhibition:

<http://www.awitc.com.au/> & <http://www.awite.com.au/>

3. Media Update & Links

Senate approves statutory biosecurity position as part of biggest overhaul in over 100 years

(ABC Rural, May 14)

The Federal Govt will introduce a new biosecurity position to independently review departmental process as part of a massive biosecurity overhaul that underpins the nation's \$52 billion agriculture industry. The Senate has passed the Biosecurity Bill, paving the way for the creation of a statutory position called the 'inspector general for biosecurity'. The Bill now goes to the Lower House. Audio available [here](#).

Wine co works without big retailers (FarmWeekly, May 14)

Being able to bypass Woolworths and Coles is one of the best byproducts of crowd-funding driven Naked Wines, says its new head of US and British operations Luke Jecks who also still heads the Australian operations. Full story [here](#).

Grape growers harvesting on average eight days earlier each decade: wine research institute (ABC SA Country Hour, May 14)

AWRI is warning grape growers need to adapt to warmer and drier conditions leading to earlier harvests which are on average some eight days early every decade. Listen to viticultural scientist Dr Paul Petrie [here](#).

Australian wine second to France in International Wine Challenge (FoodMag, May 14)

Australia has picked up a mighty haul of medals at the International Wine Challenge, including 19 Gold. And the winners are ... click [here](#) for story.

Budget 2015: Joe Hockey's startups remedy has legs, but ... (The Australian, May 14)

Story on wine-food matching service called "The Wine Gallery" which has just started trading, with a founder saying this week's announced tax concessions won't be of use to him yet because he's just starting out but it might be a different story for other small businesses. Read [more](#) about this interesting business.

Budget backs famers, says Barnaby (The Land, May 13)

Opinion piece by Agriculture Minister Barnaby Joyce: Grape and wine producers with turnovers under \$2M have reason to invest, with fences and water infrastructure (incl dams) 100% tax deductible from July 1, 2016, and silos and sheds can be written off over three years. Article [here](#).

Federal Budget: No shocks for Agriculture Department (ABC Rural, May 12)

ABC reports no cuts but no Agriculture White Paper either. Full story [here](#).

Better-educated women contributing to rise in UK alcohol consumption – OECD (The Guardian, May 12)

Story first appearing in the UK and gaining some news.com coverage this week looks at a report from the Organisation for Economic Co-operation and Development, Tackling Harmful Alcohol Use, which found each person in the UK consumes more alcohol than their European counterparts. It found contrary to popular belief it was not teens who are drinking at hazardous levels but well educated parents and grand parents. Read [more](#).

Tyrrell's Wines prepares to go solar (TheShout, May 12)

Hunter Valley winemakers Tyrrell's Wines is nearly ready to switch on a 350kW solar power installation thanks to a solar leasing company. Read [more](#).

Australian winemakers see red over 'perverse' and 'absurd' subsidy for New Zealand growers (ABC TV and Radio, May 11)

Australia's winemakers have given the Government legal advice on how to end what they describe as a "perverse" and "absurd" subsidy for the New Zealand's industry. Full story [here](#).

Alan Jones explores the NZ wine rebate and why it needs to end (Radio 2GB, May 5) Audio available [here](#).

Bryce Tyrrell calls in on May 6th and explains the Australian industry needs Government assistance to market Australian wine.

Mornington Peninsula's wine tourism goes to new level with Crittenden's cellar door launch (AFR, April 21) Feature story [here](#) on Crittenden Estate and how the Mornington Peninsula has come of age.