

## Member Bites: WFA Activities July 24, 2015

### 1. Index

- Australian wine exports rise in value and volume
- International recognition for WFA
- WET Rebate Discussion Paper
- How to renew WFA membership
- Submissions to government inquiries
- Vintage Survey
- October 21: Circle the date
- Country of Origin Labelling Scheme Unveiled – wine exempt
- They came, they saw ... but will they still buy?
- Revised code for display of wine awards
- Gas moratorium update: Victoria
- Senate Inquiry – hearing dates set

### 2. Upcoming events

### 3. Media Update & Links

---

#### Australian wine exports rise in value and volume

The value of Australia's wine exports rose 5% to A\$1.89B in the 12 months to June 30, 2015, reports Wine Australia. Growth in value was driven mostly by the strength of the Asian market with the value of wine exports to Northeast Asia up 29% and Southeast Asia 18%. Australia ships more than half our exports above A\$7.50/litre to Asia and their average value is A\$18.49/litre compared to A\$12.29/litre in Europe and A\$11.54/litre in North America. In the last 12 months, the average value of exports above A\$7.50/litre went up 8% to a record A\$15.40/litre. Exports of Australia's highest-priced wines (above A\$50/litre), which account for only 0.2 per cent of total exports, grew for the fifth consecutive year, up 62 per cent to a record A\$123 million. See more [here](#).

#### International recognition for WFA

Australia was represented at the 13th General Assembly of the International Organisation of wine and the Vine (OIV) in Mainz, Germany, on July 10. Professor Monika Christmann (Germany) was elected as OIV President and will be supported in her new role by a new steering committee elected by the General Assembly including WFA's Tony Battaglione as President of the "Economy and Law" Commission.

Contact: Tony Battaglione – 0413014807, [tony@wfa.org.au](mailto:tony@wfa.org.au)

#### WET Rebate Discussion Paper

The WET Rebate Discussion Paper is expected to be released soon. It's also likely to be a relatively short response time given for industry input of just a few weeks. WFA will respond formally with a submission and we are arranging to meet with key parliamentarians when the Parliament returns in August after the six-week winter recess. Contact: Melissa Cheesman-Faull – 08 8133 4312, [melissa@wfa.org.au](mailto:melissa@wfa.org.au)

#### How to renew WFA membership

While all members should have received their membership renewals in the mail by now, it's also easy to go online and complete the process simply by going [here](#) and following the prompts.

#### Submissions to government inquiries

WFA has made submissions to the Joint Standing Committee on Treaties and the Standing Committee on Foreign Affairs, Defence and Trade on their respective inquiries into the *Free Trade Agreement between the Government of Australia and the Government of the People's Republic of China*. The WFA submission supports the rapid ratification of the Agreement to permit two tariff reductions from 1 January 2016.

Contact: Tony Battaglione – 0413014807, [tony@wfa.org.au](mailto:tony@wfa.org.au)

## Vintage Survey

The 2015 Vintage Report shows some positive and a window of opportunity to restore profitability to the sector. Go [here](#) to download the full report, is now available. Also available online is a production profitability analysis including cool climate and warm inland regions. See [here](#).

## Are you a responsible winery?

The WFA Responsible Winery Initiative outlines some simple steps to help ensure a wine business engages consumers at cellar doors and through their advertising and marketing activities in a responsible fashion. There's a handy nine-point plan on the WFA website [here](#) which lists some simple but responsible steps to take to help visitors enjoy their tasting experience as well as preparing staff to also play their part. You can also download the Pregnancy and Standard Drinks logos from the site to use in future labels.

## October 21: Circle the date

The Rural Media Association of South Australia is a non-political, not-for-profit organisation running since 1970 as a forum to discuss topical issues with agricultural / rural journalists, government ministers and others passionate about primary industries. WFA will be addressing the October 21 lunch meeting in Adelaide. Details coming shortly. *Contact:* Alexia Deegan – 08 8133 4303, [alexia@wfa.org.au](mailto:alexia@wfa.org.au)

## Country of Origin Labelling Scheme unveiled – wine exempt

The Federal Government has now approved a new country-of-origin labelling scheme which will show consumers where products are made, grown or packaged. Wine is confirmed as being exempt from the new scheme. For those who are included, a green and gold triangle will be the central element of the new mandatory labelling requirements used to convey this information. Digital options are also being developed so consumers can potentially use their smart phones to access greater information on a product's country of origin specifics. Government now needs to secure the approval of all the States and Territories for the roll-out of the scheme. Mandatory roll-out is expected to start in 2016. See [here](#) for details. *Contact:* Melissa Cheesman-Faull – 08 8133 4312, [melissa@wfa.org.au](mailto:melissa@wfa.org.au)

## They came, they saw ... but will they still buy?

Wine Australia (AGWA) has partnered with Wine Communicators to host a free webinar on Tuesday August 4, titled *Visitor value: They came, they saw... will they still buy?* Guest speakers include Australian Centre for Asian Business Associate Director Dr Richard Lee and Pernod Ricard Australia's Greg Stirling. The session will unpack some new AGWA-funded research from the Uni. of South Australia into Chinese in-bound tourism and what Australian wineries can do to encourage more visitors to be long-term ambassadors long after they return home. See [here](#) for registration and other details. *Contact:* Alexia Deegan – 08 8133 4303, [alexia@wfa.org.au](mailto:alexia@wfa.org.au)

## Revised code for display of wine awards

The Wine Industry Display of Awards Code of Practice has been updated. It applies to all Australian wine producers for wine produced or sold in Australia or for export. The code has been reviewed over recent months and has been expanded to include packaging and promotional material. An announcement will be going out shortly. See [here](#) for the new code. *Contact:* Tony Battaglene – 0413014807, [tony@wfa.org.au](mailto:tony@wfa.org.au)

## Gas moratorium update: Victoria

The Victorian Farmers Federation has asked its state government to extend the current moratorium there on gas exploration extraction until 2020 because of concerns over safety of groundwater resources and landholder rights. In a submission to the state this week, VFF recommended - growers be given rights over entry to their land and the power of veto over extraction and mining on their land; an improved regulatory framework be put in place to protect land and water; the Mining Warden be re-established to help resolve disputes, sort out compensation and rehabilitate farm land.

## Senate Inquiry – hearing dates set

The hearing dates for the Senate Inquiry into the Australian Grape and Wine Industry have been set down for Tuesday, September 24, in Adelaide; Friday, September 25, in Launceston and; Wednesday, October 28, in Margaret River. WFA will give evidence at the Adelaide hearing. See [here](#) for more information. *Contact:* Melissa Cheesman-Faull – 08 8133 4312, [melissa@wfa.org.au](mailto:melissa@wfa.org.au)

## 2. Upcoming events

**July 28:** AWRI Workshop “Adapting to Difficult Vintages” – Hunter Valley ([details](#))

**July 30:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Swan Valley ([details](#))

**July 31:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Margaret River ([details](#))

**August 10:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Hunter Valley ([details](#))

**August 11:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Canberra District ([details](#))

**August 12:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Rutherglen ([details](#))

**August 12:** Drinks Association breakfast with NAB Global Head of Research Peter Jolly ([details](#))

**August 13:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Mornington Peninsula ([details](#))

**August 14:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Launceston ([details](#))

**August 18:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Barossa Valley ([details](#))

**August 18:** Free interactive Workshop on managing international freight costs conducted by the Export Council of Australia – Perth ([details](#))

**August 19:** Free interactive Workshop on managing international freight costs conducted by the Export Council of Australia – Adelaide ([details](#))

**August 19:** Finlaysons 23<sup>rd</sup> Wine Roadshow – McLaren Vale ([details](#))

**August 21:** Finlaysons 23<sup>rd</sup> Wine Roadshow – Coonawarra ([details](#))

**August 28:** Grape and Wine Leaders’ Summit (*contact your state wine association for delegate details*)

**September 2:** WFA Board meeting

**October 21:** WFA to address the Rural Media Association of South Australia (details coming)

**November 10:** WFA Annual General Meeting, National Wine Centre

**July 23-28, 2016:** Australian Wine Industry Technical Conference & Trade Exhibition: [www.awitc.com.au](http://www.awitc.com.au)

## 3. Media Update & Links

**Foreign investment good for competition** (ABC online, July 24)

Foreign investment in agriculture is needed to maximise competition, says AgForce. But its questions the Federal Ag Minister’s recent comments he would support a ban on foreign govt-owned enterprises buying local agricultural land. Some interesting figures accompany the [story](#).

**Aussie wine with ‘hints of smoked sausage’ bound for Chinese market** (SBS, July 23)

Researchs have spent two years translating wine tasting notes for consumers unfamiliar with many western flavors reports SBS. Full story [here](#).

**SA Tourism Minister under fire** (various)

Numerous media reports this week over the SA Tourism Minister’s spending while overseas promoting the state and its attractions including our wines. Prominent in public discourse has been his purchase of a \$100 Argentinian wine. [More](#).

**This is the ‘most dangerous’ drug on the market** (The New Daily, July 22)

Many claims from the People’s Alcohol Action Coalition & FARE get an airing and cheaper wine is again painted as the bad guy. WFA CEO Paul Evans and Australian Liquor Assoc CEO Terry Mott opposed the baseless claims. Full story [here](#).

**Wine’s struggle to make the top shelf** (InDaily, July 21)

Philip White explores the tricky challenges facing winemakers trying to “build” a profitable business. Read [here](#).

**Wine Australia appoints US market entry program manager** (Wine Australia, July 20)

Ben von Doussa has taken the reins of a newly created role for the North American market. [More](#).

**Squeezing profit from grapevines editorial** (Newcastle Herald, July 20)

Profits are extremely hard to come by for the Hunter Valley with the industry characterized as much by the red ink of loss-making accounts as much as the red wine of a good vintage. Full [editorial](#) & [article](#).

**\$25M needed to restore wine industry to profitability** (Foodmagazine, July 20)

WFA and WGGGA have asked govt for \$25M over four years to supplement Wine Australia’s marketing activities. Read [here](#).