

MEDIA RELEASE

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WFA launches new benchmarking survey

The Winemakers' Federation of Australia has launched a new Wine Sales Benchmarking Survey to provide wineries with a snapshot of their sales and marketing performance relative to others in the industry.

Developed with Deloitte, it replaces the previous Financial Benchmarking Survey and is significantly more streamlined.

It only requires data available from current management knowledge and reporting (detailed financial statements and accounting expertise are not needed) and should only take about 30 minutes for a small business to complete.

Participants will receive a free individual benchmarking report and accumulated data will be used to generate an industry overview and, where possible, regional reports. All data will kept strictly confidential and individual respondents will not be identified.

The survey can be completed online or in hard copy and is available now from the WFA website at www.wfa.org.au/benchmarking_survey.aspx. Responses must be received by 14 January 2010.

"It is a shorter survey than in the past but still extremely valuable, particularly if we get the strong response we are hoping for," said WFA's chief executive, Stephen Strachan.

Information that can be benchmarked includes: sales growth by volume and value; sales by wine type, price points and sales channel; cellar door revenue per visitor; inventory-to-sales revenue; selling costs, revenue and average gross margin per case; WET Rebate as a proportion of sales revenue; and reliance on external grape sources.

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