



WISA
Wine Industry
Suppliers Australia Inc.

THE WINE SUPPLIER

The Newsletter for Australia's Wine Industry Suppliers

WISA announces new National Trade Show for Wine Industry Suppliers



The committee of Wine Industry Suppliers Australia (WISA) is pleased to announce that its first national wine industry exhibition will be held in Adelaide on Wednesday July 16 to Saturday July 19 2003.

WINETECH 2003 will be the first international – class trade show which is genuinely run by the supply industry for the benefit of the wine industry.

WINETECH 2003 will be aimed at grape growers, small, medium and large winemakers, and the entire wine production and distribution industry - from equipment manufactures, printers, packagers, closure suppliers through to services suppliers and machinery manufacturers.

The trade show, which is expected to attract more than 4,500 visitors, will be held at the Royal Adelaide Showgrounds over four days and will showcase practical equipment and

other working displays. There will also be a series of concurrent workshops, seminars and supplier sessions with a focus on profitability and sustainability.

Full details on the trade show, with a floorplan and application form, will be distributed in May.

“WISA has reached this landmark agreement, on behalf of its 120 members, after extensive negotiations with the industry and comprehensive research undertaken in 2001” WISA Chairman Don Woolman of Precision Labels, said. (see back page)

“The concept of a national suppliers’ exhibition has been WISA’s major goal since it was formed 18 months ago. Similar events are held in the United States, Italy, Germany and France and we felt that the Australian Wine industry had reached a point where it could support a stand-alone, international quality event for suppliers of equipment, products and services to this significant, developing domestic and export industry. (continued on the back page)

AWISA (The Australian Wine Industry Suppliers Association) changed its name to WISA (Wine Industry Suppliers Australia) on April 12 due to the similarity of its acronym to an existing wood industry organisation.

Newsletter sponsored by:



Successful Network lunch for WISA



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< Don Woolman, Chairman of Wine Industry
Suppliers Australia

A diverse group of more than 60 people, representing companies that supply their products and services to the wine industry, gathered to enjoy a successful first WISA Networking Lunch on April 12 2002.

Held at the Adelaide Entertainment Centre, the lunch gave wine industry suppliers the chance to network, enjoy a gourmet lunch and learn more about the wine industry from speaker Sam Tolley, Chief Executive of the Australian Wine and Brandy Corporation.

WISA Chairman, Don Woolman, said the first lunch had been both successful and enjoyable for those who attended and he encouraged existing WISA members and other wine industry suppliers to support WISA and come to future Networking Lunches.

WISA Networking Lunches will be held monthly and it is envisaged these will be held in Adelaide, Melbourne and Sydney. A recess will take place in December/January and during vintage.

The next Network Lunch will be held on Friday May 17 at 12.00pm at the National Wine Centre of Australia in Adelaide. The guest speaker will be the Chief Executive of the Centre, Bill Mackey, and guests will have the chance to ask probing questions about the past and future of the Centre.

Bookings for the lunch can be made through WISA Secretariat, Peter Fuller & Associates by calling Naomi Sellick on (08) 8363 7299

Why you should be a WISA member.

Wine Industries Suppliers Australia's (WISA) role is to set the supply agenda for the Australian wine industry. This means providing greater promotional, networking and information opportunities for members, updating them with industry intelligence, representing their interests to other industry bodies and providing a voice to local, State and Federal Governments.

Membership Package 2002

Benefits include:

- > Monthly networking lunches
- > Bi-monthly newsletter
- > Travel and accommodation benefits
- > Website listing all members

- > Annual conference & general meeting
- > Business workshops and trade days
- > Member database for inter-member supply offers
- > Factory tours
- > Advertising package opportunities in industry publications

For further information please call

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Industry leader says "solidarity is the key to success for wine industry suppliers."



< Speaker Sam Tolley,
Chief Executive of
the Australian
Wine and Brandy
Corporation.

Significant opportunities and benefits have arisen out of wine industry solidarity, and suppliers can adopt the same approach for future success, according to Sam Tolley, Chief Executive of the Australian Wine and Brandy Corporation (AWBC).

Speaking at the first WISA Networking Lunch, Mr Tolley said unity in the wine industry had been instrumental in achieving outstanding export success and branding the Australian industry as a supplier of quality wines.

"Competitive pricing, a cohesive industry and marketing collaboration have led to domestic and export success for the Australian wine industry and I'm sure these same principles will work for wine suppliers," Mr Tolley said.

"The formation of an industry suppliers' body is a positive step and will also lead to greater synergies between the wine industry and suppliers."

He said it was important for wine industry suppliers to be informed about the wine industry, which had grown in the past few years to become the 14th most important Australian export income earner.

"The state of the wine industry directly affects suppliers. Growth in exports and in the volume of wine produced has led to an increased need for a range of services and materials from suppliers," he said.

"Although the extent and volume of export growth may slow down, I believe that a healthy growth rate can be sustained and that new opportunities in markets such as the US



will ensure the existing prediction of an over-supply of grapes will be used up in the next four or five years."

As well as providing insight into the current state of the wine industry, Mr Tolley also spoke about the role the AWBC plays in ensuring compliance standards are met, improving industry access to information, promoting the industry and opening export markets.

AWBC is a levy-funded, industry-oriented organisation with a staff of 40 people, including 6 overseas officers. Mr Tolley said the aim of the Corporation was to promote high standards for wine producers and maintain consumer confidence.

"One of our key roles is compliance. We have a web-based system that allows Australian wine producers great flexibility in how they achieve export approval for their wines. Our culture of compliance is in contrast to European regulations which dictate production guidelines to producers," he said.

Mr Tolley said the other main aim of the Corporation was to ensure export markets were as open as possible for Australian producers.

"At the moment there is an unfortunate situation of Old World producers working against the New World which includes Australia, New Zealand, USA, Canada and South Africa. We are trying to bring an end to the unfair obstacles and restrictions that make it difficult for Australian wine producers to reach new markets and compete in existing ones."

The AWBC also promotes the Australian wine industry through the collaborative promotions of the Australian Wine Export Council (AWEC). Initiatives include an education program aimed at assisting new exporters and a successful program that involves bringing international journalists to Australia to see our wine regions first hand.

For more information about AWBC visit www.awbc.com.au

Networking Lunch

First Row - Left to Right

Louise Fraser, Pellenc Australia, and Ken Cowen, Festo; Bob Mowson, CBA, Alan Kemp, Coz Wine, Don Woolman, Precision Labels and Blair Hanel, A & G Engineering; George Theodoropolous, Avery Dennison and Kearon Custance, Pemara Corporation.

Second Row - Left to Right

Sean Suter, Raflatac and John Prasard, Spicers Paper; Lance Bradfield, Precision Labels, Gordon Lonnon, Pellenc Australia and Rod Miller, PIRSA; Jessica Walters, Avery Dennison and Linda Platt, Cellarmaster Wines.

Diary Dates – Coming events

May 2002

1 May	Clare Valley Field Day
2-3 May	The Margaret River Quality Factors Seminars
2-4 May	Agfest Field Days
3-5 May	Langhorne Creek Vintage Affair Weekend
3-11 May	Nagambie Lakes After Vintage Celebrations
4-5 May	Adelaide Hills Harvest Festival
4-5 May	Rothbury Estate Boutique Wine Fair
5 May	Opera in the Vineyard
7-8 May	Swan Hill-Murray Downs Field Days
8-10 May	Western Australian Fine Wines
17 May	WISA Network Lunch
17-19 May	Clare Valley Gourmet Weekend
18-20 May	Coonawarra Unearthed
21-23 May	Irrigation Australia
21-23 May	London International Wine & Spirits Fair
25-27 May	Hunter Valley Wine Festival
28-29 May	Mildura Horticultural Field Days
28-31 May	SITEVI Mercosur

WINETECH 2003 for Adelaide.

(continued from the front page)

"We believe there is room in the Australian wine industry for both the traditional technical conference which offers reports on international scientific and research breakthroughs – and WINETECH, a full-scale, operational trade exhibition which will offer practical technology updates, information and equipment demonstrations."

National company Exhibition Management Pty Ltd (EMPL) will manage the WINETECH trade show. EMPL has extensive experience in the promotion and coordination of over 200 major exhibitions for the automotive, plastics, gaming, optical, occupational health & safety and other industries since 1979. They have an intimate knowledge of wine industry requirements, partnering the Winemakers Federation of Australia in presenting 'Wine Australia' in 1998, 2000 and 2002.

"It is important that all suppliers are aware that WINETECH is the WISA-accredited national exhibition for suppliers to the wine industry and as such will return significant benefits to WISA members. It is not to be confused with other State-based regional presentations," Mr Woolman said.

"The licensing agreement which has been reached with the exhibition management company will ensure that WISA members receive a substantially discounted exhibition fee, compared with non-members.

"Additional member benefits such as networking seminars and lunches and workshops will also be offered to members during the year."

The trade show has the significant support of major wine industry bodies, including Winemakers' Federation of Australia and the Cooperative Research Centre for Viticulture.

CLARIFICATION

We wish to point out to our members that the WINETECH trade expo is not endorsed in any way by the Australian Wine Industry Technical Conference Inc. This impression may have been mistakenly communicated in press reports.

WINETECH backed by industry research.

WISA's confidence that WINETECH will meet the needs of suppliers is not just based on instinct – a detailed survey of 915 wine industry organizations conducted in September 2001 gave the concept a very definite "thumbs up".

Exhibition Management Pty Ltd, which commissioned the market research in conjunction with WISA, found that 76% of respondents believed that there is a need for a wine industry trade exhibition where the exhibition itself is the main event.

"We had received a strong suggestion from members over the years that they wanted to be involved in a trade expo which was not peripheral to a conference, but was the main attraction," WISA Chairman, Don Woolman said.

"It was important to conduct this research to confirm our members' wishes and we have structured WINETECH in such a way that the expo is the primary attraction.

"We will certainly be hosting a number of technical and workshop presentations but the focus at WINETECH will be on practical and commercial outcomes for growers and winemakers.

Other findings from the research included:

- › South Australia was the clear favourite for the exhibition's location due to its central role in the wine industry.
- › Suppliers favoured the first event in 2002, followed by an event every second year.
- › If a four day program was offered most suppliers preferred a three day show on a Wednesday, Thursday and Friday followed by a field trip.
- › It should be a national event rather than a regional field day or expo.
- › It should include a series of commercially oriented seminars.
- › It should be promoted overseas.
- › It should be controlled by an Australian industry organization.
- › It should provide mainly indoor exhibition space.

"We know that members have been critical of the cost and inefficiency of attending lots of regional events. For some time they have been calling for a national event, similar to Vinitech in France and SIMEI in Italy and we believe WINETECH will provide this international standard on a two year cycle.

"Our members also want a quality indoor venue which provides facilities such as air-conditioning, parking and easy access for themselves and their visitors. We are delighted with the facilities at the Royal Showgrounds in Adelaide and we believe this will be welcomed by our members," Mr Woolman said.

Preliminary Trade Show information

If you wish to have preliminary information concerning the trade show scheduling and conditions, please contact the Organisers.

Contact Wayne Carroll

at Exhibition Management P/L

Tel. (03) 9699 4699,

E-mail: info@exhibitionmanagement.com