



**WISA**  
Wine Industry  
Suppliers Australia Inc.

# THE WINE SUPPLIER

The Newsletter for Australia's Wine Industry Suppliers

Exhibition Management's Wayne Carroll has reported that the early response from wine industry suppliers to the industry's own exhibition had been very positive.

## Industry throws support behind WINETECH 2003

"30% of the 6,000 sqm exhibition area of WINETECH was booked within 3 weeks of the information release," Wayne said.

"We've already signed up more than 30 exhibitors. This is a great start and we have been handling many new enquiries from Australia and overseas, about the event.

"Significantly, many suppliers already see WINETECH as the national event for the industry and this is being reflected by the companies they represent in Europe and the USA. They are greeting it as the equivalent to events such as Vinitech and SIMEI," Wayne said.

Members of WISA are reminded of the special discount rates being offered until July 26. The discount offer represents a saving of \$22/square metre (including GST) on both floor space and display packages.

"WISA members can get an excellent rate for exhibiting at WINETECH 2003. I would encourage anyone interested in this event to contact Exhibition Management without delay," Wayne said.

"In response to a number of requests from small and medium-sized supplier businesses, Exhibition Management has re-worked the floorplan to provide smaller stands in prime locations.

"WINETECH 2003 is not only for the larger companies who have larger marketing and promotions budgets.



**WISA Board Left to Right**  
Chris Pfeiffer, Don Woolman, Alan Kemp, Hartley Higgins, Graeme Lowe, (absent Geoff Schahinger)  
(behind: Wayne Carroll, Exhibition Management)

The exhibition needs to reflect the diversity of wine industry suppliers and we have included smaller spaces to encourage small and medium-sized companies to have a presence at the exhibition and make sure all needs are catered for," he said.

"We also have introduced a flexible payment option. Three installments – 25% on application, 25% in September this year and the remaining 50% on or before 30 May 2003."

WINETECH 2003 will be the first international standard trade show which is run by the supply industry for the benefit of the wine industry. The four-day trade show is expected to attract more than 5,000 visitors to the Royal Adelaide Showgrounds.

Highlights of the event will be practical equipment and working displays as well as a series of concurrent workshops for suppliers with an emphasis on profitability and sustainability.



Further details and updates about WINETECH 2003 will be in future newsletters and WISA members will be receiving regular email updates and bulletins.

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## Success for WISA Networking Lunches.

Monthly WISA Networking Lunches are proving to be a popular networking opportunity for wine industry suppliers, with about 70 people attending the last lunch in June at the Hindley Novotel in Adelaide.

The networking lunches are a new WISA initiative for 2002 and the three lunches held have all had healthy attendances of between 50 and 70 people.

The next lunch coincides with Wine Australia and promises to be an excellent networking opportunity. Winemakers' Federation of Australia Chief Executive Ian Sutton will be the guest speaker and it will be held at the Fox and Lion at Fox Studios, Sydney, on Monday August 5, starting at 12noon.

Feedback from suppliers who have attended one or more of the lunches has been very positive, with people enjoying the chance to meet other industry suppliers and have plenty of time for networking.

One of the highlights of the lunches have been the insightful, honest and thought-provoking speeches about issues facing the wine industry and its suppliers. Here we report on the speeches from the May and June lunches, given by National Wine Centre Chief Executive Bill Mackey and Director of Supply Chain at Beringer Blass Cameron McPherson. A special thanks also has to go Beringer Blass, Jac Australia and F.Miller & Co for donating wines for the past two lunches.



**Networking Lunch**  
Bill Mackey, National Wine Centre

## Wine industry consolidation to extend to suppliers



**WISA Networking Lunch** Clockwise from left: Cameron McPherson (Beringer Blass); Andrew Holdback and Lisa Roberts (V&C Australia); Darren Stutchbury (Bird Gard), Brian Light (Paragon Wines), Ryan Klose (Uptimark Consulting) and Rob Hunt (Boar's Rock Winery); Jim Koerner (Ciatti Australia), Richard Royans (Tranzlink Flexitanks) and Guy Standing (Prochem Pipeline Products); Kym Menedue (Swift & Co), Ian Jeffrey and John Rohrsheim (Worley).

The recent trend of mergers and acquisitions in the Australian wine industry will necessitate similar consolidation for wine industry suppliers, who will need to become larger or target niche market sectors to remain competitive.

This forecast was made by Cameron McPherson, Director, Global Supply Chain at Beringer Blass Wine Estates, at the June WISA Networking Lunch. "Wine companies are increasingly streamlining their purchasing and want to deal with fewer suppliers who can deliver a quality product in a timely manner," Cameron said.

"Although this may lead to some consolidation, it also means the contracts will be larger, more lucrative and likely to be over 3 or 4 years rather than short-term contracts."

Less than five years ago Mildara Blass had 12 wineries, with each winery manager purchasing all of their own materials including barrels, corks and winemaking equipment. These items are now purchased for the entire wine division, saving time and money, but requiring larger companies to handle these orders.

"We want long-term relationships with supply companies. To secure these kinds of contracts supply companies need to give professional presentations, build solid relationships with at least three key people at the wine company and be prepared to conduct e-business," he said.

Cameron said although the market was changing and would present new challenges, there were opportunities for suppliers, particularly with the growth in exports. "In 1997 Mildara Blass exported 15% of total wine produced and that figure is now 75%. This growth has and will continue to be good news for suppliers," he said.

"The growth in premium bottled wine and the steady stream of new wineries are also opportunities for supply companies to provide assistance and advice for business development, marketing and packaging."

He said future industry trends would include large wine producers reducing their number of labels, wine becoming a supermarket item and international wine buyers seeking suppliers with a portfolio of services or products.



**WISA Networking Lunch** Left to Right  
 Gary Clarke, JBM Juvenal Australia, Shane Bobrige, John's Print Centre,  
 Phil Donalson, Jac Australia, Lois Farnden, JBM Juvenal Australia



**WISA Networking Lunch** Left to Right  
 Tanya Chiko, TranzLink International, Glen Brown, TranzLink Flexitanks,  
 Damien Hann, TranzLink International.

## *Leisure not wine needs to be the focus at the National Wine Centre.*

To ensure its future success, the National Wine Centre needs to be seen as a leisure destination, not just a place for drinking wine and a "glorified cellar door".

The Centre's Chief Executive Bill Mackey said there was a misconception in the community that the Wine Centre was only about wine and for people who knew something about wine.

"The perception of wine needs to be less intimidating and more fun. We are aiming to broaden and simplify the offering at the Centre to appeal to a wider audience," Bill told members at the May WISA Networking Lunch held at the National Wine Centre.

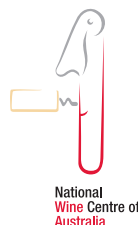
"The important thing we need to remember is that we are not competing for people's alcohol money but their leisure spending money. We need to attract people to the Centre who are interested in lifestyle, not just wine but food, music and the fine things in life."

A future strategy for bringing more people to the Centre is to host or partner events such as car shows, music events, food promotions and festivals.

"The problem we've had is not with the people who have been to the Centre, but negative publicity and perceptions of people who have never been here before. We're confident that if we can get more people in the door and give them a positive experience then they will come back," Bill said.

With intense pressure from the new Labor Government to "tighten the purse strings" and lessen the current losses, a new business plan being implemented from the start of June will be more realistic and economical than the previous version.

"The first business plan was flawed and made too many presumptions on visitor numbers. We have set goals that are achievable and we will be putting all of our energy into making this business break even as soon as possible," he said.



Bill said the aim was to make the Centre a "must-see" item on the SA tourism menu and a number of new initiatives would be seen in the coming months. These include a reward program for frequent visitors to the Centre, looking at extending the opening times and offering tourism day packages with the Adelaide Zoo and Botanic Gardens.

Since Bill Mackey spoke to wine industry suppliers in May, management of the National Wine Centre has been handed over to the wine industry. The Winemakers' Federation of Australia leased the building just before the end of the 2001/02 financial year with support from the State Government to operate the centre. Bill Mackey will head the management team in the new entity, with Brian Croser as Chairman.

## Company Profile: F. Miller & Co.

### *In Profile*

A new feature of the regular WISA newsletters is 'In Profile' which as the name suggests is a company profile. The aim is to introduce you to the many companies who are WISA members and provide some information about their services and products.

Our first profile is of F. Miller & Co who have been a strong supporter of WISA, with managing director Graeme Lowe on the WISA committee, and recently donating wine to the WISA Networking Lunch.

### *F. Miller & Co*

F. Miller & Co have been servicing the wine industry for the past 30 years, supplying versatile and quality goods to Australian wineries.

The company was established in 1946 to service the mechanical engineering needs of Port Adelaide and the surrounding areas. As both the company and the wine industry expanded, F. Miller & Co began to supply to this industry and now have the most comprehensive range of wine processing products and services of any company of its type in the world.

### *The Miller grape processing products include:*

- Rotofermenters from 6 tonne to 40 tonne
- Destemmer/Crushers ranging in size from 10 tonne/hr to 100 tonne/hr
- Static drainers up to 20 tonne capacity
- Incline Drainers from 300mm to 800mm diameter
- Continuous Drainers up to 70 tonne/hr
- Static Fermenters up to 40 tonne
- Membrane Presses from 4,500 litre to 43,000 litre tank capacity

F. Miller & Co also make a range of Receiving Bins, Conveyor Systems (either screw or belt for moving grapes/grape marc) and Storage Tanks, as well as having a general engineering section which delivers work-specific solutions to meet individual winery needs. Some of these products include structural steel stairs and walkways.

The company has a fully-equipped workshop based at Port Adelaide that covers about one and a half acres.

Every major Australian winery and many smaller wineries are clients of F. Miller & Co and they pride themselves on their commitment to their customers through professional and friendly service. Their dedication to quality and development is achieved through its progressive research and development program and AS/NZS ISO9001:1994.

For more information about F. Miller & Co contact Mr Graeme Lowe, Managing Director, or Mr David Weaver, Design/Estimating Manager on (08) 8447 3911.

## Second National Wine Industry Environment Conference & Exhibition, Adelaide, November 25 – 26 2002.

After the success of the inaugural conference in 2000, which focused on developing the wine industry's National Environment Strategy, this year's Second National Wine Industry Environment Conference & Exhibition, scheduled to take place at the Adelaide Convention Centre from November 25-26, will take a very practical approach.

Packed with over 70 presenters from all corners of the industry, the program will reflect the conference theme of Meeting the Challenge by providing delegates with practical take-home tools and solutions towards improving the industry's environmental performance.

Delegates will be given the opportunity to personalise their conference program by choosing from a range of practical workshops and topical theme sessions to select the topics most relevant to them. Sessions will cover topics such as:

- Environmental Management Systems
- Sustainable Vineyards
- Integrated Production Management
- Eco-efficiency & Cleaner Production, and
- Environmental Marketing



To request a Registration Brochure, or to discuss the various sponsorship and trade exhibition opportunities available, contact the conference management, Hartley Management Group on 08 8363 4399. For up to date conference details please visit the website at <http://www.winesa.asn.au/environment/conference.htm>

## Why you should be a WISA member.

Wine Industry Suppliers Association'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.

- › Website listing all members
- › Annual conference
- › Business workshops and trade days
- › Member database for inter-member supply offers
- › Quarterly general meetings
- › Factory tours
- › Advertising package opportunities in industry publications

For further information please call

### Membership Package 2002

#### Benefits include:

- › Monthly networking lunches
- › Bi-monthly newsletter
- › Travel and accommodation benefits

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