



THE WINE SUPPLIER

The Newsletter for Australia's Wine Industry Suppliers



New WISA Chairman *Left to Right*
New WISA Chairman Geoff Schahinger (left) is congratulated by retiring WISA Chairman Don Woolman

New Chairman appointed at Annual General Meeting

Wine Industry Suppliers Australia has a new chairman, following the appointment of Geoff Schahinger at the recent WISA Annual General Meeting. Geoff is the chairman of Adelaide-based cooperage company C.A. Schahinger Pty Ltd and takes over from inaugural WISA chairman Don Woolman.

Held at the National Wine Centre in Adelaide, the AGM also saw the remaining WISA Board positions filled. Graeme Lowe from F.Miller & Co was re-elected unopposed as the WISA Treasurer and Chris Pfeiffer from Open Book Publishers was re-elected unopposed as Secretary.

The remaining two positions on the Board were decided by a secret ballot paper, with seven candidates for the positions. Provincial Press Group Managing Director Hartley Higgins was re-elected to the

Board and Managing Director of viticultural machinery company Pellenc Australia Pty Ltd Louise Fraser elected to the Board for the first time.

Retiring chairman Don Woolman said the past year had been an exciting and industrious time for WISA as it worked to cement its position as a key industry body.

"Some of our members are entirely reliant on the wine industry while for others, the wine industry is a smaller percentage of their revenue," Don said.

"Bringing all these members together to make sure their needs are met and to ensure greater synergy and success with the wine industry has been our goal and we are making excellent progress."

New chairman Geoff Schahinger said he was looking forward to the challenge of leading WISA into an exciting and challenging next 12 months and that he would be working to ensure the continued growth of the association, delivering greater benefits to existing members and ensuring the success of next June's WINETECH 2003 exhibition in Adelaide, which was pioneered by WISA to meet the needs of wine industry suppliers.



New WISA Board members
Louise Fraser, Pellenc Australia Pty Ltd and Hartley Higgins, Provincial Press Group (new and re-elected appointments)

Members of the WISA Board are:

- › Geoff Schahinger from C.A. Schahinger Pty Ltd (Chairman)
- › Graeme Lowe from F.Miller & Co (Treasurer)
- › Chris Pfeiffer from Open Book Publishers (Secretary)
- › Hartley Higgins from Provincial Press Group
- › Louise Fraser from Pellenc Australia Pty Ltd

Newsletter sponsored by:



Message from the Chairman

It is a privilege to have been elected as Chairman of Wine Industry Suppliers Australia Inc. and hold the position for the coming year. The Australian wine industry faces major challenges in the next few years, and as suppliers we have an important role to support the industry effectively and efficiently.

Our association, formed just two years ago, has taken its place as a significant wine industry body, recognised by most of the major wine industry organisations. I believe that we are able to support the industry in many ways: politically, economically, strategically and technically.

Our first focus is on Winetech 2003, the trade exhibition that we have sponsored. I would encourage all suppliers to participate, whether they are WISA members or not. It is unfortunate that another exhibitor has decided to hold a competing exhibition at the same time, but I am sure that most suppliers will recognise the major difference between a regional show and a world-class trade exhibition held in world-class facilities.

We are planning some exciting new initiatives over the next year including road shows and workshops in regional areas, encouraging the establishment of WISA branches in each state, the expansion of our already successful networking lunches and organising sub-groups or committees, for example in viticulture or packaging, where members can meet and discuss common issues.

Our aim is also to help the wine industry with its long-term plans. A number of wine industry strategies have been developed and implemented in the past 15 years, with little consideration of the impact on suppliers. As a consequence suppliers have from time to time been criticised for not keeping up with the expectations of the industry.

Now is the time for all suppliers to get more involved in the wine industry. There is much that we can do, and will do, and I would be delighted to hear from anyone who has suggestions for initiatives, activities, functions and events.

Finally, I would like to express my appreciation to the WISA founding chairman Don Woolman who contributed much of his personal and professional time and effort over the last two years in bringing together the 120 or more suppliers which now form a strong and united WISA.

Geoff Schahinger
WISA Chairman

A new website for WISA

Work is currently underway on the WISA website which is expected to be operational by the end of the year.

The site will provide great benefits to members in two regards – firstly it will be a great source of the latest information for current and prospective members and secondly WISA members will have the chance to showcase their products and services to potential clients.



WISA website under construction
Winebiz will be developing WISA's new website

The website, being developed by Winebiz (the website development division of Winetitles), will contain news and details about events, registration forms for those interested in joining WISA, links to other industry sites and a listing of all WISA members.

The listing of members will be a feature of the site and will enable all members to include contact details and a brief description of the products and services they offer.

Through an association with WorldWideWine, WISA members will have secure limited access to the company's Business Operation Support (BOSS) Solutions. This software allows all members who have a computer and internet connection to make changes to their own company profile on the WISA site.

If anyone has any questions about the WISA site, please contact Michael Major from Winebiz on (08) 8418 3204.

win@biz
e-business solutions

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

The Secretariat,
Phone: (08) 8363 7299
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Success of WISA lunches continues



WISA Networking Lunch Left to Right
*Amanda le Fleming, WineStream, Bob McLean,
St Hallett Wines, Melissa Parker, National Liquor News*

WISA Networking Lunches have proven to be a popular fixture in the 2002 calendar and recent lunches in Sydney and Adelaide have been no exception.

Coinciding with Wine Australia, the WISA Sydney lunch on August 5, was the first lunch held outside of Adelaide and provided an opportunity for WISA members and guests to informally network and hear from guest speaker Ian Sutton, Chief Executive of the Winemakers' Federation of Australia.

The Adelaide lunch was held directly after the Annual General Meeting on September 20 and featured a presentation from John Dwyer, founder of Internet Market Technology and its subsidiary World Wide Wine Network, who provided some valuable advice about maximizing the effectiveness of internet sites.

NOVEMBER 15, 2002

WISA will be holding its first networking lunch in Melbourne at the Victorian Arts Centre. Lunch is \$66 for members and \$75 for non-members and bookings can be made to Fuller Communications on (08) 8363 6811.

DECEMBER 19, 2002

As the year winds to a close, Pellenc will be hosting a WISA Christmas drinks networking event. Invitations and further details will be in the mail soon.

Ian Sutton applauds WISA innovation at Sydney lunch



WISA's Sydney Lunch Left to Right
*Murray Jago, Mountadam Vineyards; Ian Sutton,
Winemakers' Federation of Australia, Don Woolman,
Precision Labels*

speakers and the wine industry as a whole," Ian said.

He said Winetech 2003 was a good example of the benefits WISA was providing for its members and said he believed the industry was large and diverse enough to sustain Winetech every two years and a dedicated research conference every three years.

As the creator, Chief Executive between 1994-1999 and now Director of Wine Australia, Ian also spoke about this event, how it had changed over the years and its future direction.

Speaking at WISA's Sydney lunch, Ian Sutton said the association had made some positive and innovative achievements and was working to reflect the needs of its members.

"I applaud Wine Industry Suppliers Australia (WISA) for its contribution and dedication to the suppliers. It is a positive association for all

Adelaide lunch focuses on making the internet effective.



WISA Networking Lunch
John Dwyer, WorldWideWine

their web presence and get the most out of the web, without spending a fortune.

He also talked about Business Operational Support Software (BOSS), launched by John in 1996, which provides companies with the tools to manage their own websites and includes website management tools to manage client relationships and technology to distribute high resolution media (such as pdf files), newsletters and promotional photos.

Having an internet presence - and having an internet presence that works effectively and efficiently are quite different things according to John Dwyer, guest speaker at WISA's AGM lunch in Adelaide.

Industry suppliers learnt how they can maximise

Company Profile: JBM Juvenal



JBM JUVENAL AUSTRALIA

In Profile

Company Profile: JBM Juvenal

JBM Juvenal Australia was formed in April 2000 and is a joint venture between well-known wine industry supplier JB McMahon and leading Portuguese natural cork producer Juvenal Ferreira De Silva (JFS).

In mid 2000, JBM Juvenal Australia released the new DELFIN natural wine corks. These corks use new technology called DELFIN (Direct Environmental Load Focused Inactivation), using microwave technology to significantly reduce TCA and other "off flavours" in natural wine corks.

The DELFIN process prevents the microbial activity occurring within the cork and has no impact on the cork matter but heats the water molecules within the cork, driving out the moisture and killing the microorganisms. Analytical testing found the heat generation of the DELFIN process evaporated volatile compounds present in the cork, resulting in a more neutral sensory appearance. Positive results from DELFIN Alliance Members around the world and sales that have exceeded expectations are proof that this system works and ongoing research will further enhance the process.

JBM Juvenal employs 8 staff, with General Manager Gary Clarke and Sales Executive Lois Farnden looking after all States and agents in Western Australia, Victoria and New South Wales.

WISA would like to thank JBM Juvenal for donating wine to a recent networking lunch.

Talking Technology aimed at practical growers and winemakers.

Winetech 2003 will not only provide the greatest showcase of machinery and services the Australian wine industry has seen – it will also pioneer a unique style of information transfer.

"Talking Technology" is the trademarked name for a series of workshops and seminars which will be offered at the exhibition. The unique aspect of these workshops is that they will be held within the exhibition, overcoming the need for visitors to remove themselves to other venues.

The seminars, which will seat around 60 people, will also be free, due to the sponsorship of suppliers and Winetech 2003.

Wine Industry Suppliers Australia has negotiated a special arrangement with leading viticultural research provider, the Cooperative Research Centre for Viticulture, to present two seminars a day in a number of specially constructed theatrettes. Topics will include precision viticulture, irrigation management, pest and disease control and environmental issues.

The one-hour seminars will feature researchers and practising grapegrowers from the CRCV's Viticare network, which exists in more than 25 regions around Australia.

The material presented in each seminar will be practically based, giving growers a chance to take profit-making solutions back to their vineyards.



Additional seminars will be presented each day by suppliers, who can choose to use the theatrettes for the presentation of their latest research and development, to launch new products or update growers about new technologies. A fee will be charged to each supplier who books one of these sessions, to cover the cost of theatre construction and administration. Additional audio visual requirements will need to be supplied by the participants.

Talking Technology organisers, Fuller Communications is seeking expressions of interest from suppliers who wish to present at these seminars. Contact Naomi Sellick on (08) 8363 6811 for more details.

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

For exhibitor enquiries contact Wayne Carroll at Exhibition Management:

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