



WISA

Wine Industry  
Suppliers Australia Inc.

# THE WINE SUPPLIER

The Newsletter for Australia's Wine Industry Suppliers

[www.wisa.org.au](http://www.wisa.org.au)

## WineTech Success



*Wayne Carroll, Exhibition Management and Geoff Schahinger, WISA Chairman show Rory McEwen, SA Minister for Industry, Trade and Regional Development, around the exhibition.*

Behind every bottle of wine is an extensive team of people with different skills and specialisations. And the same can be said for the chain of machinery and equipment needed to produce that same bottle of wine. This was the key point driven home by WineTech 2003 – the biggest wine supplier managed trade exhibition ever staged in Australia.

Staged from July 16 to 19, the event was the culmination of ongoing efforts by the Wine Industry Suppliers Association (WISA) to lift the profile of suppliers and recognise the innovation and quality that has underpinned continued growth of the wine industry.

WISA's Chairman Geoff Schahinger said the inaugural event was a runaway success both for individual exhibitors and as a mechanism for adding weight to the position held by the supply sector of Australia's wine industry.

"Over the four days, around 2500 national and international registered trade visitors toured Australia's first supplier-driven event and the massive 8000-metre Royal Adelaide Showground Hall it occupied," he said.

"The value of the Australian wine industry's supply sector is often underestimated and WineTech provided a platform for displaying the contributions this group make to the industry overall.

"Suppliers of harvesters, storage tanks, bottling equipment and freight services represent vital links in the production and economic chains, and it's time these contributions were recognised.

"Given the challenges currently facing the industry, from water supply concerns for vineyards to increasing competition from international markets, it will be imperative for Australia to maintain a competitive advantage through continued innovation, quality and reliability – and suppliers have and will continue to be an integral part of this drive."

A visit by SA Minister for Industry, Trade and Regional Development Rory McEwen to officially launch WineTech was testimony to the event's ability to provide the supply sector, which directly employs some 30,000 people, with a platform and voice with the corporate and government sectors.

Business development manager for event managers Exhibition Management Pty Ltd, Wayne Carroll said WineTech 2003 marked a turning point for Australia's wine supplier industry.

"WineTech demonstrated that the supplier industry is serious about being recognised as a vital contributor to the Australian wine industry, and wants to show the world that Australia can deliver a large scale trade show along the lines of those presented in major overseas markets," he said.

"We partnered with WISA to deliver a world-class event and it's clear that against the clutter of the many other event opportunities, suppliers have chosen WineTech as their flagship."

Following the success of the inaugural event preparations and planning is already underway for WineTech 2005 and alliances with several large international exhibitions have been forged to bring further benefits to WISA members.

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## Message from the Chairman

Geoff Schahinger



Dear Members,

The success of the inaugural WineTech event surpassed all expectations and feedback from exhibitors about the impressive setup and positive spin-offs for their businesses continues to flow in. If you missed seeing the four-day event, I'm sure you have seen coverage in industry magazines or heard your colleagues talking about it.

Building on the solid foundation of this year's event, we are already planning bigger and better things for WineTech 2005. We have already been approached by several wine industry organisations expressing interest in holding their own conferences or meetings in conjunction with our next WineTech, and we have formed alliances with large European supplier exhibitions – Vinitech in Bordeaux and Intervitis-Interfructa in Stuttgart – that will be of great benefit to our members.

Attracting more than 700 exhibitors and up to 50,000 visitors, these international events are without doubt much larger than our Australian exhibition, but they are nevertheless the models on which we based WineTech. So, it is encouraging for our event's success to be acknowledged by having their organizing committees wish to be associated with us.

Above and beyond the 2005 target for the next WineTech, WISA has set high goals and detailed objectives in servicing its members over the coming year. Following our well attended AGM in Adelaide on September 12th we are planning a networking drinks function on October 8th. A WISA Lunch will also be held for Victorian members in November, so I hope to see many of you at either of these functions during the coming months. We are also considering a similar function in Sydney and will keep you informed on scheduled dates and venue.

Data will soon be collected to detail the wine industry's influence on regional employment. While grape growing and winemaking are the obvious employers, many suppliers are also regionally based and their influence and impact must not be overlooked.

We have a busy few months ahead as we work to assist our members to make the wine industry even healthier. Remember, WISA is your association. We want to provide you with events and activities that you need and want, so please do not hesitate to let us know how we, as an association can be of better service to you, our members.

## Talking Technology success at WineTech 2003

Between WineTech's harvesters, distilling equipment and label displays was the Cooperative Research Centre for Viticulture (CRCV), providing visitors with the chance to attend a 'Talking Technology' workshop covering a range of practical and topical issues.



CRCV Technical Applications Manager Ian Atkinson said the workshops gave members of the industry, particularly grapegrowers, the chance to meet CRCV researchers, hear about some recent research findings and put that in a practical context for their own vineyards.



Mark Krstic and Kerry DeGaris presenting workshops at WineTech 2003.

"Because the sessions were each limited to only about 15 to 30 people, the participants were able to ask a lot of questions of the presenters and take home really useful information," Ian said.

More than 230 people attended the 'Talking Technology' workshops that covered: Sampling Strategies and Managing Colour, Measuring Colour, Cover Crops, Brix Measurement and Colour Management, and a special presentation on contract negotiation.

Ian said the success of the CRCV's first 'Talking Technology' seminars would lead to more such events being held in the near future.

"There are a lot of really practical outputs stemming from CRCV research that will help growers with aims such as using less water, being more aware of their environmental management and improving their grape quality. We will be working to ensure these outputs are accessible to industry and the Talking Technology workshops will form part of this strategy," he said.

Proceedings from the workshops will be available from the CRCV website and will also be sent to anyone who is registered for the CRCV Information Service. This new email service provides a copy of the monthly Viticare newsletter and details of CRCV events and important news. To join this service visit the CRCV website [www.crcv.com.au/viticare/vitinotes](http://www.crcv.com.au/viticare/vitinotes).

## Vintage Report



*Vic Patrick speaking at the WISA Vintage Report Luncheon in May.*

**H**eld in conjunction with the Wine Press Club of SA, WISA's networking lunch for Autumn was held on May 28 at Café Lago overlooking the River Torrens in North Adelaide.

More than 140 people filled the restaurant to capacity including members of the two hosting associations and 40 grape growers from the Langhorne Creek region.

Vic Patrick, Director of Viticulture from Beringer Blass Wine Estates, presented a review of the 2003 Vintage with a regional summary of quality & quantity.

Lawrie Stanford, Manager of Information & Analysis at the Australian Wine and Brandy Corporation then gave the official supply/demand statistics on the 2003 vintage as recorded by the AWBC, highlighting the projections for required industry production.

## WineTech 2003...



*Michael Schreurs (Henschke Wines), Stephen Henschke (Henschke Wines), Bob Cartwright (Leeuwin Estate) and Johann Henschke (Henschke Wines) spent an enjoyable day at WineTech.*



*Peter Keegan of JB Macmahon runs through a demonstration with interested attendees.*



*WISA Treasurer Graeme Lowe with AWBC Chief Executive Sam Tolley, Exhibition Management Sales Manager Wayne Carroll and WISA Committee Member Hartley Higgins at WineTech.*

### WISA AGM UPDATE

The existing WISA committee was re-elected at the annual general meeting on September 12 at the National Wine Centre of Australia.

Committee Chairman, Geoff Schahinger, said that the committee's vision is to carry the momentum of the past year forward into 2004. "We aim to increase membership, improve our services to members and work to make WineTech 2005 even bigger and better," he said.

#### Elected 2003 Committee:

**Geoff Schahinger** – CA Schahingers – Chairman  
**Graeme Lowe** – F. Miller & Co. – Treasurer  
**Chris Pfeiffer** – Openbook Print – Secretary  
**Louise Fraser** – Pellenc Australia – General Committee  
**Hartley Higgins** – Ryan Publications – General Committee  
**Nick Yap** – Burns Philp – General Committee

### Why you should be a WISA member

Wine Industry 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 2003

##### Benefits include:

- › Regular networking lunches
- › Quarterly newsletter

- › Travel and accommodation benefits
- › Website listing all members
- › Annual conference/exhibition
- › 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

The Secretariat,  
 Phone: (08) 8363 6811 Fax: (08) 8363 6822  
 or download a membership form from  
[www.wisa.org.au](http://www.wisa.org.au)

## Company Profile: Oenobev



Established in 1996, Oenobev is a South Australian-based technology company supplying bottling, labelling, capping, packaging, filtration, pumping, control system and vinification machinery to wine and beverage businesses.

Oenobev represents an enviable group of technologically advanced quality machinery manufacturers.

The Oenobev staff work with their diverse range of clients and agencies to provide cost effective machinery without sacrificing quality.

This flexibility and tailoring of services even extends to sourcing second-hand machinery for smaller businesses that may not have the capital to purchase new machines.

Oenobev's products and services include

- New bottling line and vinification machinery
- Machinery service and repairs
- Maintenance contracts
- Storing and recondition of used equipment
- Installations
- General winery maintenance

Following the companies successful exhibit at WineTech 2003 Oenobev are set to secure several major projects maintaining the continual strong growth the company has experienced since it commenced operations.

They have also recently installed a palletising robot operating at Miranda Wines in Griffith and have forged new supplier relationships with Vaslin Bucher and DSM.

Contact **Tim Perham, Ian Paton or Bruce Priesley** at Oenobev for more information. (08) 8389 7999.

## WISA Diary Dates

### October 8

*Special WISA Drinks Function*

WISA invites all members and interested suppliers to join us for a drink to celebrate the success for WineTech 2003 and thank our members their support and commitment to the association.

### October 30

*Melbourne Mixer*

A drinks function is to be held on the eve of the Wine Industry Outlook Conference in Melbourne for WISA's Victorian members. (Venue yet to be confirmed).

### November

*Sydney Event*

A networking function for NSW members is to be held in November in Sydney.

**If you would like more information on any of these events please contact:**

WISA Secretariat:  
Fuller Communications  
(08) 8363 6811  
will.fuller@fuller.com.au

## WISA Online...



**win@biz**  
e-business solutions

Please log on to WISA's new website at [www.wisa.org.au](http://www.wisa.org.au)

WISA employed the use of two long term members 'Winebiz' (the website development division of Winetitles) and 'World Wide Wine' to create and design the site.

All members will have their own company section on the site that can be uploaded with logos, text and images and members will be receiving an email shortly with detailed instructions on how this is done.

The site has been produced with some key functions in mind:

- Keeping members informed of WISA events, news .
- Providing the wine industry with a site that can provide a range of options when choosing suppliers.
- Giving current members a value add to their membership with an online profile.

We look forward to developing this site even further and creating a powerful interactive information resource for the Australian wine industry.