

# Quarterly Pickings

Wine Industry Suppliers Australia Newsletter

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

## Too Many Trade Shows?

Wine industry exhibitions run the risk of redundancy if they continue to over service their market. While we do not deny that well run exhibitions can generate significant business opportunities the wine industry can only support so many trade events. Five years ago WISA surveyed about 800 suppliers to these industries, and the consensus was that the suppliers preferred one significant trade exhibition every two years and that the best place to conduct this exhibition was Adelaide. There was little enthusiasm for regional events.

Many of our members had visited and some had participated in major International trade shows, Vinitech in Bordeaux, Intervitis Interfructa in Stuttgart and the Unified Wine & Grape Symposium in Sacramento. They had been impressed with the high standard and professionalism of these events and the corresponding interest from winemakers and grape growers. Members were equally impressed with the quality and quantity of exhibitors and the number of visitors. These are all "stand alone" events. They are not held in conjunction with, or even secondary to meetings or conferences, although they do provide seminar opportunities. Suppliers wanted to see events of this standard held in Australia.

WISA convened "WineTech 2003" to meet the expressed expectations and requirements of the industry suppliers. Its success exceeded our expectations, attracting more single visits than any other similar exhibition held in Australia. Visitors attended from every State of Australia, and a number of overseas countries. Encouraged by this success, WISA agreed to repeat the event every two years, as desired by suppliers, and "WineTech 2005" was planned for July of this year.

Despite supplier opinions and concerns, and a desire for less, but better opportunities to promote, present and display their products and services we find yet another event being planned for the Barossa Valley in 2006. We are concerned at the wisdom of this and have already received critical comments from a number of our members. We know that suppliers are now carefully considering their options.



Most suppliers are aware that Barossa Valley winemakers and vigneroners have no difficulty visiting Adelaide and know that "WineTech 2005" will provide them with plenty of opportunity and reason to do so.

It is not cheap to participate in trade exhibitions and in the current times, when the wine industry is not as buoyant as it was even two or three years ago and budgets are tight, suppliers must decide where they get the best value for their promotional dollar. Spreading it thinly over a number of events is not generally the best way to spend it.

As the peak industry group representing suppliers to the wine and viticultural industries, WISA urges all suppliers to think seriously before committing to yet another exhibition in 2006. Consider the costs and compare the value with what WineTech 2005 will provide and the opportunities two years later at WineTech 2007.



## Message from the Chairman



Dear Fellow Members,

Vintage 2005 is well and truly upon us and it is no doubt a very busy time for some of you. I hope that it is not only busy but also rewarding for you.

The Australian wine industry is undoubtedly going through significant change and some of those changes will no doubt affect many of us. Grape prices are falling, in some cases very significantly. The discounting of wine is undoubtedly affecting the bottom line of many winemakers, reducing their profitability, and this in turn will influence their future purchasing.

The times are not fair, there is still a lot of optimism and it still seems that a new winery opens somewhere in Australia almost daily. However, it seems that some caution might be wise in choosing whom to supply at the present time.

Our own trade exhibition, "Winetech 2005" is fast approaching. Space bookings are ahead of expectations so we can look forward to a very successful event. If you have not yet booked your space, I do urge you to do so quickly. I also urge you to remind all of your clients of "Winetech" and encourage them to visit. Regardless of their interest, grape growing, viticulture, winemaking, packaging or promotion, there will be many things to interest them. Remember, this is the only trade exhibition organised by suppliers to meet the needs and ambitions of suppliers.

We are planning other activities for our members during the year, and I look forward to meeting you at them.

**Geoff Schahinger**  
*Chairman*



## What's On At WineTech?

**Barry McCleary (Megazyme International)**  
*- Improved biochemical methods for the wine industry*

**SAWIA**  
*- Greening the Supply Chain*

**Brian Loveys (CSIRO Plant Industry)**  
*- Water management for growers with limited water supplies*

**Commercial Presentation**  
*- Fairport*

**Leanne Webb (CSIRO Atmospheric Research)**  
*- Climate change - issues for industry*

**Barbara Hall : SARDI**  
*- Latest information on new chemicals*

**Brenton Bellchambers (Business SA)**  
*- OH & S for small and medium sized vineyards and wineries*

**Patrick Iland (Consultant)**  
*- Berry colour as a measure of fruit quality for small to medium sized wineries*

**Alison McGregor (Vic DPI)**  
*- Minimising spray drift in vineyards*

**Closures**  
*- An independent view (to be confirmed)*

**Gerald Asbroek (Wineries by Design)**  
*- Building an Australian winery in France (to be confirmed)*

**SAWIA**  
*- Greening the Supply Chain - a toolkit*

**Commercial Presentation: PAM Austvit**  
*- Managing costs for small to medium sized wineries (speaker to be confirmed)*

## Are you Exhibiting at WineTech?

Would you like to make a commercial presentation?

We have four free time slots left, so be quick!  
Contact Philippa for further details.

# Collaborating to Compete

Environmental and social issues associated with agriculture and food production are attracting ever-increasing attention from retailers, regulators, customers, communities and other external stakeholders. Responsible water use, chemical use, land management practices, waste management, and biodiversity protection, are just a few of society's current environmental concerns. Social issues are less of an issue in Australia, but include maintaining human rights, customer safety, and labour practices. In its national environment strategy "Sustaining Success" the Australian wine industry clearly acknowledges that in order to remain successful into the future, it needs to continually improve its resource use efficiency, 'do more with less' and stay in touch with the needs of its retailers, customers and wider community. While some environmental issues can be addressed by improving internal businesses processes, others require a wider perspective and involve working with external parties, which is where wine industry suppliers come into the picture.

## Ask yourself these questions:

**Can your business offer goods and services to the wine industry that will help them meet the growing environmental and social expectations of their retailers and consumers?**

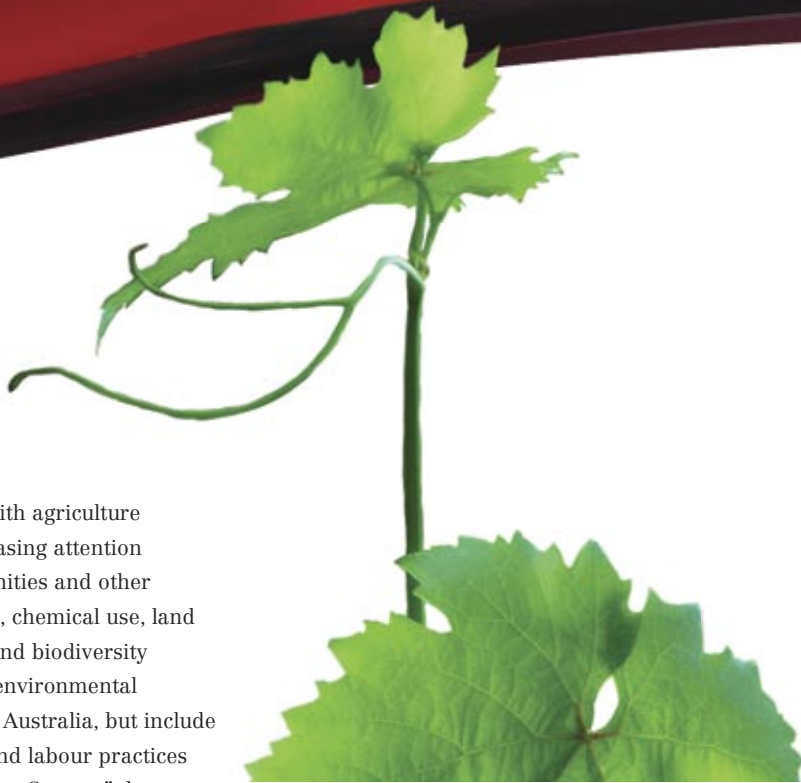
**Are your products reusable/recyclable so that they don't end up in landfill at the end of their useful life?**

**Do you sell equipment/products that can reduce/minimise the customers' water or energy requirements?**

**Are your products delivered in re-usable and/or recyclable packaging to help minimise your customers' solid waste generation?**

**Do you manage potential environmental, safety and community impacts at your own site to reduce any risks of discontinuity of supply for your customers?**

These are considerations related to supply chain transactions that will become increasingly important into the future. And as WISA Chairman Geoff Schahinger sees it, "...anything that is important to the wine industry is, by default, important to its suppliers". Geoff is involved as a Steering Committee member on a project currently being undertaken by the South Australian Wine Industry



Association (SAWIA). Titled 'Greening the Supply Chain in the SA Wine Industry', the project has been made possible by funding from the SA Environment Protection Authority. It is a collaborative project that is encouraging wineries and vineyards to incorporate environmental and social considerations into their purchasing decisions, in addition to 'traditional' business variables such as price, product quality, food safety and OH&S implications.

A joint wine industry and supplier workshop "Collaborate to Compete" was held in Adelaide in September 2004 to discuss sustainable purchasing practices and how they can best be developed. Both groups agreed that the best way forward was to work more closely with each other into the future.

As part of the project, an introductory toolkit is being developed to help the wine industry learn more about the

topic. The toolkit will include fact sheets and activities as well as case studies of sustainable supply activities already underway within the wine industry. It will be made available on the SAWIA website from late March 2005 ([www.winesa.asn.au](http://www.winesa.asn.au)).

**WISA and the SAWIA will also be holding a workshop for suppliers in June to provide more information and assistance in understanding the needs of the industry. See Diary Dates for details.**



# WISA's Success in Sacramento

Australian suppliers to the wine industry received a warm welcome in Sacramento last month. Through the largesse of a fellow Australian company that has achieved tremendous success in the US market the WISA was able to acquire last minute access to the largest industry trade show in the United States. Executive officer for WISA, Philippa Myers, was able to travel to the USA with her journey being funded by the WineTech 2005 organisers, Exhibition Management Pty Ltd.

The CEO of EMPL, John Kelly said, "we recognise this as an excellent opportunity to add to the WineTech profile in overseas markets. The potential of a relationship with the UWGS organisers will add to the international stature of WineTech now being expressed through our relationships with organisations such as Vinitech Bordeaux and Intervitis Interfructa in Stuttgart, Germany".

Over 9,500 people attended the exhibition including key industry personnel such as Vineyard Managers and Owners, Winemakers, Winery Managers and Industry suppliers providing our exhibitors with the opportunity to make contact with key decision makers and generate quality leads. As Neil from

*WISA members enjoyed attending a networking dinner in Sacramento, California, USA, in January 2005*



Hygienic Pigging Services commented, "...in just one day at the exhibition I have more than covered my costs by the number of qualified leads that I have made."

A highlight of the event was a dinner jointly organised by WISA and the Australian Trade Commission's San Francisco Office. Over the past year, and particularly since the inception of the Export Group, WISA has been working very closely with Austrade Offices both in Adelaide and in emerging export markets such as the US and South America. Real opportunities do exist for Australian wine industry suppliers in growing overseas markets and WISA's close ties to the various Australian trade missions are assisting our members to access these openings.

Over 20 suppliers attended the dinner where Peter Moller, Chief Agronomic Officer of Agrilink International gave a highly informative and enlightening

presentation regarding his experiences in the United States. Agrilink supply irrigation technology and systems to the wine growing sector. Over 5 years ago this Australian company was unknown in the US market. Under Peter's leadership they now have a well established presence. All attendees appreciated the opportunity to meet with Peter and other Australian suppliers as well as key Austrade personnel to exchange experiences and advice. Ian Wing, Regional Director, Americas, Australian Consulate General also attended the dinner and was impressed by the calibre of the group and the industry expertise that they represented.

Given the success that our suppliers enjoyed at the trade show, and the ongoing opportunities available in the United States, plans are now underway to secure space at the 12th Symposium to be held January 24-26, 2006.



## Export Excerpts

- Next export subcommittee meeting; 16 March 2005;
  - "Accessing the French Market" – a presentation by Ulrich Hartig, Austrade, Paris 12 April 2005;
  - WISA booth, ASEV Annual Meeting, Seattle, June 2005;
  - Austrade/Australian Pavillion at Vinitech Chile, Santiago 14-16 July 2005 and Mendoza WineTech Tour; Nigel Warren, Senior Trade Commissioner, Austrade Santiago, Chile, addressed a group of interested members on 9 March providing information about the Chilean Winery Supplies Market and the upcoming Wine Technology Trade Shows.
- If you missed this event and wish to know more please contact Philippa.**

## Reducing your costs

Want to offset your export marketing costs, but do not spend enough to qualify for the Export Market Development Grant (EMDG)? Perhaps the Australian Wine Technology Export Group (AWTEG), which is a member of WISA, can help. Members of the AWTEG joint venture are able receive a percentage reimbursement of export marketing costs such as airfares, meals, accommodation, etc.

**Contact Bill Renshaw, AWTEG Manager, wren@senet.com.au for further information about how AWTEG can help you to enter the export market.**

# Why Join WISA?

"A strong, well resourced body representing the interests of suppliers is in the best interests of suppliers and the industry more generally.

The Winemakers' Federation of Australia (WFA) has benefited from strong industry support, and has been

able to achieve some great results because of that support. We strongly encourage membership of WISA so that it can

give you a voice, and so that it can enhance our whole industry's advocacy capability."



Stephen Strachan,  
CEO, WFA

*Below: Philippa Myers with  
Nigel Warren, Senior Trade  
Commissioner, Austrade  
Santiago, Chile*



## Diary Dates

### March

**3 March**

- Adelaide Networking Event 'Talking Marketing'  
In conjunction with the CRCV

**9 March**

- Austrade/WISA event 'Accessing the Chilean & South American Markets'

### April

**7 April**

- Sydney, networking dinner 'Talking Marketing'  
Venue to be confirmed

**12 April**

- Adelaide networking dinner 'Accessing the French Market'  
In conjunction with Austrade & the French-Australian Business Council of South Australia  
Guest Speaker – Ulrich Hartig – Austrade, Paris

### May

**4-7 May**

- Intervitis Vienna

**11 May**

- Melbourne Networking Dinner  
Guest speaker to be confirmed

### June

**19-23 June**

- Vin Expo, France

**14 June**

- Adelaide, Workshop, 2-5pm 'Sustainable Procurement'  
In conjunction with the SAWIA.

**14 June**

- Adelaide, 5.30-7pm WineTech Exhibitor's Cocktail Party National Wine Centre  
In conjunction with Exhibition Management Pty Ltd

**21-24 June**

- American Society for Enology & Viticulture Annual Meeting and Exposition, Seattle, USA

### July

**14-16 July**

- Vinitech Chile and Mendoza WineTech tour

**20-22 July**

- WineTech 2005 Royal Adelaide Showgrounds

### September

**21 September**

- Adelaide, AGM & Luncheon

### November

**16 November**

- Adelaide, Christmas drinks

**29 November**

- Sitevi, Montpellier, France

**For further information on any of these events, or to make suggestions for future events please contact:**

Philippa Myers  
Executive Officer  
(08) 8390 3623  
wisainc@senet.com.au

**Remember, it is your Association and comments and contributions are always welcome!**

# Member Savings

WISA has formed strategic alliances with companies that provide cost savings to members in the following areas, details of which are available from the Executive Officer.

Accommodation, local and international	Printing
Electricity	Telecommunications
Finance	Trade advertising
Insurance	Vehicle purchase and leasing
Office Supplies	WINETECH

To become a member or receive more information on this peak industry body, contact Philippa Myers, Executive Officer, Ph/Fax 08 8390 3623, or complete this form and fax or post it to: WISA, PO Box 210, Stirling, South Australia, 5152

Name .....

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Company Name .....

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Services Provided .....

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Company Address .....

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Postcode .....

Contact Phone Number .....

Email .....

# Specific Member Benefits

## WINETECH

Together with Exhibition Management, WISA conducts Australia's largest exhibition of products and services to the wine industry and members receive preferential booking opportunities and discounted pricing.



## A Voice within Industry

WISA speaks on behalf of suppliers on an industry level, along side of wine makers, researchers, viticulturalists, and wine companies.

## A Voice within Government

WISA provides members with a voice to governments so that supplier's views are heard along with other industry sectors.

## Export Assistance

Networking opportunities have been forged with Austrade to assist members with export opportunities around the world.

## International Exhibitions

WISA has established partnerships with the world's largest and most influential exhibitions and members are able to use the WISA banner to show their products at these events.

- Vinitech Bordeaux
- Vinitech Chile
- Unified Wine & Grape Symposium (USA)
- Intervitis/InterFructa

## Networking Opportunities

Regular functions provide members with opportunities to meet industry leaders, share information and seek advice.

## Members Listing on WISA website

A member's directory is located on the WISA website at [www.wisa.org.au](http://www.wisa.org.au)

## Newsletter Sponsors

