

Quarterly Pickings

Wine Industry Suppliers Australia Newsletter

Volume 5, No.3 September - December 2006 www.wisa.org.au

WISA announces new membership benefits

Exciting things are happening at WISA and the committee has been working hard to provide members with a suite of offerings to add even more value for your membership subscriptions.

With assistance and sponsorship from WISA members:

- Fuller
- WBM – Australia's Wine Business Magazine
- Australian Vignerons / National GrapeGrowers
- Winetitles / Ryan Publications,

we are very excited to announce some fantastic new membership benefits.

 **FULLER**

Australia's Wine Business Magazine


AUSTRALIAN VIGNERONS

NATIONAL GrapeGrowers


RYAN PUBLICATIONS
INDEPENDENT & AUSTRALIAN OWNED


[w] winetitles


mywinejob

This is in addition to our current members benefits which include:

- Membership of the peak industry body
- A voice within Industry
- A voice within Government
- Export assistance
- Representation at international exhibitions
- A supplier listing on WISA's website www.wisa.org.au
- A copy of Quarterly Pickings, WISA's newsletter (4 editions each year)
- An invitation to attend or host WISA monthly Happy Hours and networking functions
- WISA's monthly email bulletin
- Use of the 'Member of WISA' logo
- Member listing on WISA website
- News of wine industry events and opportunities to keep you up to date

What does this mean in real terms?

The new fee of \$485 (exclusive of GST) came into effect on September 21st and all new WISA members will be invoiced (on a pro rata basis) the new fee.

Existing members can choose to take advantage of this offer by completing an upgrade form (a copy can be found on the back page of this issue of Quarterly Pickings) and paying the upgrade fee of \$238.50.

In doing this you will have immediate access to benefits valued at more than \$1000. That's a 400% return on your investment!

All offers are valid until June 30th 2007 and will be renewed with each annual subscription.

Ready to sign up?

If you would like upgrade your existing membership and take advantage of our new member benefits, please complete and return the form on the back page of this edition of *Quarterly Pickings*.

These additional benefits are available to new and existing members who choose to 'upgrade' their membership:

- A \$200 advertising voucher from *WBM – Australia's Wine Business Magazine* to be used with a full or half page ad
- A \$300 media voucher from Fuller
- A complimentary six-month subscription to *WBM* (valued at \$49.50)
- A \$300 voucher for all members against a full page advertisement in *National GrapeGrowers* or *Australian Vignerons*
- One position vacant on Winetitles' online employment service "My Wine Job" – normally valued at \$165
- 5% discount on advertising in the new *Australian Wine Grape Growers' Directory*.

... which equates to more than \$1000 of media and communications services to benefit your business.

From the Chair



Dear Fellow Members,

As we find ourselves in the grip of a one in 1000-year drought and frost is devastating vineyards in some regions, suppliers are working harder than ever to find new ways to improve their own businesses and offer solutions which will assist their customers in remaining viable and competitive.

Whilst the Australian wine industry has an impressive record in terms of the uptake of innovative practices and technology, we need to ensure that we continue to stay at the cutting edge, in order to secure and better our position in an increasingly competitive global market. Suppliers and other industry sectors working together on developing new techniques and technologies is one of the keys to our mutual success and I was therefore particularly pleased to announce at our recent AGM that WISA had been invited to join the industry's Strategic Directions Group (SDG) for Research and Development, with observer status. This places suppliers in an ideal position to provide early input into the planning and prioritising of R & D projects for the wine industry, with WISA acting as a conduit between the committee and suppliers as potential partners in research. The SDG's prospectus, the result of a collaborative project of the Winemakers' Federation of Australia (WFA), Wine Grape Growers' Australia (WGGA) and the Grape and Wine Research and Development Corporation (GWRDC), identifies eleven priority areas for additional Research and Development investment, based on an analysis of existing research projects and future industry needs. Armed with this information, suppliers can make decisions on R & D investment with greater confidence in the future commercial viability of the projected outcome.

WISA's inclusion in this group marries beautifully with our decision earlier this year to establish an Innovation sub-committee, which will further assist suppliers in pursuing leading edge processes and products. Members were recently invited to nominate for a position on this sub-committee, which will be chaired by Darren Oemcke. WISA's various sub-committees provide members with the opportunity to help drive WISA's projects and have input into the direction our organisation takes and I urge you to consider participating. In addition to the Innovation sub-committee, we invite members to join us on our Export, Import, Winetech and Membership/Marketing sub-committees. If you would like further information on any of these, please contact our Executive Officer, Joey Baker, in our office.

Our AGM also provided the opportunity to introduce the new members of our Management Committee – Anita Donaldson, General Manager Winetitles/Ryan Publications and Lyndal

Sterenberg, Marketing and Business Development Manager with Morton Blacketer. Both Anita and Lyndal have already contributed much to the organisation, with Anita taking on the role of Chair of the Winetech Sub-Committee and Lyndal chairing the new Membership / Marketing sub-committee. We are delighted that two such enthusiastic people have joined our dynamic committee. WISA is very fortunate to be served by an extremely committed and hard-working committee, who give freely of their time to further the interests of our members. I would like to take this opportunity to sincerely thank George Willcox and Barry Astley-Turner, who were unsuccessful in the elections. Both George and Barry have contributed a great deal to WISA over the years and I am very pleased to say that both these gentlemen continue to serve on our sub-committees (Winetech and Export respectively). George was previously a member of the Management Committee, filling the roles of Vice-Chair and Chair of the Winetech sub-committee during the last year. That there is now competition for positions on our Management Committee is an excellent sign of WISA's increased profile in the industry and I thank all those who took the time to vote.

There is much excitement in the WISA camp these days and it's onwards and upwards from here!

Warm regards,

Louise

WISA Chairman

WISA AGM 2006

WISA's AGM and luncheon, held on September 20th at the Royal Hotel was well attended by more than 30 members and industry partners. After receiving the Chairman's and Treasurer's reports, a presentation was made to the meeting proposing an increase to the annual membership fee. On behalf of the WISA committee, our Chair Louise Fraser highlighted the Association's financial position and the effect that employing a full-time Executive Officer and securing office space had on its financial resources.

Louise informed members that the decision to appoint a full-time EO had not been taken lightly - however, the resources of a dedicated full-time employee would enable WISA to reach its full potential in a challenging time for the industry.

In order to support WISA's ongoing financial security, the WISA committee proposed to increase its membership fees, which had remained largely unchanged since July 2000.

Additional member benefits under the new package were outlined and the need for increased annual revenue explained.



Leon Deans.

The proposed increase would see annual membership fees rise from \$285 to \$485 with immediate effect and all individuals and organisations joining as members of WISA on or after September 21st 2006 would be invoiced (on a pro rata basis) at the new fee. Current members would be invited to 'upgrade' their current membership.

(Further information about the new fee and the additional member benefits can be found on the front page)

The proposal to increase the membership fee was moved by Nic Law and seconded by Barry Astley-Turner. A vote was taken and with almost all attendees voting to implement the increase, the motion was passed.

In addition to the change to WISA membership fee, a constitutional change allowing the committee to appoint up to 2 (two) additional committee members itself was proposed. These additional members should be deemed by the committee to be high profile industry identities who would provide expertise in the areas including, but not exclusive to, winemaking and viticulture. This proposal was moved by Nick Yap and seconded by Peter Fuller and passed by the meeting.

It was with pleasure that WISA announced and introduced its management committee and office bearers for 2006-07 who are:

Executive Committee:

Chair: Louise Fraser, Managing Director, Pellenc Australia
Vice Chair: Darren Oemcke, Chief Executive Officer, Provisor
Treasurer/Secretary: Nic Law, Joint Chief Executive Officer, Tarac Technologies

Office Bearers:

Chair, Export Sub Committee, Nick Yap, International Business Manager, AB Mauri
Chair, Import Committee, Steve Dorman, Foodnet National Wine Account Manager, Orica Australia
Chair, Winetech Sub Committee, Anita Donaldson, General Manager, Winetitles/Ryan Publications
Chair, Membership & Marketing Committee, Lyndal Sterenberg, Marketing Manager, Morton Blacketer

Chris Pfeiffer, out-going Treasurer and George Willcox, out-going Chair of the WineTech Sub Committee were thanked for their past participation on the WISA Management Committee and presentations were made to both of them in recognition of their service.

New face in editor's chair at Grapegrower & Winemaker

Ryan Publications has announced a new editorial lead for Australasia's biggest-selling wine industry publication, *The Australian & New Zealand Grapegrower & Winemaker*. Adelaide-based British wine journalist Penny Boothman has taken over the role of Editor, effective immediately.

"We're really thrilled to have Penny on board," said General Manager Anita Donaldson. "Skilled international journalists who also have firsthand knowledge of industry operations are a pretty rare find. Penny's experience in the vineyard and winery gives her a unique understanding of the needs of our readers and her international perspective will be invaluable for moving the magazine forward. This is a very exciting time for the magazine."

Having previously studied winemaking and viticulture in New Zealand and worked in wineries in New Zealand, Australia and California, as a freelance journalist Penny has been writing for UK publications including *Decanter*, *The Drinks Business*, *just-drinks.com* and *Off Licence News*.

"I've been reading *Grapegrower & Winemaker* since I was a student and taking on such an established magazine, with such a massive industry following, is a fantastic challenge. I'm really looking forward to it," said Penny

Penny can be contacted at editor@grapeandwine.com.au

Ryan Publications branches out

Meanwhile, Ryan Publications, publisher of *Grapegrower & Winemaker* and the *Australian & New Zealand Olivegrower & Processor* has recently added a new publication to its stable. Called *National Forests & Timber*, the tabloid news title is the biggest-circulating timber and sawmilling publication in Australia. Former *Grapegrower & Winemaker* journalist, John Hudswell, will coordinate editorial for *National Forests & Timber*. Advertising sales for the magazine will be handled from Victoria with former *Victorian Viticulture News* sales manager, Laurie Martin, heading up sales.

Daily Wine News

Winetitles recently welcomed its 4250th subscriber to Daily Wine News – the wine industry e-newsletter that is becoming an essential part of everyone's "day."

If you do not yet subscribe to Daily Wine News (it's free) please visit www.winebiz.com.au and follow the instructions to register

Winetitles is a proud supporter of WISA, and pleased to prepare Quarterly Pickings for WISA members

More women in business, but there's still work to do

Free Run Press General Manager Cindie Smart was recently named a finalist in the 2006 Telstra Business Women's Awards, and said the experience was nothing short of inspiring.

The awards, which were celebrated around Australia in October, gave finalists from diverse backgrounds such as accounting, recruitment, import/export, medicine and environmental management the chance to tell their business stories.

Cindie said spending time with these women made her realise the challenges faced in business are consistent across industries, business age and, to a lesser extent, business size—cashflow issues, people issues and time issues.

"For us at Free Run Press, the publishing company behind WBM and other printed products, the biggest challenge is maintaining a balance between growing a new business and keeping our heads above water financially. And getting it all done in a 'normal' working week that will allow us to get home and see our families," she said.

"We have plenty of ups and downs, but we're all in it for the long term. We know the value of ideas and we put time into planning—and then doing what we say we're going to do, even if this means walking around our local neighbourhood handing out marketing flyers to promote our publishing services."

FULLER grows

After 14 years Australia's most experienced wine marketing specialists have simplified their name to better reflect the increasing range of services they provide.

FULLER now provides five key service streams: strategy (marketing and business planning), communications (including media, public relations and events), creative (design, web and photography), advertising (copywriting, layout and bookings) and publishing (of brochures, booklets and reports).

Wine Account Director William Fuller is based in Adelaide but also oversees the company's new Sydney office.

"Our skilled team of 12 marketers, writers, designers and photographers are able to handle every element of a marketing campaign – from concept to the final implementation," Will said. "It seemed to us that Fuller Communications didn't tell the whole story so we have simplified our name to FULLER.

Cindie said it was great to see, via the Telstra Awards, that there are plenty of women involved in business. "But there is still work to do to encourage females to become business owners and shareholders, particularly in rural and regional areas. And the benefits are enormous," Cindie said.



According to a report recently released by the Rural Industries Research and Development Corporation titled 'Women in Business in Rural and Remote Australia', businesses run by women in rural and regional areas have a significant local economic impact on employment and incomes, and add to the breadth of a region's business mix.

The income derived by regional business women across Australia is in the order of \$1.2 billion per annum (2004 figures). The project found women were working in diverse and economically significant businesses, far removed from the stereotypes of a generation ago.

"Regions with many women active in their own business appear to have a broader base to their economy and are likely to be more resilient as a result. This resilience can only improve the capacity of a community to deal with changing situations—droughts, natural disasters and economic downturns—and stimulate greater flow of cash through the business sector," the report said.

"We have found clients want a one stop shop rather than piecing together a range of suppliers and our knowledge of the wine industry means they are getting experienced advice and a creative, responsive service for a very competitive fee structure."

During the last year FULLER has worked with a number of wine clients including suppliers Zork, Memstar, Kingfisher and Agrilink and wineries Pirramimma, Grant Burge, Orlando and S. Smith & Son.

For more information about how FULLER can raise your company profile or build your brand contact Will Fuller on +61 8 8363 6811 or visit www.fuller.com.au

 FULLER

WISA Innovation Committee

The WISA management committee has formed a committee on innovation. We have formed this committee in response to the changing business environment for suppliers.

We increasingly need to compete in a global procurement environment where customers are demanding price, quality and responsiveness commitments at a level that the wine industry has not previously experienced.

The overall margin squeeze in the wine industry is affecting all suppliers.

Finally, businesses are increasingly looking for ways to effectively develop and test new products with a shorter path to market and reduced product lead times.

The role of the committee will be to look for opportunities for suppliers to work together, better understand taxation law and grant opportunities, increase awareness of manufacturing efficiency and product development opportunities, and strengthen

relationships with the wine industry customer base.

Our first initiative has been to participate in the wine industries Strategic Directions Group. The SDG is a skills based group of industry personnel who identify strategic R&D needs of the Australian wine industry, established by the Winemakers Federation of Australia, the Wine Grape Growers of Australia and the Grape and Wine Research and Development Corporation. WISA will be sending a member of the innovation committee as a member of this group, placing us in the middle of the industry's development of strategic R&D initiatives and increasing the opportunities to work with grapegrowers and winemakers on the development of strategic initiatives.

Our second initiative has been to negotiate space in Wine Business Monthly for a member of WISA to be profiled for innovation every month. We are targeting a holistic view of innovation for this column. Examples of innovation that will be

profiled may include how business have obtained money for new developments or expansion, changes in sales and business models, how they have partnered to deliver opportunities for growth, how they have improved business performance, how they have gone about new product development, brand management, customer relationships, and enterprise management. The aim is to profile organisations that are innovative rather than new products or service offerings.

Our third initiative is to broaden the committee. To get the committee started we have nominated Darren Oemcke as chair and Nick Yap and Steve Dorman as members. We are seeking expressions of interest from members who may wish to join this exciting new committee.

Nominations

If you would like to nominate for the committee or for a profile in the column, please contact me.

Darren Oemcke
darren@provisor.com.au
(08) 8303 8700

Dear Members,

It is with regret that I announce the resignation of our Executive Officer, Joey Baker. While Joey has been with WISA for only a short time, her dedicated and enthusiastic nature has been much appreciated by the WISA committee and by WISA members.

With Joey's departure, the Executive Officer's role will be split into two roles, with the administration and membership functions being handled separately. This will allow our new Membership Officer to fully focus on membership development and delivering results to our existing members. It is a tough job for an executive officer of a small but growing not-for-profit organisation such as WISA to manage the full range of membership, communication, sales, organisation and administrative ability that WISA required. Our extremely committed and active committee are working hard to drive WISA forward and we believe this new arrangement will assist us in achieving our objectives more rapidly.

We thank Joey for her time with WISA and we wish her every success in her future endeavours.

Kind regards,
Louise Fraser
Chair



Sue Pascoe and Ron Redford from WBM with Nick Yap of Maurivin at the October WISA happy hour at the Royal Hotel in Kent Town.



Ron van Buuren of Australian Winemakers with Kim Lawless from Dal Cin.

Safe seals for the wine industry

Earlier this year, seals & packings specialists Fluid Seals were approached by one of Australia's largest wine producers. He was worried about contaminants leaching into wine from the rubber o-rings in his filters.

He was right to be concerned because many types of rubber do contain harmful chemicals and depending on the length of time, temperature and the surface area of contact between liquid and rubber, these chemicals can migrate from seals and hoses into grapes or wine.

Fluid Seals decided to research the issues and standards that govern seals in the food industry and seek out safe solutions. The results of this research are on www.fluidseals.com.au

There are two ways to prevent leaching and these are ideally combined for extra safety. Firstly you use only approved ingredients and compounds in the rubber seals and o-rings and secondly you encapsulate the rubber core in an outer jacket, usually made of Teflon®.

The wine industry is subject to the Food Safety standards and codes that govern all food processing in Australia. According to Food Standards Australia "It is the responsibility of food manufacturers and retailers to ensure that they comply with all relevant legislation." The confusing question is which legislation?

While there are many standards bodies around the world, the US Food and Drug Administration (FDA) are regarded as the leading global standards body. Where there is no specific Australian standard, the safest approach is to use seals made from ingredients and in proportions which are approved by the FDA. Such seals are referred to as "FDA compliant".

By using compliant seals, your customers know that wine produced with your equipment has that important "tick in the box" for local and export markets.

For further information and advice on which seals to use for quality, reliability and your customers' peace of mind contact

Ken Chase
Managing Director
Fluid Seals & Packings
02 9438 1622
www.fluidseals.com.au

PO Box 87
Artarmon NSW 1570



*Centritherm used in the wine and beverage processing industries'.
Photo courtesy of FT Industrial Pty Ltd.*

Flextank begins 'barrel-replacer' manufacture in USA

During August and September, Flextank Inc., the US franchisee of Flextank Australia, successfully commenced tank moulding operations in California and has so far supplied more than 120 units to US wineries nation-wide, in good time for the local vintage.

Flextank US decided to focus initially on the supply of barrel-replacing permeable maturation tanks and a single open fermenter design for this year, leaving the introduction of larger storage tanks for next year.



Flextank founder, Tony Flecknoe-Brown pictured removing the poly lid which enables these vessels to be operated out of doors. These vessels were fitted with immersed cooling plates to enable an extended cold soak, prior to fermentation.

Flextank made an agreement with Snyder Industries inc. for making the tanks at their Chowchilla, California plant. Flextank supplied the moulds, which were fabricated in India. The factory is located South West of San Francisco in the Central Valley area. The nearest wine region is Paso Robles and the factory is within easy reach of the Napa and Sonoma valley wineries. For more remote deliveries, the extensive national ground network operations of UPS and FedEx works well.

Flextank has five main sizes in production, the smallest holds 50 US gallons (190 L.) of wine. The 100, 200 and 300 gallon stand-alone sizes allow plenty of choice for small and intermediate sized wineries, whereas larger wineries chose the 600 gallon (2300 L.) steel-framed "Cell", as these can be fork-lift handled when filled.

Flextank Inc. is also moulding a new design of open fermenter in California. These 900 gallon capacity units are installed at Concannon Wines in Livermore CA, where they were used to ferment the wineries ultra-premium Zinfandel fruit.

For further information please contact Tony Flecknoe-Brown, Director, Flextank at sales@flextankcom.au or visit their USA website at www.flextank.biz

WISA – New Members

A big warm welcome to:

The Australian Wine Research Institute, Group Analytical

The purpose of The Australian Wine Research Institute (AWRI) is to contribute substantially to the ongoing success of the Australian Wine Industry.

The Analytical Service is the commercial section of The Australian Wine Research Institute, that offers cutting edge analytical services and facilitates outcomes of research to practical use by winemakers and grape growers.

The Analytical service can be contacted on ph (08) 8303 6600 or by email: analyticalservice@awri.com.au or contact Group Manager Mai Nygaard on mai.nygaard@awri.com.au

Blaxland Vineyards Limited

Blaxland started in 1993 as a nursery developer for a Simeon Wines project in Cowra, NSW and over the ensuing years has developed to a position where it manages directly 1200 hectares of vineyard and sells grapes to most of the major wine companies in Australia.

For further information, please contact Ron Collins, Director, Blaxland Vineyards Limited at blax@chariot.net.au

National Storage – Wine & Climate Control

National Storage was established in December 2000, following the merger of Stowaway Self Storage, National Mini Storage and Premier Self Storage. This union consolidated over 30 years experience in the storage industry and created a network of centres with the capacity to deliver tailored storage solutions Australia-wide.

Exclusive Member Offer from National Storage

National Storage would like to offer WISA members a 50% discount on all large climate units for the first six months. The units are suitable for pallet storage of packaged wine and the offer is available until June 30th 2007 (subject to availability).

For further details please contact: Ben Shillito, Business Development Manager, National Storage at bshillito@nationalstorage.com.au or telephone on 0409 876 048.

Phoenix Wine Services Relocates to Elizabeth

Phoenix Society Inc. is a South Australian organisation that was founded in 1958 with the express purpose of providing employment and development opportunities for people with disabilities. Today over 500 people are making a significant contribution to the business sector and the broader community.

WISA member Phoenix Society Incorporated's Wine Services Division has experienced 25% growth in sales each year over the last six years.

As part of the ongoing commitment to providing employment opportunities north of Adelaide and to accommodate business growth, a decision was taken to relocate the Phoenix de-labelling / labelling and repacking operation to their Elizabeth South facility on the corner of Commercial and Kettering Roads.

Ian Terry, Phoenix Chief Executive Officer says 'Due to the continued growth and support we are receiving from the wine industry we had to ensure that our customer's expectations were met and where possible exceeded.'

'We have invested in additional labelling and associated equipment along with increased storage capacity to cater for the demands on our services. The relocation in September this year to our Elizabeth South facility has already seen improved efficiencies in handling inwards and outwards goods and, being so close to the Salisbury Highway it gives our customers quicker access to Port Adelaide for shipping to overseas markets.'

Some of the services that Phoenix is able to offer to the wine industry throughout their 4 Adelaide Metropolitan and 1 Regional (Whyalla) sites include:

- timber pallets (standard, export or made to measure)
- equipment crates and produce bins
- made to order timber products (production or POS)
- de-labelling (wet gum or pressure sensitive)
- clean skin precision labelling (automated or manual)
- over labelling
- medal labelling
- capping (PVC or tin)
- hooding
- cluster packing
- repacking
- embroidery (promotional and work-wear clothing and head wear)
- collation work
- commercial mailing bureau

For further information visit www.phoenixsoc.org.au or contact Andrew Ormandy, Business Development Manager on 8152 2400 or email aormandy@phoenixsoc.org.au

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.


Diary Dates

November

28-30 November

 France
Vinitech Bordeaux

22 November

 Adelaide
WISA Happy Hour
Royal Hotel, Kent Town


December

13 December


 Adelaide
WISA Happy Hour &
Christmas Drinks
Joint Functions with the
ASVO
Royal Hotel, Kent Town

January 07

13-16 January

 Lisbon Portugal
Enovit

23-25 January

 Sacramento California
Unified Wine & Grape
Symposium

February 07

13-16 February

 Spain
Enomaq

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

Joey Baker
Executive Officer
(08) 8231 2091
wisainc@bigpond.com

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

WISA MEMBERSHIP UPGRADE

Enquiries: Joey Baker at wisainc@bigpond.com
or telephone on 08 8231 2091

I would like to upgrade my existing WISA membership

Contact: _____ Company Name: _____

Invoice Address: _____

Email: _____ Telephone Number: _____

- Please find my cheque for \$238.50 enclosed
 Please debit my credit card in the amount of \$238.50

Card Number: _____ Expiry Date: _____

Card Holder: _____

Signature: _____

Return fax 08 8231 2091 or mail to: WISA, GPO Box 1117, Adelaide SA 5001

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