

Quarterly Pickings

Wine Industry Suppliers Australia Newsletter

Volume 6, No.1 January - March 2007 www.wisa.org.au

Do you have the 'WOW' factor?

We're looking for the Tiger Woods of Wine!

WISA and *The Australian & New Zealand Grapegrower & Winemaker* magazine have introduced a new initiative to WineTech 2007: one that's guaranteed to WOW our members!

WISA has launched the WOW Award to recognise business innovation by suppliers. The WOW Award will coincide with WineTech, the Australian wine industry's premier exhibition, being held in Adelaide in late July.

Darren Oemcke, chair of WISA's Innovation Committee, says the winner will be the supplier who has a product, service or business system that has made a significant positive impact on the wine industry over the last two years – since the 2005 WineTech.

"We've all heard of the 'X' factor... but this is the 'WOW' factor. We're looking for the supplier who has that special something that'll really WOW the judges," Oemcke said.

"The WOW Award is about innovation in its broadest

context where success is not measured by good ideas or new products, but by good ideas that are translated into a positive business outcome."

The WOW Award will recognise contributions such as:

- new products that have made a difference to customers
- new services that have made a difference to customers
- new companies bringing new products or services from overseas or other industries
- new ways of doing business that have had a demonstrable benefit on the nominee's business
- new ways of relating to customers that have resulted in a competitive advantage or increased customer satisfaction; and/or
- use of new technology or knowledge to increase the international competitiveness of the nominee or their customer's business(es).

There's a great range of prizes for the winner, thanks to *Grapegrower & Winemaker* magazine. Chief of these is a trip to the SIMEL exhibition in Milan in November 2007 and a publicity campaign for the WOW winner in Australia's biggest-

selling wine industry magazine: *The Australian & New Zealand Grapegrower & Winemaker*.

WISA chairman Louise Fraser said the WISA committee is excited to bring the idea of the WOW award to fruition and she encourages WISA members who are exhibiting at Winetech to enter.

"It will be great publicity for the WOW award winner because the winner will be announced to the industry before WineTech so visitors to WineTech can see the product or innovation that has truly 'wowed' the industry. The winner will receive huge industry and trade attention at the exhibition," Fraser said.

"SIMEL is one of the most interesting international wine industry supplier exhibitions in the world, so it's a great prize on offer for the winning company's representative to visit Italy later in 2007," she added.

Entries are now open. Full criteria and competition details can be viewed by visiting www.wisa.org.au or www.winebiz.com.au

If you need details about joining WISA, please contact membership development officer, Mariann Giancaspro on (08) 8231 2091 or email wisainc@bigpond.com

For information about exhibiting at Winetech, visit www.reedexhibitions.com.au

Stop Press!

WISA visit to Melbourne – coming soon

WISA staff and committee members will visit Victorian suppliers at a special Melbourne function for Victorian-based members and suppliers interested in learning about the many benefits of joining WISA.

WISA members with branches, agencies or representatives in Victoria, please let your 'extended' team members know about the upcoming visit.

WISA anticipates the function will take place during May. All further details will be advised in our April WISA member e-bulletin – so watch this space for more details! WISA also plans to visit Sydney during 2007 for a similar event to meet NSW members and suppliers.

WISA 'WOW' Awards



sponsored by

AUSTRALIAN & NEW ZEALAND
**Grapegrower
& Winemaker**

From the Chair



Dear Fellow Members,

With a return to a balanced supply position now predicted to come sooner rather than later due to vastly reduced yields this harvest and probably next year as well, suppliers will be rethinking their positions, as there is no doubt that we are equally affected by such movements in the market situation.

It is at times like these that having the broadest possible perspective on the state of the industry is important, as all the different sectors inter-relate.

We are fortunate in that we have access to good range of formal information, but the anecdotal information which is gleaned from networking with other suppliers is, I find, equally important in putting the total picture together.

At a recent function, I had a most interesting discussion with two suppliers from industry sectors different from mine – between us, we represented packaging, winery equipment and vineyard equipment. We found that many of the issues we faced were common to all of us and that the information each of us could offer, in terms of industry conditions, dealing with clients and so on, was useful to each of the others.

For me, this is one of the real benefits of belonging to WISA. The opportunity to meet informally with other members at the various networking functions, whether it be to exchange information or simply have a good whinge to someone who understands, is something I value highly.

That having been said, as part of our quest to make functions more relevant to members, we will be introducing some new elements to our Happy Hours in the coming months.

Many of you have expressed interest in themed functions, covering different areas of interest to suppliers and others are keen to have the opportunity to showcase their own businesses to fellow members.

If you are interested in having input into such functions, please contact our Membership Development Officer, Mariann Giancaspro, who will be delighted to discuss your ideas to make our events more attractive to you and other members.

With WineTech 2007 fast approaching, it is with great excitement that we announce the introduction of the WISA “WOW” Awards (see separate article). This is a fabulous initiative from Ryan Publications and *Grapegrower & Winemaker magazine*, already a valued sponsor of WISA.

I urge you to participate in this fantastic competition, which is exclusive to WISA members exhibiting at WineTech. The prize on offer is outstanding and the publicity alone will offer significant value to the winner. For more information, including the selection criteria, visit our website: www.wisa.org.au or contact our office.

Now is the time to start telling your clients about WineTech and urging them to attend what promises to be an outstanding event, bringing together for the first time the strengths of a exhibition organised with significant supplier input and the traditionally successful Australian Wine Industry Technical Conference.

It is important for all of us to maximise the return on our investment in this event and the best way for this to happen is to have the greatest number of visitors possible. If you still haven't reserved your site, it is not too late, but be quick as space is filling rapidly.

I look forward to seeing as many of you at WineTech as possible and wish you a successful end to Vintage '07.

Warm regards,

Louise

WISA Chairman

PRELIMINARY NOTICE

Wine Industry Suppliers Australia Inc.
presents

WISA Supplier Of The Year Awards Dinner 2007



The awards aim to recognise excellence in supply and manufacture within the wine industry and to acknowledge companies that endeavour to provide world class technical and practical support to wine producers at all levels.

Date: October 2007 (TBA)

Three course meal (including drinks)

Live entertainment. Limited seats are available (100-120).

Dress: Black Tie and Partners Welcome

Entries for Supplier Of The Year open soon and full details of criteria and eligibility will be posted on www.wisa.org.au

Export sub-committee

International opportunities

A call to all Importers and Exporters – Free Trade Agreements

The Australian Government is currently negotiating free trade agreements with Chile, China, Malaysia, Japan and ASEAN countries.

If you are exporting to or importing from these countries, the negotiation of a Free Trade Agreement presents a great opportunity to remove any export/import duties which your company may be incurring.

WISA, together with the Winemakers' Federation of Australia, is making submissions to the Federal Government on behalf of suppliers to the Australian wine industry.

If you are either exporting to or importing from any of these countries, please identify with WISA the type of products you are exporting/importing together with their respective harmonisation codes as this will assist WISA in representing you.

Please submit your information as soon as possible to WISA's co-secretariat Janet Ferber (wisainc&bigpond.com).

Hot off the export boat

Australian negotiators for the Free Trade Agreements with the Gulf Co-operation Council

(GCC) and for the possible FTA with Chile will be holding industry consultations with suppliers in state capitals over the next three months. The consultations will provide an opportunity for businesses and other organisations with an interest in trade issues to register their views and inform government of their trade priorities.

The proposed schedule of consultations is:

Sydney - Monday 2 - Tuesday 3 April
Brisbane - Wednesday 11 April
Adelaide - Wednesday 16 May
Perth - Thursday 17 - Friday 18 May

Negotiators will be particularly interested in hearing from suppliers on their experience with any barriers to trade in these markets and on particular issues they would like to see included in the FTAs.

Suppliers are invited to attend these consultations and should register their interest by sending an email to gccfta@dfat.gov.au or chile.submissions@dfat.gov.au. For more information refer to <http://www.fta.gov.au/>

Vinitech Chile - July 2007

Chile's premier biennial wine supplies trade show, Vinitech, is taking place on 12-14 July.

To assist Australian suppliers in exhibiting at this event,

Austrade Chile is once again organising the highly successful "Australian Pavilion".

This Pavilion, covering 111m² of premium floor space, provides suppliers with an extraordinary opportunity to showcase their goods and services, whilst minimising costs.

Other benefits of exhibiting under the "Australian Pavilion" include:

- a networking event to allow you to interact with key contacts within the Chilean wine industry
- provision of interpreters and logistical support
- industry briefings on the current state of the Chilean wine industry
- transport to and from the exhibition.

To further maximise your trip to Chile, Austrade is organising a trade visit to Mendoza, Argentina's largest winemaking region following the tradeshow. See further details "Mendoza WineTech Tour" (right). With only nine spaces available at the Pavilion it's a first-come-first-serve basis.

For a copy of the prospectus outlining benefits and costs, please email Janet Ferber (wisainc@bigpond.com). For further information please contact Sylvia Palma, Austrade Chile, at sylvia.palma@austrade.gov.au or +56 2 560 7832.

Mendoza WineTech Tour – July 2007

Are you interested in exporting to one of the fast growing wine industries in the world?

Are you attending Vinitech Chile?

Then the Mendoza WineTech Tour is a must attend event for you. Organised by Austrade Argentina, this trade delegation will be touring Mendoza, Argentina's largest winemaking region.

The tour includes:

- visits to large strategic wineries
- product showcase
- round-table discussions
- one-to-one meetings with key industry contacts
- interpretation and logistical support.

Being held on 16-18 July, this tour follows the Vinitech tradeshow in Chile.

A copy of the tour prospectus can be obtained from Janet Ferber (wisainc@bigpond.com)

For further information please contact Ms Norma Ramiro, Austrade Chile, at norma.ramiro@austrade.gov.au or +54 11 4779 3575.

Membership sub-committee

Working for members

Your WISA Membership Sub-Committee is a new initiative announced at last year's AGM. The result: a committee that meets each month with the goal of generating new membership subscriptions and ensuring that current members are supported with a range of marketing, communications and promotional opportunities to help you keep informed and gain the most from your membership with WISA.

So, what have we been doing? Putting together the marketing materials to support the membership upgrade campaign (which has been running since October 2006) and planning a communications program to keep you informed of WISA activities, promotional opportunities and events.

In April, you will start receiving our monthly member bulletin – a single point of reference each month to provide you with an update on WISA activities, Happy Hour details, sub committee updates and how to get involved – we have regular columns in high profile industry publications, WISA advertising in the Winetitles' *Wine Industry Directory*; and up-to-date sales packs to ensure you know what WISA is about.

We are also collecting valuable feedback from members, who have met with our Membership Development Officer, Mariann Giancaspro, that will help us to improve the delivery of our objectives.

We are currently working on a new format for Happy Hours, inviting guest speakers and providing members with the opportunity to host these networking events on their premises. We are pleased to accept the kind hospitality of Finlaysons Legal who will host our 18 April Happy Hour at Finlayson's Flinders St premises. The topic is: Distribution Contracts for importers/exporters. Look for more details in our April e-newsletter.

Please let us know if you would like to be involved in hosting a WISA Happy Hour by emailing wisainc@bigpond.com

Lyndal Sterenberg
Membership sub-committee chair

WineTech tip! Pre-sell your exhibit

You've invested time and resources to develop an effective stand and train staff, so don't leave visitor attendance at your stand up to chance. By pre-selling your presence, promoting special incentives and setting up at-show sales appointments in advance, you could guarantee success before the show even starts! Then, walk-in traffic will be a bonus.

Tip - courtesy, Reed Exhibitions

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.

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*.



WineTech sub-committee

Have you booked your site for WineTech 2007?
Only 29 sites remain!

The WineTech sub-committee met on 7 March and we were pleased to have Frank Matus from Reed Exhibitions as our special guest. Frank gave the committee an update on exhibition space sold for WineTech and the message was very clear: space is selling fast and make no mistake – the exhibition WILL sell out. WISA members who have yet to confirm their WineTech stand, please talk to Frank as soon as possible as we'd hate our members to miss this once-every-three-year opportunity!

For confirmed exhibitors, Frank advised that exhibitor manuals will be available shortly for download from the Reed Exhibitions website, www.reedexhibitions.com.au. Exhibitors will be sent login instructions to access their manual. This contains important documentation that will make your participation in WineTech stress-free and maximise your event.

Anita Donaldson & George Willcox,
Winetech sub-committee co-chairs

Winetitles' Silver Anniversary Directory out now

Winetitles released the eagerly-awaited Silver Anniversary issue of the *Australian and New Zealand Wine Industry Directory* in March.

The new edition of the *Wine Industry Directory* lists 2146 wine producers, a 6.9% increase in the number of listings from 2006. The rate of growth has increased in 2006 compared with 5.9% growth in wine producer numbers from 2005-06.

Victoria continues to lead the way with the greatest number of wine companies and had a net growth of 45 companies listed in the 2007 *Directory*. South Australia showed the greatest growth in 2006 and the number of companies listed grew by 12.2% from 502 companies to 563. Outside the Northern Territory which continues to list one wine producer, New South Wales/ACT showed the slowest rate of growth at 0.9% gaining four producers in 2006 and moving from 428 wine producers to 432.

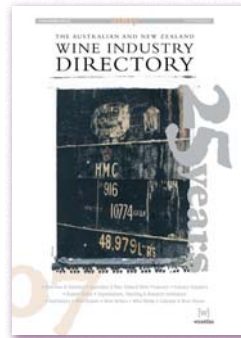
There has been strong net growth (up 122 producers) in the number of Australia's wine producers who crush below 100 tonnes. 71.6% now crush less than 100 tonnes up from 2006 when 69.5% of producers crushed less than 100 tonnes. Queensland shows the highest concentration of boutique wineries with 93.6% of its companies crushing less than 500 tonnes, while Tasmania has 92.7%. 78.5% of Victorian companies crush less than 100 tonnes while South Australia has only 57.2% crushing less than 100 tonnes.

Nearly all wine companies produce table wine while less than 30% produce sparkling or fortified wine. There are 84 Australian producers (3.9%) going green, producing organic wine to certified standards. 77% of companies now have a website, compared with 49.1% five years ago. Half of all wine companies export wine. For the first time in 2006, the number of companies exporting to the USA (696) rose above that of companies exporting to the UK (688). There was a jump of 78 companies now exporting to China, compared with 2005. There was also a leap of 61 producers capitalising on solid growth in the Canadian market with 552 producers now exporting to Canada.

And of interest to Suppliers, there are 940 Australian suppliers and 111 New Zealand suppliers listed in the new *Directory*.

As we take a trip down memory lane...

Winetitles had an interesting treasure hunt tracking down a copy of the inaugural 1983 issue of the *Australian Wine Industry Directory*. Luckily, 1986-1996 editor Michael Deves lent us his 1983 copy that still looked in pristine condition!



25 years. Some will feel they've flashed in a blur of vintages; wines tried and tasted, wine shows, memories, good years, bad years, faces and mentors...

Winetitles has been owned by Provincial Press Group since July 2004 when the Higgins family purchased Winetitles from Paul and Fran Clancy. The 2007 *Directory* is the third compiled by the new management team.

"In many ways we see Winetitles as a custodian of industry information and the *Directory* is a physical history and evolving tale of the wine companies, suppliers, personnel and events that contribute to this great industry year on year," said Hartley Higgins.

"Fran Clancy in particular had amazing attention to detail and diligence in ensuring that all the information in the *Directory* every year was as accurate as possible. Neither Fran in her time, nor our current Listings Manager, Carolyn Hames and consultant, Raquel Williams, ever leave a stone unturned in their efforts to communicate with wineries, organisations and suppliers to keep the *Directory* information up to date," he said.

Directory on CD-ROM

For the past decade, Winetitles has debated the merits of electronic publishing and its role with the *Directory*. We have always concluded that most of those who purchase the *Directory* prefer it as a well-indexed printed directory, which sits within reach on their desk. But we do recognise that many users want the full resources of the *Directory* but don't want to carry 3kg when they travel. As a solution, with the 2007 *Directory* we have produced the *Directory* on CD-ROM to bring the additional functionality and convenience of a search engine and hypertext links on website and email addresses.

We are confident suppliers will find this CD-ROM invaluable.

Winetitles' goal has been to put the resources of the *Directory* always at the user's fingertips, whether it's in a printed form, on the Web through our online Buyers' Guide or on a CD-ROM. As information needs evolve and new media delivery methods are developed, we will constantly stay in tune so that that the *Wine Industry Directory* is just as relevant and useful after 50 years as it is today.

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

AlcoTECH – alcohol adjustment technology for wine

AlcoTECH is the latest service to be offered to the Australian wine industry by Barossa Valley-based Tarac Technologies.

AlcoTECH is a system for adjusting alcohol level and wine concentration, allowing winemakers to achieve the desired alcohol content in finished wines.

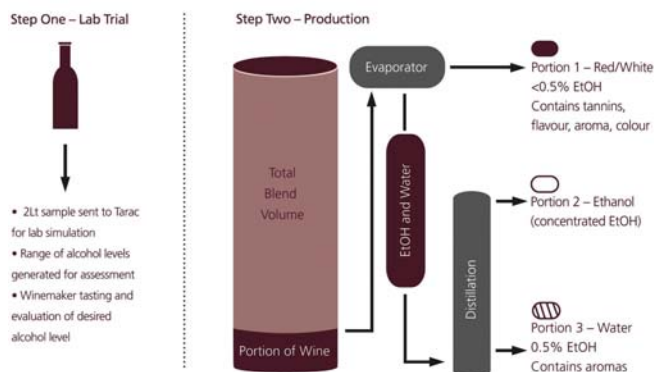


Left: Darko Obradovic and Simon Kinley of Tarac Technologies.

The AlcoTECH system offers winemakers a number of important advantages compared with alternative processes offered in the marketplace, including:

- fast turnaround time – large blends can be processed within 24 hours
- typically less than 10% of the total blend is required for treatment, ensuring the majority of the wine remains undisturbed in the winery tank
- lab testing of sample prior to processing larger blend to determine desired alcohol level or 'sweet spot'
- competitive pricing without capital outlay or the need to have contractors on-site
- No waste because Tarac retains and further processes all residual product.

The AlcoTECH System



The process, undertaken at Tarac's Samuel Road facility in Nuriootpa, offers both Vintage & Blending options.

The Vintage option allows winemakers to manage the alcohol blend at the crusher, removing the need for post-vintage reduction. This option also reduces attenuated ferment characters, dilution of flavour and the possibility of stuck ferments.

AlcoTECH outputs create Blending options, where portions can be blended to alter alcohol, phenolic and acidity profiles, allowing winemakers to finetune finished wines.

Tarac Technologies is a company focussed on environmentally sustainable solutions. The AlcoTECH process is consistent with this philosophy because all residuals from the process remain at Tarac for further processing, freeing up valuable winery tank space and reducing loads on winery wastewater systems.

If you would like further information please visit www.tarac.com.au and click on the AlcoTECH logo on the home page or contact Darko Obradovic on (08) 8562 1522 or at darkoo@tarac.com.au

TICA is tops in 2006

Toyota Industries Corporation Australia (TICA) has topped the Australian counter-balance forklift truck market for the 20th consecutive year according to figures released by the Australian Industrial Truck Association (AITA). TICA captured a 26.9% market share for its consolidated three brands – Toyota Industrial Equipment, BT Lift Trucks and Raymond. It was number one nationally in counter-balance engine-powered forklift trucks once again, with 27.6% market share. TICA's combined marketshare was more than 20% in every State.

The state-by-state results were: New South Wales, 30.2%; Victoria, 25.4%; Queensland, 22%; Western Australia, 28.4%; South Australia, 25.3%; Tasmania, 56.8% and Northern Territory, 26.8%. In total, TICA delivered 4364 material handling machines in Australia in 2006, a stunning 51.5% increase on its 2005 result .

This reflected both increased sales of the main Toyota forklift lines and the consolidation of the Toyota, BT and Raymond brands through one distributor. TICA sold 2327 internal combustion machines and 2037 battery electric machines in 2006, compared with 2243 internal combustion and 637 battery electric machines in calendar year 2005.

For further information on the Toyota Material Handling range, freecall 1800 425 438, or visit the website at www.toyotamaterialhandling.com.au

WISA – New Members

A big warm welcome to:

Eclipse Enterprises
World Cooperage
VA Filtration
Bibber International

Upgrading members

Taking advantage of our special benefits and choosing to upgrade their membership in 2006-07 were:

A. Hartrodt
Air Liquide
A&G Engineering
Australian Winemakers
C.E. Bartlett
CHR Hansen
Dayco
James Contract Supplies
JF Hillebrand
Nucork
Pellenc
Provisor
Rural Press
Spicers Paper
Tarac Technologies
Toyota Materials Handling
Zork

VineAccess enters new export market

VineAccess has hit the ground running in New Zealand with the appointment of a New Zealand representative, Helene Marchant, and a successful New Zealand product launch in February. VineAccess was developed with the idea that viticulture information should be recorded only once and, by using some smart technologies, it can be shared with others in the viticulture supply chain. It sounds simple, but there is a constant requirement to exchange information - duplication and re-work is rife – and so are administration costs!

The launch was held on 28 February in Marlborough, the largest winegrowing region in the country, and attracted both growers and winery operations' staff from the largest to the smallest of companies.

Member in Profile

James Contract Supplies Pty Ltd

Long-term WISA member James Contract Supplies (JCS) is a privately owned and operated South Australian Business with a staff of 50. Established in September 1985, the company's goal was to engage in the manufacture of stainless steel purpose-built vessels and equipment.

In September of 1986, frustrated by transport/crane hire prices and service, JCS purchased a crane, prime mover and tank float which today has expanded to a fleet of cranes up to 140t, various prime movers and floats up to 170t capacity with service Australia-wide.



JCS manufacturing division specialises in the design, fabrication, installation and commissioning of a wide range of purpose-built vessels/containers and accessories, primarily fabricated from stainless steel.

The manufacturing division also produces cavity plate made from stainless steel to be utilised as heat exchange plates, either as an integral part of the vessels or can be supplied as per customer requirements.

The clear objective of James Contract Supplies is to supply its products and services to the satisfaction of its clients' needs and where applicable, in conformity with government regulations.

Heavy haulage and crane hire

Our transport and crane hire division can meet all of your over dimensional and heavy haulage requirements. We can handle all aspects from design through to installation for any requirement.

- Prime movers and semi trailers
- Tank floats, low loaders and dollys
- Platform trailers and a steerable jinker
- Both mobile and tractor cranes.

Contact details:

PO Box 4, Rosewater East SA 5013
Tony Oliver – General Manager Manufacturing
T +61 8 8268 1311 F +61 8 8268 7798 Mobile: 0418 827 931

Interested in a profile in Quarterly Pickings?
Please contact WISA on wisainc@bigpond.com – we welcome your involvement.

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

April

18 April

WISA Happy Hour
Wednesday 18 April
5.30-7.30pm
\$15/person
Themed and hosted by
FINLAYSONS Legal at
its offices at 81 Flinders
St, top floor conference
room and rooftop. Topic:
Distribution Contracts for
importers/exporters

May

TBC: WISA member and
supplier function
in Melbourne

17 May
 WISA Happy Hour
Thursday 17 May
Royal Hotel Kent Town
(unless otherwise advised)

Sunday 20 May

WISA WOW Award entries
close (details see front
page this issue)

June

21 June
 WISA Happy Hour
Thursday 21 June

July

19 July
 WISA Happy Hour
Thursday 19 July

29 July - 1 August

Sunday 29 July to
Wednesday 1 August
Winetech, the Australian
wine industry’s premier
trade exhibition

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

Mariann Giancaspro or
Janet Ferber
(08) 8231 2091
wisainc@bigpond.com

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

WISA MEMBERSHIP UPGRADE

Enquiries: Mariann Giancaspro at wisainc@bigpond.com
or telephone on (08) 8231 2091 or 0409 783 221

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 (Note: we cannot accept Amex or
Diners).

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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