

WISA refreshes the association, in name, look, and connection.



from



WISA – Wine Industry Suppliers Association Inc. will be the new name for WISA – replacing Australia for Association. WISA Chair, Jason Amos said, “*we needed to be more inclusive of our international members reach, so at the recent Special General Meeting, members voted unanimously to update the name and our association rules including a Code of Conduct*”.

The **branding for WISA** takes this opportunity to refresh with a bold new look. Vibrant red, black, and white replace the plum and grey of the previous design, with stronger branding and impact. Taking two of the dots and connecting them, akin to a handshake or links in the value chain, the interconnectedness of business is reflected.

Members, and interested parties, have been consulted for how they find the most value from being part of the wine industry community. The feedback was the need for simplicity, understanding value, and opportunities to do more.

Membership is now simplified for each business to Corporate Member for all staff or for Sole Traders. Members will then be able to “pick and mix” sponsorship opportunities and event engagements, as well as a range of activations. The new Platinum, Gold, Silver, and Bronze, membership packages then enable greater value of the best choices, allowing a closer understanding of the needs of each member and their business priorities for the coming year. Some seek engagement and attendance, others brand promotion, some export, others import, and still others want to convey their innovations in more concise and digestible ways.

WISA Membership includes voting rights, opportunities to nominate for the WISA Management Committee and/or WISA Working Groups, Invitations to attend member functions, discounted tickets to events, Wine Industry Mentor Program application, regular communication updates and a feature in newsletters, social media, WISA website and more. Advocacy through WISA involvement in the committees of industry both within Australia and abroad, plus introductions to stakeholders and brainstorming business development ideas with member businesses. WISA becomes the go-to for navigating the wine sector for suppliers and a reference for industry on where to find solutions.



To showcase and recognise the innovative capabilities and achievements of members, the **WIIA – Wine Industry IMPACT Awards will open in late June 2022**. The WIIA Awards Gala Dinner will again be highly sought out to attend, bringing stakeholders from across the sector together at the end of November.



The **WIIC – Wine Industry IMPACT Conference** has been confirmed for **October 10-12th** and will be held in Bendigo, Regional Victoria.

Conference Sponsors and program speakers will be confirmed shortly.

WISA Executive Officer, Shirley Fraser, summarised the new approach *“over my first 12 months in the role, we’ve listened and literally connected the dots for our members, providing new opportunities and protecting our association brand for the future. Ultimately there was the need to articulate our value proposition and the ways in which we operate for the long term, not simply for a one-off event but for strategic goals of engagement, and we believe the new brand and prospectus highlights this.”*

Next month is **WineTech 22**, Australia’s biggest wine trade exhibition held every three years. The WISA WineTech partnership with the AWITC and Expertise Events demonstrates the shared commitment the industry has a whole, for meeting today’s challenges and future proofing discussions together. This triennial event is a milestone marker for advanced innovation and commercialisation of solutions. Since the 2019 event, no one could have foreseen the impacts of fires, floods, pandemics, travel restrictions, workforce access, international shipping, warfare, trade barriers and more. How did any company SWOT analysis look back then?

Suppliers, producers, growers, associations, regions, government, educators, and industry will reunite in Adelaide this June 27-29. Production efficiency and quality improvements, sustainability, agtech and software, automation, and new innovations for categories such as NOLO, organics, and brand storytelling are on the agenda.

AWITC delegates are looking strong and the WineTech exhibition is a major drawcard. In addition, for wineries and producers keen to check out what’s on offer, WineTech is free to register and attend. Our focus is to make the whole of sector feel the community sense of inclusion: Procurement and production managers, marketing, and communicators, viticulturalists and irrigators, winemakers and cellar hands, supply planners and logistics, bottlers and designers, corporate services and more, are all welcome.

As **champions of wine supply chain**, WISA – Wine Industry Suppliers Association, supports collaboration and connection. With the new branding, membership and an exciting program of industry engagement, WISA is focused more than ever on making IMPACT for businesses within the wine sector value-chain.

WISA Media Contacts:

Shirley Fraser	WISA Executive Officer	+61 449 704 409	eo@wisa.org.au
Jason Amos	WISA Chair		chair@wisa.org.au
Tim Stead	WISA Deputy Sustainability Working Group Lead		tim.stead@amorimcork.com.au
Amy Bishop	WISA Public Officer / Secretary		amy.bishop@dwfoxtucker.com.au
Daniel Polson	WISA Mgt Committee & Viti Working Group Lead		daniel.polson@adama.com
Robin Shaw	WISA Mgt Committee & WIIC program		robin@winetourismaustralia.com.au
Tilly Bowden	WISA Technical Working Group Lead		tilly.bowden@enartis.com
WISA website			www.wisa.org.au
WISA LinkedIn			https://www.linkedin.com/company/wine-industry-suppliers-australia-inc

WINETECH Contacts: <https://expertiseevents.eventsair.com/winetech22/visitor/Site/Register>

Gary Fitz-Roy	Expertise Events	garyf@expertiseevents.com.au
Dawn Sullivan	WineTech Show Manager	Dawn.Sullivan@expertiseevents.com.au

AWITC Contacts delegate registrations and workshops
Natalie Burgan AWITC Conference Coordinator

<https://awitc.com.au/>
natalie.burgan@awitc.com.au