



SOUTH AUSTRALIAN
WINE INDUSTRY ASSOCIATION

SOUTH AUSTRALIAN WINE INDUSTRY ASSOCIATION INCORPORATED

Newsletter

21 December 2009

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Message from the Chief Executive

In response to the recent Wine Restructuring Action Agenda announcement by the four national wine industry bodies, SAWIA initiated meetings with the South Australia Government urging support for the grape growers and wineries of South Australia to meet the challenges and changes that will be required. We are awaiting advice from the Government, and will keep

members informed.

SAWIA has long been a leader in environmental matters in the wine industry, ranging from initiating the successful wine industry environment conferences through to creating and publishing *Sustaining Success*. SAWIA also initiated the *Wine Industry Sector Agreement* and once again leads the way with publication of the *Climate Change Adaptation Toolkit*. A number of recent enquiries from overseas highlights the fact that South Australia continues to be at the forefront of innovation in the industry.

2009 has flown by, with SAWIA staff flat out helping members with the many issues and challenges facing the industry. In the last 6 weeks alone, SAWIA staff have presented 5 different seminars and workshops, with a total of 21 sessions in 7 regions attended by more than 370 people! We are expecting 2010 to be just as busy, and I want to thank all staff for their continued enthusiasm in representing and supporting the wine industry.

I also thank members for their continued support for SAWIA and the work that we do. Many members provide invaluable support by volunteering time to participate, advise and/or assist us in the job that we do.

As 2010 dawns, wine producers and grapegrowers will have many more challenges to deal with. Rest assured SAWIA will strongly represent your interests!



All staff will be taking a break over the Christmas / New Year period with the SAWIA office closed from 24 December 2009 and re-opening on 4 January 2010. One staff member is taking a longer break - Layla Plummer will be taking a six month family break from her position, and SAWIA will welcome Linda Pfefferkorn into her position in January.

On behalf of all SAWIA staff, I take the opportunity to wish you all a very merry Christmas, success in all that you do for the coming New Year, and for those who are taking a well earned break, enjoy and be safe!

Best wishes for 2010.

A handwritten signature in cursive script that reads "Brian". The signature is written in black ink on a light yellow rectangular background.

Brian Smedley

FEATURE ARTICLES

Liquor Licensing legislation approved – at last!

SAWIA is very pleased to advise members that the *Liquor Licensing (Producers, Responsible Service and other Matters) Amendment Act 2009* was passed by Parliament on 19 November 2009 with only one amendment relating to clarification surrounding liquor not to be sold or supplied to intoxicated persons and the defence of a charge of such an offence (Section 108 (2)). All of the producer licence changes were passed with the support of both major parties, representing the culmination of an extensive lobbying effort by SAWIA on behalf of members.

The Act has received Royal Assent, but the operational date is yet to be set. A Notice setting out the detailed changes (with important implications for collective cellar doors, second premises, regional markets and selling of other producer wines) was sent to all members on 23 November. A copy of the Notice is available to members from the Noticeboard of the Liquor Licensing page of SAWIA's [website](#).

A broadened scope of the Code of Practice, as well as the definition of a "sample", will be developed in consultation with industry. Fact sheets will also be developed by the Office of the Liquor and Gambling Commissioner (OLGC) in 2010.

A disappointing aspect announced by Minister Gago is that the reforms will not come into operation until mid 2010. In a follow up discussion with the OLGC, SAWIA was advised that current information technology cannot support the legislation as passed and changes will be required before the legislation can operate. There is also a need to undertake consultation with industry about the Code of Practice and other matters outlined in the legislation.

Award Modernisation – Transitional Provisions and Award Published

NB: The following article applies only to constitutional corporations covered by the Federal Industrial Relations system (Fair Work Act 2009 (Cth)).

Transitional provisions and the final Wine industry Award 2010 now published

On 3 December 2009 the Australian Industrial Relations Commission (AIRC) published the revised “model” Transitional Provisions for Stage 3 awards, including the *Wine Industry Award 2010* which will replace the *Wine & Spirit Industry (SA) Award* (NAPSA) effective from 1 January 2010.

On 18 December, the AIRC published the consolidated version of the *Wine Industry Award 2010* incorporating the revised “model” transitional provisions (as varied by the 3 December 2009 Full Bench Decision). A copy of the final version of the Wine Industry Award is available from the Employee Relations -> Modern Awards & NES page of SAWIA's [website](#).

SAWIA is very pleased to advise members that the transitional provisions were changed to address a number of key concerns we had raised in our submission to the AIRC in relation to the model transitional provisions that were determined for Priority and Stage 2 Awards. The transitional provisions for Stage 3 awards were revised to address:

- § Lack of certainty regarding how the transition of monetary provisions applied in some circumstances
- § Where there was lack of an “equivalent provision” between an award based transitional instrument and a modern award
- § Lack of application to employers who were “award free” that would subsequently be covered by a modern award.

This is another win for the wine industry, continuing SAWIA's strong representation which includes extensive consultation, submissions and a number of appearances before the Commission. Many of SAWIA's proposed changes have been incorporated by the AIRC into the Modern Awards and transitional provisions.

As a minimum, all employers should read and understand any applicable awards to assess whether any terms and conditions have been created, changed, ceased or remained the same.

Stage 4 Awards

Stage 4 Awards have now been completed, with awards relevant to the wine industry including the *Restaurant Industry Award 2010*, the *Miscellaneous Award 2010*, and the *Gardening and Landscaping Services Award 2010*. The new awards are available from the Employee Relations -> Modern Awards & NES page of SAWIA's [website](#).

Other awards that may have an impact on employment within the wine industry include the *Clerks – Private Sector Award 2010*, *Manufacturing and Associated Industries and Occupations Award 2010* (“Metals” Award), and the *Cleaning Services Award 2010*.

Employers should assess the coverage clause and classification structure of awards relevant to all occupational groupings in their business to identify which new modern awards apply, and the changes needed to reflect the new terms and conditions.

Assistance to SAWIA members

Modern Awards represent the most substantial change to industrial relations for many years. In order to keep members abreast of these changes, SAWIA conducted regional *Understanding the National Employment Standards (NES) and Modern Awards Seminars* in December 2009. The seminars were extremely well attended and provided participants with up to date information about the impact of the NES and Modern Awards on their business. The seminars addressed the 10 National Employment Standards, how they operate / impact on wine industry businesses, and the key aspects of modern awards applicable to the wine industry.

In response to numerous requests from members, SAWIA also conducted a further 3 *Introduction to the Fair Work Act 2009 Seminars* which were originally held in June and July 2009.

SAWIA received strong positive feedback for both sets of seminars.

SAWIA members that would like individual assistance on any of the above matters, or wanting one-on-one support at your worksite, should contact Egon Schwidder (8222 9273 or egon@winesa.asn.au) or Michael Asmar (8222 9270 or michael@winesa.asn.au) to make suitable arrangements.

Climate Change Adaptation Toolkit – Hot off the press!

SAWIA is delighted to announce the release of the *Climate Change Adaptation Toolkit*, designed to assist grapegrowers and winemakers understand what climate change may mean for your region. The (booklet) kit summarises the likely impacts of climate change on viticulture, outlines the main sources of information on climate change projections for viticultural regions, and guides the user through a stocktake of current resources including climate, water, soil and grape varieties. The information kit also outlines a simple but effective way of comparing different climate change scenarios, which can be a very powerful tool in demystifying the concepts behind the significant effect of, for example, an apparently small rise in temperature.

The booklet *Climate Change and Viticulture - Informing the Decision Making at a Regional Level* is the result of work undertaken by SAWIA in collaboration with the South Australian Research and Development Institute, with part funding by the Grape and Wine Research and Development Corporation. The booklet was developed through close interaction with grapegrowers and winemakers in the Riverland and Clare Valley, supplemented by input from industry members in McLaren Vale, Adelaide Hills and the Barossa.

The climate change toolkit booklet is now available from the Noticeboard of the Home Page of SAWIA's [website](#). For more information, contact Mark Gishen of SAWIA on 8222 9278 or email mark@winesa.asn.au.

Kingston Estate awarded major Power Supply Infrastructure Subsidy



Please join us in congratulating Kingston Estate Wines for successfully gaining a \$300,000 State Government Regional Development Subsidy towards a power supply upgrade at its Kingston On Murray site. This amount represents a 50% subsidy of the \$600,000 ETSA augmentation charge the Company will incur as part of its \$9.3m staged investment strategy over the next five years to increase production by 60% to 100,000 tonnes per annum.

Bill Moularadellis, Managing Director, highlighted that Kingston Estate exports over 80% of its production, and this investment is a strong signal to the local community of the intent to continue to grow export sales. The region's viability is being threatened by an overall reduction in demand for wine grapes, and Kingston Estate is playing an increasing role in maintaining market access for Riverland wine.

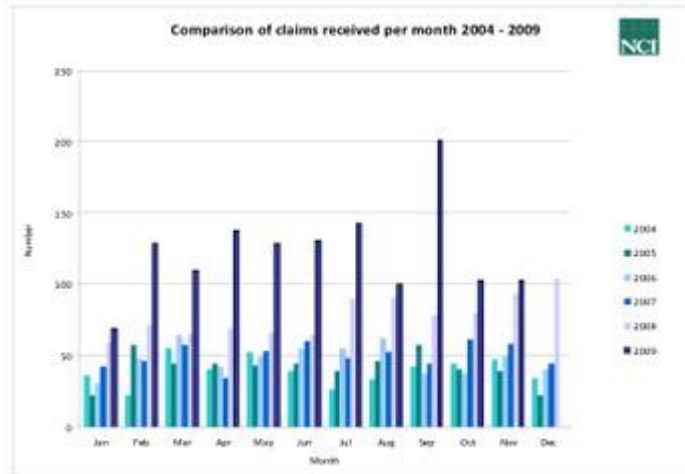
The purpose of the Regional Development Infrastructure Fund is to provide regional industry with infrastructure costs equal to those in metropolitan areas.

For more information, contact Bill Moularadellis on 0419 830 555 or billm@kewines.com.au.

Export and domestic credit insurance – December 2009 update



Despite avoiding a technical recession, the cost of insured credit losses (all industries) in Australia has been very high in 2009 – particularly in Queensland and New South Wales. Key markets for wine exporters have suffered to a far greater extent, and while there are signs of recovery in many economies the 2010 forecast is for further contraction in the United Kingdom.



The above chart shows the total number of credit insurance claims recorded by National Credit Insurance (NCI), SAWIA's Wine Industry Partner, from 2004 through 2009. The chart illustrates the exceptionally high level of claims that commenced in July 2008 continuing through to the current date.

In response to the record level of claims, premium rates (and minimum premiums) escalated rapidly over the past year as the number and cost of insured losses increased well beyond previous records. Insurance underwriters have made significant operating losses and undertaken reviews of their underwriting models and guidelines, policies and even individual risks to ensure their businesses and the product in general remains viable.

Following 12 months of rapid deterioration there are at last some positive signs for 2010, with NCI data showing the number of claims is at least somewhat moderating. There are signs too that some appetite for risk is returning to the Australian trade credit insurance market. While many difficulties remain, the NCI outlook is at least much improved compared to this time in 2008.

For a comprehensive report on the credit insurance market, refer to the Noticeboard on the Home Page of the Members' area of SAWIA's [website](#). For more information, contact Darren Maxfield of National Credit Insurance on 03 9607 1400 or Darren.Maxfield@nci.com.au.

EMPLOYEE RELATIONS & OHSW

Wine Industry Job Dictionary

NB: This article applies to all South Australian wine industry employers.

Following the launch of the *Wine Industry Job Dictionary* at the OHSW Seminars in November, SAWIA conducted free one hour regional seminars in December 2009. The well attended seminars were designed to assist employers and employees better understand how the wine industry job dictionary can work for them, and how it can assist service providers (doctors, rehabilitation providers, others) to understand the employee's pre-injury job and identify suitable duties that can be performed safely by the employee. This is important for achieving improved "return to work" outcomes for employees.

SAWIA's *Wine Industry Job Dictionary* is a first for the Australian wine industry. It has been well received by members, who have highlighted a range of potential uses including:

- § Providing information for pre-employment medical assessments and functional capacity

- assessments
- § Aiding in the prevention of injuries by identifying key risks
- § Assisting injured workers return to work
- § Formulating a graduated return to work programme
- § Assisting organisations in identifying suitable duties as part of a graduated return to work plan
- § Reducing the constant requirement for job analyses / worksite assessments
- § Comparing the skills required in the job with those held by employees, potentially guiding future training
- § Helping medical professionals to focus treatment
- § Assisting in writing job descriptions.

The wine industry job dictionary is available FREE from the link on the Home Page of SAWIA's [website](#).

Enquires can be directed to Egon Schwidder (8222 9273 or egon@winesa.asn.au) or Michael Asmar (8222 9270 or michael@winesa.asn.au).

New legislation - All employers to be in National System of industrial relations

NB: This article applies to all South Australian wine industry employers.

All wine industry employers will operate in the National System of industrial relations under new legislation passed by the South Australian and Commonwealth Governments.

The Act enables the Commonwealth to extend the *Fair Work Act (Cth) 2009* in referring States to cover all remaining private sector unincorporated employers and their employees (non-constitutional corporations - e.g. sole traders, partnerships, joint ventures, etc) not currently covered by the National System.

The Act establishes transition arrangements for the referral of employees and employers from the State industrial relations systems to the new national system. From 1 January 2010, State awards (such as the *Wine & Spirit Industry (SA) Award*) and State Enterprise agreements will become "notional federal instruments". These instruments will continue to apply for a period of 12 months from referral commencement. The 10 National Employment Standards (NES) that will form the new safety net of minimum terms and conditions of employment will also apply from 1 January 2010 on a "no detriment" basis. This means the NES will override current minimum terms and conditions if they provide a better outcome for employees.

From 1 January 2011, a relevant modern award (along with applicable transitional arrangements) will cover the employees and employers.

Enquiries can be directed to Egon Schwidder (8222 9273 or egon@winesa.asn.au) or Michael Asmar (8222 9270 or michael@winesa.asn.au).

Fair Work Information Statement – New requirement for employers

NB: This article applies to all South Australian wine industry employers.

The Fair Work Ombudsman published the Fair Work Information Statement, which is one of 10 minimum standards in the National Employment Standards (NES), on 3 December 2009.

From 1 January 2010, all employers covered by the national workplace relations system have an obligation to give each new employee a Fair Work Information Statement before commencing, at the time of commencement, or as soon as possible thereafter.

The Statement, which is available from the News section of the Employee Relations -> Federal IR page of SAWIA's [website](#), contains information about:

- § The National Employment Standards (NES)
- § The effect on an employee's NES entitlements when there is a transfer of business
- § Modern awards
- § Agreement making under the *Fair Work Act 2009*
- § Individual flexibility arrangements

- § The right to freedom of association
- § Termination of employment
- § Right of entry (including the protection of personal information by privacy laws)
- § The role of the Fair Work Ombudsman and Fair Work Australia.

The Fair Work Information Statement may be provided either electronically or in hard copy including being given personally to the employee, by post/fax/email or an electronic link to the Fair Work Online website.

If you have any questions, contact Egon Schwidder (8222 9273 or egon@winesa.asn.au) or Michael Asmar (8222 9270 or michael@winesa.asn.au).

Approved Code of Practice for Working Hours

NB: This article applies to all South Australian wine industry employers.

A new *Approved Code of Practice for Working Hours for South Australia* has been approved by the South Australian Minister for Industrial Relations, under the South Australian *Occupational Health, Safety and Welfare Act 1986 (OHSW Act)*. The code of practice provides guidance materials and resources for dealing with fatigue and the impact of various working arrangements (e.g., shift work, seasonal work, two jobs).

The proposal for an *Approved Code of Practice (ACOP) on Working Hours* arose from the *SafeWork SA Work Life Balance Strategy (WLB Strategy)* and from the public consultations undertaken as part of the 2007 Parliamentary Select Committee Inquiry on Balancing Work and Life Responsibilities. The Minister for Industrial Relations, the Hon Paul Caica MP, referred the matter to an Advisory Committee.

In representing the South Australian wine industry, we gathered comments from members before making a submission to SafeWork SA.

The Code of Practice will require employers and employees to undertake a risk assessment of the roster of working hours at each work site. As part of our submission SAWIA ensured that the wine industry's high seasonal activity over a limited time period, which results in a higher than "usual" number of weekly hours, was taken into account.

Although the new Code has yet to be published by SafeWork SA, it will come into operation on 1 July 2010. SAWIA will ensure members are advised when the Code is available, and then help members with its interpretation and application.

Members wanting more information can contact Egon Schwidder (8222 9273 or egon@winesa.asn.au) or Michael Asmar (8222 9270 or michael@winesa.asn.au).

SUSTAINABILITY & WATER

Treated Timber Guidelines – Do you know what to do?

The *Treated Timber Waste Management Guidelines* are now available from the Noticeboard of the Home page of SAWIA's [website](#). The Guidelines address many of the risks and hazards associated with the management of treated timber, especially used CCA (copper chromate arsenate) vineyard posts. They also set out the recommended practices for storage and transport management in an easy to read tabular format. These practices are based on a risk analysis that was conducted using a wide range of available research and reference data that is also provided.

SAWIA, with assistance from its Environmental Committee, was responsible for initiating this "Australian first" project, arranging project funding, and facilitating the development, review and publication of the guidelines.

FINLAYSONS

SAWIA gratefully acknowledges the contributions to this project by Finlaysons (SAWIA's Wine Industry Partner), Zero Waste SA, Pernod Ricard Pacific, Fosters Wine Estate, Constellation Wines, Samuel Smith & Son, Australian Vintage and Forest and Wood Products Australia.

Any members wanting further information should contact Mark Gishen on 8222 9278 or mark@winesa.asn.au.

Australian Wine Carbon Calculator – Updated version now available

SAWIA is pleased to advise that we have completed an update (Version 1.3) to the *Australian Wine Carbon Calculator*, reflecting the most recent emissions factors released by the Federal Department of Climate Change, and incorporating feedback from industry members with respect to a number of improvements/enhancements. In addition, the calculator can now provide a summary for *EntWine* reporting.

Version 1.3 of the Australian Wine Carbon Calculator and User Guide can be downloaded from the Resources Section of the Climate Change Sector Agreement page of SAWIA's [website](#).

Through the Wine Industry Sector Agreement, SAWIA and the Winegrape Council of South Australia (WGCSA), in conjunction with the Winemakers' Federation of Australia (WFA) have developed the Australian Wine Carbon Calculator (AWCC) and User Guide – essential for calculating your wine business' greenhouse gas emissions. The AWCC is based on the International Wine Carbon Calculator, and is consistent with the *National Greenhouse and Energy Reporting Act 2007*.

Want to participate in the Wine Industry Sector Agreement?



It's not too late – if you want to start measuring your greenhouse gas emissions, improve your energy efficiency, and save money at the same time, then this program is ideal. It's voluntary, free and completely confidential! The Participant Commitment form can be downloaded [here](#).

For further information on the carbon calculator or sector agreement, contact Mark Gishen on 8222 9278 or mark@winesa.asn.au.

EPA licence fee system review

SAWIA recently hosted a Feedback Forum so members of the association could provide feedback directly to the Environmental Protection Authority (EPA) regarding its review of the Licence Fee System. At the Forum the EPA explained the Licence Fee System process, invited comments on issues of interest or concern to the industry, and considered possible refinements to the licence fee structure (while keeping in mind the licence fee structure objectives of being based on the user pays and polluter pays principles).

Despite a small representation from industry, several useful issues were raised including:

- § Considering incorporating fee discounts for sustainable reuse of wastewater
- § Providing a better structure to achieve salinity reduction targets.

Further discussions between SAWIA and the EPA are expected in March 2010. For more information, contact Mark Gishan on 8222 9278 or mark@winesa.asn.au.

Grants available for reducing energy or water use

Several members recently contacted SAWIA about plans for potentially improving energy and water use efficiency, as part of long term business sustainability. A number of these projects may qualify for federal government assistance through AusIndustry's *Re-tooling for Climate Change* program, and grant applications are being prepared.

The *Re-tooling for Climate Change* program can help small and medium sized Australian manufacturers reduce their environmental footprint, through projects that improve the energy and/or water efficiency of their production processes. The program provides grants of between \$10,000 and \$500,000, up to a maximum of half of the cost of each project. For further information about the *Re-tooling for Climate Change* program please contact the AusIndustry hotline on 13 28 46 or email hotline@ausindustry.gov.au.

The closing dates for the next round of applications is 22 March 2010. Any members seeking assistance or advice with the planning and preparation of project applications can contact Mark Gishen on 8222 9278 or mark@winesa.asn.au.

Water update

Irrigators are currently able to access 48% of their entitlement and 100% of their approved carry-over water volume. River Murray System inflows during November were about 250 GL, well below the long-term November average inflow of 765 GL. Hot dry conditions experienced in early November dried out key areas of the catchment and despite the good rainfall in late November across key areas the inflow response remained low. According to the latest [SA River Murray Water Resources Report](#), the probability of any significant improvement in River Murray water resource availability remains low.

Waterfind has reported that the average price of temporary water during November was \$176 per megalitre with 121 GL being traded. The average price dropped \$22 per megalitre while the volume traded increased 22% from 99 GL in October.

SALES MARKETING & PROMOTION

New marketing tool for winemakers

South Australian winemakers can now access a new (trial) marketing tool unveiled by the University of South Australia, the result of a three-year, \$1 million research effort in conjunction with the Australian Wine Research Institute, the University of Technology Sydney's Centre for the Study of Choice and the Grape and Wine Research Development Corporation.

The computer-based Decision Support System is an interactive spreadsheet that helps predict consumer preference, allowing wine producers to test marketing strategies before investing large sums of cash. Using a range of likely market variables and comparing these with data from AC Nielson, it helps users predict how well a new or changing product may sell depending on changes to price and other marketing variables.

Initially tested in Australia and the US and focusing on red wine in the \$12-\$40 price range, the developers are now seeking feedback from wineries interested in trialing its use. The tool is free, but relatively basic at this stage featuring about 130 Australian red wines. The test tool allows companies to measure their brands against other wines in the US markets of Chicago and Tampa. According to researcher Professor Larry Lockshin, if the industry wants a real "whizbang" tool, it will need to pay more for recalibrations.

Test results for the \$12-\$40 range in both Australia and the US show wine style and wine chemistry do not have a big effect on the probability of purchase for a selection of wines. By far the most influential factors were brand, origin, packaging, price, and grape variety. Research also showed fairly simple techniques could help influence sales of higher-priced Australian wine, such as brief on-shelf descriptions of wine flavours, critics' point scores and indication that wines had won competition medals and awards.

For a copy of the tool or to obtain more information, contact Prof Larry Lockshin (larry.lockshin@unisa.edu.au) or Dr Simone Mueller UniSA (simone.mueller@unisa.edu.au).

Taste of Sydney / Melbourne 2010

Taste of Sydney 2010 (11-14 March), is a unique opportunity for participating restaurants, exhibitors and sponsors to meet 20,000 visitors attending "foodie heaven" – sampling stunning food from a selection of Sydney's leading restaurants, seeing world famous chefs in action delivering delicious demonstrations, entertaining tutorials and enlightening Q&A sessions,

searching for the finest culinary delights and enjoying outstanding entertainment.

Sponsorship opportunities and exhibition stands for Taste of Sydney are still available. Click [here](#) to download the Taste Festivals Sales Brochure. For more information contact Matthew Fox on matthewf@brandevents.com.au or 02 9331 7507.

Taste of Melbourne is scheduled for 26-29 August 2010. Contact Matthew Fox for details.

Vinitaly International Wine & Spirits Exhibition

Vinitaly International Wine & Spirits Exhibition is planned for 8-12 April 2010 in Verona. The 2009 show consolidated its position as the largest wine exhibition in the world with a net show area of 92,325 square metres, 4,213 exhibitors (126 international) from more than 30 countries and 151,216 visitors from more than 100 countries (including 2,643 journalists).

The Italian Chamber of Commerce and Industry in Australia organises the official Australian delegation to the exhibition, the Australian collective stand and accompanying promotional initiatives, providing assistance with space and stand bookings, travel and accommodation and logistics, affording cost-effective options for both visitors and exhibitors. Joining the Australian exhibit can help Australian companies save considerably on exhibition costs and benefit from a wealth of expertise and guidance.

For more information, contact Milva Mazzuggia of the Italian Chamber of Commerce and Industry in Australia – Melbourne on 03 9866 5433 or fairs@italcham.com.au, or click [here](#).

Tasting Australia 2010 – Your chance to participate!

Tasting Australia will be held from 29 April to 6 May 2010, offering a range of opportunities for South Australian wineries to be involved. Scheduled events will include Bank SA Feast for the Senses, Adelaide Food Summit, and cooking workshops and awards.

The BankSA Feast for the Senses will be held in Elder Park 1-2 May, with exhibitors showcasing a range of signature dishes and other products. For more information on exhibiting, visit www.tasting-australia.com.au or contact Jarred Styles (Exhibitor Manager) on 0438 846 346 or turnstyles@ozemail.com.au.

Tasting Australia is also looking for a range of unique and individual events as part of its Associated Events program. Examples could include showcasing a region in a workshop, a wine event, or other activity involving one or more wineries. Contact Annunziata Thompson on 8463 4698 or annunziata.thompson@tourism.sa.com to register your interest or obtain more information. Registrations close on 4 January 2010.

Seoul International Wine & Spirits Expo

The 8th Seoul International Wines & Spirits Expo is scheduled for 6-8 May 2010, and is the only exhibition in Korea dedicated to wine and spirits. The event is organised by the Korean Wine & Spirits Importers Association, whose members transact 90% of the wines and spirits imported into Korea.

Austrade has organised a programme which includes a number of 1-on-1 buyer-exhibitor meetings during the expo hours, a half day tour of wine outlets, a special Australian exhibitors-only product guide for buyers (in Korean language) plus on-site marketing and general support. Austrade will also facilitate customs clearance of up to 2 cases of wines for tasting, easing exhibitors' logistical arrangements.

For more information contact Linda Lim-Gurney on +61 448 800968 or linda@thewinetooper.com, or visit the Noticeboard of the SAWIA Export page in the members' area of SAWIA's [website](#).

Shanghai International Wine & Beverages Trade Fair 2010

The 2nd Shanghai International Wine & Beverages Trade Fair is scheduled for 8-10 May 2010 at the Shanghai Exhibition Center. The event is targeting liquor dealers, wine traders, wholesalers, retailers, hotels, restaurants, hypermarkets, duty free shops, and duty free operators.

The first event was held on 19-21 November 2009 at Shanghai Waigaoqiao Free Trade Zone/China International Commodity Center, with 100 suppliers from 40 countries attracting nearly 3000 high-quality professional wine buyers and distributors. According to the conference organisers, trade turnover amounted to 10 million Euros.

For more information visit www.winetrade-fair.net or contact Mr Peng Yang on 86-21-6439-6190 or winetrade-fair@yahoo.com.cn.

Wine and Gourmet Asia 2010

Wine and Gourmet Asia will be held from 3-5 November 2010 at The Venetian Macao. The event focuses on gourmet food and beverage, wine, spirits and foodservice and hospitality services in Asia. The 2010 event will include a hosted buyer program and a series of dining and networking events

The October 2009 event had 100 exhibitors and attracted 7,163 trade buyers, chefs, restaurateurs, F&B managers and other industry professionals from Macau, Hong Kong, Southern China and elsewhere around the Asia Pacific region.

For more information click [here](#) or contact Lynn How on +65 6500 6700 or l.how@koelnmesse.com.sg.

Drink World Congress 2010/11

Drink World Congress 2010/11 features four events: Drink Asia-Pacific (9-10 Sep 2010, Hong Kong), Drink Europe (4-5 Nov 2010, Milan), Drink Americas (17-18 Mar 2011, New York) and Drink CIS (9-10 June 2011, Moscow).

According to organisers, each event will bring up to 250 hosted VIP buyers from the respective region. The Congress is based on a pre-scheduled meeting system and extensive networking opportunities over a focussed 2 day period. As part of this, suppliers will attend guaranteed appointments with 20 VIP buyers from the region. For instance, at the Drink Asia-Pacific Congress congress, the buyers will be from Hong Kong, China, India, Australia, New Zealand, the Middle East and other countries in the region.

For more information, click [here](#) or contact Sonja Merchant on sonjam@saltmarch.com.

Decanter World Wine Awards

The Decanter World Wine Awards is the world's biggest competition (10,285 entries in 2009) offering media exposure, promotional opportunities and international recognition. Entries close 5 March 2010.

Decanter is the top-selling wine magazine in the UK, and is sold in 92 countries. Decanter.com has over 120,000 unique users per month clicking into the site from all over the world to access the fully searchable results section.

For more information, visit www.decanterworldwineawards.com or contact Catherine Woods on 0400 836 138 or catherine.woods@mac.com.

OTHER

Financial Benchmarking Survey - Results now available

The recently released *Annual financial benchmarking survey for the Australian wine industry – Vintage 2008* report contains a wealth of useful information to help wineries compare their operations with others of similar size in the industry. This is particularly important given the Wine Restructuring Action Agenda and the financial pressures facing the industry.

The survey found that, on an overall basis, the financial performance of wineries reflected the continuation of difficult trading conditions, particularly for small wineries. The average earnings before tax for wineries in the \$0-1m, \$5-10m and \$10-20m categories were low to negative, although wineries in the \$20m+ category continued to perform strongly.

Detailed survey results include benchmark measures such as revenue per case, gross margin, advertising and overheads, and other profitability measures. Balance sheet information includes inventory turnover and debt ratios. Other information is also included for distribution channels, inventory makeup and production data.

The reported information is split into five brackets (e.g., \$0-1M turnover) to facilitate more effective comparisons between operations of similar size. "Best performer" information is also reported so that wineries can more easily identify areas for improvement. For example, wineries in the \$0–1 million and \$1–5 million categories achieved an average gross margin of more than the suggested 50% of revenue in the benchmarking guides, and earnings before tax of around 20% of revenue.

To view the report, which is a joint project of Deloitte and Winemakers' Federation of Australia, click [here](#).

Business tax break

SAWIA members are reminded of the 31 December 2009 deadline for qualifying businesses to obtain the extra 50% business tax break. To be eligible an asset must be purchased by 31 December 2009 and installed or first used by 31 December 2010.

The 50% tax deduction is available to small businesses with annual turnover of less than \$2 million that spend \$1,000 or more on an asset to be used principally in Australia for business.

For more information, click [here](#) or phone the help line on 1300 337 921. Members are encouraged to consult an accountant / tax advisor before acquiring assets.

Dates for your diary

2010

- § 20-24 January 2010, [WineFest China](#), Beijing
- § 24 January, Crush '10 Adelaide Hills Wine & Food Festival
- § 28-30 January, [TASTE India and International Wine Fair](#), Mumbai
- § 4-5 February, [Drink India Congress 2010](#), Bangalore
- § 11-13 March 2010, [Food Hotel & Tourism](#), Bali
- § 11-14 March, [Taste of Sydney](#)
- § 21-23 March, [Prowein 2010](#), Germany
- § 20-23 April, [Food & Hotel Asia](#), Singapore
- § 23-25 April, [China International Wine & Spirits Exhibition](#), Beijing
- § 6-8 May, [8th Seoul International Wines & Spirits Expo](#), Korea
- § 8-10 May, [Shanghai Intn'l Wine & Beverages Trade Fair](#), China
- § 12-15 May, [Seoul Food & Hotel](#), Korea
- § 12-16 May, [Thaifex 2010](#), Bangkok
- § 1-3 June, [TopWine China](#), Beijing
- § 3-8 July 2010, [WineTech 2010](#), Adelaide
- § 26-29 August, [Taste of Melbourne](#)
- § 9-10 September, [Drink World Congress](#) (Asia-Pacific), Hong Kong
- § 15-18 Sept, [Food & Hotel Thailand](#), Bangkok
- § 11-13 November, [FHC China 2010](#), Shanghai
- § 3-5 November, [Wine and Gourmet Asia](#), Macau

§ 4-5 November, [Drink World Congress](#) (Europe), Milan

2011

§ 17-18 March, [Drink World Congress](#) (Americas), New York

§ 9-10 June, [Drink World Congress](#) (CIS), Moscow

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