

The banner features the text 'SOUTH AUSTRALIAN WINE INDUSTRY ASSOCIATION INCORPORATED' in yellow, bold, uppercase letters. Below it, the word 'Newsletter' is written in a large, light blue, sans-serif font. The background is a dark blue gradient with a close-up image of green grape leaves on the right side.

**SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED**

Newsletter

26 May 2008

Feature Articles

South Australia's *Regional Branding* launched to the world
South Australian Wine Industry Sector Agreement signed
Forward With Fairness – Register now for important seminars
New insurance offer for SAWIA members – Excellent coverage at low cost!
Credit Management and Insurance Seminar

Industry & Government

SAWIC agenda - Water issues continue to dominate
Winery / vineyard purchasers "on notice" under *Site Contamination Regulations*
Competitiveness Council – "Red Tape" Review
Update - Proposed Producer's Licence amendments
Research and Development priorities

Employee Relations & OHSW

South Australian State Wage Case
Abandonment of Employment
Seminar - Important changes to workers' compensation laws
Award Modernisation

Environment & Sustainability

Water conditions continue to worsen
New recycling and irrigation distribution system launched

Marketing Promotion & Export

How will you be travelling to Europe this year?

Other

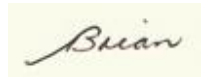
Thinker in Residence to address Seminar
Dates for your diary

Message from the Chief Executive

Many tasks that the association undertakes on behalf of members commence with a thought, idea or opportunity that leads to consultation with members, discussion and negotiation. This month represents a significant milestone with the culmination of many months of effort in the launch of two major projects – the climate change sector agreement and the regional branding project.

The regional branding project has realised tangible, valuable and immediate benefits, helping SAWIA members to promote our wines more effectively in overseas markets. The other project is just the beginning of a long journey into the area of climate change and its future impact on the industry. While such a journey is voluntary, we hope you will be encouraged to participate over the next couple of years. Refer to the articles below (*in the Featured Articles section*) for detailed information on both of these exciting initiatives.

We trust that members appreciate the significant time and effort that the association has committed in its endeavours to keep the South Australian wine industry at the “leading edge” of the international marketplace. While the above two matters have reached a particular stage, there is so much more that needs to be done! A read through the newsletter will confirm the many matters that are keeping the staff of the association focussed on getting the best possible outcomes on your behalf.



Brian Smedley

FEATURE ARTICLES

South Australia's *Regional Branding* launched to the world



South Australia's *Regional Branding*, a global 'first' that will help to drive continued export success, was launched today at the National Wine Centre. The *Regional Branding* materials dovetail perfectly

into the *Wine Australia: Directions to 2025* strategy, and enable the South Australian wine industry to grasp the *Regional Heroes* sub-category confident that regions' brands are clearly differentiated, complement each other and add depth to the Wine Australia story for trade and consumers. Of course, this all adds up to a special competitive advantage for South Australian wine.

Driving the visionary nature of the project over the past two years, SAWIA has worked with well known Adelaide photographer Milton Wordley and Clemenger BBDO Adelaide, and South Australia's seven most internationally well known regions to define the brand 'essence' that differentiates one region from another.

Photographs have captured 'hero images', along with 12 supporting images per region, that depict the undeniable points of difference about each of the 7 regions through a succinct word and phrase:

- § **Adelaide Hills** – A *cool* green, beautiful part of South Australia with fresh, vibrant wines of contemporary character
- § **Barossa** – Australia's most *famous* wine region, proud of its history and home of our nation's most renowned names in wine
- § **Clare** – an *elegant* wine region of intimate beauty
- § **Coonawarra** – a place where *rich* and red defines the soil, the wines and the passionate winemaking community
- § **Langhorne Creek** – a *natural* environment where a balanced approach of old and new produces wines of remarkable quality
- § **McLaren Vale** – an *inspiring* region where rolling hillsides lined with vines are cooled by the spray of the sea's breeze
- § **Riverland** – a *generous* landscape, warmed by sunshine and nurtured by the river, produces grapes for Australia's most popular wines.

The project has culminated in the development of a comprehensive web-based branding resource library for use by everyone involved in promoting South Australian wine - including government, regional associations, large wineries and boutique operators. Contained in the website are finished brochures, posters, presentations and banners available for immediate downloading and printing from anywhere in the world. Easy to use templates are also available to allow promoters to create individualised PowerPoint presentations, banners, brochures and tasting notes using the photos, words, colours and style elements. The full range of materials is available from the Noticeboard of SAWIA's Home [page](#).



Individual full size banners depicting the hero image and defining phrase have been produced for each of the 7 regions, complemented by two very special South Australian banners. Each regional association will have a regional banner, while SAWIA will maintain a full set of banners available to be borrowed (at no charge) for promoting South Australian wines.

In the near future, SAWIA will be attending regional association meetings to present the regional branding resources and demonstrate their usage.

Regional Branding was a SAWIA initiative, undertaken with funding support from the South Australian Department of Trade and Economic Development.

For more information, contact Marcia Burnett of SAWIA on 8222 9271 or marcia@winesa.asn.au.

South Australian Wine Industry Sector Agreement signed

SAWIA is pleased to announce that it has signed the first industry sector agreement with the State Government, which will help the wine industry to play its part in achieving the overall targets set out in the South Australian *Climate Change and Greenhouse Emissions Reduction Act 2007*. The Act (in part) sets targets to achieve a reduction in greenhouse gas emissions within the State, promotes the use of renewable sources of energy and promotes business understanding about issues surrounding climate change.

SAWIA, in conjunction with the Wine Grapegrowers Council of South Australia and the State Government, announced the signing of the sector agreement at the London International Wine Fair on 22 May. This was the culmination of a significant investment of SAWIA time and resources to represent members through extensive discussion and negotiations, ultimately ensuring that a workable and adequately resourced agreement was put in place.

SAWIA's leadership on this issue will assist members to increase their awareness and understanding of the risks and opportunities arising from climate change. In due course, members will be invited to sign up in time to measure the 2009 vintage greenhouse gas emissions within the viticulture and wine production aspects of their business. **While we hope that all members will embrace this initiative during the term of the agreement (2008-2010), participation is voluntary.**

SAWIA will be appointing a person to help educate and support the efforts of wine producers and grapegrowers. During 2008-09 SAWIA will be conducting educational and awareness raising workshops, which we hope members will support given the importance of this emerging issue.

Further information will be provided to members over the next few months. In the interim, members can contact Brian Smedley on 8222 9274 or brian@winesa.asn.au.

Forward With Fairness – Register now for important seminars

NB: The following article applies only to constitutional corporations covered by the Federal Industrial Relations system (Workplace Relations Act 1996).

Every member that is a constitutional corporation should attend SAWIA's Forward With Fairness industrial relations seminars!

If you want to "get your head around" the recent industrial law changes and the additional changes expected to happen in the near future, then you need to attend SAWIA's *Forward with Fairness* regional seminars.

You need to attend the seminar if you can't answer the following questions:

- § What type of agreements can I use instead of Australian Workplace Agreements?
- § What is the No Disadvantage Test, and what matters will be considered by the Workplace Authority when assessing an agreement?
- § For how much longer can I rely on the Wine and Spirit Industry (SA) Award Notional Agreement Preserving a State Award?
- § What are the National Employment Standards?
- § What is happening with Awards?

The new federal Government's *Workplace Relations Amendment (Transition to Forward with Fairness) Act 2008* was the first legislative phase of its Forward with Fairness policy platform, taking effect on 28 March 2008. The second phase is already being drafted and will introduce substantive amendments to the industrial relations system, likely to become operational from 1 January 2010. This seminar will clarify the changes and provide employers with a roadmap of the new industrial relations landscape, allowing your business to plan effectively for the future!

Seminars are scheduled for the Barossa (23 June), McLaren Vale (25 June) and Coonawarra (26 June). Click [here](#) to download the seminar registration form, and return it by fax to 8222 9276.

Members requiring further information or advice should contact Sarah Hills (8222 9212 or sarah@winesa.asn.au) or Egon Schwidder (8222 9273 or egon@winesa.asn.au).

New insurance offer for SAWIA members – Excellent coverage at low cost!



SAWIA's newest Industry Partner, MGA Insurance Brokers, is pleased to offer members of the South Australian Wine Industry Association (SAWIA) an insurance package designed specifically to provide cost effective and comprehensive insurance coverage for both wine producers and grape growers. SAWIA members will benefit through savings in premiums, as well as the broadest policy coverage available in the insurance market.

In addition to the normal insurance coverage that you might expect, this insurance package includes as standard the following features and extensions –

- § Industrial Special Risks coverage includes **contamination, spoilage and leakage, museum stock, maturing stock and customers' goods/stock**
- § A simplified Directors and Officers insurance **premium based purely on company turnover, with agreed pricing for a 3 year period**
- § Public and Products Liability coverage includes **professional indemnity for winemakers, product recall and exports to North America**
- § Motor Vehicle insurance includes **hire vehicles following accidents, and covers all vehicles owned, hired, acquired, leased or operated by the insured.**

This insurance offer is a joint initiative of MGA and SAWIA, developed in response to requests from a number of SAWIA members for broad yet cost effective insurance cover. The MGA insurance offer complements the NCI export credit insurance offer (*refer to article below*) which has been an outstanding success saving SAWIA members hundreds of thousands of dollars per year.

The MGA insurance offer is backed by insurance companies selected based on a range of criteria including premiums, industry expertise, claims service and prompt payment, flexibility to customise policies and financial strength.

MGA Insurance Brokers have 10 offices located around the state to better service your needs (including Clare, Adelaide, Loxton, Naracoorte and Mount Gambier).

Further detailed information is available from the Industry Partners and Member Offers section on the Members' Home [page](#) of SAWIA's website. Alternatively, to find out more about this offer or discuss your insurance needs, please contact Phil Keenihan of MGA on 0414 331 489 or pkeenihan@mga.com. **STOP THE PRESS – MGA will be presenting details of this SAWIA member offer at the NCI Credit Management and Insurance Seminars in early June! Refer to the article below for seminar dates, times and locations.**

Credit Management and Insurance Seminar

In response to a number of requests from SAWIA members, National Credit Insurance Brokers (NCI) will be hosting a series of free regional presentations to:

- § Provide an update on the NCI wine industry export credit insurance offer for SAWIA members (including renewal pricing and terms for 2008/09)
- § Providing detailed information to help you ensure your business is establishing a sound contract / terms of trade, and using appropriate credit documents for establishing new accounts and managing existing customers
- § Highlight potential pitfalls and ways of being "caught out", drawing on a number of recent incidents and NCI's extensive experience with credit management, insurance and collection
- § Report on a proposed new initiative - credit insurance that protects grape sales from credit risks, and enables insured grape sales debtors to be used as security for bank finance (thereby bringing forward cash inflows).



This is an excellent opportunity to find out how your business can secure trade and protect profits through cost effective use of credit insurance and control, while improving access to bank finance by using insured debtors as security.

There will be plenty of time to ask questions on the day. Each presentation is scheduled for one hour, followed by an opportunity to discuss specific business issues one-to-one with an NCI representative.

The seminars are open to all interested wineries and grapegrowers, and are suitable for credit managers, financial controllers and business managers responsible for credit management, insurance and control.

Seminar locations, dates and times (subject to adequate registrations) are as follows:

- § Adelaide (Monday 2 June, 10.00am)
- § McLaren Vale (Tuesday 3 June, 9.30am)
- § Barossa (Wednesday 4 June, 9.30am).

To register your attendance, please complete the Registration Form available from the Noticeboard of SAWIA's website training [page](#) and fax it to 8222 9276.

For more information contact Russell Pilbeam of NCI (8228 4800 or Russell.Pilbeam@nci.com.au) or Craig MacDonald of SAWIA (8222 9272 or craig@winesa.asn.au).

INDUSTRY & GOVERNMENT

SAWIC agenda - Water issues continue to dominate

At the last South Australian Wine Industry Council (SAWIC) meeting held in March the Department of Water, Land, Biodiversity and Conservation reported that the overall position of water is worse than it was in 2006-07 with water allocations being held at 32 percent. Floods in NSW have increased their supply of water, but little flow on is expected for South Australia.

SAWIC's water group reported that it is aiming to examine each individual wine region to identify the top five threats to water.

It was also reported that:

- § Recent restrictions on use of mains water for irrigation purposes would significantly affect the wine industry in the McLaren Vale region
- § SAWIC had endorsed a letter from the Limestone Coast Wine Industry Council concerning its Water Allocation Plan
- § Langhorne Creek was struggling due to lack of water and is looking at alternative sources.

By way of background, the Council originally arose out of a SAWIA initiative to improve the wine industry's representation and interaction with high-level state government representatives. The Council currently consists of approximately 25 wine industry and government representatives (including SAWIA's Chief Executive), and is chaired by Hon. Rory McEwen (Minister for Agriculture, Food & Fisheries and Minister for Forests).

If you have any questions or comments please contact Brian Smedley on 8222 9274 or brian@winesa.asn.au.

Winery / vineyard purchasers "on notice" under *Site Contamination Regulations*

The operation of wineries and distilleries together with associated activities such as storage of waste on land, storage of chemicals, wastewater treatment, and irrigation using wastewater, are set to be prescribed as "potentially contaminating activities" under South Australia's new site contamination regime.

South Australia's *Environment Protection (Site Contamination) Amendment Act 2007* received assent on 1 November 2007 and will be coming into operation in stages over the next 12 months. The Amendment Act gives the Environment Protection Authority (EPA) new powers to deal with both recent and historical site contamination. In particular, the EPA will be able to order individuals or companies to investigate and/or remediate contamination, according to a hierarchy of liability.

Draft *Site Contamination Regulations* have been released for public comment with submissions due by 6 June 2008. The Regulations set out an extensive list of activities to be prescribed as "potentially contaminating activities", and includes wineries and distilleries, the operation of wastewater treatment plants, irrigation using wastewater, operation of wetlands or detention basins, laboratories, storage of hydrocarbon based products such as petrol and the storage of more than 250 litres or 250 kilograms of listed substances such as acids, alkalis, distillation residues, phosphates and pesticides.

Importantly for the wine industry, this means that anyone purchasing land known to have been used for these activities, at any time in the past, could be issued with an investigation or remediation order for contamination on the land that was caused as a result of those activities. Further, anyone who has undertaken any of these activities could be issued with a site investigation order, requiring assessment of the nature and extent of potential contamination on the site.

FINLAYSONS

For more information, SAWIA members can refer to a comprehensive summary prepared by Finlaysons (SAWIA's Wine Industry Partner), available from the Noticeboard of the Environment [page](#) of SAWIA's website. Members can also contact Kyra Reznikov of Finlaysons on 8235 7561 or kyra.reznikov@finlaysons.com.au.

Competitiveness Council – “Red Tape” Review

In June 2006 the State Government announced the formation of the Competitiveness Council to make recommendations on practical initiatives that would reduce red tape at least 25% by July 2008.

Following consultation and input from members, SAWIA made a detailed submission and subsequently met with Government representatives to discuss issues and provide further information. The extensive list of matters raised with Government included water trading, allocation and permits, producer’s licences and liquor licensing, native vegetation removal, fruit and plant protection, training for pest controllers, levies, communication between government and industry, EPA regulations, Wine Grape Industry Act payments, OHSW training and compliance, Contracts of Training, Tourism signage, WorkCover, payroll tax rebates, export assistance, inconsistencies between jurisdictions and alignment of cellar door rebates with Business Activity Statements.

At a reference group meeting in April, the Council presented their proposed recommendations and received extensive feedback from the wine industry. SAWIA is yet to see the final recommendations, although the Government position on these matters is expected to be known shortly.

If you have any questions or comments please contact Brian Smedley on 8222 9274 or brian@winesa.asn.au.

Update - Proposed Producer’s Licence amendments

Following a prolonged period of extensive consultation and discussion, SAWIA has submitted the industry’s recommended changes to the Producer’s Licence requirements under the *Liquor Licensing Act (1997)*.

Included in the recommended changes are proposals that deal with:

- § A collective cellar door (a number of producers operating from one cellar door)
- § The ability to note a second or subsequent premise on one producer’s licence
- § The sale and supply of liquor other than the licensee’s own product (with the provision of a meal)
- § Sampling of liquor other than licensee’s own product (for example to allow comparative tastings)
- § Provision to allow the producer’s licence to include operation at local festivals and farmers markets, subject to notification.

It is expected that favorable consideration by the Office of Liquor and Gambling Commissioner would see amendments tabled in Parliament in the next few months.

On a related matter, a review of the *Code of Practice* under Section 42 of the Act is underway. SAWIA members provided valuable feedback on two matters - one dealing with the provision of water and “non-alcoholic drinks”, and the other the provision of security during alcohol promotions. Both matters were raised with the Office of the Liquor and Gambling Commissioner and received a favourable reception.

If members would like to discuss these matters in greater detail, contact Brian Smedley on 8222 9274 or brian@winesa.asn.au.

Research and Development priorities

The association's newsletter of 5 May 2008 requested that SAWIA members provide feedback to ensure that the industry's research and development (R&D) priorities reflect the latest priorities and the current situation of the wine industry.

Feedback from members has been received and forwarded to the Strategic Directions Group, which is charged with updating the wine industry's prospectus to reflect new priorities and the current situation of the industry. The priorities highlighted by SAWIA members include:

- § Accurate estimates of yields – a simple assessment procedure to accurately estimate tonnage
- § Export market research – ways to effectively and efficiently promote regionality
- § Suitable rootstocks for changing environment – drought and salinity causing higher rate of failure
- § Bud dissection – further research to assist improved reliability.

If you have any further contributions please contact Brian Smedley on 8222 9274 or brian@winesa.asn.au.

EMPLOYEE RELATIONS & OHSW

South Australian State Wage Case

NB: The following article applies only to non-constitutional corporations covered by the State Industrial Relations system (Fair Work Act 1994).

As reported in SAWIA's 5 May 2008 newsletter, SA Unions has lodged its application for the 2008 State Minimum Wage Case, seeking a \$26 per week increase to adult award wages in all South Australian State Awards (from the current \$522.15 per week to \$548.15 per week) and also to the State's minimum wage (for non-award employees).

SAWIA has been representing wine industry members in this matter, in conjunction with other employer bodies. Apart from arguing for an equitable increase, employer parties principally want parity in terms of the operative date with the Federal wage increase expected sometime in October 2008. The *Wine and Spirit Industry (South Australia) Award* is one of the first awards in the State system to have its anniversary date for wage increases, falling on 7 July each year.

The hearing for the 2008 State Wage Case will commence on 17 June, following the exchange of supporting case outlines and provision of witness statements.

Once the outcome is known, SAWIA will advise the new rate(s) to those non-constitutional members who follow the affected awards in the state system. If you have any questions or comments, please contact Sarah Hills on 8222 9212 or sarah@winesa.asn.au.

Abandonment of Employment

NB: The following article applies to all employers.

The Australian Industrial Relations Commission has recently made two important rulings on cases related to abandonment of employment, which should be of interest to wine industry employers.

In the first case, the Australian Industrial Relations Commission (AIRC) found that an employee **had abandoned her employment** when she failed to ensure that a workers' compensation certificate covering her absence reached her employer in a timely manner, and she did not directly respond to the employer's attempts to contact her.

In the second case, the AIRC found that an employee **had indicated verbally to his employer an intention to resign, but did not give effect to the resignation**. Therefore, the employee was not considered to have resigned or abandoned employment.

The details of these cases, and the reasons for the AIRC decisions, are both important for employers to understand. SAWIA Members can access a detailed memorandum from the Noticeboard of the Employee Relations [page](#) of SAWIA's website.

These cases serve as an important reminder that while abandonment of employment is a valid reason for dismissal, the employer must establish that the employee no longer intends being bound by their contract of employment. As part of this, the employer must take reasonable steps to advise the employee that their failure to present for work will be treated as constituting abandonment of employment, unless they return to work within a specified period of time.

For advice or further information, please contact Egon Schwidder (8222 9273 or egon@winesa.asn.au) or Sarah Hills (8222 9212 or sarah@winesa.asn.au).

Seminar - Important changes to workers' compensation laws

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

Important changes to workers' compensation laws have been reported in some detail in SAWIA's last two newsletters, with wide ranging impact over payments, entitlements, lump sums for non economic loss, dispute resolution, common law negligence, levy cap, self insurance and wide ranging legislative and non-legislative initiatives.

The *Workers Rehabilitation and Compensation (Scheme Review) Amendment Bill 2008* and the *WorkCover Corporation (Governance Review) Amendment Bill* have now entered the committee stage in the Legislative Council. The various proposed amendments to the Bills are scheduled for consideration and debate by the Council from 3 June 2008, with the Bills still expected to become operational in early July.



SAWIA and its Industry Partner, WCD Workers' Compensation Solutions, will be delivering regional seminars for members during August. The seminars will aim to make the workers' compensation laws easy to understand and apply. To register your interest in attending a seminar in your region, please click [here](#) and fax back the Expression of Interest Form by 6 June.

If you have any questions or comments please contact Sarah Hills on 8222 9212 or sarah@winesa.asn.au.

Award Modernisation

NB: The following article applies only to constitutional corporations covered by the Federal Industrial Relations system (Workplace Relations Act 1996).

The Australian Industrial Relations Commission (AIRC) has commenced the award modernisation process as requested by Julia Gillard (Workplace Relations Minister) on 28 March 2008. Essentially, the award modernisation process involves the creation of a system of modern awards, with the new Australian workplace relations system forecast to take effect in January 2010.

In order to achieve this objective, the AIRC has the huge task of reviewing all federal awards and those State awards operating in the federal industrial relations system as NAPSA's (Notional Agreements Preserving State Awards), and then condensing them into applicable industry categories.

Under the modernisation process, a modern award is defined as having the following features:

- § Being simple to understand and easy to apply
- § Having a safety net character
- § Promoting flexible modern work practices, and efficient and productive workplaces
- § Promoting collective bargaining.

From mid-May the AIRC has commenced hearing from interested parties in regard to what the modern awards should include in order to realise these features.

SAWIA will be taking an active interest in the award modernisation process. In particular, SAWIA will be advocating on behalf of members to ensure that any modern award(s) operating in the wine industry will have practical relevance for the industry.

For further information about this important development, make sure you register to attend the regional *Forward with Fairness* seminars that SAWIA is delivering in June. Refer to the feature article (above) to download a registration form, or contact Sarah Hills on 8222 9212 or sarah@winesa.asn.au.

ENVIRONMENT & SUSTAINABILITY

Water conditions continue to worsen

On 20 May 2008, Karlene Maywald (Minister for the River Murray) announced that water resource conditions have continued to worsen across the southern Murray-Darling Basin as a result of continuing low inflows into the River Murray. She reported that:

- § Over the past three months, rainfall in the upper River Murray catchment has been below average and inflows are receding towards previous historical lows
- § Based on the current water resource outlook for 2008-09 from the Murray-Darling Basin Commission, the most likely initial allocation from 1 July 2008 would be 0%
- § The State Government is investigating all possible options to make a small initial allocation, with further advice to be available on 16 June 2008
- § It is expected that at least 50% of eligible carry-over will be allocated from 1 July with the remainder to be allocated as the season progresses
- § SA irrigation allocations will remain unchanged at 32% for the remainder of 2007-08.

Visit the drought [page](#) of SAWIA's website for the full media release, and latest River Murray Water Resources Report.

New recycling and irrigation distribution system launched



Nick Champion, Member for Wakefield, Chris Zajac, Chairman NPEC & Joint CEO Tarac Technologies, illustrates the irrigation pipeline extension to Senator Penny Wong, Minister for Climate Change & Water.

Mike Carson, Operations Manager JJC Operations & Senator Penny Wong on tour of the NPEC waste water treatment facility.

North Para Environmental Control Pty Ltd (NPEC), a joint venture partnership between SAWIA members Tarac Technologies and Fosters Wine Estate, recently celebrated the upgrade of its waste water treatment facility, namely the filtration system and the extension of irrigation pipeline to vineyards by an additional 2km.

The upgrade was made possible after receiving a Community Water Grant from the Federal Government. The funds from the Grant, which were matched by NPEC, allows water to be distributed to additional vineyards along Stonewell Road, Nuriootpa which in turn reduces demand for water from the Murray River. Neighbouring vineyards were able to use 95ML of treated water in 2007/08.

The upgrade is a significant project for the wine industry from an environment and sustainability perspective because it assists the industry achieve one of its key environmental objectives of treating and reusing winery waste water. The project also serves as a demonstration model for other wineries and industries, and has widespread community support.


For more information, contact Mike Carson on 0419 506 763.

EXPORT, MARKETING & PROMOTION

How will you be travelling to Europe this year?

With the onset of video conferencing and growth of the internet, there was speculation in the past that air travel could become redundant. It turns out that this is far from reality, with those in the wine industry recognising the benefits of face to face contact for sales, purchasing and training.

One of the greatest benefits of the growth in corporate travel is the introduction of a new cabin across a number of airlines for long-haul flights. Premium Economy seating has been introduced to fit the niche for those looking for more comfort and features than offered in economy without the hefty price associated with business class.

 According to Flight Centre Groups, SAWIA's Industry Partner, Premium Economy has a price tag roughly forty percent below business class yet features 40 inch seat pitch, laptop power, priority check-in and boarding, and extra hand luggage allowance. This could have significant appeal to SAWIA members concerned about maximising the travel dollar without compromising the travel experience.

For more information on premium economy travel, and Flight Centre Groups' exclusive deals on airfare, accommodation, travel insurance and car hire for SAWIA members, contact Will Maley (0411 264 591 or will.maley@flightcentre.com.au) or access the link from the Industry Partners and Member Offers section on the Members' Home [page](#).

OTHER

Thinker in Residence to address Seminar

Professor Andrew Fearne, Adelaide's *Thinker in Residence*, will present *Food and Wine Value Chains: Prosperity through Collaboration*, at the upcoming *Footprints, Food Miles and Furphies Seminar* in Adelaide on 10 September.

Professor Fearne is Director of the Centre for Supply Chain Research at Kent Business School, and an expert on food marketing, consumer behaviour and supply chain management. During the past twenty years he has been researching consumer requirements and expectations in a wide range of food supply chains in the United Kingdom, shedding light for farmers, processors and retailers on the changes needed to lift agribusiness performance in supply chains and the consumer food experiences in supermarkets into better value chains for stakeholders and better and safer eating experiences for consumers. He has also worked in France, Ireland, Slovenia, Germany, North America, the Middle East and South-East Asia.

Click [here](#) to view the complete program and register for an early bird price before 30 June 2008. The seminar will also be available via pay per view webcast 48 hours after the event.

For more information contact the Australian Society of Viticulture and Oenology on 8410 9855.

Dates for your diary

2008

- § 27-29 May, [Vinexpo](#), Hong Kong
- § 30 May – 1 June, [Good Food & Wine Show](#), Melbourne
- § 2 June, [Credit Management and Insurance Seminar](#), Adelaide
- § 3 June, [Credit Management and Insurance Seminar](#), McLaren Vale
- § 4 June, [Credit Management and Insurance Seminar](#), Barossa
- § 18-20 June, [Winery Engineering Association Conference](#), Barossa Valley
- § 20-22 June, [International Shiraz Alliance](#), Barossa
- § 20-22 June, [Good Food & Wine Show](#), Sydney
- § 23 June, [Forward with Fairness](#), Barossa
- § 25 June, [Forward with Fairness](#), McLaren Vale
- § 26 June, [Forward with Fairness](#), Coonawarra
- § July, [Cellar Dwellers](#), Coonawarra
- § 1 July, [Operational Excellence Workshop](#), Adelaide
- § 11-13 July, [Good Food & Wine Show](#), Perth
- § 14-17 July, [Sustainable Agriculture](#), Yandina
- § tba August, [Workers Compensation Seminars](#), regional SA
- § 14-16 August, [Hong Kong International Wine Expo](#), Hong Kong
- § 5-7 November, [Wine & Gourmet ASIA 2008](#), Macau (China)
- § 7-9 Nov, [Good Food & Wine Show](#), Brisbane
- § 10-14 November, [Sustainable Agriculture](#), Yandina
- § 23-28 November, [Symposium on Grapevine Physiology and Biotechnology](#), Adelaide
- § 27-29 November, [Interwine China 2008](#), Guangzhou (China)
- § 11-13 December, [India International Wine Fair](#), Mumbai

Industry Partners

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www.hostplus.com.au



www.svs.com.au/wineindustry



www.wcdcomp.com



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