

Department of State Development

South Australia's time zone



SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED

SUBMISSION OF: SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED

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DATE: 10 April 2015

SUMMARY

The time zone for South Australia is that set out in the *Standard Time Act 2009* where standard time throughout South Australia is 9 hours and 30 minutes in advance of Co-ordinated Universal Time.

The South Australian State Government initiated a desire to debate if a time zone change is needed in South Australia or if it should remain unchanged.

A survey of the members of the South Australian Wine Industry Association was undertaken and the results are as follows:

- A. 55% are in favour of moving our time zone in South Australia forward one half hour so that the time becomes the same that does apply in the eastern states of Australia.
- B. 21% are in favour of moving our time zone in South Australia back one half hour to create a central time zone so that Western Australia is one hour behind the central time zone and the eastern states of Australia is one hour ahead.
- C. 24% are in favour of maintaining the current situation of being one half hour behind the eastern states of Australia (based on non-daylight saving time zones).

Survey results alone should not be relied upon to instigate or used to justify any legislative change.

There is no doubt that there are many views and some views are more passionate than others. It is also apparent that this subject is not a key issue impacting on the South Australian wine industry.

What is relevant is that while there are stronger views for no change, the change forward is more of a convenience for business related issues whereas a change back represents logic in the way the time of the world works.

While not in the options set out in the survey when asked to comment, many respondents who preferred option A. or B. above, made comments that if changes are made daylight saving should no longer be observed in South Australia. Highlighting the differences of time zones during daylight saving (NT, Qld and WA) simply serve to demonstrate that business can adapt and continue. More of a challenge will be to get those states to align which would make a difference for business.

We have different time zones all over the world and we still do business. It makes absolutely no difference and does not hold South Australia back.

A decision to change the South Australian time zone is much more than what is simply the popular view at any given point in time even though that would be tempting. The reasons given for a change are very important to ensure that any change is for a tangible, real and material benefit to the state of South Australia and its people.

Overall the preference to shift is not compelling when the comments associated with the choice are considered but there is a consensus view that the issue is not a critical one for wine businesses.

Some comments were made that the State Government should focus on the pressing issues of the economy and jobs that are considered to be worthy of solving as the time zone is hardly an issue which will make a significant difference to the business community.

THE SOUTH AUSTRALIAN WINE INDUSTRY ASSOCIATION INCORPORATED

1. The South Australian Wine Industry Association Incorporated (SAWIA) is an industry employer association representing the interests of wine grape growers and wine producers throughout the state of South Australia.
2. SAWIA is a not for profit incorporated association, funded by voluntary member subscriptions, grants and fee for service activities, whose mission is to provide leadership and services which underpin the sustainability and competitiveness of our members' wine businesses.
3. SAWIA membership represents approximately 96% of the grapes crushed in South Australia and about 36% of the land under viticulture. Each major wine region within South Australia is represented on the board governing our activities.
4. SAWIA has a strong track record as an industry leader and innovator in many areas. SAWIA pro-actively represents members and the greater wine industry with government and related agencies in a wide variety of aspects of business in the wine sector.

AIMS OF REVIEW

The aims of this debate regarding time zones are to hear views on the South Australian time zone and consider whether any change should occur.

SAWIA'S POSITION

The issue of South Australia's time zone has been raised on many occasions in the past, particularly in regard to the differences with the time zone on Australia's east coast. A number of business groups have raised the desirability for South Australia and the east coast to have the same time zone.

SAWIA has not been a vocal advocate of such of change in the recent past as business can and does adapt to the difference which has become much less of an issue in a 24/7 economy with high speed internet, email and mobile telephone communications providing ready access for business needs.

Having requested the views of SAWIA's members about the options for change through a survey, the results indicate a majority of respondents would prefer a change to the eastern states time zone.

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A number of SAWIA members comments and views are set out below:

A. Should we advance the time one half hour to the same as the eastern states?

- The eastern states are where we do most business and therefore have contact with.
- It would mean we could respond to more national talk back programs!
However, I don't think it is inconvenient to our business. Maybe if we call late then someone has finished work in the eastern states but in contrast I find it handy to be half an hour behind when calling in the morning.
- But have no daylight saving.
- If we were to do A, daylight saving should be abolished.
- My preference would be for A, but if this was not supported would be happy to keep things the same as they are now.
- Adopt the east coast time zone, we are on the border (SA/Victoria), it's not a big issue for us.
- We don't really have a strong view either way. Option A would make it slightly easier for us in terms of staffing arrangements for centralised service functions who need to service the east coast.
- The significant volume of our business is done with the east coast, so it would help to have aligned clocks.
- Only if the Northern Territory did the same!

B. Should be turn the clock back one half hour to have a central time zone?

- I would only change it because 30 minutes is a personal pain to remember what the difference is. An hour is an easier number.
- If I had to pick it is more logical to go with the way the world works and go with B.

C. Should we make no change?

- Time wasting nonsense. We trade around the world with many time zones involved, and we deal with it as required. Time zone differences in Australia are a non-event.
- Because we live and work so close to the border (SA/Victoria) we work with the time difference every day. It is included in all invitation / booking correspondence and has not been an issue in the past.
- The time zone doesn't really impact on our business both from a National; & International sense, BUT it would be nice if ALL of the eastern seaboard were to do daylight savings!
- Having our own time zone is important for our individuality and difference as a state-
"why is it so dark in the morning?" "Oh because we have to tag along with the East!"

- I don't think there is a compelling reason to change from current time. Tokyo is only one degree longitude different to Adelaide but there is currently a one and a half hour time difference. Aligning SA/NT with EST may have benefits but it would severely affect people living west of Adelaide say on Eyre Peninsula with late sunrises and sunsets. NT does not practise day light saving nor does WA or QLD so inconsistencies will remain. Idea not without some merit on the domestic front but little internationally.
- Stick with the present time zone!
- We should not do anything. Leave as the same as it makes no difference to our business. We have different time zones all over the world and we still do business. Makes absolutely no difference and does not hold South Australia back.
- In reality it makes little difference in doing business.

END OF SUBMISSION