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## Message from the Chief Executive

The 2011 vintage is proving to be the most challenging for at least a couple of decades. Following the recent rain events, most will be hoping for some fine, warm and sunny weather for the next few weeks and the long term weather forecast appears to be supportive. Clearly there will be losses for a number of grape varieties, and variability with fruit quality, with impacts for both growers and wineries. However, this is also the opportunity for South Australia's winemakers to show that we truly are world leaders, able to produce some of the world's best wines even in very challenging conditions.

I encourage wineries and grape growers to continue to talk with each other about their fruit to ensure all parties are aware of the current status of the crop.

In late 2010 the Fair Work Ombudsman conducted an audit of record keeping requirements and pay slips for approximately 100 wine businesses in the Barossa Valley and McLaren Vale. The audit identified that 65% were compliant with their obligations under the Fair Work Act 2009 and regulations. The remaining 35% were all prepared to voluntarily comply with their obligations, however clearly there is still a significant need for education and training about these complex laws and regulations. SAWIA will be offering a range of courses post-vintage to help employers with these requirements, and members are also welcome to contact SAWIA for individual assistance – whether it be record keeping and payslip requirements or anything else related to employing people.

SAWIA has been lobbying strongly for some time to protect winegrape growing areas from inappropriate development, and the South Australian Government's announcement to legislate to protect two of our regions is an important step in the right direction. With the real opportunity for substantial change, SAWIA has sought detailed comment from each of the regions, and met with Government to outline the wine industry's views. Refer to the article below for details.

SAWIA has released its March Member Update, which reports on the key activities and achievements of your association since the start of the financial year. The Member Update covers a wide range of key developments in areas such as Industry/Government, Marketing, OHS, Employee Relations and the Environment. Refer to the feature article below for details.



Brian Smedley

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## FEATURE ARTICLES

### Important Member Update



Key recent achievements of the association, such as securing \$1 million of State Government funding for development of new and existing wine markets, are highlighted in SAWIA's detailed March Update that has been mailed to all members. The Member Update focuses on how SAWIA has been helping wineries and grape growers in areas such as:

- § **Important Industry/Government issues** including infrastructure, the Cellar Door Sales Subsidy Scheme and protecting our wine regions
- § **Marketing initiatives** including the State Wine Festival and government funded market development projects

- § **New national Occupational Health and Safety laws, and two exciting new projects**
- § **Awards, wages and the Fair Work Ombudsman's audit of the South Australian wine industry**
- § **Environmental initiatives including the Climate Change Sector Agreement and the draft Guide to the proposed Murray Darling Basin Plan.**

Looking forward, over the next six months SAWIA will:

- § **Continue the push for important legislation to protect our wine regions**
- § **Commit significant resources to national OHS law reform and two major OHS projects**
- § **Represent members in the 2-year review of the Modern Awards, looking to achieve greater efficiencies, clarity and flexible provisions**
- § **Plan and prepare for the 6th Australian Wine Industry Environment Conference in October 2011**
- § **Launch the new government funded market development projects.**

SAWIA members can access a copy of the Update from the Members' Home Page of SAWIA's [website](#). SAWIA members are welcome to contact Brian Smedley on 8222 9277 to discuss any of the matters in the update.

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### **Vintage Statement to Grape Growers and Wineries**

With some calling 2011 the most challenging vintage in memory, SAWIA and the Wine Grape Council of South Australia (WGCSA) have issued a joint statement calling for an increase in communication and understanding about the pressures that everyone is experiencing.

Rainfall, cool temperatures and disease are impacting the decisions made by grape growers and wineries about using and grading of fruit. Questions arise about whether to pick or to pick selectively.

Ultimately, the conditions will provide many businesses with genuine hardship when many were looking to slightly improved conditions following a prolonged period of drought. Many businesses in the wine community are experiencing tough trading conditions and it is important for grape growers and wineries to work together to get the best results.

SAWIA and WGCSA will be meeting post vintage to review the issues that have confronted all of us in 2011. Availability of chemicals, improving knowledge of disease and its management, and identifying further areas for research are just some of the areas that will be considered going forward.

For the full Statement, refer to the Noticeboard on the Members' Home Page of SAWIA's [website](#).

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### **STOP THE PRESS – SAWIA Mentor Program receives major boost!**

We have just received word from the Australian Packaging Covenant that it has approved a major funding boost to take SAWIA's Mentor Program to a whole new level. This means greater assistance and substantial cost savings for members!

SAWIA members have reported some significant benefits by being involved in the existing program, and we are confident of more members realising even greater benefits through this new program.

Full details will follow in the next newsletter! In the meantime, for more information contact Mark Gishen on 8222 9278 or [mark@winesa.asn.au](mailto:mark@winesa.asn.au).

## Weekend cellar door rates of pay and weekend shift work penalty rates

Certain weekend minimum hourly rates of pay within the Cellar Door and certain rates for weekend shiftwork for work in "ordinary hours" may be at a lower minimum rate than previously advised.

SAWIA has prepared a detailed Notice to Members covering the issue and potential changes to the minimum rates of pay, which is available from the Noticeboard of the Employee Relations -> Federal IR page of SAWIA's [website](#). All members should review their current rates against the advice set out in the Notice to Members, ascertain the impact and then identify any action to be taken.

SAWIA members are encouraged to contact Michael Asmar on 8222 9270 or [michael@winesa.asn.au](mailto:michael@winesa.asn.au) for assistance.

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## INDUSTRY & GOVERNMENT

### Agricultural land protection

As members are already aware, SAWIA has been advocating strongly for legislation to protect winegrape growing areas from inappropriate development. The South Australian Government's recent announcement that it will draft legislation to protect two of our regions is an important step in the right direction.

The intention of the proposed legislation is to continue to allow agricultural land to be used for producing our essential food enhancing the economic value to the community and the state. With this excellent opportunity to influence and inform the changes that will help protect our industry, SAWIA sought detailed comment from each of the regions. SAWIA then prepared a paper setting out 18 main principles and objectives of the wine industry, which was discussed with representatives of the State Government. While the Government has yet to declare any position as to the content of proposed legislation, it is particularly interested in understanding what the wine industry is trying to protect – what we value and why.

SAWIA will continue to work collaboratively with the regions to press for appropriate legislation that protects all winegrape growing regions around the state. As this is a very important issue for our industry, members are strongly encouraged to contact the association to discuss what they value and why it should be protected.

To obtain more information or provide feedback, SAWIA members should contact Brian Smedley on 8222 9277 or [brian@winesa.asn.au](mailto:brian@winesa.asn.au).

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### Road signage



Clear and comprehensive signage for providing directions in and around wine regions is essential for our industry. SAWIA is presently assisting the Clare Valley in discussions with the Department of Transport Energy and Infrastructure to improve signage into and within the region. SAWIA is also continuing to agitate the Department to erect an entry sign to Coonawarra on the Dukes Highway at Keith – which is imminent!

SAWIA members are welcome to contact Brian Smedley on 8222 9277 or [brian@winesa.asn.au](mailto:brian@winesa.asn.au) if you require assistance with signage issues.

## EMPLOYEE RELATIONS & OHSW

### Fair Work Australia – Annual Wage Review 2010 / 2011

SAWIA has made a strong submission on behalf of members to ensure that Fair Work Australia fully understands the many challenges facing the wine industry as part of its Annual Wage Review 2010/2011. SAWIA's submission highlights important issues such as the impact of Modern Awards on employers, droughts and major floods, ongoing impact of the global financial crisis, rising Australian dollar and the restructuring of the wine industry.

The Australian Council of Trade Unions (ACTU) is seeking a 4.2% increase with a \$28.00 per week increase for the lowest paid workers. This would see the federal minimum wage increase from \$569.90 to \$597.90 per week. Under the Wine Industry Award 2010, an increase of \$28 a week would represent a 4.85% increase for Grade 1 through to a 4.2% increase for Grade 5. The SAWIA submission strongly argues for any increases to be kept to a minimum, and opposes any increase above CPI. The submission does not support the percentage increases sought by the ACTU.

Any variation to modern award minimum wages and the national minimum wage order resulting from the review will come into operation from the first full pay period on or after 1 July 2011.

SAWIA members should contact Michael Asmar (8222 9270 or [michael@winesa.asn.au](mailto:michael@winesa.asn.au)) with any comments or questions.

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### Casual employee deemed "not a real casual" and paid entitlements

The Full Court of Australia recently held that an employee, who was hired as a casual, was not really a casual employee and therefore should be entitled to be paid out annual leave on termination!

There are potential ramifications that make this ruling a concern for all employers with casual employees, in particular regular and systematic casuals with a standard work pattern. Employers need to consider the intent of why they hire casuals to ensure that employment patterns are consistent with casual employment, as opposed to Part Time (or Full Time) employment. With work patterns that can change over time, it is also important for employers to regularly review their contractual relationship with each casual employee. Employers also need to understand the new casual conversion provisions in some modern awards (including the *Wine Industry Award 2010*).

Further information is available from the Noticeboard of the Employee Relations page of SAWIA's [website](#).

If you have any concerns in this area, SAWIA can assist with reviewing your contractual relationship with employees and provide advice on how to manage risks and potential breaches of award obligations. For more information, contact Michael Asmar on 8222 9270 or [michael@winesa.asn.au](mailto:michael@winesa.asn.au).

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### Positive Performance Indicators

Employers are being urged to use Positive Performance Indicators to help prevent accidents from happening in the workplace. This involves focusing on selected Positive Performance Indicators that measure Safety, Rehabilitation and Compensation Performance from a proactive or "positive" perspective (i.e., statistics that measure activities with a beneficial effect on preventing safety incidents).

By way of background, a recent meeting of SAWIA's Occupational Health, Safety & Welfare Committee noted that many companies only track the outcome of their safety performance by collating statistics after an incident has occurred. This often includes measures such as the Lost Time Injury Frequency Rate (LTIFR), number of incidents reported, or medical treatment of injuries that occur.

In order to help improve OHS in our industry, a number of Committee members provided details of Positive Performance Indicators being used by their companies. SAWIA has compiled the results into a valuable resource which can be accessed from the Noticeboard of the OHS page of SAWIA's [website](#). This includes a wide range of useful indicators to implement in the workplace.

This is an excellent example of how our members can work together to improve OHS outcomes across the industry. For more information, SAWIA members can contact Trevor Stutley on 8222 9212 or [trevor@winesa.asn.au](mailto:trevor@winesa.asn.au).

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### Wine Industry Salary and Benefits Survey – Participate and save \$\$\$ now!



Survey and position description forms are now available for the 12th annual Wine Industry Salary & Benefits Survey. Participants receive a significant discount on the cost of the published survey results, so this is your chance to participate and save.

The 2011 Survey covers 58 positions across winemaking, viticulture, warehouse, sales, accounting, marketing, human resources and administration - typically those positions not covered by any industrial award. In addition to job salary information, the survey covers matters such as how pay is reviewed, when it is reviewed, salary movement percentages (actual and forecast), pay policy and practices, superannuation benefits, employer provided car practices, "at risk" incentive payments and share schemes. To help smaller businesses understand and apply the results, the 2011 report will also include a supplement setting out salary data for businesses with less than \$10M of sales revenue per annum.

Completed surveys must be returned by 9 May. You can also [order your copy of the 2011 Salary Survey now](#) for delivery on 6 June 2011.

If you want to participate in the survey or need more information, please contact Michael Asmar on 8222 9270 or [michael@winesa.asn.au](mailto:michael@winesa.asn.au).

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### Nominations open - Recovery and Return to Work Awards

Nominations are now open for WorkCover's 2011 Recovery and Return to Work Awards, which recognise the outstanding achievements of injured workers and those who have helped them to remain at or return to work.

Nominations are open for:

- § Injured workers
- § Employers
- § Health and rehabilitation providers
- § Rehabilitation and return to work coordinators
- § Case and injury managers.

Each award winner will receive a trophy and certificate, and a prize worth \$3,000. If you know

someone with an experience that will motivate and inspire or those who helped them to succeed, please nominate them for an award. Nominations close on 2 May 2011. To nominate and find out more about the categories and criteria, click [here](#).

For more information, contact Trevor Stutley on 8222 9212 or [trevor@winesa.asn.au](mailto:trevor@winesa.asn.au).

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### State Migration Plan

A new State Migration Plan to meet South Australia's skilled workforce needs has now been signed. The plan lists the occupations that are available for state sponsorship in the "general skilled" category for 2010/11 including 258 occupations, some of which are exclusive to SA. The State Migration Plan includes a quota of 4,890 visa grants for 2010/11 and includes primary applicants and their dependants.

The sponsorship policy will also support international students studying in SA who will have a higher likelihood of employment in the state.

The State Migration Plan represents a change in the national skilled migration program, giving priority to state-sponsored migrants.

Further information on the SA Migration Plan can be found [here](#). For more information, contact Michael Asmar (8222 9270 or [michael@winesa.asn.au](mailto:michael@winesa.asn.au)).

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### LHMU change name to "United Voice Union"

The Liquor, Hospitality and Miscellaneous Union has changed its name to the "United Voice Union". In an address to the National Press Club, Louise Tarrant (National Secretary) also outlined a broader responsibility for the union commenting that "...our name change recognises that we need to look beyond haggling with individual bosses or even industry-wide negotiations to the multitude of factors behind the silent restructuring of our economy over recent decades..."

Employers should take note of this name change, noting it for any right of entry approaches or correspondence. For more information, contact Michael Asmar (8222 9270 or [michael@winesa.asn.au](mailto:michael@winesa.asn.au)).

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## SUSTAINABILITY & WATER

### Wine Industry Environment Conference & Exhibition – Have your say!



The Environment Conference Planning Committee welcomes your ideas for topics and speakers that you would like to see at the 6th Australian Wine Industry Environment Conference & Exhibition. The Conference, which is scheduled for 19-20 October 2011 in Adelaide, will offer "hands on" practical solutions and outcomes that yield tangible results for your business.

The conference will focus on key issues for the wine industry – Water, Energy, Waste and Biodiversity – looking to draw on positive outcomes from within and outside the wine industry. There will also be an emphasis on emerging issues including water footprinting and other topics that will become increasingly important in the future.

To provide input to the conference program or obtain more information, contact Mark Gishen on 8222 9278 or [mark@winesa.asn.au](mailto:mark@winesa.asn.au).

The sponsor/exhibitor prospectus is now available. Contact Marcia Burnett on 8222 9271 or [marcia@winesa.asn.au](mailto:marcia@winesa.asn.au) for more information about sponsorship and exhibition.

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### Making solar energy work for your business

The Business Sustainability Alliance is offering a 1-hour information session on 13 April to provide business owners and managers with an understanding of the latest solar energy options and how they can be applied to their businesses. The information session will address the following questions:

- § What is the business case for renewable energy?
- § What technologies are currently available?
- § What will be the impact of rebates on capital cost?
- § What is a Power Purchase Agreement?
- § What are acceptable payback time frames?
- § How does opportunity cost analysis work in forecasting price increases?
- § What is an acceptable return on investment and yield.

Click [here](#) to register or obtain more information.

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## SALES MARKETING & PROMOTION

### Winestate Magazine – Exciting promotional opportunities



We are delighted to welcome Winestate Magazine as the newest sponsor of your association! With an estimated readership of over 100,000 people, Winestate Magazine is the world's biggest consumer buying guide to Australian and New Zealand Wines. The Magazine is sold and distributed around the globe, although the primary focus is on the Australian reader.

Winestate publishes 6 magazines per year, plus an annual "Best of" edition in January/February of each year. Winestate has recently released the Tastings and Special Features calendar for 2011/12, setting out the regional tastings (e.g., Adelaide Hills – May/June) and of course the varietal and style features (e.g., Shiraz & Blends – September/October). Click [here](#) for the full 2011/12 calendar.

Building on the success of the magazine, Winestate has also recently taken an active role in representing Australian wineries at a number of international events. For example Winestate will be representing a number of wineries at Top Wine China (24-26 May 2011), including conducting a series of Australian Master Classes with a focus on South Australian regions.

For more information on being involved in the Winestate Magazine tastings or event exhibition opportunities, contact Peter Jackson of Winestate on 0457 834 880 or [sales@winestate.com.au](mailto:sales@winestate.com.au).

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### Drinks Trade – Call for Merlot

*Drinks Trade*, the magazine of the Liquor Merchants Association of Australia, is inviting product samples for review by a panel of experts in its regular section called "Wine List". The magazine is direct mailed to over 20,000 licensed venues and outlets nationally.

The June/July 2011 edition of *Drinks Trade* will include the results of a tasting of merlot and

merlot dominant blends, with the results helping retailers make their purchasing decisions. The panel will assess not just the wine but the price points to select a "best value" pick in each category. The commercial or consumer appeal of the wine will also be assessed. Rankings or scores will not be published. The panel is made up of representatives from the wholesale, retail, educator, marketing and service side of the wine industry.

To participate, samples must be submitted by 15 April. For more information on submitting your samples, visit the Noticeboard of the SAWIA Export page in the members' area of the association's [website](#).

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### Australian Semillons wanted

The Wine & Viticulture Journal is seeking Australian Semillons for a forthcoming tasting of wines for its May/June issue. It has been five-and-a-half years since the Journal held its last tasting of Semillons, when wine industry consultant Nick Bulleid wrote that the immediate future of the varietal looked "uncertain" and that the public seemed to find it hard to relate to.

Results of the Semillon tasting will be published in the May/June issue, and will attempt to identify how Semillons have evolved over the last five years.

There is no cost to be involved in the tasting, however there are only a few spots still available. SAWIA members interested in submitting their wines for the tasting should urgently contact Sonya Logan at [sonya@winetitles.com.au](mailto:sonya@winetitles.com.au).

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### Food & Hotel Malaysia



Food & Hotel Malaysia is being held in Kuala Lumpur from 20 - 23 September 2011. Originally held in 1993, the show has grown substantially with the 2009 event including 808 participating companies and 18,100 visitors from 57 countries.

For more information, click [here](#).

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### iStrategy

iStrategy is being held in Melbourne on 17-18 May 2011, offering speakers with expertise in every online channel and workshops with actual learning scenarios.

iStrategy combines keynote speakers, interactive workshops and live interviews to deliver a high-quality program for attendees. The event will include a live social media experience, with a very active Twitter feed, live blogging, Facebook posts and LinkedIn discussions.

For more information, click [here](#).

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## OTHER

Introduction to Australian Wine – Now available in Chinese!



SAWIA's (NWETC) Understanding Wine course is now being offered in Mandarin Chinese, with the first course scheduled for 28 May and 4 June (1.30– 5.30 pm each day). The course aims to develop sensory evaluation skills, and offers a comprehensive overview of Australian wine and winemaking. The course has been tailored to satisfy the strong Asian interest in red wines and Australia's regions.

The course was developed in response to demand from Chinese visitors and delegations wanting to learn more about Australian wine styles and regions without a language barrier. The wine educator is fluent in both English and Chinese, and has exceptional academic and commercial credentials. All participants receive a Certificate of Attendance endorsed by SAWIA.

SAWIA's Understanding Wine course in English has been offered at the National Wine Centre for many years, and continues to experience strong demand. SAWIA will be pleased to work with our members, tourism operators and other interested parties to deliver the English or Chinese language version of the course. Contact Marcia Burnett on 8222 9271 or [marcia@winesa.asn.au](mailto:marcia@winesa.asn.au) for more information.

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### Applications open for Rural Leadership Program

The Australian Rural Leadership Foundation is now accepting applications for Round 19 of Australia's rural leadership development program. This program provides motivated leaders, who are already actively involved in rural Australia, with the skills and knowledge needed to take on greater leadership roles.

The program goes for 17 months and involves a combination of workshops, discussions and outdoor education. It also provides individuals with an opportunity to interact with key industry people and government from Australia and abroad.

Applications for Course 19 of the program close on July 31, 2011. For more information, click [here](#) or phone 02 6281 0680.

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### How to Manage Growth Successfully

Amcham is hosting a luncheon event *How to Manage Growth Successfully* on 15 April in Adelaide. Guest speakers include Alex Candetti (Candetti Group of Companies), Catherine Mattiske (The Performance Company) and Alf Ianniello (Detmold Packaging).

Every large business was a small business that got it right. This is your chance to hear from people who have been there, done that and survived. Learn how to successfully grow your business - and avoid the pitfalls that can endanger viability.

To register or obtain more information, click [here](#).

## Dates for your diary

### 2011

- § 6-8 Apr, [Wine & Gourmet Japan](#), (Tokyo) Japan
- § 6-9 April, [Food & Hotel Indonesia](#), Jakarta
- § 7-11 April, [Vinitaly](#), Verona
- § 13 April, [Making solar energy work for your business](#), Adelaide
- § 15 April, [How to Manage Growth Successfully](#), Adelaide
- § 17-19 April, [Wine China Exhibition](#), Beijing
- § 26-29 April, [Seoul Food & Hotel](#), Seoul
- § 11-14 May, [HOFEX](#), Hong Kong
- § 17-18 May, [iStrategy](#), Melbourne
- § 24-26 May, [Top Wine China](#), Beijing
- § 25-29 May, Thaifex – [World of Food Asia](#), Bangkok
- § 1-3 Jun, [Shanghai International Wine Trade Fair](#), China
- § 2-4 June, [Interfood China](#), Guangzhou
- § 9-10 June, [Drink World Congress](#) (CIS), Moscow
- § 27-28 June, [3rd Annual Wine Marketing Australasia Conference](#), Sydney
- § 30 June – 1 July, [3rd Annual Wine Marketing Australasia Conference](#), Adelaide
- § 10-13 July, [Foodpro 2011](#), Sydney
- § 14-16 July, [International Beverage Exposition and Competition](#), (Shenzhen) China
- § 20-23 September, [Food & Hotel Malaysia](#), Kuala Lumpur
- § 19-20 Oct, [Australian Wine Industry Environment Conference](#), Adelaide
- § 7-9 Nov, [CarbonExpo Australasia 2011](#), Melbourne
- § 10-12 Nov, [Wine & Gourmet Asia](#), (Macau) China

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