



30 August 2011

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Message from the Chief Executive

We are fast approaching that time of year when we report on the activity of the association and share our achievements at the Annual General Meeting, while over lunch taking the opportunity to catch up with old and new friends. Invitations have now been sent out to members and guests for the association's Annual General Meeting and Lunch that will be held on 16 September 2011. This is an important event on the association's calendar.

I am very pleased that the **guest speaker for this year's lunch is the Deputy Premier the Hon John Rau MP**, who as Attorney General, Minister for Justice, Urban Development, Planning and the City of Adelaide, Tourism and Food Marketing has responsibility for a number of key portfolios that impact the wine industry.

As members would be aware the State Government is currently considering a Bill to protect the agricultural areas of the Barossa and McLaren Vale, and there has been a significant repositioning of the tourism offer with food and wine being one of the five experiences. In addition the last two State Government budgets resulted in significant changes to liquor licensing. So don't miss out on the opportunity to network, influence and enjoy a stimulating day!

All association Executive Committee positions are declared vacant at the AGM and we are seeking nominations from ordinary members and regional associations for the forthcoming year. Serving the interests of the South Australian wine industry is a unique and rewarding opportunity – I would ask each member to consider whether they have an interest in taking an active role in crafting the direction for the wine interests in this State. **Nominations from ordinary members must be received at the SAWIA office no later than 5pm Friday 2 September and forms have been sent to members.** Please contact me urgently if you would like to discuss what is involved.

I strongly encourage all members to read the feature articles below on the Environment Conference, plus the Chinese Cultural Awareness Workshop and Point of Difference Workshop. You may also need to ensure others in your organisation are aware of these important events.

I look forward to seeing members at both the AGM and Lunch.



Brian Smedley

FEATURE ARTICLES

Important market development workshops

Chinese Cultural Awareness Workshop



SAWIA's Chinese Cultural Awareness workshops have commenced, with the first workshop in Adelaide receiving excellent feedback

"The Chinese Cultural Awareness course is a must for those in our industry wishing to trade with China. I was very pleased with the outcomes of the one day course and found it to be well worthwhile. Having travelled to China quite a few times over the last 5 years it is important that you try to know the basics about their culture, specifically their business culture or you can get into trouble pretty quickly, this course will help avoid some of those pitfalls." **Tim Boydell, Director - Sales & Marketing, Angove Family Winemakers**

"A great day of insight into Chinese culture with practical tips and examples for wineries who are already engaged or planning to enter the Chinese market. The session was extremely well tailored to the wine industry and whether you are dealing with the Chinese on our turf or theirs, I would highly recommend attending." **Andrew Kay, Managing Director, Wirra Wirra Vineyards**

This workshop is being offered as part of the South Australian Wine Industry Market Development Program, providing invaluable information about:

- Understanding the Chinese Culture, how they do business and how to build a relationship with a Chinese partner
- Chinese consumers and their understanding of Australian wine (are your sales staff fully prepared to deal with Chinese visitors and contacts?)
- Communication and pronunciation, and how to address important people...including some very subtle and critically important tips
- • Preparing appropriate promotional materials for the Chinese market – including different translations required for different markets
- Liaising with the Chinese Government.

Establishing your point of difference - then telling your story really well!



Does your marketing material have the "WOW!" factor? Does it increase the number of visitors to your website and cellar door? Are your stories compelling enough to make the story live well beyond the visit to your winery?

In today's crowded market place it is crucial to differentiate from competitors by our story, products, actions, and staff, through words or pictures on a website, brochure or label, and at the cellar door, trade show or tasting. However, many businesses claim differences that are really very similar to what many others also claim – descriptors such as "family business", "old vines", "committed to producing premium wines" and "producing wine of the highest quality".

As part of the South Australian Wine Industry Market Development Program, this in-depth and informative 2-day Point of Difference workshop will help you to:

- Tell your own story
- Uncover the gems that set you apart
- Develop a message to cut through in this crowded market place and reach consumers
- Make your business stand out from the others and really shine
- Ensure your website and company materials reveal who you are, tell your story and create a compelling proposition to buy your wine, visit your cellar door and tell other potential customers as well!

Both workshops were designed specifically for the South Australian wine industry, and are scheduled around the state over the next few months. To register or obtain more information about Point of Difference click [here](#), and to register or obtain more information about Chinese Cultural Awareness click [here](#). Alternatively, contact Olivia Bristow on 8222 9277 or olivia@winesa.asn.au.



Development and delivery of these workshops is part of the South Australian Wine Industry Market Development Program managed by SAWIA. This has been made possible through the support and funding provided by the South Australian Government through Primary Industries and Resources SA.

SAWIA launches two major safety initiatives

SAWIA has successfully launched two very important Occupational Health & Safety tools for the wine industry.

Wine Safety Interactive Induction Program (on DVD)



The wine safety interactive induction program on DVD was developed specifically for the wine industry, assisting employers to ensure both new and existing employees are aware of workplace hazards and preventative measures within the industry.

The wine industry experiences a high volume of new employees coming into the industry at peak times throughout the year, such as vintage, pruning and spraying seasons. The wine safety interactive induction program will provide a consistent safety message across the industry.

SAWIA members will receive their free copy of the DVD in the mail in the next few weeks. If you have a particular interest in OHSW look out for the DVD through your organisation's key SAWIA contact or give us a call. Enquiries from other interested parties are also welcome. Contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au for more information.

Vehicle Mounted Wire Spinner



The project involved the development of engineering and manufacturing drawings and a Standard Operating Procedure (SOP) for a Vehicle Mounted "Wire Spinner" and accompanying "Storage Rack". The machine can be used for vineyard development or restoration where trellis and fencing is being erected or replaced to support vines.

The vehicle mounted wire spinner will be beneficial to reduce the cost and frequency of manual handling injuries by eliminating the need to lift heavy wire coils when undertaking fencing and trellising.

The engineering and manufacturing drawings and (SOP) for the "Wire Spinner" are available from SAWIA. Enquiries should be directed to Michael Asmar on 8222 9270 or michael@winesa.asn.au.

On behalf of members, SAWIA would like to offer a special "Thank you!" to Employers Mutual for providing the funding for these projects under its "member incentive program". These projects are expected to result in significant benefits to the South Australian wine industry.

Major coup - World leading environmentalist to speak at Environment Conference!



Paul Hawken, world renowned environmentalist, entrepreneur, and author, will be a featured presenter at the 6th Australian Wine Industry Environment Conference. Author of four bestsellers, including *Blessed Unrest*, his 1999 book *Natural Capitalism: Creating the Next Industrial Revolution* was called **one of the five most important books in the world by Bill Clinton**. Paul's book, *Growing a Business*, became the basis of a 17-part television series which explored the challenges and pitfalls of starting and operating socially responsive companies – **watched on television by over 100 million people in 115 countries!**

Paul has appeared on numerous media including **Larry King**, and been profiled or featured in hundreds of articles including the **Wall Street Journal** and Newsweek, while writing for the Harvard Business Review and countless other publications.

Paul has founded several companies including some of the first natural food companies in the USA that relied solely on sustainable agricultural methods. He presently heads OneSun, an energy company focused on ultra low-cost solar based on green chemistry and biomimicry. Paul is also a founder of the **Natural Capital Institute**, a research organisation that created Wiser Earth – an open source networking platform that links NGOs, foundations, business, government, social entrepreneurs, academics, scientists, and others concerned about the environment and social justice.

Paul has given **keynote addresses at Apple Computer, Harvard University**, American Association for the Advancement of Science (AAAS), Prince of Wales Conference on Business and the Environment—Cambridge University...and literally hundred of others.

Paul has also served on the board of many environmental organisations including Conservation International, and received countless awards including the Green Cross Millennium Award for Individual Environmental Leadership **presented by Mikhail Gorbachev**.

Other speakers include Antonio Graca, a world leader on adaptation and vine conservation projects in Portugal, and Tim Moore on what the proposed carbon pricing scheme will mean for your business. The full conference program and list of speakers is available [here](#). To register now for the two day conference being held from 19-20 October 2011 in Adelaide, click [here](#). **At the request of members the early bird special price of \$545 has been extended to Friday 2 September.**

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

Getting the maximum value out of your modern award – Register now

Modern awards provide employers and employees with an opportunity to realise mutual benefits under the award. With modern awards well and truly in operation, there are important learnings that wine industry employers can take from the past 18 months. This includes managing casual conversion, developing Individual Flexibility Agreements, reducing the cost and reliance of casual staff through part-time arrangements, and exploring shift work as a cost effective alternative work model during vintage.

SAWIA is offering regional seminars that focus on how to make the most of the relevant modern awards applicable to your wine making or grape growing business by taking you through **real life examples and case studies**.

Regional seminars have commenced and continue through 14 September. Click [here](#) to register, or contact Michael Asmar on 8222 9212 or michael@winesa.asn.au to obtain more information.

INDUSTRY & GOVERNMENT

Annual liquor licensing fees

The *Statute Amendment (Budget 2011) Bill* was passed by Parliament on 28 July 2011, following on from the 2011 State Budget which made provision for the introduction of an annual liquor licensing fee. There are about 6000 liquor licence holders in this State with approximately 1000 in the wine industry, and the Office of Liquor and Gambling (OLG) is seeking to recover the costs of regulating the liquor industry.

State Budget papers indicate the introduction of an annual licensing fee will raise \$3.6M. During Parliamentary debate it was stated that a producer's licence fee is likely to be around \$100 per annum, but would vary depending on the business operation risk which is linked to the regulatory effort required of the OLG. The introduction of annual Licence fees will also impact on special events such as regional weekend wine festivals. A high risk business, such as city hotels that trade in the early hours of the morning, could expect to pay \$700 per annum.

The OLG will be sending out information on the annual liquor licensing fee to all holders of a producer's licence in the next few weeks. This will include an opportunity to comment on what factors should be taken into account in defining low and high risk businesses.

SAWIA will continue to strongly represent members throughout this consultative process, and members are encouraged to have your say through the association. To obtain more information or provide your views, SAWIA members should contact Brian Smedley on 8222 9277 or brian@winesa.asn.au.

Protecting the Barossa and McLaren Vale

SAWIA worked closely with the regional wine associations to make an important submission on the State Government's Discussion Paper that seeks to protect two important wine regions in South Australia. All up some 200 submissions were received by the State Government including submissions from SAWIA, regional wine associations and wine companies as well as other stakeholders such as local governments within the proposed protected areas.

SAWIA's close work with the wine regions ensured the submissions reflected similar views. SAWIA believes that other wine regions should also be considered for protection even though such protection is unlikely to be part of the State Government Bills at this time. With such strong interest from the community, no doubt the Government Bills will be closely scrutinised when released.

SAWIA supports well-defined boundaries. The Barossa and McLaren Vale regions in their submissions seek to protect their current geographical indications (GI's) while the State Government is willing to protect a wider area, which include taking in areas within the Adelaide Hills GI.

The State Government's proposed legislation will provide a unique opportunity to protect agricultural land as it is unlikely the State Government will revisit protection of agricultural land during this parliamentary term. With this legislation to be debated in Parliament, SAWIA will continue to strongly represent members ensuring members of parliament are well informed of wine industry views.

A copy of the SAWIA submission is available from the Noticeboard of the Members' Home page of SAWIA's [website](#). For more information, SAWIA members should contact Brian Smedley on 8222 9277 or brian@winesa.asn.au.

EMPLOYEE RELATIONS & OHSW

WorkCover SA Staying Connected Conference

The sixth annual WorkCover conference in Adelaide on 14 September will show how workplace relationships, communication and working together can all contribute to helping achieve a successful and sustainable recovery for injured workers.

It brings together a range of experts from around Australia and overseas to showcase innovative programs and provide examples of best practice injury management, enabling you to gain new knowledge and skills and share experiences with leaders in the industry. Learn how by staying

connected and working together we can all contribute to helping injured workers recover better at work.

To register or obtain more information go to www.workcover.com/conference.

Harmonised Work Health and Safety Laws on track to start in 2012

As previously reported the national "harmonised" Work Health and Safety (WHS) laws have been introduced to the State Parliament. A number of other States have either already enacted the *Model Work Health and Safety Act* (e.g., Queensland and New South Wales), or like South Australia have introduced the legislation into their Parliaments.

The new WHS legislation consists of a new WHS Act, Regulations and a number of Codes of Practice. When passed by all States, Territories and the Commonwealth, a nationally harmonised system of work, health and safety will exist for the first time in Australia. This will provide employers and employees across Australia with consistency for the most part, although there will likely be some variations between States and Territories.

SAWIA expects that the Work Health and Safety Bill will be debated in the September sittings of the South Australian Parliament, and subject to the approval process, will commence on 1 January 2012 in line with the national schedule.

SAWIA will continue to keep members informed. The new legislation will be covered at SAWIA's annual OHSW Seminar being held in late November in the Barossa and Coonawarra. SAWIA will also be rolling out a series of specific information seminars in the closing months of this year prior to the start of vintage 2012.

If you need further information, contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au.

New payroll tax guide

RevenueSA has recently released a 42 page comprehensive guide to payroll tax for 2011/12. The guide is available [here](#). For more information, contact RevenueSA on 8226 3750 or revenuesa@sa.gov.au.

SUSTAINABILITY & WATER

Environmental Compliance Guidelines



SAWIA has recently released the South Australian Environmental Compliance Guidelines, a valuable new resource designed to help South Australian wineries and grapegrowers identify and comply with the myriad of State and Federal environmental legislative requirements while avoiding fines and penalties.

The 62 page Guidelines are a valuable resource that has attracted strong positive feedback, with Chris Brodie of SAWIA member Wingara Wine group reporting that *"...the great attraction of something like this is that our compliance load (with governmental issues) is increasing, so that quite often we are unaware of what we have to comply with or how to go about it"*.

The Guidelines help you quickly locate the information that you need and provide guidance on what you should do. The informative and easy to use CD-Rom has hyperlinked references, which connect directly to relevant legislation, policies, documents, agencies, guidelines, codes and forms. Merridy Pink of SAWIA member Taylors Wines indicated that "...the document format is excellent, very easy to read and logical".

The Environmental Compliance Guidelines can be [ordered online now](#) or by completing and returning an order form available [here](#). For more information, contact Kathy Daish on 8222 9278 or kathy@winesa.asn.au.

New wastewater resource kit

Winery Wastewater Management & Recycling, a new on-line resource kit produced by the GWRDC, is now available. It provides information on winery wastewater treatment, recycling the treated water in vineyards, using other sources of recycled water and other forms of discharge. For more information, click [here](#) or email gwrdc@gwrdc.com.au.

Progress on the proposed Murray Darling Basin Plan

In a recent update, the Murray Darling Basin Authority (MDBA) has indicated that a number of broad issues require resolution before the proposed draft basin plan can be released. The MDBA are now aiming to release the draft plan sometime after mid-October, for a minimum 20-week consultation period. The statement from the Chair of the MDBA is available [here](#), while information about the science used to develop the water requirements for the plan is available [here](#).

SALES MARKETING & PROMOTION

Wine and food to star at Royal Adelaide Show

South Australian wine and food will star at free education sessions held in the Taste SA Pavilion during the Royal Adelaide Show. An initiative of SAWIA, in conjunction with the Royal Agricultural & Horticultural Society, the Cellar Door Experience offers six, 20-minute educational wine tasting presentations each day. For the first time this year the Cellar Door Experience will partner with FoodSA to include food and wine pairing in three of the six sessions.

Attendees get to sample up to four wines at each session, guided by a professional wine educator and a food ambassador. In one session we will be matching SA wines with local oysters and prawns, and in another session pairing wines with matching cheese. Another session will feature pairing of three Barossa wines with Barossa fine food samples.

The workshops – now in their sixth year – are extremely popular with most sessions filled to capacity. They are a great way to learn about wine in a relaxed setting, and a chance to discover more about South Australia's diverse wine and food producing regions. Over 2,000 people attended the sessions in 2010, and we expect this year will be even more popular!

We are delighted that so many SAWIA members have taken up the opportunity to have their wines on show at the 2011 Cellar Door Experience. SAWIA members were offered first priority for having wines on show, providing an outstanding showcase of which we can all be proud! For more information, contact Marcia Burnett on 8222 9271 or marcia@winesa.asn.au.

New Chinese publication promotes South Australian wineries

Tell the story behind your wine to Chinese consumers in their language!

SAWIA members are encouraged to make a FREE on-line application to be included in a new South Australian wine regions and wineries publication that will be produced in Mandarin Chinese for Chinese consumers. There is currently no other publication of this kind available for Chinese consumers, while the quest for information has never been greater.

The Editor, Ava Huang, has an unrivalled passion for wine backed with solid academic credentials including a Master of Wine Business and Master of Commerce (Marketing) from the University of Adelaide. Ava has consulted as an independent wine marketing professional in Australia to assist Australian wineries with their export and domestic marketing initiatives, and has translated and presented the NWETC's wine appreciation course in Mandarin Chinese.

There is no cost for wineries to participate. SAWIA members will need to ensure they are satisfied with the process for submitting entries and copy for the publication. Complete your application [here](#) or contact Ava for more information on +61 402 770 213 or ava.js.huang@gmail.com.

Gateway Business Program offers funding for exporters

The State Government's Gateway Business Program is designed to help small to medium-sized companies succeed in the challenging world of exporting. The Program offers grants up to a maximum of \$20,000 over two years for eligible projects, reimbursing up to 50 percent of export related expenditure.

Eligible projects include researching feasible markets overseas, developing marketing material for distribution overseas, adapting websites for specific international markets, supporting incoming buyers, and participating in international trade shows and trade missions (excluding travel and accommodation costs).

The next funding rounds close on 15 September and 15 December 2011. For further information click [here](#) or contact Nicola Kelly on 8303 2458. Please note that there are a number of restrictions regarding business access to this program, if you have recently received EMDG funding.

National Cool Climate Wine Show 2011

Entries are now open to cool climate wine producers from around Australia for the National Cool Climate Wine Show for 2011. Entries close on 2 September 2011. For more information click [here](#) or contact Donald Alexander on 0405 125 378.

Interwine China

The 7th Interwine China is scheduled for 8-10 November 2011 in Guangzhou, China. Australia is the Country of Focus at this show, with a significant effort to provide publicity and extensive mileage for Australian exhibitors. For more information, contact Linda Lim-Gurney on 448 800 968 or linda@wineinternationaltd.com.

OTHER

Wine Counterfeits



Recently, UK authorities discovered sales of a prominent Australian brand being sold by independent shops in greater London and regional UK centres. The incident serves as a reminder that vigilance and a combination of measures are needed to protect against counterfeiting.

Finlaysons Lawyers, SAWIA's Wine Industry Partner, has prepared a **comprehensive update concerning counterfeiting of wines**, and the protective actions that the industry and individual businesses should consider. This update is available from the Noticeboard of the Members' Home Page of SAWIA's [website](#). SAWIA members are also welcome to contact John MacPhail of Finlaysons' Wine Group on 8235 7817 or john.macphail@finlaysons.com.au.

SAWIA members are also reminded that Finlaysons Wine Roadshow XIX deals with the great opportunity for the Australian wine industry called "China". The primary focus of the sessions will be presentations by an Australian lawyer, a Chinese lawyer and a business consultant, specialising in coaching Australians to do business with Chinese people, on how you actually go about developing a relationship and negotiating a distribution agreement with a Chinese person or otherwise building your brand in China (i.e. the practical "nitty gritty").

There will also be a paper on protecting your brand from being "ripped off" in China, and the Winemakers' Federation of Australia will give an overview of the Australian wine industry's current position in China and where we are heading in that market.

South Australian Roadshow sessions are scheduled for Barossa Valley (6 September) and McLaren Vale (7 September). To register, contact Jennifer Sothman at Finlaysons on 8235 7769 or jennifer.sothman@finlaysons.com.au.

Winegrape prices continue to fall

The *Winegrape Purchases: Price Dispersion Report* for 2011 is now available, and the average prices detailed account for an estimated 80 per cent of the total purchases in 2011. According to the report, 28 companies were surveyed having purchased 928,757 tonnes of winegrapes, with a total value of \$384 million.

Overall, the aggregate purchase price per tonne was \$413, a decrease of \$51 a tonne on last year's results, and a further drop from \$527 in 2009 and \$717 a tonne in 2008.

The report provides significant detail, with purchased tonnages distributed across the price spectrum, and price dispersion read-outs for varieties by region. The information will help buyers and sellers of winegrapes to:

- Identify where a batch of fruit is located in the price spectrum by region and variety
- Identify the potential price reward available from investing in quality improvements
- Assist in general business planning and margin management.

This report is available from the Winefacts section of Wine Australia's [website](#).

Reaching the Organic Market – Free workshops

A free one-day workshop is being offered in Loxton (5 September), Willunga (20 September) and Mt Gambier (11 October) to help participants understand the market for organic food and beverages, processing techniques and requirements, certification and compliance. The workshops are funded by Enterprise Connect, an Australian Government initiative that helps support small and medium sized businesses.

If you are interested in attending, contact Pia from TM Organics on 0419 853 614 or pia@tmorganics.com.

Alternative Varieties - emerging options for a changing climate

The Australian Wine Research Institute is running an *Alternative Varieties – emerging options for a changing climate workshop* in Adelaide on 9 September. The workshop will cover attributes to look for in alternative varieties, where to obtain information, sourcing planting material, and what alternative varieties taste like.

The registration fee is \$300. For more information contact Mardi Longbottom on 8313 6834 or rtp@awri.com.au.

Dates for your diary

2011

- 31 August, **Modern Award**, Langhorne Creek
- 1 September, **Modern Award**, Penola
- 6 Sept, Finlaysons Wine Roadshow XIX, Barossa Valley
- 7 Sept, Finlaysons Wine Roadshow XIX, McLaren Vale
- 8 & 22 September, **Point of Difference Workshop**, Coonawarra
- 9 September, *Alternative Varieties*, Adelaide
- 13 September, **Modern Award**, Clare
- 14 September, **Modern Award**, Riverland
- 16 September, SAWIA AGM and Annual Lunch
- 20 September & 5 October, **Point of Difference Workshop**, Barossa
- 20-23 September, **Food & Hotel Malaysia**, Kuala Lumpur
- 27 September & 11 October, **Point of Difference Workshop**, Berri
- 28-30 September, **Food & Hotel Vietnam**
- 29 September & 13 October, **Point of Difference Workshop**, McLaren Vale
- 3-8 Oct, **Canberra International Riesling Challenge**
- 6 October, **Chinese Cultural Awareness**, Clare
- 7-9 Oct, **Good Food & Wine Show**, Adelaide
- 25 October, **Chinese Cultural Awareness**, Coonawarra
- 27 October, **Chinese Cultural Awareness**, Barossa
- 19-20 Oct, **Australian Wine Industry Environment Conference**, Adelaide
- 3-5 November, **Hong Kong International Wine & Spirits Fair**
- 7-9 Nov, **CarbonExpo Australasia 2011**, Melbourne
- 8 November, **Chinese Cultural Awareness**, Langhorne Creek
- 8-10 November, Interwine China, Guangzhou
- 10-12 Nov, **Wine & Gourmet Asia**, (Macau) China
- 16-18 November, **Shanghai International Wine & Spirits Exhibition**
- 24 November, **Chinese Cultural Awareness**, Berri

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