



26 September 2011

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Message from the Chief Executive

Congratulations to the new members of SAWIA's Executive Committee. Stuart McNab was re-elected for his third and final year as President with Chris Zajac elected as Vice President – refer to the article below for details of the full Committee. Thanks to all members and industry stakeholders who attended SAWIA's Annual General Meeting and annual lunch. It is an event of which we can all be proud, and the wine donated by members for the lunch created much discussion about "...where can I buy that!" I particularly acknowledge the emails from many members who offered very positive feedback about the AGM and lunch.



The AGM was also a time to **welcome the association's newest Honorary Life Member - Bruce McDougall**, who has provided service to the association for over 16 years and to the wine industry for many more. It is important to recognise those who unselfishly devote time to get involved, provide influence and add value to our great wine industry – and Bruce has certainly excelled!

I also wish to take the opportunity to **thank the members who support the standing committees of the association.** The members of the Employee Relations, Occupational Health and Safety and Environment Committees volunteer their time, contribute many hours for the benefit of industry and assist to guide and shape industry priorities and policy. You are all greatly appreciated for the work that you do.

In his AGM lunch time address, the **Hon John Rau MP, Deputy Premier** spoke about the importance of the wine industry and the government's strong support through a grant of \$1M for market development and the five year partnership plan developed through the South Australian Wine Industry Council. He also outlined the various promotions of the South Australian Tourism Commission with the cellar door campaign and the current best backyard campaign. He also spoke about the move to experience based marketing and, in particular, how food and wine placed SA with a great offering. Touching on the protection of agricultural land and the urgency to do so for McLaren Vale and the Barossa Valley, he reported that the Government was acting on the 225 submissions to introduce legislation this week into the Parliament. With his comment about noting wine region preference for GI versus the boundaries set out in the discussion paper "as not about the same thing" one can surmise there may be interesting times ahead!

By now many members will have received letters notifying liquor licence holders of the State Government's intent to introduce an **annual liquor licence fee for all licensees** (refer to the article below for details). This is but another example of a further monetary impost on wine businesses that follows last year's major reduction to the Cellar Door Rebate Subsidy Scheme. Wine businesses are already feeling substantial pressure from many areas including poor trading conditions and high currency rates without the government adding to our concerns.



Brian Smedley

FEATURE ARTICLES

Annual General Meeting and Lunch

SAWIA held its Annual General Meeting on Friday 16 September, with a well attended luncheon following the meeting. In his President's report, Stuart McNab reflected on the challenging 2011 vintage, and of the issues facing the wine industry including oversupply, taxation and water. He noted that the top wines from Vintage 2011 are showing promise and consumers can look

forward to some refreshing and vibrant wines.



More than 100 members and guests attended a most enjoyable lunch at the National Wine Centre, which featured an outstanding selection of wines kindly donated by SAWIA's members. The lunch provided a great opportunity to network and catch up with friends and colleagues.

Two important new developments were announced on the day. This included the launch of **SAWIA's Environmental Excellence Program**, an exciting new initiative that will help South Australian remain a world leader in sustainability and innovation (refer to the Feature Article below for details). The other major announcement was the **awarding of Honorary Life Membership of the association to Bruce McDougall**. Bruce's exemplary service record includes 16 years on SAWIA's Executive Committee, and 9 years contributing to the financial health of SAWIA through the finance and audit committee.

SAWIA member Chris Zajac of Tarac Technologies was the lucky winner of the signed Crows guernsey presented by Scott Vaughan of HostPLUS.

2011/12 Executive

At the AGM, **Stuart McNab** (Treasury Wine Estates) was re-elected as President and **Chris Zajac** (Tarac Technologies) was elected as Vice-President. Other Executive Committee members for the upcoming year are:

- **Marc Allgrove** (Chapel Hill Winery Pty Ltd, McLaren Vale Grape Wine & Tourism Assoc)
- **Mark Ashenden** (Bremerton Wines, Langhorne Creek Grape & Wine Inc)
- **Helen Edwards** (The Lane Vineyard)
- **Darren Golding** (Golding Wines, Adelaide Hills Wine Region)
- **Gavin Hogg** (Stentiford Pty Ltd, Coonawarra Vignerons Assoc)
- **Ben Gibson** (Orlando Wines)
- **Sam Holmes** (Henry Holmes Pty Ltd, Barossa Grape & Wine Assoc)
- **Neil Jericho** (Taylors Wines Pty Ltd, Clare Valley Winemakers Assoc)
- **Ivanka Moularadellis** (Kingston Estate Wines Pty Ltd, Riverland Wine Industry Development Council)
- **Jason Spiteri** (Samuel Smith & Son Pty Ltd)
- **Paul Zerella** (Project Wine Pty Ltd).



At the SAWIA Annual General Meeting held on 16 September 2011, the Executive Committee members for the upcoming year were elected. **Back row L-R:** Marc Allgrove, Sam Holmes, Stuart McNab - President, Jason Spiteri, Mark Ashenden, Chris Zajac - Vice President. **Front row L-R:** Gavin Hogg, Helen Edwards, Ivanka Moularadellis, Darren Golding. **Absent:** Ben Gibson, Neil Jericho, Paul Zerella

The association would like to thank retiring members **Chris Brodie** (Wingara Wine Group, Coonawarra Vignerons Assoc) and **Paul Kassebaum** (Accolade Wines Australia Ltd), each of whom has made an outstanding contribution to the association and the State's wine industry.

SAWIA's Annual Report will shortly be sent to each member. We encourage members to take the time to read the report which highlights the key activities of your association over the year.

SAWIA launches Environmental Excellence Program



SAWIA has launched an exciting new initiative to recognise and raise the profile of our members that go above and beyond the basics of environmental management systems – those who demonstrate leadership in adopting substantive and quantifiable improvements in areas of energy and carbon, land and biodiversity, water and waste. The Environmental Excellence Award program will also help to identify the key environmental issues facing the wine industry and how industry leaders are responding to these challenges.

There will be two categories for "Small-Medium" and "Large" businesses. Each year's awards will focus on a specific 'theme' for the year (e.g., Water, Land & Biodiversity, Waste, Carbon or Energy). Eligibility and criteria will be included in the entry forms that will be available from SAWIA's website in the near future.

Nominations for the inaugural awards can be submitted between 1 July and 17 August 2012. For more information, or to register your interest, contact Mark Gishen on 8222 9278 or mark@winesa.asn.au.

Cellar Door Experience stars at Royal Adelaide Show



South Australian wine and food starred in the Cellar Door Experience at the 2011 Royal Adelaide Show from 2-10 September 2011. Once again SAWIA's Cellar Door Experience was a huge success, with almost all sessions full and more than 2,000 people enjoying some of the best wine and food that South Australia has to offer!

Rhys Howlett and Michael Coode (NWETC Wine Educators & South Australian Wine Ambassadors) led a series of six educational 20-minute wine tastings each day, with each session showcasing excellent wine examples of a specific theme. Rhys and Michael did a great job of guiding people through the different wine varieties, while providing important information and encouraging participants to visit the regions and explore more of the wines being tasted. Three of the tasting sessions were also accompanied by South Australian food with guest co-presenters representing the South Australian food industry.

SAWIA would like to thank the many wineries for providing an outstanding selection of wines that generated excellent feedback from participants. We would also like to thank Food South Australia for organising delightful South Australian cheese, oysters and fine foods. This was the first year that the Cellar Door Experience has offered food alongside wine, and enthusiastic feedback from participants highlighted the value of learning about South Australian wine and food together.

The Cellar Door Experience is made possible by the many participating South Australian wineries, a significant commitment of time by SAWIA staff and the help of a small group of volunteers.

Wineries wanting to become involved in the 2012 show should contact Marcia Burnett on 8222 9271 or marcia@winesa.asn.au.

Showcase your wines at the 2012 Adelaide Cellar Door Festival



Following on from the success of the inaugural Cellar Door Festival in 2011, SAWIA's members have the opportunity to showcase wines at the Cellar Door Festival being held at the Adelaide Convention Centre from 24-26 February 2012.

SAWIA's NWETC will once again be presenting the master classes at the Cellar Door Festival, which were very popular at the 2011 event. This is a great opportunity to show your wines in sessions such as *Brilliant Wines of South Australia*, *Bubbles Please!* and *Wine & Cheese Pairing*. SAWIA members are encouraged to register your interest early as there are a limited number of wines to be tasted in each session.

For more information about showcasing your wines at the 2012 Festival, SAWIA members should contact Marcia Burnett on 8222 9271 or marcia@winesa.asn.au.

Bushfire Ready - Business Action Plans

SAWIA is working with the Community Education Unit of the Country Fire Service to develop resources that will help wine producers and grape growers prepare operations (employees, customers, functions on-site, visitors etc...) for the bushfire season.

The Community Education Unit will soon publish a *Bushfire Ready* resource specifically for the broader business community, and SAWIA is working with this Unit to provide wine industry specific resources and workshops in readiness for the coming bushfire season. As part of this effort, SAWIA will be seeking expressions of interest later this year with regard to offering hands-on workshops that will help members to:

- Prepare a safety plan for your business / site(s)
- Better understand bushfire behaviour, Fire Danger Ratings and Bushfire Safer Places
- Implement the Country Fire Service's key recommendations for working and travelling during the Fire Danger Season
- Explore options for operating safely at your business during days of high fire danger.

To register interest or obtain more information, SAWIA members should contact Sarah Hills on 8222 9212 or sarah@winesa.asn.au.

Important market development workshops

Chinese Cultural Awareness Workshop



SAWIA's Chinese Cultural Awareness workshops are now well underway having received excellent feedback to date.

"The Chinese Cultural Awareness course is a must for those in our industry wishing to trade with

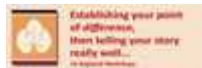
China...it is important that you try to know the basics about their culture, specifically their business culture or you can get into trouble pretty quickly..." **Tim Boydell, Director - Sales & Marketing, Angove Family Winemakers**

"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 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
- Chinese consumers and their understanding of Australian wine
- Communication and pronunciation, and how to address important people
- Preparing appropriate promotional materials for the Chinese market
- 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 and make the story live well beyond the visit to your winery?

While it is crucial to differentiate from competitors, 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 workshop will help you to:

- Tell your own story
- Uncover the gems that set you apart
- Develop a message to reach consumers
- Make your business stand out 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.

INDUSTRY & GOVERNMENT

Liquor licence fees – Have your say!

As previously advised to members, the South Australian government will slug holders of a producer’s licence \$100 per annum starting in 2012, and even more for higher risk premises. That news was provided to all licensees in South Australia last month, along with a request for

the industry to help establish the criteria to be used for determining high risk operations.

Many SAWIA members have already provided valuable feedback and comments to SAWIA as we prepare a submission on behalf of the wine industry. Any final comments are required by Tuesday 27 September, with SAWIA's submission to the government due on 30 September. We encourage all SAWIA members to have your say!

To obtain more information or provide your views, SAWIA members can contact Brian Smedley on 8222 9277 or brian@winesa.asn.au.

EMPLOYEE RELATIONS & OHSW

SAWIA's Annual OHS Seminar – November 2011

SAWIA's annual Occupational Health and Safety Seminar, a must attend event for those people in the industry with OHSW responsibilities, will be held on 16 November in the Barossa and 22 November in Penola. Put those dates in your diary now!

The full-day seminar will focus on topical OHSW issues relevant to the wine industry including:

- Changes to Work Health & Safety laws due to commence in January 2012
- What businesses need to know and do about Bushfire Safety
- How to implement a lasting safety culture
- What kind of things impact on safety – would your business benefit from a safety audit?
- Return to work strategies and ways of managing the most common injuries experienced in our industry....and lots more!

Full details and registration information will be available shortly. In the interim, queries can be directed to Egon Schwidder on 8222 9273 or egon@winesa.asn.au.

Review of the Fair Work Act

On 21 September, Federal Workplace Relations Minister Chris Evans announced that the Government is committed to starting the review of the *Fair Work Act 2009* by January 2012. The Minister stated that the Government has not formally determined how the review will be conducted, however it will be a "serious evidence-based assessment" of the performance of the Act. While there may not be public consultation, there will be engagement of key stakeholders. The Minister also confirmed that the review will not be conducted by the Department of Education, Employment and Workplace Relations.

SAWIA will continue to monitor this matter closely and ensure that members are strongly represented throughout the review particularly with regard to potential amendments to the Act.

For more information, or to comment on this review, SAWIA members should contact Sarah Hills on 8222 9212 or sarah@winesa.asn.au.

Oz Jobs Expo

If you are finding it difficult to attract and retain qualified personnel, Oz Jobs Expo (Auckland NZ, 12-13 November 2011) may help. Pre-registered candidates range from white-collar professionals to trades people, with Oz Jobs Expo providing the opportunity to recruit specifically targeted roles in a compressed time frame.

The most recent expo attracted almost 7,000 candidates, with the typical demographic of attendees being "...older, already educated, professional and focused on work". Since New Zealanders do not require employer sponsorship or special work visas to live and work in Australia, the Expo can be of particular interest to Australian employers.

For more information visit <http://www.ozjobexpo.com> or contact Jason Clayton on 64-9-377-2211 or Jason@ozjobexpo.com.

FBT reminder – New statutory rates for motor vehicles

SAWIA members are reminded that the May 2011 Federal Budget introduced a new statutory rate for car fringe benefits provided to employees. The new 20% flat rate applies to new vehicle purchase and lease agreements entered from 10 May 2011, and is being phased in over 4 years as shown by the following table:

Distance travelled during FBT year (1 April - 31 March)	Existing contracts (%)	Statutory rate			
		New contracts from 10 May 2011 (%)	New contracts from 1 April 2012 (%)	New contracts from 1 April 2013 (%)	New contracts from 1 April 2014 (%)
0 - 15,000 km	26	20	20	20	20
15,000 - 25,000 km	20	20	20	20	20
25,000 - 40,000 km	11	14	17	20	20
More than 40,000 km	7	10	13	17	20

People who use their vehicle for a significant amount of work-related travel will still be able to use the 'operating cost' (or 'log book') method to ensure their car fringe benefit excludes any business use of the vehicle.

Employers also need to ensure that any new novated leases take into account the above changes to the statutory rate.

Further information is available from the ATO [website](#).

Safe Work Week 2011

Safe Work Week 2011, which is being held from 24 – 28 October 2011, offers employers and employees the opportunity to attend a range of **FREE** workshops on workplace health and safety.

To register or obtain more information about the workshops on offer, visit the SafeWork SA [website](#).

SUSTAINABILITY & WATER

World class speakers at Environment Conference 19-20 October 2011



The two day Australian Wine Industry Environment Conference is shaping up to be an outstanding event with world class speakers offering the opportunity to gain practical knowledge for improving environmental performance.

Paul Hawken, **a world leading environmentalist, entrepreneur,**

and author, will be joined by several other internationally renowned speakers including:

- Professor Ab Stevels (Delft University, Netherlands) a **world expert on Ecodesign**, will talk about the challenges, opportunities and means for connecting business performance to increased sales and profits.
- Antonio Graca (Sogrape Wines, Portugal) a wine industry **world leader on climate change adaptation and innovation**, will discuss adaptation and vine conservation projects in Portugal
- Major General Michael Jeffery (Chairman of Outcomes Australia) will present an outlook on **resource limitations and future solutions** for the viticultural sector.

The **business impact of carbon pricing and carbon farming** will be discussed in presentations by Australian experts Tim Moore (Northwest Carbon) and Jeff Baldock (CSIRO) and should not be missed.

In addition, interactive workshops will provide practical, up-to-date information on **organic and biodynamic wine production, winery wastewater management, resource efficiency action planning, as well as product stewardship and packaging design**.

The full conference program and list of speakers is available [here](#). To register now for the two day conference, click [here](#). For more information, contact Marcia Burnett on 8222 9271 or marcia@winesa.asn.au.

Climate Change Sector Agreement – Reporting & Workshops

Participants in the Wine Industry Sector Agreement are reminded that information for the 2010/11 financial year is due for reporting by 30 September. The reporting forms have been emailed to participants, and are also available from the Noticeboard of the Climate Change Sector Agreement page of SAWIA's [website](#).

SAWIA will also be delivering Sector Agreement workshops across a number of regions over the next couple of months. These educational workshops will address the sector agreement including carbon footprint data, and offer mentor programs to businesses that want to develop or enhance Environmental Action Plans.

For more information, contact Kathy Daish on 8222 9278 or kathy@winesa.asn.au.

EPA licences go online

A new initiative by the Environment Protection Authority (EPA) provides for online public access to environmental authorisations (licences, exemptions and works approvals) from the SA EPA [website](#). This initiative improves accessibility to existing information and enables South Australians to better understand the licensing conditions that are in place to protect the community and its environment. The facility allows the public to search for information using a licence number, licensee name or suburb/town, and information will be updated on a quarterly basis.

The EPA will provide more information directly to licensees. In the interim, for more information contact Fiona Harvey of the EPA on 8204 2055 or fiona.harvey@epa.sa.gov.au.

SALES MARKETING & PROMOTION

Top Wine China



Top Wine China is being held in Beijing from 4-6 June 2012, with approximately 10,000 qualified trade buyers and professionals from around China expected to attend this trade only event. Winestate (SAWIA Wine Industry Sponsor) is coordinating Australian wineries, with the opportunity for South Australian wineries to be supported by Winestate both at the event and in the (5-7 star) hotel market in Beijing.

Participating wineries receive three promotional opportunities:

- Three day trade show component
- Australian Wine Masterclasses (a twice daily event where Winestate will present to groups of professional buyers in a "class" environment)
- A visit to 5-7 star hotel buyers in selected premium accommodation outlets in Beijing where bonus (free AU/NZ Marketing) offers will be made to the hotels when they purchase wines offered from selected Australian wineries.

The Australian Master Classes will focus on South Australian regions, and promote the different wineries in attendance. Winestate will then facilitate personal introductions between the buyers and Australian wineries. These master classes were sold out in 2011, and strong demand is expected in 2012.

Winestate has been appointed as the official agent for Australian wineries exhibiting at Top Wine China 2012. Cost of a complete exhibition booth (including construction, signage, glasses etc) is approximately \$4,500, and participating wineries will receive a (display) advertising credit of AUD\$2,500 to be used in the May 2012 issue of Winestate Magazine.

Wineries wanting to exhibit or obtain more information should contact Peter Jackson of Winestate on 0457 834 880 or sales@winestate.com.au.

Ceiling raised on initial payment of Export Market Development Grants



Export Solutions (SAWIA Wine Industry Sponsor), has advised that exporters will receive a higher initial reimbursement for their promotional expenses under the latest round of Export Market Development Grants. The initial payment ceiling will be \$50,000 for the 2010-11 grant year, compared with \$27,500 in 2009-10. Reduced demand for EMDG grants over the previous grant year, coupled with changes to the scheme in 2010, have resulted in the higher initial payment for 2010/11.

The initial payment ceiling is the maximum amount that will be paid as a first instalment to reimburse eligible EMDG applicants. Businesses with entitlements above this amount will receive a second tranche at the end of June 2012, with the size of the payment to be determined at that time.

In the 2010-11 Budget, the Government committed to funding the EMDG scheme at \$150.4 million a year, and also extended it for a further five years, to 2015-16. Export Solutions, with support from SAWIA, will continue to lobby for improved scheme funding and payment of full grant entitlements in future years.

For more information, contact Stuart Mitchell of Export Solutions on 8363 7277 or stuart@exportsolutions.com.au.

Drinks Trade – Call for Riesling and Semillon



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 upcoming Dec/Jan edition of *Drinks Trade* will include the results of a tasting of Riesling and Semillon (no 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 17 October. For more information on submitting your samples, visit the Noticeboard of the SAWIA Export page in the members' area of the association's [website](#).

Specialty Food & Drink Fair

A new trade only event for local, regional and international fine quality food and drink is scheduled for Sydney on 27-28 August 2012. Speciality Food & Drink Fair aims to be the definitive event for showcasing artisan food and drink to trade buyers such as independent retailers, restaurants, hotels, caterers & wholesalers who are looking to source fine food and drink with emphasis on quality at the top of their agenda.

The Fair is based on a successful event held for the past 12 years in the UK, and features exhibitors that offer high end, gourmet and organic produce from local, regional and international producers. There will be approximately 200 exhibitors, with event organisers aiming for approximately 20 "boutique" wineries.

Event organisers have launched and run a range of events such as Taste of Sydney and the Jamie Oliver Live Tour. For more information, click [here](#) or contact Tim Rusbridge on (02) 9331 9222.

SA Tourism Conference

SA Tourism: Surviving & Thriving is the theme of a dynamic, interactive day of presentations, discussion panels and master classes at the SA Tourism Industry Council's 2011 tourism conference in Adelaide on 4 November.

The 2011 conference recognises the many challenges and opportunities facing tourism including changes to marketing and increased online bookings, the high Australian dollar and the emerging Chinese market. The 2011 SA Tourism Conference has keynote speakers and master classes that will help to turn adversity into opportunity.

For more information, click [here](#) or contact Bianca Borrett on 8110 0125 or bianca@satic.com.au.

FHC China

Food Hotel China (FHC) is being held from 16-18 November 2011 in Shanghai. The largest food and hospitality show in China, the 2010 edition attracted more than 20,000 trade visitors. For more information, click [here](#).

Wine & Spirits Asia

The 12th edition of Wine & Spirits Asia is scheduled for 17-20 April 2012 in Singapore. The event is part of Food & Hotel Asia, and is aiming to attract 22,000 trade attendees. Click [here](#) for more information.

OTHER

Boardroom table and chairs for sale



SAWIA's boardroom table and 12 chairs are for sale! SAWIA has recently reduced its footprint at the National Wine Centre, which means this beautiful furniture is no longer required.

The table and chairs are being auctioned by Small & Whitfield Auctions on 10 October (auction starts 6pm). If you are interested in bidding for this furniture, contact Small and Whitfield on 8272 8777 or visit their website [here](#).

Applications open for \$22,000 research award

Young viticulture and oenology scientists are being encouraged to apply for up to \$22,000 to fund a project on an issue to benefit the Australian wine sector. The award, which is available to those aged 18–35, can be used to fund a range of activities including research projects, sector visits or to attend conferences and workshops.

The Grape and Wine Research and Development Corporation (GWRDC) is offering a GWRDC award, worth \$22,000, as part of the 2012 Science and Innovation Awards for Young People in Agriculture, Fisheries and Forestry.

Applications close on Friday 18 November 2011. To obtain more information or apply, visit www.abares.gov.au/scienceawards.

Dates for your diary

2011

- 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
- 9-20 Oct, [Australian Wine Industry Environment Conference](#), Adelaide
- 25 October, [Chinese Cultural Awareness](#), Coonawarra
- 27 October, [Chinese Cultural Awareness](#), Barossa
- 27-28 October, [Wine for Asia](#), Singapore
- 3-5 November, [Hong Kong International Wine & Spirits Fair](#)
- 4 November, [SA Tourism Conference](#), Adelaide
- 7-9 Nov, [CarbonExpo Australasia 2011](#), Melbourne
- 8 November, [Chinese Cultural Awareness](#), Langhorne Creek
- 8-10 November, Interwine China, Guangzhou
- 16 November, OHS Seminar, Barossa
- 16-18 November, [FHC China](#), Shanghai
- 22 November, OHS Seminar, Penola

- 24 November, **Chinese Cultural Awareness**, Berri

2012

- 24-26 February, **Cellar Door Festival**, Adelaide
- 7-20 April, **Wine & Spirits Asia**, Singapore
- 4-6 June, **Top Wine China**, Beijing
- 27-28 August, **Specialty Food & Drink Fair**, Sydney

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