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Message from the Chief Executive

Following this year's State Government Budget handed down in June, the recent passage of legislation through the Parliament has resulted in the **proposed annual liquor licensing fee becoming reality**. SAWIA has recently made a submission on the issue of low and high risk which will directly impact on the fee payable. Thank you to those members who sent me your views, ideas and concerns on this additional tax impost on wine businesses. This impost follows the reduction in the Cellar Door Sales Subsidy Scheme cap that came into effect on 1 July 2011 which was announced in the June 2010 State Government Budget. The State Government continues to add a tax here and there which is adding to the costs of doing business but also adding a layer of red tape.

The State Government has also introduced into the Parliament two Bills dealing with the **character preservation of the vitally important Barossa and McLaren Vale agricultural regions** (one Bill per region). The Government has requested submissions on these two Bills prior to being debated in Parliament. This is expected to be in November, but in part will depend on the status of the passage of the Indenture Bill for the Olympic Dam mine.

In a race to the end of the year, SAWIA has a number of **courses / workshops and seminars containing a raft of important information for wine businesses**. As part of the market development funding provided to SAWIA by the State Government, we will be announcing regional Export workshops including consideration of the market opportunity in China. SAWIA is also conducting the annual one day seminar on Occupational Health and Safety in November, and will be providing separate sessions about the proposed new Work Health & Safety laws that are expected to be in place by the end of year – critical information to ensure your business is ready for the changes. You need to ensure your business gets it right to avoid the large penalties for breaches, but also because safety is important and the alternative of getting injured on the job has no place on worksites in the wine industry.

Please make sure you support these SAWIA activities – they are presented for the benefit of your wine business to ensure that you meet the requirements of the law and to help your business perform at its best.



Brian Smedley

FEATURE ARTICLES

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 in the **Barossa** (16 November) and **Penola** (22 November) so put those dates in your diary now!

The full-day seminar will focus on topical issues for the wine industry including:

- Critical changes to Work Health & Safety laws due to commence in January 2012
- Bushfire Safety and Survival plans and procedures for businesses
- 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
- How positive performance indicators can help prevent injuries from occurring.

Click [here](#) to register for this important seminar. For more information, contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au.

Character Preservation – McLaren Vale and Barossa Valley

Following SAWIA's submission on protecting agricultural land in South Australia, the State Government introduced two Bills into Parliament in September (one for each of the Barossa Valley and McLaren Vale) dealing with the character preservation of those regions.

The Government has now called for submissions on these two Bills prior to the end of October, with debate in Parliament expected to take place in November. SAWIA has advised members of the content of the Bills, including the main objects with regard to character preservation. SAWIA also circulated a copy of the Hansard comments of the Minister along with maps of the proposed areas to be included in the preserved area. **Members are requested to provide comments to SAWIA by 25 October 2011 for inclusion in our submission.**

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

Time to reconsider export / Opportunity for Australian wine in China

Are you in the right export markets with the best strategies? Is export the realistic alternative to oversupply issues, retailer power and surging imports in the domestic market?

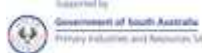
Now is the time to review your export business, and regional workshops are being offered in November and December as part of the South Australian Wine Industry Market Development Program. The workshops will cover:

- Assessing your readiness to export, and the resources you will need
- Why your domestic sales model may not work in export markets, and recent changes in export competitiveness
- Why one off export sales and buyers own brand exports are vulnerable
- How to select an export market that is right for your business, considering geography, sales channel and price point
- Which markets offer the best opportunities for higher price point exports
- Understanding the differences between various export markets – explore USA, UK, Canada, China and Denmark
- Options for distribution and assessing which suits your export objectives
- Pricing for export markets and calculating export retail equivalent to FOB and gross margin
- Exchange rate issues
- Export checklists.

There will also be a session that distils the essential elements of a number of research reports into the China market. **Research reports rarely interpret the “what to do” implications for a wine business – this presentation does!**

These workshops are suitable for all businesses in the export market or intending to get into an export market, and will be presented by Paul van der Lee.

To register online click [here](#) or download a registration form from the Noticeboard of the Home page of SAWIA's [website](#). For more information about the workshops 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.

Managing your wine club and mailing lists – Free webinar



Learn how to best manage your wine club and mailing lists to generate more sales at a free online session

being offered by Worldweb, SAWIA's new Wine Industry Partner. This 30-minute online course (October 26, 1130am) focuses on better ways of communicating with existing and potential customers, including:

Wine Club / Mailing List Management

- Building loyalty
- Enhancing brand visibility
- Improving results from your direct marketing initiatives
- Retaining valued customers and gaining new ones
- Building your database and reaching out to valued customers on a regular basis
- Effective use of Member Benefits (e.g., special discounts, exclusive access to products).

Winery Contact Management System

- Migrating existing customer data into once central database to manage all contacts easily on-line
- Building and growing knowledge of your customers' buying habits
- Providing product information tailored to your customers and their preferences
- Integrating Mobile and iPad applications
- Optimising Search Engine results.

To register or obtain more information, click [here](#) or contact Con Klestinis of Worldweb on 8215 0020 or con.klestinis@worldwebms.com. WorldWeb is an online strategy, marketing and application development agency that specialises in the use of the web and Internet.

New improved weather forecasting system for South Australia

A new forecasting system will provide upgraded weather services in South Australia from late October 2011. The Bureau of Meteorology's new system will provide improved content, better formats and an increase in the number of forecast days for many locations.

For agricultural services, the enhancements include:

- **7-day forecasts** will be provided for more rural locations
- Forecasts will contain **more detail about wind and rainfall, and overnight temperatures for 7 days will assist in frost mitigation**
- A **new frost warning service** will replace the existing frost risk service for the Mid North, Murraylands, Riverland, Mount Lofty Ranges and Lower South East – providing warning of moderate or severe frost conditions for the overnight period.

The new system is expected to commence from 26 October, with further upgrades in autumn 2012 with the introduction of a map based viewing system and additional location based forecasts. For more information, click [here](#).

INDUSTRY & GOVERNMENT

Annual liquor licensing fees

As reported in past newsletters, legislation was recently passed by the State Parliament which introduces an annual liquor licensing fee for all licensees in South Australia. Following on from this, the Office of Liquor & Gambling (OLG) requested input from licensees regarding what should constitute low and high risk – which directly impacts the fee payable.

In response, SAWIA gathered feedback from members, and then made a strong submission representing these views. The introduction of annual fees will impact on producer licences and other liquor licences and may include limited licences. The SAWIA submission makes the following points:

- Imposition of a further tax through an annual fee on wine businesses is not warranted
- There should be an exemption for those businesses that make wine but have no public interaction or tasting facility
- While each wine business is unique all can be considered low risk even those providing a tasting with food or with a café or restaurant facility
- Wine businesses do not have late trading hours of operation, and do not operate to provide a bar service or entertainment consistent with a night club that would indicate a higher risk
- Limited licences are supportive of regional wine events, or for hosting special events, which are an important aspect of the regional tourism experience – when compared to other large commercial events these events should be exempt as they are well organised and in the past organisers have worked closely with the OLG to improve the management of these events.

Members can access SAWIA's submission from the Noticeboard of the Liquor Licensing page of SAWIA's [website](#).

SAWIA would like to thank the many members who sent us your views, ideas and concerns about this additional unwanted tax impost on wine businesses.

Times they are a-changin'

Jay Weatherill takes over the reigns as South Australia's new Premier on 21 October, following on from Mike Rann who spent 17 years as leader of the South Australian Labor Party.

The new Premier has recently disclosed the re-arranging of ministerial portfolios which could have an impact on the wine industry. SAWIA will be watching the re-shuffle closely given the need to ensure that wine industry issues are given careful consideration by the Government. SAWIA will also continue to build close working relationships with the applicable Ministers of the day.

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

EMPLOYEE RELATIONS & OHSW

When do you need to report an incident / accident to SafeWork SA?

An employer was recently fined \$11,250 for failing to notify SafeWork SA by telephone or facsimile of an immediately notifiable work related injury. The injuries suffered by the employee required treatment as an inpatient in a hospital and the matter should have been immediately reported to SafeWork SA in accordance with the *OHSW Regulations 1995*.

For detailed information about incidents for which employers have a legal obligation to immediately notify SafeWork SA, SAWIA members should refer to the Noticeboard of the Employee Relations page of SAWIA's [website](#).

If you are unsure whether or not to report any work-related injuries or incidents to SafeWork SA, SAWIA members can contact SAWIA on 8222 9277 in the first instance. For more information, contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au.

National OHS Work Safety Laws – Seminars and important update

From 29 November 2011 SAWIA will be conducting regional seminars to ensure our members understand the new Work Health and Safety legislation and comply with legal obligations.

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.

Status of model WHS Regulations & Priority Codes of Practice

As previously reported, the laws that govern Work Health and Safety (WHS) in Australia are being "harmonised" with the objective of ensuring uniform safety standards are in place throughout Australia.

On 26 September Safe Work Australia published the model WHS Regulations and priority model Codes of Practice that were endorsed by the Workplace Relations Ministers Council on 10 August 2011. The model Regulations and Codes must be adopted by the South Australian parliament in order for them to become operational on 1 January 2012.

You can access the model Regulations and Codes [here](#).

15 further draft model Codes of Practice released for public comment

Safe Work Australia has released 15 additional draft model **Codes of Practice** for public comment (e.g., First Aid in the Workplace). The public comment period closes in 2 stages on 18 November and 16 December 2011. Due to the extremely tight timeframe it is very unlikely that the model codes will be finalised and implemented in South Australia by 1 January 2012.

SAWIA will be looking to provide feedback in relation to those model codes that are relevant to the wine industry.

South Australian Work Health and Safety Bill 2011

Debate by the SA Parliament on the *South Australian Work Health and Safety Bill 2011* was adjourned during the September sitting of Parliament and resumed in the House of Assembly on 18 October.

The new WHS legislation, consisting of a WHS Act, Regulations and Codes of Practice will, subject to the approval of Parliament, commence on 1 January 2012. SAWIA will continue to keep members informed of the progress of this important legislation.

For more information about any of the above matters, SAWIA members should contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au.

SUSTAINABILITY & WATER

Carbon Farming Initiative now law

Participants will be eligible to receive carbon credits for the carbon pollution saved or stored by their activities in accordance with the Government's new Carbon Farming Initiative (CFI). The legislation, which received royal assent on 15 September 2011, provides for a voluntary scheme that offers new economic opportunities for farmers, forest growers and land managers, and helps the environment by reducing carbon pollution.

The legislation, which is available [here](#), provides long-term certainty to participants of the CFI and underpins the environmental integrity and market value of carbon credits.

CFI projects may include activities such as:

- Reforestation, forest management and native forest protection
- Savanna fire management
- Landfill gas recovery
- Manure management
- Management of methane from livestock
- Storage of carbon in soils and biochar.

A presentation at the Wine Industry Environment Conference (19-20 October) outlined the key points of how this new legislation will impact grape growers and wine producers. Detailed information will also be circulated to SAWIA members in the near future. SAWIA members can contact Mark Gishen for more information on 8222 9278 or mark@winesa.asn.au.

Wine Industry Sector Agreement – Free workshops coming soon

SAWIA will be delivering free sector agreement information workshops in a number of regions over the next few months. The 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.

Details of dates and locations will be released in the near future. For more information, contact Mark Gishen on 8222 9278 or mark@winesa.asn.au.

SALES MARKETING & PROMOTION

Chinese Cultural Awareness Workshop



SAWIA's Chinese Cultural Awareness workshops continue to receive strong positive feedback, with a number of regional workshops (Coonawarra, Barossa, Langhorne Creek, Riverland) remaining to be held over the next month.

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.

To register or obtain more information 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.

Wine marketing- Blending the best of the old and the new

Branding, positioning and strategy, the key ingredients to getting Australia's wine marketing right, will be discussed by an expert panel at the AMCHAM Business Luncheon on 25 November 2011 in Adelaide.

James Halliday AM (Wine Journalist, Author & Judge), **Darren De Bortoli** (Managing Director - De Bortoli Wines) and **David Powell** (Managing Director and Chief Winemaker - Torbreck Vintners) will discuss the advantages in breaking out from the crowds and getting our wine industry branding, positioning and strategy right.

To register, click [here](#). For more information, click [here](#) or contact AMCHAM on 8212 4688 or sa@amcham.on.net.

New Zealand magazine – Sparkling and Sauvignon Blanc wanted

A wine-dedicated retail magazine in New Zealand is inviting SAWIA members to submit wines for two separate wine tastings. The first will be a tasting of Sparkling Wines (from both traditional and non-traditional grape varieties). The second is a tasting of Sauvignon Blanc.

The deadline for entries and submissions of wine is 1 November, with the results published in the Summer edition of the magazine. All wines entered will receive a label shot in the text plus a short write up. Those wines selected for the "Shortlist" or "Outstanding" get full bottle shots and extended write-up.

The magazine has a circulation of approximately 10,000 via newsagent/retail and owner operated independent wine outlets, with a total readership in excess of 30,000. The average reader buys wine at \$18 – \$30, and occasionally more expensive wines.

There is a charge of NZD115 per wine entered. For an additional cost, wines entered into the tasting also have an option to go into a wineclub, which is basically an online shop for people to purchase the wine after reading about it in the magazine or on line.

For more information, SAWIA members can contact Olivia Bristow on 8222 9277 or olivia@winesa.asn.au.

Seoul Food & Hotel

Seoul Food & Hotel is scheduled for 8-11 May 2012. South Korea is the world's 14th largest economy with strong forecasts for further growth. Korean consumers place value on high quality, cost, healthiness and convenience, with growing demand for imported products such as wine.

For more information about exhibiting, click [here](#) or email info@seoulfood.or.kr.

OTHER

ABARE updates wine industry forecasts

The Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES) recently released the *Agriculture Commodities Report* for the September 2011 quarter, delivering its forecasts on the sector for the next 12 months.

ABARES estimates, which differ from other industry production estimates, predict winegrape production will rise to 1.65 million tonnes in 2011/12 – a 10 per cent increase on this year's tonnage estimate of 1.5 million tonnes. At the same time, winegrape prices are predicted to average \$410 per tonne in 2011/12 – about 1% less than 2010–2011.

The full report is available [here](#).

Making the best out of difficult vintages – ASVO seminar

Making the best out of difficult vintages: managing sub-optimal fruit in the winery is the theme of this year's Australian Society of Viticulture and Oenology seminar on 22 November in Adelaide.

Speakers include Gary Baldwin (Wine Network), David Morrison (international wine consultant), Dr Bala Regasamy (Delegate's Wine Estate in New Zealand), Tilley Bowden (Della Toffola Pacific) and Paul Henry (Winehero Consulting). For more information visit www.asvo.com.au.

Dates for your diary

2011

- 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
- 10 November, [Time to Reconsider Export](#), Adelaide
- 15 November, [Time to Reconsider Export](#), McLaren Vale
- 16 November, [OHS Seminar](#), Barossa
- 16-18 November, [FHC China](#), Shanghai
- 17 November, [Time to Reconsider Export](#), Coonawarra
- 22 November, [OHS Seminar](#), Penola
- 22 November, [Making the best out of difficult vintages](#), Adelaide
- 24 November, [Chinese Cultural Awareness](#), Berri
- 25 November, Wine Marketing – [Blending the Best](#), Adelaide
- 8 December, [Time to Reconsider Export](#), Nuriootpa
- 13 December, [Time to Reconsider Export](#), Clare

2012

- 19-22 February, [Gulfood](#), Dubai
- 24-26 February, [Cellar Door Festival](#), Adelaide
- 7-20 April, [Wine & Spirits Asia](#), Singapore
- 3-5 May, [Shanghai International Wine & Spirits Exhibition](#), Shanghai
- 8-11 May, [Seoul Food & Hotel](#), Korea
- 4-6 June, [Top Wine China](#), Beijing
- 27-28 August, [Specialty Food & Drink Fair](#), Sydney

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