



SOUTH AUSTRALIAN WINE INDUSTRY ASSOCIATION INCORPORATED

Newsletter - 24 July 2012 - South Australian Wine Industry Association

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Message from the Chief Executive

I am very pleased to advise that the **South Australian wine trail** will be launched in 2012/13. This is a great market development opportunity that will match in-market buyers with prospective wineries on product and price point. I wish to thank the many members that participated in the Incoming Buyer Mission questionnaire providing valuable feedback that demonstrated support for this innovative concept to grow South Australian wine exports. Refer to the feature article below for details.

A **new format for the association's general meeting** was trialled last week in Mt Barker. With a new look and a more interactive format, there were plenty of questions and discussion ensuring a good 2-way exchange of information with members and regional representatives. We will review the format and look to improve it further, potentially making it a more permanent arrangement. We encourage members to be active in your association's activities!

Thank you to all members who completed this year's **member survey**. SAWIA relies on this feedback to identify where we need to improve, and to prioritise our objectives going forward – refer to the feature article below for details. Congratulations to Graymoor Estate for winning the \$150 voucher.

If you have not already done so, please complete and return your annual **Membership Subscription** form as soon as possible. To obtain a copy of the form, email Olivia Bristow on 8222 9277 or olivia@winesa.asn.au.

We are fast approaching that time of year when we will report on the activities and achievements of the association, while taking the opportunity to catch up with old and new friends over lunch. Invitations will soon be sent to members and guests for the association's **Annual General Meeting and Lunch** that will be held on 21 September 2012. This is an important event on the association's calendar – so save the date!

We will shortly call for **nominations to serve on the Executive Committee**. I ask that each member carefully consider whether it is a role that you would like – to be involved, to make a difference and have a say in the direction of your association. Members are welcome to contact me to find out more about what is involved.



FEATURE ARTICLES

South Australian Wine Trail gets go ahead!

The South Australian Wine Trail, SAWIA's exciting new market development initiative, will seek to match buyers with the capabilities and price points of South Australian wineries – in any South Australian wine region. The product focus is on quality, branded wine and smaller boutique wineries.

Trade representatives in market will identify the opportunities and qualify buyers, with wineries and buyers then matched and a detailed visit itinerary developed. SAWIA and DMITRE (Department for Manufacturing, Innovation, Trade, Resources and Energy) will organise the itinerary, accommodation and travel arrangements and escort buyers to the winery door – hence the "Wine Trail". From there, we will assist wineries to fulfill the resulting business opportunities – and we want there to be many!

This initiative was developed by SAWIA and DMITRE, and included a questionnaire to members that identified and prioritised the markets of most interest - North Asia (and within that China, Taiwan and Hong Kong). Strong positive responses from more than 30 wineries enabled us to proceed with the approvals necessary to develop the program.

The South Australian Wine Trail will involve several in-bound buyer missions, and will be delivered by SAWIA in partnership with DMITRE. As part of this, detailed high-quality research will be commissioned to identify and qualify key prospective importers and their requirements.

Refer to the detailed article in the *Sales Marketing & Promotion* section of this newsletter (below) for a further update on Market Development activities. For more information, SAWIA members can contact Brian Smedley on 8222 9277 or brian@winesa.asn.au.

SAWIA members – Special invitation to tour your new website



Designed with your business in mind, SAWIA members can now enjoy improved navigation, ease of access, on-line registration for industry training, events and wine courses, plus up-to-date wine industry news, resources and information!

SAWIA is delighted to launch the new website which will help you to quickly and easily locate the information that you need – when you need it! Please **take a tour** now! Marcia Burnett welcomes your feedback on 8222 9271 or marcia@winesa.asn.au.



We would like to extend a special “Thank you!” to Worldweb, SAWIA’s Wine Industry Partner, for designing and building the new website and helping us to take advantage of the exciting new technologies that are now available. WorldWeb is an online strategy, marketing and application development agency that specialises in the use of the web and Internet. For more information, contact Aviv Efrat or Chris Weddle on 8215 0020 or chris@worldwebms.com.

New record high score in SAWIA’s Survey of Members

A record high score for the overall value of services and benefits was one of the highlights of SAWIA’s 2012 (Annual) Survey of Members! The results indicate a high level of overall satisfaction with member services, however we are well aware that there is much work yet to be done helping our members through these challenging times.

We thank all of the members that took the time to provide invaluable feedback in the survey. It helps us to identify the most pressing issues for wineries and grapegrowers, and determine which of the association’s products and services need to be strengthened. We will be contacting those members that asked for more information about certain products and services.

With regard to this newsletter, the majority of members want the newsletter format to remain unchanged. SAWIA has a “broad church” of members (and their employees) who are interested in a wide range of topics. However we will endeavour to keep the newsletter as concise as possible.

Members are welcome to comment on the results of this survey or any aspect of SAWIA’s operations to Brian Smedley on 8222 9277 or brian@winesa.asn.au.

Changed fee arrangements / Inspector visits underway – Important Liquor Licensing update

SAWIA recently released a Notice to Members with important updates regarding a number of key liquor licensing issues and actions being taken by SAWIA:

- Significant changes regarding the **timing of license fee payments**, and **changes to liquor licence conditions**
- **Recent inspector activity of considerable concern**
- **Imminent release** of the Code of Practice
- **Lack of interstate recognition of Responsible Service of Alcohol training.**

SAWIA members are strongly encouraged to read the Notice, which is available from the Noticeboard of the Members' Home page of SAWIA's [website](#). For more information, members can contact Brian Smedley on 8222 9277 or brian@winesa.asn.au.

Business & Workplace Advisor commences



Please join us in welcoming Meryn Elliott as SAWIA's new Business & Workplace Advisor. Meryn brings a wealth of experience to the position, after working in business advisory roles for membership and employer organisations. With qualifications in human resources, Meryn's extensive experience in human resources, industrial relations and training services makes her a valuable addition to the SAWIA team.

Meryn is looking forward to providing SAWIA's members with the highest level of service, and welcomes members to contact her on 8222 9270 or meryn@winesa.asn.au.

2012 Vintage and Price Dispersion Reports

2012 Vintage Report

The annual Vintage Report estimates the total 2012 crush at 1.66 million tonnes, a 4% increase from the 1.6 million tonnes of 2011. This is close to the five-year average of 1.63 million tonnes, and well below the peak of 1.93 million tonnes in 2005.

Production of red and white wines was almost equal in 2012, with Shiraz slightly ahead of Chardonnay as the highest individual variety by volume. Phrases such as "excellent to exceptional" and "one of the region's finest" were used to describe the simply outstanding quality in most regions.

The 2012 Vintage Report, and the supplementary Regional Report covering 49 of Australia's wine regions, are available [here](#).

2012 Winegrape Purchases: Price Dispersion Report

The average purchase price of grapes was \$457 per tonne in 2012, the second lowest of the past decade but 11% higher than 2011, according to the **2012 Winegrape Purchases: Price Dispersion Report**. The inventory-to-sales ratio is down to the lowest level since 1995 indicating some easing of the oversupply issue, but the restructuring process across the industry needs to continue.

This free annual report includes a range of useful pricing information, including average purchase value for region by variety.

INDUSTRY & GOVERNMENT

Character Preservation Bills update

The Barossa Valley and McLaren Vale Character Preservation Bills are currently in the Legislative Council of the State Parliament. An amended Development Plan Assessment was also issued when the two Bills were re-introduced into Parliament in April that would allow development consistent with the intention of the Bills.

Essentially, each Bill is endeavouring to protect agricultural land from urban encroachment and prevent the type of development such as Seaford Rise and Mt Barker. Each Bill follows a similar format and has many similar clauses.

There has been strong initial opposition from local government in the affected areas, largely around the issue of who is best placed to make decisions regarding development.

It appears that the Government, Opposition and Independents are all intending to table amendments to the Bills when they are further debated this week in Parliament. SAWIA will continue to ensure our industry is well represented as this matter progresses towards final legislation. For more information, SAWIA members can contact Brian Smedley on 8222 9277 or brian@winesa.asn.au.

EMPLOYEE RELATIONS & OHSW

Termination of Employment – Special wine industry seminars

Strike while the irons hot ... A guide to performance management & ceasing employment

Do you know how to use performance management to take the risk out of ending up in court over terminating an employee's employment? Are you familiar with unfair dismissal laws? Do you know what to expect if you are subject to an unfair dismissal claim?

If you answered no to any of the above questions then you need to attend these important regional seminars! Participants will learn how to unravel the myriad of workplace laws that apply to the employment relationship, use performance management to avoid legal claims, and hear about the key issues and concerns arising from the practical application of law!

Understand your obligations, rights and responsibilities by attending SAWIA's regional seminars running from 24 July to 9 August 2012. Click [here](#) to register now, or contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au for more information.

Review of Modern Awards – Hearings underway

In late April the Full Bench of Fair Work Australia categorised all applications received in the review of Modern Awards process into those that touched a set of common issues, and those that dealt with issues confined to specific industry awards. Since then:

- Three of the five common issues (penalty rates, apprentices, trainees and junior rates, award flexibility, annual leave and public holidays) are now being heard
- The scope of the "interim" review by Fair Work Australia has been finalised
- Dates have been finalised for hearing each of the single industry award applications.

SAWIA will continue to strongly represent the interests of members throughout the review process. As part of this, SAWIA will be arguing our case before the Full Bench of Fair Work Australia commencing April 2013. Members can find the details of what is happening in relation to the *Wine Industry Award 2010* from the Noticeboard of the Employee Relations page of SAWIA's [website](#).

Wine Industry Salary Survey Report - Now available



Have you ordered your copy of the *2012 Wine Industry Salary Survey Report*? In addition to detailed salary information for 56 key positions, the report provides valuable information on 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.

The survey provides salary data on all types of jobs performed every day in the wine industry including winemaking, cellar operations, vineyard management, sales, production, financial management, human resources and OHSW plus more.

The 2012 report also includes salary data for small businesses only, helping those businesses better understand and apply the survey results.

The *Wine Industry Salary Survey Report* has been published each year since 2000 and is the only wine industry specific salary survey of its kind in Australia. SAWIA members receive a substantial discount on the cost of the report. **Order your copy** of the 2012 Salary Survey now, or contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au for more information.

SAWIA argues for important changes to Work Health and Safety laws

SAWIA has made a number of strong representations to the government, opposition and independent members of Parliament arguing for important changes to the proposed South Australian Work Health and Safety laws including:

- Defining “control test” to ensure that the duties of a Person Conducting a Business or Undertaking are clearly articulated to limit potential liability for employers
- Amending right of entry provisions to ensure adequate advance notice of entry by a union, and consistency with Fair Work laws
- Retaining a person’s right to silence rather than being required to respond to questions by an inspector.

SAWIA continues to strongly represent members as the *South Australian Work Health and Safety Bill 2011* continues its slow progress through Parliament.

The new Work Health and Safety laws commenced in the Commonwealth, ACT, NSW, NT and QLD on 1 January 2012, and will commence in Tasmania on 1 January 2013. Along with South Australia, Western Australia and Victoria have yet to implement the new laws. For more information, contact Egon Schwidder on 8222 9273 or egon@winesa.asn.au.

SUSTAINABILITY & WATER

Environmental Excellence Awards – Nominations open!



Nominations are now open for SAWIA’s inaugural Environmental Excellence Awards!

These awards recognise the achievements of SAWIA members in providing leadership and inspiring others toward strong environmental management.

Benefits for award winners include:

- Broad recognition of your environmental achievements
- Excellent media coverage and public relations opportunities through SAWIA’s website, media releases and other publicity material
- Enhanced brand and corporate reputation domestically and overseas
- Use of the Awards logo in your publicity material (conditions apply)
- Networking with organisations that share your commitment
- Recognition as a leader in driving environmental improvement across our industry.

The awards recognise SAWIA members for adopting substantive and quantifiable improvements in key areas of environmental management – with *Land and Biodiversity* the theme for 2012. There are two award categories – one each for small-medium and large businesses. The nomination form and background material are available from SAWIA’s website [here](#).

Nominations close on 17 August with winners to be announced at the Annual Members’ Lunch on 21 September 2012. For more information, SAWIA members can contact Mark Gishen on 8222 9278 or mark@winesa.asn.au.

SAWIA gratefully acknowledges the support of sponsors for the 2012 awards, **2XE** in the Small-medium category and **Tarac Technologies** in the large business category – helping the South Australian wine industry be a world leader in environmental management.

River Murray water rights

A range of legal experts will offer their perspectives at a forum on the rights of South Australians to water certainty in the context of the proposed Murray-Darling Basin Plan. They will also address questions regarding sharing water rights

and what can be done to achieve water justice for all South Australians.

The forum is being held in Adelaide on 1 August. To register or obtain more information, click [here](#).

SALES MARKETING & PROMOTION

Market development update

SAWIA continues to develop a concept as part of the market development program to lift the overall image of wine (and food) in South Australia. We anticipate that the concept, and related promotion (including associated web tools), will be launched before year end. SAWIA is working closely with the State Government to ensure that our efforts tie in well with the development and launch of the new State brand currently being developed.

Other market development activity for 2012-13 includes support for SA regions to participate in five Wine Australia programs:

- China Visit in April 2013
- North American Sommelier Immersion Program Visit
- UK Ireland Europe Sommelier Independent Merchants and Educators
- Australian Sommelier Immersion Program Visit
- Australian Wine Trade Immersion Program Visit.

The James Busby Travel Tour (October 2012) includes 18 key buyers and influencers from 6 markets visiting 11 wineries. A State Reception on Alternative Varieties and a Masterclass Tasting event are also being held, providing exposure for wineries not being visited.



These programs have been made possible through support and funding provided by the South Australian Government through Primary Industries and Regions SA.

Important Meet and Greet - New market entrant

A relatively new entrant to the Australian market with plans to expand nationally, including into Adelaide, will be presenting at an information session being hosted by SAWIA and Food SA. SAWIA members are invited to attend in order to meet representatives, learn how the business operates, and evaluate the suitability for your brand.

Full details about the session, and how to register, were recently emailed to all members. SAWIA members wanting a copy of this information can contact Olivia Bristow on 8222 9277 or olivia@winesa.asn.au.

Cellar Door Experience – Strong promotional opportunity at Royal Adelaide Show



Show your wines in SAWIA's Cellar Door Experience at the Royal Adelaide Show from 7-15 September 2012. More than 2,000 participants are expected to attend the Cellar Door Experience over the 9 days, with 6 sessions featured each day including *Alternative Styles*, *Wine & Cheese*, *Taste of Barossa*, *Crusty Bread & Wine*, *Varietal Comparison* and a fun *Blind Tasting Game*.

This is an excellent opportunity to have your wines presented, increasing brand awareness to groups of enthusiastic participants. You are also welcome to provide brochures for display.

SAWIA members have the first opportunity to show wines at this event, with **responses required by 3 August**. A donation of 20 bottles is required, with the wines shown in the first 5 sessions of each day taking turns to feature in the blind tasting game that concludes the day's activities.

To register your wines or obtain more information, SAWIA members should visit the Noticeboard of the Members' home page of SAWIA's [website](#), or contact Marcia Burnett on 8222 9271 or marcia@winesa.asn.au.

SAWIA offers new wine education initiative for international students



A free **Australian Wine Showcase** is being offered to international students studying in Adelaide, with the goal of engaging students to embark on wine experiences while they are living here. Whether they go on to visit wine regions or attend a wine appreciation course, students will be encouraged to make Australian wine a part of their education.

Students will enjoy excellent wine examples and delicious fruit and cheese platters while several wine educators discuss Australian varieties and regions. There is no cost for students (18 years and over) to attend.

SAWIA's National Wine Education & Training Centre has joined forces with Study Adelaide, A+ Australian Wine, and the National Wine Centre to offer this exciting initiative on 16 August at the National Wine Centre. For more information, contact Marcia Burnett on 8222 9271 or marcia@winesa.asn.au.

Hot 100 South Australian Wines



The 2012/13 Adelaide Review *Hot 100 South Australian Wines* is now open for entries. Each of the 100 successful wines will be individually featured in The Adelaide Review Hot 100 SA Wines magazine. The top 10 wines will receive special recognition and a feature story in The Adelaide Review. The Wine of the Year takes home the Hot 100 award and two return tickets to Europe.

Entries close 24 August 2012. To register or obtain more information, click [here](#) or contact Karen Cini on 7129 1060 or hot100@adelaidereview.com.au.

Decanter Asia Wine Awards



The new Decanter Asia Wine Awards are accepting entries until 26 July 2012. The awards focus on wines available in the Asian market, and provide a platform for increasing profile in the Asian markets.

To enter, or obtain more information, visit www.decanterasiawineawards.com.

Join Winestate at Vinitaly in 2013



Winestate will again be the major promoter of Australian wine at Vinitaly 2013, the world's largest wine expo. Held in Verona from 7-11 April 2013, the event is expected to attract all the major buyers from the world's largest customer bases. In 2012 the largest single group of buyers was from Asia.

Winestate is offering a package for wineries that includes airfare, accommodation, representation at a fully equipped booth, participation in an Australian Masterclass program, bonus advertising in Winestate Magazine and a range of other benefits – at a cost of AUD \$9,900 (plus GST). A lower cost option is also available for \$2,490 (plus GST) where Winestate will conduct all the promotional and tasting activities on your behalf or with your agent.

For more information, contact Peter Jackson on 8357 9277 or sales@winestate.com.au.

Inaugural James Halliday Chardonnay Challenge



The inaugural **James Halliday Chardonnay Challenge** is a national search to recognise Australia's finest chardonnay. The competition will also recognise the highest scoring wine from each region or regional grouping, the Top Dozen (the 12 highest scoring wines) and the region with the highest average score. Entries close 13 August.

Entries open for National Cool Climate Wine Show

Australian cool climate wineries have until 31 August to enter the National Cool Climate Wine Show. To register, visit www.coolwines.com.au and download an entry form. For more information, contact Mark Haley on 0431 931 468 or mark.haley@reliance.com.au.

Research into wine packaging – How do consumers buy wine?

What makes a wine buyer choose one wine above the rest? Is their choice born out of habit or is it more complicated than meets the eye? Wine labels must present the right mix of information so as to positively affect consumer choice, but how is this done and is there an ideal mix of information?

The latest research into answering these questions was presented by Professor Lary Lockshin of the University of South Australia on 17 July. For those unable to attend, a video will be available [here](#) in late July.

OTHER

Managing Difficult Vintages – Finlaysons Wine Roadshow XX



The 2011 vintage was hugely challenging for Australian grapegrowers and their winery off-takers, with 2012 also very difficult in some areas. Finlaysons Wine Roadshow XX will help Australian wineries and grapegrowers respond to the challenges of increasingly erratic weather patterns and prepare for the volatile vintages of the future.

Managing Difficult Vintages includes presentations on:

- Practical tools and the latest technologies to prepare for bad conditions in the vineyard
- Tools and latest technologies in the winery for fixing problems emanating from the vineyard
- Using carefully considered contractual provisions, appropriate consultation processes and sensible pricing mechanisms to reduce risk and allocate residual risk fairly
- Fruit assessment protocols in the vineyard and winery and dispute resolution.

The South Australian sessions of Finlaysons Wine Roadshow will be held in Coonawarra (30 July), Barossa Valley (28 August) and McLaren Vale (29 August).

To register or obtain more information, visit www.wineroadshow.com.au or contact Jennifer Sothman at Finlaysons on 8235 7769 or jennifer.sothman@finlaysons.com.au.

Customer credit – Clear skies or dark clouds?



Recent global economic conditions have seen the “dark clouds” roll in, and in some countries this weather pattern is predicted to stay for some time. So when you consider which countries to target, and what customers to give open credit terms to, how do you assess whether there are clear skies or grey clouds overhead?

Atradius, a leading trade credit insurance provider, recently released a country market monitor that identifies the forecast weather pattern by country and by industry. This weather chart can be found at National Credit Insurance's website [here](#) – refer to the “food” category which includes wine.

National Credit Insurance (NCI), SAWIA's Wine Industry Partner, was “born and bred” in Adelaide and has a strong track record helping South Australian businesses insure their risks when selling goods to overseas markets. NCI has helped many South Australian winemakers export their goods overseas, and provides advice to businesses looking for opportunities to export goods while mitigating potential non-payment.

The NCI / SAWIA credit insurance partnership has built a strong, attractive program for SAWIA members which renewed insurance on 1 July. It is not too late to join for 2012/13! If you are interested in knowing more about this program, please contact Dave Baker or Michael Plenty of NCI on 8228 4800.

HOSTPLUS crowns winners of Cook For Your Career 2012



L -R: Ryan Grant, Ben Russell (ARIA),
Michael Frenkiel and Adam D'Silva (Coda).

Budding chefs Michael Frenkiel and Ryan Grant have both been declared Cook For Your Career (C4YC) competition winners, following a nail-biting public cook-off where the judges determined that the Grand Finalists produced such outstanding dishes that both deserved to win.

Michael gains an apprenticeship at Melbourne's Coda restaurant, under the mentorship of head chef, Adam D'Silva, while Ryan will gain a coveted apprenticeship at Brisbane's ARIA restaurant, under head chef, Ben Russell.

C4YC was established by HOSTPLUS, SAWIA's Wine Industry Partner, as a way to address the skills shortage in the restaurant industry, develop new talent and meet the growing demand for skilled committed apprentices.

HOSTPLUS, SAWIA's Wine Industry Partner, can help take the hassle out of managing super while helping you and your staff save money in fees. HOSTPLUS offers an online service *Super FileManager* to upload contributions straight from a payroll system, and a *Quicksuper Clearing House* solution that allows employers to pay all choice members' payments with one single payment. For more information, refer to the Noticeboard on the Members' Home page of SAWIA's [website](#) or phone 1300 HOSTPLUS.

Research plan seeks sustainable consumer-driven innovation

Improving sustainable processes for producers to make wines that match consumer preferences in key markets will be the research focus of the Australian wine industry over the next five years. The Grape and Wine Research and Development Corporation today released its *Strategic Research, Development and Extension Plan*, outlining where up to \$125 million of winemaker and grapegrower levies and government funds will be invested from 2012–2017. The full report is available [here](#).

Dates for your diary

2012

- 24-26 July, **ENVIRO**, Adelaide
- 24 July, **Performance Management & Ceasing Employment**, Barossa
- 25 July, **Performance Management & Ceasing Employment**, Riverland
- 26 July, **Performance Management & Ceasing Employment**, Clare
- 30 July, **Finlaysons Wine Roadshow**, Coonawarra
- 31 July, **Performance Management & Ceasing Employment**, Langhorne Creek
- 1 August, **River Murray Water Rights Forum**, Adelaide
- 1 August, **Performance Management & Ceasing Employment**, Coonawarra
- 2 August, **Performance Management & Ceasing Employment**, McLaren Vale
- 8 August, **Performance Management & Ceasing Employment**, Adelaide Hills
- 9 August, **Performance Management & Ceasing Employment**, Adelaide
- 27-28 August, **Specialty Food & Drink Fair**, Sydney
- 28 August, **Finlaysons Wine Roadshow**, Barossa
- 29 August, **Finlaysons Wine Roadshow**, McLaren Vale
- 29-31 August, **Intn'l Beverage Expo & Competition**, Shenzhen
- 5-8 Sept, **Wine & Spirits Thailand**
- 21 September, SAWIA AGM & Annual Lunch, Adelaide
- 1-3 Nov, **Asia Wine Expo**, Singapore
- 7-9 Nov, **Carbon Expo Australasia**, Melbourne
- 14-15 Nov, **Wine Tourism Conference**, Sonoma (USA)
- 15-18 Nov, **Taste of Melbourne**, Melbourne
- 28-30 Nov, **Wine & Spirits China**, Shanghai

2013

- 25-28 Feb, **Gulfood**, Dubai
- 13-18 July, **15th Australian Wine Industry Technical Conference**, Sydney

INDUSTRY PARTNERS



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