

# Australian Vignerons

Present and future focus

Wine Grape Council of South Australia  
Roadshows 2018



Australian  
Vignerons

# Content

- Core focus of Australian Vignerons
- Where it fits in the wine industry
- The benefits of a “common voice” at national level;
- Work done on your behalf
- Some achievements to date
- Future challenges to your way of life



**A NATIONAL VOICE FOR AUSTRALIAN WINE GRAPE GROWERS.**

# Our Board



Colin Bell



Mardi Longbottom



Dr Vincent O'Brien



Jo Andrew, Independent Chair



Simon West



Ben Rose



Jonathan Lord

# Focus of Australian Vignerons



## National Framework

Why we need a strong national voice

# What Does “Advocacy” mean?

## *Representation*

- Response to important policy issues – e.g. wine tax, chemical issues.
- Represent AV on Ag Chemicals (**MRL’s and spray drift**)  
Geographic Indications (GI) decisions, using industry experts
- Investigate emerging issues (eg delayed harvest V18)
- Market Access issues such as anti-alcohol
- National Sustainability Program
- Input into R, D and E
- Code of conduct

# What Does “Advocacy” mean?

## *Representation*

- *Code of Conduct Committee*
- *Research Advisory Committee,*
- *Industry oversight committee for ERWSP,*
  
- **Biosecurity Committees**
- *National Vine Biosecurity Committee (Chair),*
- *Consultative Committee for Emergency Plant Pests,*
- *The National Management Group (biosecurity),*
- *Research Advisory Committee,*
- *The Entwine Reference Group,*
- *National Sustainability Steering Committee,*
- *Future Leaders’ Steering Group*
- *ACCC Ag Consultative Committee.*

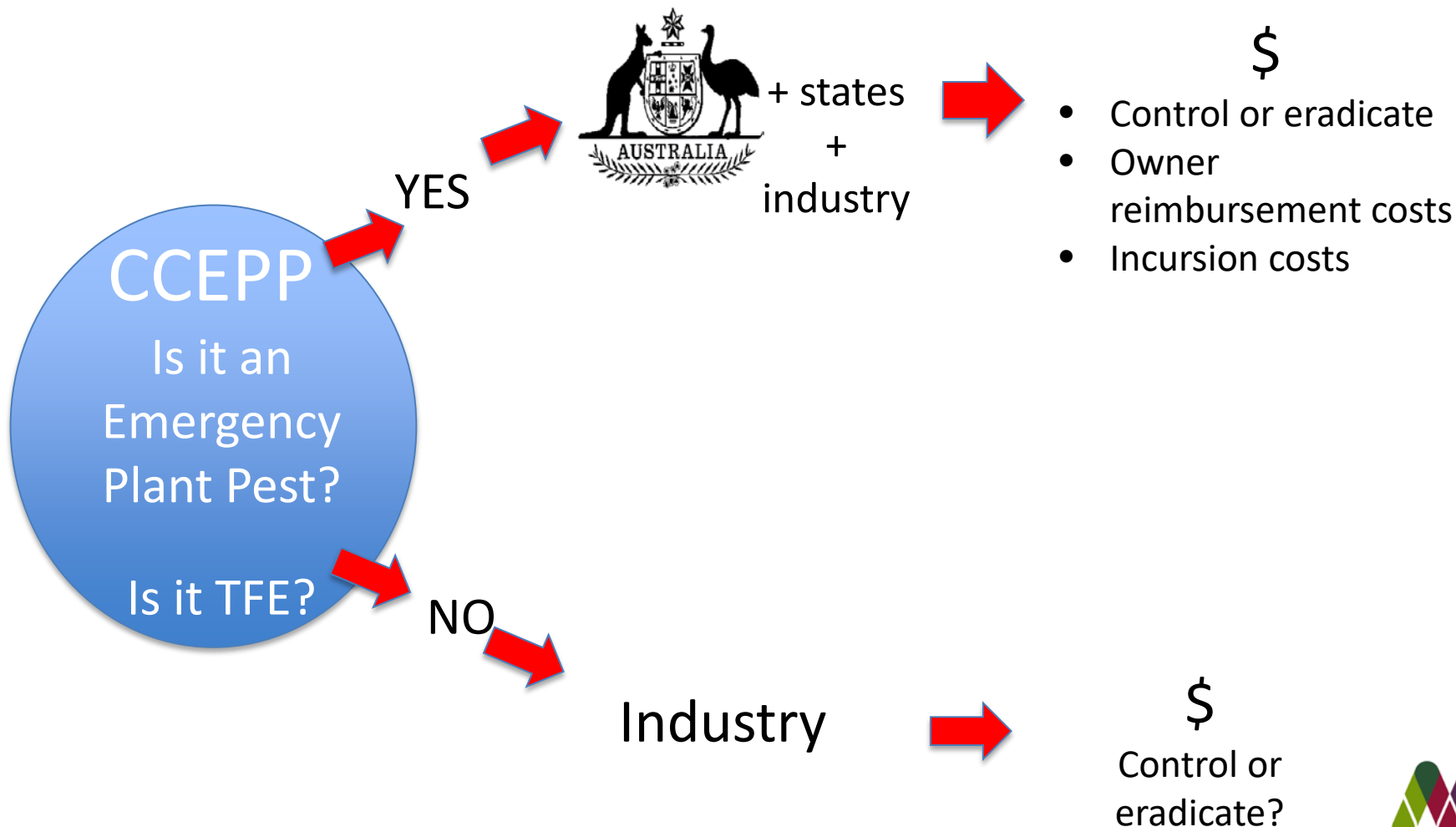


# Biosecurity

*“Without it, you have no business...”*

- National voice of the wine sector that deals with biosecurity issues.
- Signatory to the Emergency Plant Pest Response Deed
- In the event of any incursion:
  - There is a voice speaking on your behalf;
  - There is scope for owner reimbursement if vineyards need to be destroyed.
  - Costs of dealing with an incursion are underwritten by the Commonwealth, and can be repaid by activation of the levy. (BMSB)
- Work together with other groups like AWRI, Wine Australia, WFA and Vinehealth to ensure best value for money in biosecurity

# Biosecurity incursion management





# How we communicate

Utilise “Clever Little Feather” communications specialist

## Generic communications

via email newsletter, social media (Facebook), website

<https://www.australianvignerons.com.au> , bi-monthly article in

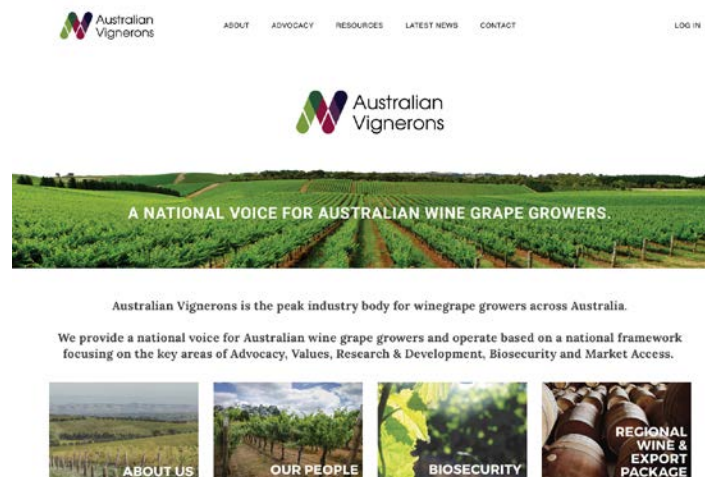
“Grapegrower and Winemaker” industry magazine, media releases, and also direct communications via regular reporting to Council members



@AustralianVignerons



@WGGAINfo



# Where AV Fits

	Industry Representation	Associated Bodies	Statutory Bodies
<b>National</b>	AV WFA	WISA ASVO AWRI	Wine Australia (Marketing, R&D, Compliance)
<b>State</b>	WGCSA NSW Wine Industry Association, Wine Victoria, Wine Tasmania, Wines of WA, QWIA,	SAWIA	Vinehealth (biosecurity)
<b>Regional</b>	Regional Wine Industry Associations (79 nationally) NSW / ACT: 19 Regional Associations Queensland: 4 Regional Associations S.A. : 20 Regional Associations W.A. : 11 Regional Associations Victoria: 25 Regional Associations Tasmania : 0 Regional Associations	Regional Tourism Bodies	

*We have an MOU with WFA and we work with WFA on issues of common interest*

# Challenges of national advocacy

## *A diverse and wildly different industry:*

- Need to represent an industry with marked differences between inland and cool climate regions

Region	T (2017)	Total Value (2017)	\$ CAPV
Riverland	470,123	\$162,386,363	\$345
Tasmania	9,768	\$27,890,960	\$2,855

# Why is a national voice needed?

- To represent the voice of members independently, but to combine with WFA on areas of common interest.
- To have biosecurity represented at national level on behalf of vineyard owners, especially when incursions are managed, and potentially vineyard destruction may be needed.
- Having a strong national voice is insurance against poor policy that may have a negative impact on your businesses and livelihood.
- Has an important statutory role, written in the Wine Australia Act;



**What can happen to an industry when  
National advocacy fails?**

# The 2011 Live cattle export shutdown

## The impact.....

CATTLE

### Effects of Australian live export cattle ban to Indonesia still felt by beef producers

JAMES WAGSTAFF, The Weekly Times

June 6, 2016 11:30pm



#### *Summary*

- Exports of cattle dropped 42% in a year, and allied mustering, feed and transport businesses suffered, some never to recover. Many cattle had to be shot, and farms were sold.
- The senate report found that the industry was unable to provide effective advocacy, and that this contributed to the low level of understanding and the industry shut-down.
- Part of this shortcoming was lack of funding and resources, and a lack of alignment between different industry bodies which prevented them from reaching consensus.

# Threats – the wine and health issue

## *Anti alcohol lobby groups*

- Actively campaign against all alcohol producers, but in particular have a grievance against wine due to its different tax rate.
- Continue to advocate for higher pricing to reduced demand for **all** alcohol.
- Ignore recent trends where more people are reducing alcohol consumption or totally abstaining, and consumption is decreasing;
- Have lobbied for members of the alcohol-producing industries to be excluded from policy formulation under the NAS
- Could result in the loss of market for over 100,000T of fruit, and lead to market disruption both domestically and in the Australian category in global markets.
- There is no evidence it will have positive social and health outcomes.



# Threats – the wine and health issue

## ***FARE – the Foundation for Alcohol Research and Education***

A well-funded, well organized force to be reckoned with...

Note that WFA takes the lead in this area, but there would be clear benefits for those from AV membership to have a strong voice in defence of our industry.

	<b>FARE*</b>	<b>AV</b>
<b>Total Budget</b>	\$2,944,941	\$308,440
<b>Staff</b>	10 staff : CEO, CFO, 5 Policy Officers, Research Manager, Research Coordinator, Health Promoter	1.6 Staff : CEO, Part time Office Manager
<b>Board Members</b>	Total board sitting fees \$165,299	\$0

\* From 2017 Annual Report

# AV Role and Achievements

## *Some of the work done on your behalf:*

- Negotiations around WET rebate reform. A result that all industry could live with and have arrived at one that provides for a greater incentive for fruit purchase over bulk wine;
- AV had input into the formation of the ERWSP, and continues to have an oversight role;
- Input into the draft National Alcohol Strategy, APVMA spray drift regulations lobbying for better outcomes for growers.
- Input into biosecurity incursion management on your behalf;
- Role in selection of Wine Australia board members (now!), and input into RD&E priorities.

## Summary

***AV is here to work on your behalf if you want it to.***

- AV has been working hard under a heavily constrained budget.
- More could be done with more support.
- We work with other industry bodies, especially WFA to get best value for members.
- AV supports WGCSA in its discussions about working toward an equitable and sustainable funding base.
- This is WGCSA's discussion, but is vitally important in the national context to ensure ongoing representation for growers and makers of wine at both State and National level.
- ***There is a lot at stake.***

***AV is the national body that works for you on national issues***

***Thank You***