



# Welcome

## Wine Victoria 2020 AGM





# Program

- Welcome & Minutes of previous AGM
- Chair's 2020 Report
- Treasurer's Report
- FY2022 Membership Fee Proposal
- Wine Victoria Board Update
- General Business
- Meeting Close



# Acknowledgements

## **Executive Board**

- ▶ Angie Bradbury, Bradbury & Co. (Chair)
- ▶ Ross Wilson, Medhurst Wines (Treasurer)
- ▶ Eliza Brown, All Saints Estate
- ▶ Rob Cairns, Treasury Wine Estates
- ▶ Kim Chalmers, Chalmers Wines
- ▶ Matt Fowles, Fowles Winery
- ▶ Nikki Palun, Octava Wines
- ▶ Damien Sheehan, Mount Langi Ghiran
- ▶ Ashley Spencer, Medibank Private



# Acknowledgements

## **Wine Victoria**

- ▶ Rachael Sweeney, Megan de Jong, Richard Howden, Holly Formosa

## **Regional Associations**

- ▶ The respective Boards and Executive Officers



# Acknowledgements

## Five Pillars Project Control Board

- ▶ PCB Chair, Eliza Brown
- ▶ Project Manager, Richard Howden
- ▶ PCB Members:  
Jon Baxter, Dean Cleave-Smith, Felicity England,  
Caroline Evans, Chris Gillard, Megan Hill, Diana  
Morgan, Zenon Misko, Mara Putnis, Damien  
Sheehan, Mike Symons
- ▶ All wineries and Regional Associations who  
have been involved



# Acknowledgements

## **Bushfire Technical Response Project Reference Group**

- ▶ PRG Chair, Damien Sheehan
- ▶ Project Manager, Richard Howden
- ▶ PRG Members:
  - ▶ Mike Aylward, Megan Hill, Adam Keath, Neil Larson, Joe McClelland, Mara Putnis, Marcus Satchell, Con Simos, Mark Walpole



# Acknowledgements

## Trade

### Project Control Board

- PCB Chair, Matt Fowles
- Project Manager, Richard Howden
- PCB Members:

Scott Austin, Stephen Baud, Kim Chalmers, Gordon Gebbie, Brendan Larkin, Nikki Palun, Mara Putnis, Paul Stagg



# Acknowledgements

## “Buy Local”

### Project Control Board

- PCB Chair, Angie Bradbury
- Project Manager, Richard Howden
- PCB Members:

Olivia Barrie, Stephen Baud, Caroline Evans,  
Gordon Gebbie, Brendan Larkin, Ellie Vince





# Year in review - 2020

## COVID-19

- Prioritised response to the Global Pandemic
- Working with Government on gaining specific wine industry advice on COVID-19 restrictions
- Support for industry to understand the COVID-19 restrictions
- Advocating for Cellar Doors to open and trade during various (relevant) stages of restrictions
- Advocating winery work as essential during COVID-19 restrictions



# Year in review - 2020

## COVID-19

- Jobkeeper advocacy
- Agriculture as an essential service – right to work
- Lockdown 1 and 2 restrictions – right for cellar doors to open as retail
- Reopening strategy – 1 and 2 (the individual phases as part of each reopening strategy – total of 6 phases and the Regional and Metro different phases)
- Detail around the hospitality operations (specific to wine)



# Policy Issues - 2020

- Wine and Health – Pregnancy Labelling
- Container Deposit Scheme
- Bushfire response and recovery (2019-2020)
- Planned Burns – general advocacy on annual program
- Trade – China Countervailing, changes to market activity
- Biosecurity (Phylloxera)
- Building the case for wine (General Advocacy)
- Land Tax
- 188 Visas



# Program Development & Advocacy

- Buy Local – Consumer Wine (\$600K) & Cross-Sector Trade (YTD – ask \$15M)
- Smoke Taint Research
- Wine Industry Development Program (\$1M)
- Viticulture Innovation Program
- Liquor Licensing
- Labour Hire legislation
- Proposed new membership structure

# Program Development & Advocacy

- ▶ Victorian Liquor Subsidy
- ▶ Bushfire Technical Response Package (\$1M) – Wine side
- ▶ Smoke Testing Rebate & Courier service (\$1.2M) – Grape side
- ▶ Trade – China (Various \$3M) US (Various \$1.5M) UK (current)
- ▶ Wine Growth Fund (rounds 1, 2, 3)
- ▶ Five Pillars Tourism Project: \$2 million wine tourism initiative to develop five key tourism brands continues



# Representation on Committees

- EPA Agriculture Reference Committee
- Annual Planned Burns Forum
- Trade Working Group
- Tourism – 5 Pillars, Buy Local Work Group
- Agriculture Reference Group (COVID)
- Hospitality Reference Group (COVID)
- Wine Ministerial Advisory Committee (inactive)





# Question received on notice

Mornington Peninsula - Victorian Liquor Subsidy

- ▶ *What further action has been planned to facilitate a change in the rules to the application process for the State Liquor Subsidy to ensure eligible Victorian producers can access funds which are not received due to over subscription of the \$100,000 federal Cellar Door Grant, both retrospectively and into the future?*



# Wine Victoria Response

Victorian Liquor Subsidy - engagement with the Treasurer's Office was undertaken (Nov 19-Jan 20) on:

- ▶ Adjusting the guidelines to reflect changes in the WET Rebate limit and introduction of the Wine Tourism and Cellar Door Grant
- ▶ Original proposal from Government stated that those who were accessing Wine Tourism and Cellar Door Grant (WTCDG) *could not* then access the VLS.





# Wine Victoria Response

## VLS Continued....

- WV advocated that this be amended to be “on the same sales” - **this was adopted.**
- It was further advocated that claims on the VLS could be made if the WTCDG was oversubscribed – **this was agreed to be adopted.**

*Note: it has been raised with WV that the last point may not have been enacted – as this issue was raised during the COVID-19 restriction period. Resources were allocated to COVID issues and not allocated to re-engaging on this issue.*





# Wine Victoria Response

VLS Continued....

- ▶ VLS advocacy is frequently funded through membership funds from 'Large Company' subscriptions – as this is who this fund benefits
- ▶ These companies include: All Saints Estates, Best's Wines, Blue Pyrenees Estate, Brown Bros, Campbells Wines, DeBortoli, Domaine Chandon, Fowles Wines, Mitchelton Wines, Oakridge, Rathbone, Pizzini Wines, Scotchmans Hill, Tahbilk, Treasury Wine Estates, Zilzie Wines

# Question received on Notice

- I am prompted to ask this based upon my involvement as a founding Director of the newly constituted WV and my understanding of the terms of reference for Wine Victoria when it was established in mid 2012. These were [using my para-phrased words]:
- To establish a single professional representative wine body through which interaction and communication with State Government could be effected
- To provide a response to the challenges from the anti-alcohol body in terms of “Wine & Health”
- To respond to State and Federal taxation issues confronting members [including issues arising from WET and other state and federal taxes]

***I am keen to hear what Wine Victoria has done and is now doing in all three of these fields – but in particular in regards to wine and health.***



# Response

- ▶ We acknowledge the changing remit of Wine Victoria from three main focus areas when we first began to an increasingly complex array of strategic challenges and advocacy areas in 2020.
- ▶ Our aim is to be representative of the whole sector, and as such will advocate on issues that affect the majority of members.
- ▶ As always, the wine and health agenda is ramping up and will require additional resources to fund a strong lobbying campaign and swift action if required by the industry.



# Response: Wine and Health Advocacy & Actions

Pregnancy Labelling as part of the Ministerial Forum on Food Regulation:

## **Engagement on the Industry position:**

- ▶ Letter to Premier (2 in total)
- ▶ \*Letter to Minister for Health (2 in total)
- ▶ Two rounds of letters to local MPs and Ministers (60 in total)
- ▶ Direct engagement with offices (60 points of contact in total)
- ▶ Direct engagement with Minister for Agriculture (10 in total)

*\*Note: the Health Minister and Dept. of Health refuse to meet with the industry on this issue.*

# Response: Wine and Health Advocacy & Actions

Pregnancy Labelling as part of the Ministerial Forum on Food Regulation:

VOTED IN FAVOUR	VOTED AGAINST
VIC (ALP)	SA (LIB)
WA (ALP)	QLD (ALP)
NT (ALP)	NSW (LIB/NAT)
ACT (ALP)	FEDS (LIB/NAT)
NZ (NLP)	
TAS (LIB)	





# Response: Wine and Health Advocacy & Actions

## Results:

- ▶ 3 Cabinet Ministers
- ▶ 10 Local Members of Parliament
- ▶ Leader of the Opposition

Raised Wine Victoria's position with the Health Minister – seeking a 'balanced' government position on the issue.

## Ongoing Engagement:

- ▶ Wine and Health remains a key area of advocacy for Wine Victoria;
- ▶ Current policy position in our policy deck;
- ▶ Raised with annual meetings with MPs; and
- ▶ Raised as a standing item with any meeting with a Minister or Shadow



# Finances

- ▶ 2019-2020 Financial Report





# Membership Structure Proposal

- Overview of new fee structure for FY22
- Presentation of proposed model for new membership fee structure proposal for FY22
- This proposed fee structure is being presented to Wine Victoria members at the Annual General Meeting (AGM) for discussion and not approval at this stage
- Members are requested to consider, and if appropriate pass the ordinary resolution as detailed on the Agenda
- **Vote by Members**



# Board Vacancies & Voting

- Board Vacancies were advertised and a call for nominations went out on 22/10/20
- Nominations received were equal to positions vacant, no member vote required
- New Board Members **Dan Buckle** and **Hayley Purbrick** and returning Board Members **Nikki Palun** and **Angie Bradbury**
- Thank and farewell outgoing Board Members, **Damien Sheehan** and **Ross Wilson**

# Future Focus

- **Wine Victoria** has operated for nine years
- The Victorian wine sector is now in its strongest position for more than a decade
- Providing a strong, united voice for the sector and representing our industry is vital for the long-term sustainability of all
- Our mandate is growing, as are the issues we are faced with - such as the current COVID-19 Pandemic and the emerging China trade investigations
- As the State's peak body for the wine sector, our aim is to ensure that the industry can grow sustainably and that we have the right economic, community and policy frameworks in place to support that growth for our members



# For 2021

- New Membership Fee structure
- Implementing Board Member & Region "Buddy" System
- 2 x Annual Industry planning days for paid members (budget dependent)
- Continued Advocacy and Program Development on core priorities
- Continued focus on communications and member engagement