



The Wine Industry Association of WA – Member Information

About the Wine Industry Association of WA

The Wine Industry Association of Western Australia (Inc.) is the state's primary organisation of wine producers. Our mission is to work with members to facilitate the development of export and domestic markets for quality West Australian wine through education, quality control, marketing, fostering trade relationships and lobbying

Western Australia produces only about 4 per cent of Australia's wine — but approximately 20 percent of its premium bottled wines. Its producers have an enviable reputation for quality. From its traditional growing areas in the Swan Valley, on Perth's eastern doorstep, the industry now spreads from Geraldton in the north to Albany in the south over nine premium wine growing regions – Perth Hills, Swan District, Peel, Geographe, Margaret River, Blackwood Valley, Manjimup, Pemberton and Great Southern.

The Wine Industry Association of WA was established in 1987 following the amalgamation of the Western Australian Grape Growers and Wine Producers Association and the Wine and Brandy Producers Association of Western Australia. Its' role is to promote, protect and further the interests, profitability and viability of the West Australian wine industry. Today, the Association is a dynamic and effective industry body. Membership of the Association has grown by more than 40 percent in the past 18 months in recognition of the need for industry unity to tackle the many challenges currently facing the industry.

The Association is dedicated to promoting the products and interests of its members, of which there are approximately 240. It also runs a range of wine appreciation courses at the Wine Education Centre in West Perth.

Objectives

To perform all duties that may be considered beneficial to the promotion of the production and/or consumption of West Australian wine, including:

- To promote, encourage, foster, assist, protect and further the interest of members of the Association and of the consumers of West Australian wine
- To do all things possible including the establishment, acquisition and conduct for educational purposes of any business or undertaking connected with the West Australian wine industry with a view to the promotion both in Australia and overseas of West Australian wine
- To organise, manage and conduct competitive exhibitions of West Australian wine

Wine Education Centre

The Wine Education Centre at WIAWA's West Perth Offices has been the prime provider of wine education in Western Australia for more than 33 years. It is the prime provider of wine education in Western Australia

Wine Essentials and Wine Business courses, together with additional specialty courses, are available each term. Courses commence in February, April, July and October each year. A graduation dinner is also undertaken on completion of the Wine Essentials and Wine Business courses. Successful students are issued with a certificate, which is recognised throughout the wine industry.

Corporate tastings and short courses for the corporate sector can be tailor-made for staff and clients.

Future Directions

The wine industry in Western Australia makes an important contribution to the State. Not only does it have a positive impact on our exports and raise our profile as a valuable contributor to the world's quality wines, it also generates jobs and stimulates local businesses. In addition, the wine industry attracts tourists through the provision of cellar door sales and other facilities.

- Western Australia has a rapidly growing wine industry with large areas of undeveloped land available which are located in regions with climates identified as eminently suitable for the development of wine grape viticulture from which premium and ultra premium wines can be produced
- The predicted levels of per capita consumption of domestically produced wine will only account for a small proportion of the estimated increase in wine supply
- Significant increases in wine production will continue in the future, both within the State and nationally, with the majority of output having to be sold in increasingly competitive export markets
- It is necessary to continue to produce an increasing proportion of premium and ultra premium quality wine to sustain our share of domestic and international markets
- The industry encourages the development and adoption of socially responsible policies aimed at reducing the negative impact of alcohol on the community

WIAWA Membership

The Wine Industry Association currently has approximately 240 members, representing about 80 per cent of the State's wineries as well as a number of grape grower, distributor and affiliate members.

The Association is continuing to explore new avenues to add benefit to membership and believes strategic alliances with key players in the corporate sector will enable us to take the Association forward and provide further services to our members.

As part of this process, the Association is keen to work more closely with its affiliate members to ensure the services and products they have on offer are promoted to members. In this area, there is huge scope for service providers to work closely with the growers and wine makers.

Membership of the Association is open to:

- **Producers** – any manufacturer of West Australian wine in Western Australia
- **Growers** – any person who has more than two hectares of wine grape vines under cultivation in Western Australia
- **Distributors** – any legal or beneficial holder of a Wholesale Licence under the Liquor act, the majority in value of whose transactions regulated by the Liquor Act relate to Australian wine
- **Affiliates** – all wine industry service and supply providers

Current Membership Benefits

General

- The Association and affiliated Wine Education Centre provide a full-time information service to members and the public from 9.00am to 5.00pm, Monday to Friday.
- Members are listed on the Association's interactive website, which can provide direct links to member company's websites and email addresses. The website is located at: www.winewa.asn.au.

Marketing

- Membership allows the use (under licence) of the new "Wine Brand WA" branding material.
- Membership allows participation in regular domestic and international West Australian wine industry promotions and exhibitions co-ordinated by the Association.
- Access to visiting national and offshore wine journalists, retailers, wholesalers and restaurateurs is also provided to members by the Association.
- Free entry into the WA Wine Industry Awards administered by the Association.

News Bulletins

- Association Members can elect to receive, by email, the Wine Industry Association of WA "Wine Scene" bulletin twice weekly, summarising wine stories from Australia and around the world from all major news sources.
- Members are also entitled to receive the Association's bi-monthly e-newsletter which provides a comprehensive update on issues affecting the industry and Association activities. This also provides advertising opportunities for members and industry service and supply providers.

WA Wine Industry Website

- In July 2007, WIAWA launched a new "industry website" www.wineaustraliawest.com which is targeted primarily at domestic and international trade and media, and is also a very useful resource for wine consumers.
- The site features the "Australia West Dominion of Wine" industry branding and has many unique features including maps of all nine wine regions and six sub-regions, locations and profiles of all member wineries, detailed news and events sections and a comprehensive search engine allowing the user to search by region, winery, wine varietal and international availability.
- All WIAWA Producer Members are entitled to have their location, company profile and any appropriate events and news items posted on the site.

Register of Winegrapes/Winestocks

- The Association maintains a Winegrape Register under "Association Members" on the website www.winewa.asn.au where Association members can list any surplus or shortage of winegrapes or wine stocks.
- The Register specifies the quantity, age and region of the grapes/wine and is updated annually.

Wine Education Centre

- Membership enables participation in the Association's highly successful Wine Education Centre (WEC). The WEC conducts a variety of wine appreciation courses throughout Western Australia for consumers, trade and students and represents an excellent means of promoting member company wines within Western Australia.
- Members are entitled to a 10% discount on class fees for staff attending the Wine Education Centre's 'Wine Essentials' and 'Wine Business' courses.
- Members may request that information on their company events and promotions be on-forwarded via the Wine Education Centre student database, as well as being included in 'The Juice' e-Newsletter, distributed quarterly to current students, graduated students

Issues Management / Political Lobby

- The Association regularly briefs and lobbies state and federal politicians, government agencies, other industry organisations and the public on issues of concern to the West Australian wine industry. These include industry taxation, industrial relations, market development assistance, environmental compliance, occupational safety and health requirements and wine industry research and development.
- Membership permits access to the Association's Technical Committee which is responsible for formulating WIAWA policy and co-ordinating wine industry projects on pest/disease management and resource protection, quarantine laws, planting material variety/quality, occupational safety and health, environmental compliance and industry training. The Committee provides advice and assistance to members on these and all other technical and production issues of importance to the industry.
- Members are provided with 'no cost' copies of industry codes and guidelines developed by the WIAWA, eg. 'Occupational Safety and Health Code' and 'Environmental Management Guidelines for Vineyards'.

Current Member Benefit Schemes

Member Benefit Schemes are created between Affiliate Members and WIAWA, in order to provide additional benefits, discounts and added value to membership of the Association. Current Membership Benefits are listed as follows:

- **WA Chamber of Commerce and Industry (CCI)**

Membership permits access to the dual WIAWA / CCI membership agreement. Dual membership provides Association members with access to the full range of CCI member benefits at a fraction of the cost of standard CCI membership. These benefits include advice and assistance on industrial relations, workplace agreements, workers compensation, occupational safety and health, industry training, trade, environmental compliance and many more.

Please note:

This benefit is only available to Producer and Grower members and the dual WIAWA / CCI membership is not included in the standard Association membership fee. Dual membership incurs an additional fee based on the following:

Producer or Grower Member with between 1 and 50 employees \$451.00 pa (GST inclusive)

Producer or Grower member with 50+ employees \$902.00 pa (GST inclusive)

- **Australia Post**

Membership entitles access to the Association's alliance with Australia Post whereby you can take advantage of specialised wine handling and delivery services at significantly reduced prices in both the domestic and overseas markets.

- **Globetrotter Corporate Travel ***

Membership entitles access to the Association's Travel Group managed by Globetrotter Corporate Travel. By using the Association as the 'corporate body', Globetrotter is able to leverage the airlines and other travel service providers to substantially reduce members domestic and international travel costs by up to 25 per cent. (*Please see enclosed Globetrotter Corporate Travel profile.*)

- **Australian Hotels Association (AHA), WA Branch**

Membership permits access to the WIAWA / AHA partnership agreement which provides Association members with access to the AHA's fully accredited, time and cost effective liquor licensing courses at discounted prices.

▪ **AON Risk Services ***

Aon is the major provider of insurance products to the hospitality and tourism industries in Australia and already counts many WA wineries amongst its valued clients.

Aon provides an insurance package specifically designed for the wine industry. The package can include Property, Business Interruption, Public & Products Liability, Motor Vehicle, Machinery and Computer Breakdown, Inland and Overseas Transit, Workers Compensation, Business Travel, Laptop Computers, Mobile Phones and Directors and Officers Liability.

Other special features available include:

- Vine covered for damage by fire, lightening, collapse, malicious damage and impact
- Stock covered for accidental loss or damage due to leakage or spillage
- Stock covered for contamination, deterioration and putrefaction
- Vines covered for damage caused by hail or frost
- Trade Credit

▪ **ANZ Merchant EFTPOS Offer**

ANZ offers special merchant facilities for members of WIAWA. Note: members do not need to bank with ANZ to take advantage of this special offer! ANZ has waived the following fees and charges:

- Establishment fees (normally \$99.00)
- Stationery fees
- Voice authorisation fees
- Pre-authorisation fees
- Early termination fees (normally \$250.00)

In addition, ANZ's merchant facility offers the following features and benefits:

- Speed
- Convenience
- Space saving
- Simplicity
- Improved cash flow
- Security
- Enhanced reporting capabilities
- Optional features
- Customer preferred currency systems

▪ **WBM Wine Business Magazine Discount Subscription Offer**

What is the price of missing out on essential wine business knowledge? An uncompetitive company? Poor margins? Naïve business planning? Having nothing relevant to say at lunch? So what is the price of knowledge? Perhaps about \$2 a week? That's less than the price of your first schooner of Coopers Pale on Friday night and a bit more than the litre of unleaded it will take you to get out of your driveway on Saturday.

It's also the price of Australia's most popular wine industry magazine and newsletter — WBM and The Week That Was.

WBM – Australia's Wine Business Magazine has set new standards in wine industry publishing since in launch in April 2005. And the weekly e-bulletin, The Week That Was, launched in 2006, has completed the knowledge delivery package, with all its quirky humour, conversation starters, trivia and insider gossip.

Members of the Wine Industry Association of WA, receive WBM and The Week That Was for a 25% discount. That's \$1.30 per week for all the wine business information you need. For \$1.30 you can have WBM direct mailed to your home or office each month, and receive The Week That Was in your inbox every Friday.

** These companies provide a revenue stream to the Association when these services are utilised.*

Affiliate Membership Benefits

The Wine Industry Association of Western Australia currently offers four levels of affiliate membership – Platinum, Gold, Silver and Bronze. Affiliate members currently do not have voting rights, but reap the benefits of promotion to our extensive and growing membership database.

Affiliate members are promoted to our members through our Internet site, our bi-monthly newsletter, our Executive Meetings, regional meetings, marketing and promotion events and any other possible avenue.

Some of our affiliate members are also choosing to take this initial relationship to the next level through a strategic alliance relationship, where the Association promotes the company as a supplier of a particular service or product. We are extremely keen to forge strong relationships with reputable and quality companies that are also passionate about the future of the WA wine industry.

Affiliate Bronze

Benefits:

- Opportunity to participate in all WIAWA marketing events at agreed rates
- 10 per cent reduction on WIAWA Wine Education Centre wine appreciation courses
- Receive a copy of WIAWA's bi-monthly newsletter
- Opportunity for advertisement in the bi-monthly WIAWA newsletter at reduced rates
- Opportunity to host corporate wine tastings for your clients
- Reduced entry prices to specific WIAWA marketing events
- Receive "Wine Scene" bulletin twice weekly, via email
- Access to special member benefits/discounts through WIAWA strategic alliances

Affiliate Silver

Benefits: Bronze Benefits PLUS

Opportunity to invite corporate clients to special WIAWA events

- Opportunity to link your website to the WIAWA website
- Invitations to WIAWA new release tastings
- Company listing in the bi-monthly Newsletter including website link

Affiliate Gold

Benefits: Bronze and Silver Benefits PLUS

Opportunity to distribute information to our members through our database

- Opportunity to address regional meetings to present to WIAWA members
- Opportunity to establish a strategic alliance with the WIAWA to offer members additional benefits, savings and services
- All WIAWA event sponsorship opportunities to be first offered to Gold Affiliate members, with unique branding
- One free A4 mail out per year
- Logo and feature in the bi-monthly newsletter once a year

Affiliate Platinum

Benefits: Bronze, Silver and Gold Benefits, plus added benefits. Platinum Member Proposals will be made available on request.

Staff

Chief Executive Officer
Member Services Manager
Wine Education Coordinator
Office Coordinator

Sue Vidovich
Aymee Mastaglia
Joan McGuren
Anya Gilmartin

sue@winewa.asn.au
aymee@winewa.asn.au
wec@winewa.asn.au
winewa@winewa.asn.au

Contact Details

Address: Level 1, 22 Prowse Street, West Perth WA 6005
Phone: (08) 9226-1188
Fax: (08) 9226 1199
Web: www.winewa.asn.au

For more information on Association membership or to discuss any aspect of this information package, please feel free to contact Aymee Mastaglia on any of the means listed above.

We look forward to welcoming you on board.



Sue Vidovich
Chief Executive Officer

Membership Category Breakdown & Fees

Producer Category Membership:

'any manufacturer of Western Australian wine in Western Australia who holds a Western Australian Producer's Licence'

Subscription Class	Tonnage	Annual Fee	+ 10% GST	Total Fee
A	0 – 99	\$ 800	\$80	\$880
B	100-499	\$1,650	\$165	\$1,815
C	500-999	\$3,460	\$346	\$3,806
D	1000-2499	\$4,620	\$462	\$5,082
E	2500-4999	\$5,500	\$550	\$6,050
F	5000-9999	\$6,600	\$660	\$7,260
G	10000+	\$8,800	\$880	\$9,680

Grower Category Membership

'A cultivator of wine grapes in Western Australia and which does not hold a Western Australian Liquor Licence'

Subscription Class	Hectares	Annual Fee	+ 10% GST	Total Fee
H	0 - 59	\$ 600	\$60	\$660
I	60 +	\$1,150	\$115	\$1,265

Note: *producer and grower members are invoiced bi-annually in July and January each year.*

DISTRIBUTOR

'Distributors, wholesalers, marketers, exporters, importers or an agent for Western Australian wine and which does not qualify for any other category membership'

Annual Fee	+ 10% GST	Total Fee
\$ 500	\$50	\$550

AFFILIATE

'all industry service and supply providers'

Level	Annual Fee	+ 10% GST	Total Fee
PLATINUM	\$2,000	\$200	\$2,200
GOLD	\$1,500	\$150	\$1,650
SILVER	1,000	\$100	\$1,100
BRONZE	500	\$50	\$550

Note: *distributor and affiliate companies are invoiced annually in July each year.*

WIAWA / CCI DUAL MEMBERSHIP

'open to all producer and grower members'

No. of Employees	Annual Fee	+ 10% GST	Total Fee
0	\$234.79	\$23.48	\$258.27
1 – 50	\$410	\$41	\$451
50+	\$820	\$82	\$902

Note: Section 7 of the WIAWA Constitution:

- (1) each member must pay to the Association annually, before the due date, the amount of the annual subscription fee
- (2) a member whose annual subscription fee is not paid within 90 days after the due date, ceases on the expiry of that period to be a member unless, under what may be considered special circumstances, the CEO decides to enter into an agreement for time to pay.

APPLICATION FORM:

I hereby apply for membership of the Wine Industry Association of Western Australia (Inc.) in the category:-

- | | | |
|---|----------------|--------------|
| <input type="checkbox"/> Producer | Category _____ | Fee \$ _____ |
| <input type="checkbox"/> Grower | Category _____ | Fee \$ _____ |
| <input type="checkbox"/> Distributor | | Fee \$ _____ |
| <input type="checkbox"/> Affiliate | Level _____ | Fee \$ _____ |
| <input type="checkbox"/> CCI Membership | Level _____ | Fee \$ _____ |



Name of Company: _____

ABN: _____

Name of Winery/Vineyard: _____
(if applicable)

Location Address: _____ Postcode: _____

Wine Region: _____
(if applicable)

Postal Address: _____ Postcode: _____

Telephone: _____ Fax: _____ Mobile: _____

Email: _____ Website: _____

Contacts in your organisation:

Most Senior Executive: Full Name: _____ Phone: _____

Position: _____ Email: _____

Key Contact: Full Name: _____ Phone: _____

Position: _____ Email: _____

Other Contacts: Full Name: _____ Phone: _____

Position: _____ Email: _____

Full Name: _____ Phone: _____

Position: _____ Email: _____

The WIAWA financial year runs from 1 July to 30 June. Fees for Producer and Grower members are invoiced bi-annually in July and January each year. Distributor and Affiliate members are invoiced annually in July each year. Membership applications received after the commencement of the financial year may be calculated on a pro-rata basis. **Invoices issued for fees will not be credited unless a written resignation is received within the term invoiced.** CCI Membership falls due on 1 July each year and is payable in full upon joining the Association.

Please find enclosed cheque for \$ _____ being payment for the period _____

Please debit my: Mastercard / Visa Card No. _____

Full name on card: _____ Expiry Date: _____

The information provided above will only be used for the purposes of management of the Association and will not be passed on to any third party. Members details will be posted on the Association website www.winewa.asn.au unless members request otherwise.

I agree to the above conditions: Signature _____ Date: _____