

6 July 2018

Dear Wine Producer,

APC Wine Producers' Committee
Outcomes from Fee for Service 2017 Vintage
T H A N K Y O U

You have paid fee for service (FFS) to the APC Wine Producers' Committee for the 2017 Vintage. This means that you have participated in moving towards the goal of a more vibrant, prestigious and unified wine industry for WA – which ultimately we hope will lead to increased profitability for each and every WA wine producer.

The APC Wine FFS was collected for the second year with the 2017 Vintage, and whilst as with all new ventures it takes time for the benefits to become easily apparent, there has been exciting work undertaken and some valuable industry data gathered. The following summarised list of services provided by the state and regional associations, confirms the effectiveness of the industry structure outlined in the WA Wine Industry Strategic Plan 2014-24 ([you can read a copy of the plan here](#)). Through a consultative process to develop the plan, producers strongly indicated that limited industry resources should be aligned and allocated to avoid duplication and amplify results.

At the simplest level, the agreed structure is that regional associations support regional brand and industry development and the state association focuses on advocacy and representation for all producers at a state and national level.

It is pleasing to see this structure reflected in both proposed APC budgets to provide services in each year and in the list of completed projects reported in end of year summaries.

At regional level, we see wine shows, managed by regional associations, providing a forum for producers that drives improvement of wine quality through a competitive process and a method of confirming regional strengths that can be used in regional promotion. All regional associations also assist their member producers to participate in festivals such as Taste Great Southern, Truffle Kerfuffle and Margaret River Gourmet Escape further adding depth and meaning to regional wine brands.

Regional associations also maintain critical relationships with local governments and government agencies to ensure producers have input to issues that can have a positive or negative impact on their businesses. Managing the implementation of prescribed burning at a local level is a good example of this.

At state level, Wines of WA provides representation for producers and regions at state and federal government level. Legislation/regulation issues related to taxation, health,

liquor licensing, prescribed burning and biosecurity are ongoing and require constant monitoring and input.

Opportunities to access resources and funding to assist industry development require capacity and skills to complete the applications for submission. The submission of applications for international wine tourism competitive and state grant funding has been a significant task, but the resulting opportunities for producers and regions to increase and improve their wine tourism offering are equally significant.

A brief summary of services provided to producers in 2017-18 follows:

- State – Working with Regional Associations, develop state application for Federal \$1M International Wine Tourism Grant
- State - Advocate for the adoption of WET legislation amendment policy to Federal Government
- State – Provide WA representative for WFA Small Winemakers' Committee
- State – Submit response to Draft National Alcohol Strategy
- State – Submit response to mandatory pregnancy labelling consultation process
- State – Attend WA Preventative Health Summit representing WA wine industry – [see presentations here](#)
- State – Monitor changes to Liquor Control Act legislation/regulation
- State – Host State Parliament House event for Regions and producers
- State - Work with State Government Agencies and Regional Associations to manage smoke-taint risk related to autumn prescribed burning program
- State - Manage Research and Development projects across the value chain including: AGWA Regional Program; Vinsites; State RDE Growers' Group Grant
- State - Provide secretariat services to the Wine Producers' Committee
- State - Provide secretariat services to the Wine Industry Technical Committee
- Blackwood - Promotion of Blackwood Valley wines and region through the Blackwood Valley & WA Boutique Wine Show
- Blackwood Valley - Promotion of Blackwood Valley wines and region through the Taste of the Blackwood Festival
- Blackwood Valley - Informing members of issues impacting on the wine and grape industries.
- Geographe – Geographe wine show and general coordination
- Geographe – Geographe wine show and Association website – completion of branding and redesign
- Geographe – Development of the Bunbury Geographe regional map
- Geographe – Redevelopment of Geographe regional entry road signs
- Geographe – Support to producers and representation on relevant industry matters and boards
- Great Southern – Smoke-taint education and relationship development
- Great Southern – Developed application for Wine Australia \$50M international tourism package
- Great Southern - Strategic Plan development (on-going)
- Great Southern – Riesling Downunder
- Margaret River - International Market Development
- Margaret River - Domestic Market Development
- Margaret River - Working closely with local shires on programs impacting the local wine industry, including working with DPAW on mitigating impact from the Autumn burning season / working with Nature Conservation MR

- Margaret River - Langton's Margaret River Wine Show / Halliday Cabernet Challenge / Vinexpo Hong Kong 2018 / 50th Anniversary Program / Community Wine Fair
- Margaret River - Masterclass & consumer tasting at Singapore Dinner, / Masterclasses at Australia Day Tastings in London, Edinburgh & Dublin / Masterclasses & consumer tastings at Melbourne & Sydney dinners
- Margaret River - International Media Famil (5 USA guests, 1 UK & 1 Singapore) / Domestic Media Famil (4 Australian guests)
- Margaret River - Two flagship events during Gourmet Escape
- Margaret River - National publicity support with East Coast publicity agency
- Margaret River - Grant Application development for National Landcare funding programs and for International Wine Tourism grant
- Peel – produced and manufactured Regional Peel Wine Association banners for all local members and Visitor centres in each town
- Perth Hills – funding carried over to next year to enable more targeted activities.
- Swan Valley - Execute Marketing Events
- Swan Valley – Wine Show Co-ordination
- Wine Industry Southern Forest (WISF) (Pemberton/ Manjimup) – Support provided for industry events - Timber Towns Wine show and Truffle Kerfuffle
- WISF – Allocated funding towards participation in Wine Australia' s Export and Regional Wine Support Package Grants through the Wines of Western Australia submission.

The following pages provide some of the data which has been generated through this years' collection – data which has not previously been available to producers or WA wine stakeholders. Encouragingly the total tonnes reported for the 2017 Vintage is 69,284 tonnes – a 19% increase over the 2016 Vintage.

As our database and knowledge of the WA wine industry grows we will increase our ability, both on a producer and industry level, to make informed and targeted choices for WA wine. We will also improve our credibility in being able to provide verifiable, current industry data to support industry negotiations/decisions. This will place the WA wine industry in an enviable position nationwide.

The Committee is hopeful that you will find some value in this data for your business purposes.

The committee invites you to please contact a committee member from your GI region if you have any matters you would like to discuss directly with the committee, or contact an Association member if you would like to propose an action or get further information on an action undertaken by an Association where that action was funded by FFS money – contact details for both committee members and Associations are included below.

Looking forward to what we will have achieved in the next, and then in five years' time,



Jeff Burch
Chairperson, APC Wine Producers' Committee

APC Wine Producers Committee Vintage 2017		
Western Australia Vintage 2017	2017	2016
Wine Producers	319	267
Grape Growers	563	540
		Some both producer and grower
Grape Varieties	47	44
		White/red other have been counted as 1 variety each although they may comprise more than 1 variety
Tonnes	69,284.34	53,818

Variety	Tonnage	Variety	Tonnage
RED - BARBERA	17.43	WHITE - ALBARINO	0.78
RED - BRACHETTO	1.50	WHITE - ARNEIS	10.53
RED - CABERNET FRANC	204.31	WHITE - CHARDONNAY	10,796.49
RED - CABERNET SAUVIGNON	11,721.81	WHITE - CHENIN BLANC	2,274.07
RED - DOLCETTO	2.20	WHITE - FIANO	42.07
RED - DURIF	15.31	WHITE - GEWURTZTRAMINER	64.74
RED - GAMAY	1.57	WHITE - MUSCADELLE	248.80
RED - GRENACHE	240.17	WHITE - MUSCAT BLANC A PETITS GRAINS	58.81
RED - MALBEC	595.92	WHITE - PEDRO XIMENEZ	7.27
RED - MERLOT	2,738.53	WHITE - PINOT GRIS	226.37
RED - MOUVEDRE	49.11	WHITE - PROSECCO	23.26
RED - NEBBIOLO	22.07	WHITE - RIESLING	1,509.67
RED - NERO D'AVOLA	3.90	WHITE - ROUSSANNE	6.05
RED - PETIT VERDOT	228.74	WHITE - SAUVIGNON BLANC	13,430.28
RED - PINOT MEUNIER	1.05	WHITE - SAVIGNIN BLANC	303.22
RED - PINOT NOIR	946.13	WHITE - SCHEUREBE	9.49
RED - SANGIOVESE	48.40	WHITE - SEMILLON	9,619.21
RED - SAPERAVI	1.50	WHITE - TREBBIANO	5.60
RED - SHIRAZ	11,703.37	WHITE - VERDEJO	44.68
RED - TANNAT	1.37	WHITE - VERDELHO	1,110.45
RED - TEMPRANILLO	478.67	WHITE - VERMINTINO	42.02
RED - ZINFANDEL	47.15	WHITE - VIOGNIER	113.03
RED - GRACIANO	8.03	WHITE - OTHER	180.08
RED - OTHER	79.16		
RED TOTAL	29,157.40	WHITE TOTAL	40,126.93

APC Wine Producers Committee Vintage 2017

Blackwood Valley	2017	2016
Grape Varieties	17	14
Grape Growers	25	17
Producers using grapes from Blackwood	22	17
Tonnes	1,417.63	784.45

Variety	Tonnage		Variety	Tonnage
RED - CABERNET FRANC	0.50		WHITE - CHARDONNAY	263.14
RED - CABERNET SAUVIGNON	398.23		WHITE - FIANO	2.00
RED - GRENACHE	2.16		WHITE - SAUVIGNON BLANC	131.39
RED - MALBEC	12.34		WHITE - SEMILLON	71.98
RED - MERLOT	83.85		WHITE - VERMINTINO	2.74
RED - PETIT VERDOT	0.60		WHITE - VIOGNIER	8.00
RED - PINOT NOIR	0.68			
RED - SANGIOVESE	1.50			
RED - SHIRAZ	423.35			
RED - TEMPRANILLO	14.88			
RED - OTHER	0.30			
RED TOTAL	938.38		WHITE TOTAL	479.25

APC Wine Producers Committee Vintage 2017		
Geographe	2017	2016
Grape Varieties	34	29
Grape Growers	57	48
Producers using grapes from Geographe	51	49
Tonnes	3,841.49	3,765.57

Variety	Tonnage		Variety	Tonnage
RED - BARBERA	15.53		WHITE - ARNEIS	2
RED - CABERNET FRANC	0.50		WHITE - CHARDONNAY	508.106
RED - CABERNET SAUVIGNON	427.96		WHITE - CHENIN BLANC	27.755
RED - DOLCETTO	2.20		WHITE - FIANO	1
RED - DURIF	1.64		WHITE - GEWURTZTRAMINER	4.494
RED - GRENACHE	57.21		WHITE - MUSCADELLE	0.2
RED - MALBEC	46.79		WHITE - MUSCAT BLANC A PETITS GRAINS	14.89
RED - MERLOT	150.36		WHITE - PEDRO XIMENEZ	0.2
RED - MOUVEDRE	14.20		WHITE - PINOT GRIS	3.3
RED - NEBBIOLO	4.88		WHITE - RIESLING	28.067
RED - PETIT VERDOT	4.62		WHITE - SAUVIGNON BLANC	870.622
RED - PINOT NOIR	2.41		WHITE - SAVIGNIN BLANC	0.15
RED - SANGIOVESE	9.72		WHITE - SEMILLON	442.949
RED - SHIRAZ	961.78		WHITE - VERDELHO	26.084
RED - TEMPRANILLO	152.69		WHITE - VERMINTINO	7.65
RED - ZINFANDEL	12.74		WHITE - VIOGNIER	3.84
RED - GRACIANO	0.30			
RED - OTHER	34.64			
RED TOTAL	1,900.18		WHITE TOTAL	1,941.307

APC Wine Producers Committee Vintage 2017

Great Southern	2017	2016
Grape Varieties	28	26
Grape Growers	96	118
Producers using grapes from Great Southern	77	71
Tonnes	14,401.28	10,807.26

Variety	Tonnage		Variety	Tonnage
RED - CABERNET FRANC	43.22		WHITE - CHARDONNAY	1,848.83
RED - CABERNET SAUVIGNON	2,348.83		WHITE - CHENIN BLANC	3.00
RED - GRENACHE	32.49		WHITE - FIANO	10.47
RED - MALBEC	95.85		WHITE - GEWURTZTRAMINER	23.86
RED - MERLOT	372.08		WHITE - PINOT GRIS	109.02
RED - MOUVEDRE	16.85		WHITE - RIESLING	1,129.66
RED - NEBBIOLO	3.99		WHITE - SAUVIGNON BLANC	2,028.38
RED - PETIT VERDOT	17.26		WHITE - SAVIGNIN BLANC	20.43
RED - PINOT MEUNIER	1.05		WHITE - SEMILLON	1,315.47
RED - PINOT NOIR	490.75		WHITE - VERDELHO	17.32
RED - SANGIOVESE	0.92		WHITE - VERMINTINO	7.43
RED - SHIRAZ	4,374.72		WHITE - VIOGNIER	12.12
RED - TEMPRANILLO	70.33		WHITE - OTHER	4.71
RED - GRACIANO	0.10			
RED - OTHER	2.14			
RED TOTAL	7,870.58		WHITE TOTAL	6,530.69

APC Wine Producers Committee Vintage 2017

Margaret River	2017	2016
Grape Varieties	36	36
Grape Growers	289	287
Producers using grapes from MR	164	142
Tonnes	42,105.55	31,626.81

Variety	Tonnage		Variety	Tonnage
RED - CABERNET FRANC	142.25		WHITE - ARNEIS	3.21
RED - CABERNET SAUVIGNON	8,019.58		WHITE - CHARDONNAY	6,851.84
RED - GAMAY	1.57		WHITE - CHENIN BLANC	1,078.78
RED - GRENACHE	63.69		WHITE - FIANO	26.28
RED - MALBEC	423.32		WHITE - GEWURTZTRAMINER	8.60
RED - MERLOT	1,881.15		WHITE - MUSCADELLE	3.13
RED - MOUVEDRE	10.98		WHITE - MUSCAT BLANC A PETITS GRAINS	28.65
RED - NEBBIOLO	8.16		WHITE - PINOT GRIS	99.22
RED - PETIT VERDOT	184.03		WHITE - RIESLING	300.28
RED - PINOT NOIR	133.21		WHITE - ROUSSANNE	5.80
RED - SANGIOVESE	34.46		WHITE - SAUVIGNON BLANC	9,167.93
RED - SHIRAZ	5,161.62		WHITE - SAVIGNIN BLANC	276.64
RED - TANNAT	1.14		WHITE - SCHEUREBE	9.49
RED - TEMPRANILLO	175.17		WHITE - SEMILLON	7,567.81
RED - ZINFANDEL	29.06		WHITE - VERDEJO	35.59
RED - GRACIANO	4.43		WHITE - VERDELHO	165.62
RED - OTHER	19.17		WHITE - VERMINTINO	7.85
			WHITE - VIOGNIER	66.83
			WHITE - OTHER	109.02
RED TOTAL	16,292.99		WHITE TOTAL	25,812.57

APC Wine Producers Committee Vintage 2017				
Peel	2017	2016		
Grape Varieties	13	7		
Grape Growers	6	4		
Producers using grapes from Peel	6	4		
Tonnes	39.25	16.10		
Variety	Tonnage		Variety	Tonnage
RED - CABERNET FRANC	3.81		WHITE - ALBARINO	0.78
RED - CABERNET SAUVIGNON	10.07		WHITE - CHARDONNAY	3.00
RED - SHIRAZ	7.121		WHITE - CHENIN BLANC	3.70
RED - ZINFANDEL	0.88		WHITE - FIANO	0.82
RED - OTHER	0.8		WHITE - SAUVIGNON BLANC	1.06
			WHITE - SEMILLON	2.46
			WHITE - VERDELHO	2.64
			WHITE - VERMINTINO	2.10
RED TOTAL	22.681		WHITE TOTAL	16.564

APC Wine Producers Committee Vintage 2017				
Perth Hills	2017	2016		
Grape Varieties	26	17		
Grape Growers	31	23		
Producers using grapes from Perth Hills	28	23		
Tonnes	370.50	218.75		
Variety	Tonnage		Variety	Tonnage
RED - BARBERA	1.90		WHITE - CHARDONNAY	22.35
RED - BRACHETTO	1.50		WHITE - CHENIN BLANC	12.40
RED - CABERNET SAUVIGNON	90.99		WHITE - FIANO	1.50
RED - DURIF	6.64		WHITE - GEWURTZTRAMINER	3.90
RED - MALBEC	0.99		WHITE - MUSCAT BLANC A PETITS GRAINS	1.31
RED - MERLOT	31.25		WHITE - SEMILLON	2.00
RED - MOUVEDRE	2.85		WHITE - VERDEJO	4.09
RED - NEBBIOLO	1.70		WHITE - VERDELHO	3.22
RED - PETIT VERDOT	8.74		WHITE - VERMINTINO	2.81
RED - PINOT NOIR	7.50		WHITE - VIOGNIER	11.05
RED - SANGIOVESE	1.80		WHITE - OTHER	5.05
RED - SAPERAVI	1.50			
RED - SHIRAZ	103.22			
RED - TEMPRANILLO	29.36			
RED - OTHER	10.88			
RED TOTAL	300.826		WHITE TOTAL	69.678

APC Wine Producers Committee Vintage 2017				
Swan Valley	2017	2016		
Grape Varieties	30	31		
Grape Growers	67	56		
Producers using grapes from Swan Valley	50	40		
Tonnes	4,144.78	3,975.91		
Variety	Tonnage		Variety	Tonnage
RED - CABERNET FRANC	2.92		WHITE - CHARDONNAY	521.64
RED - CABERNET SAUVIGNON	325.94		WHITE - CHENIN BLANC	1,148.43
RED - DURIF	7.03		WHITE - GEWURTZTRAMINER	3.19
RED - GRENACHE	84.62		WHITE - MUSCADELLE	245.47
RED - MALBEC	5.44		WHITE - MUSCAT BLANC A PETITS GRAINS	13.96
RED - MERLOT	72.27		WHITE - PEDRO XIMENEZ	7.07
RED - MOUVEDRE	4.23		WHITE - PINOT GRIS	0.85
RED - NERO D'AVOLA	3.90		WHITE - SAUVIGNON BLANC	58.31
RED - PETIT VERDOT	11.89		WHITE - SAVIGNIN BLANC	1.00
RED - SHIRAZ	507.22		WHITE - SEMILLON	142.54
RED - TANNAT	0.23		WHITE - TREBBIANO	5.60
RED - TEMPRANILLO	35.88		WHITE - VERDEJO	4.99
RED - GRACIANO	3.20		WHITE - VERDELHO	879.20
RED - OTHER	11.23		WHITE - VERMINTINO	11.45
			WHITE - VIOGNIER	10.99
			WHITE - OTHER	14.09
RED TOTAL	1,076.00		WHITE TOTAL	3,068.78

APC Wine Producers Committee Vintage 2017			
Wine Industry Southern Forest (Manjimup / Pemberton)		2017	2016
Grape Varieties		23	23
Grape Growers		34	37
Producers using grapes from WISF		37	32
Tonnes		2,962.05	2,623.89
Variety	Tonnage		Variety
RED - CABERNET FRANC	11.12		WHITE - ARNEIS
RED - CABERNET SAUVIGNON	99.41		WHITE - CHARDONNAY
RED - MALBEC	11.19		WHITE - GEWURTZTRAMINER
RED - MERLOT	147.56		WHITE - PINOT GRIS
RED - NEBBIOLO	3.34		WHITE - PROSECCO
RED - PETIT VERDOT	1.60		WHITE - RIESLING
RED - PINOT NOIR	311.58		WHITE - ROUSSANNE
RED - SHIRAZ	164.34		WHITE - SAUVIGNON BLANC
RED - TEMPRANILLO	0.36		WHITE - SAVIGNIN BLANC
RED - ZINFANDEL	3.46		WHITE - SEMILLON
			WHITE - VERDELHO
			WHITE - VIOGNIER
			WHITE - OTHER
RED TOTAL	753.96		WHITE TOTAL
			2,208.09

Services provided through the APC Wine Committee are provided by the state association (Wines of Western Australia, WOWA) if they are state wide or by the relevant regional association for the GI locations. This method of service delivery is provided under the section 12 Functions of the APC Act, function (m). Should you wish to provide feedback or suggestions or become involved in the process for service delivery, please contact as below:

Wine Industry Associations Western Australia (working with APC Wine Producers' Committee)				
Association Name	CEO / President	Contact	Admin	Contact
Blackwood Valley Wine Industry Association	Troy Schoof / President	Troy.schoof@latitude34wineco.com 0437 944 575	Lyn Metcalfe	bwwia@westnet.com.au 9761 1257
Geographe Wine Industry Association	Simon Holthouse	president@geographewine.com.au 0428 910 737	Pippa Nielsen / Treasurer	wine@vineyard28.com.au 0418 941 842
Great Southern Wine Producers Association	Steve Hall / Acting Chair	steve@rockcliffe.com.au	Dr John Gates / Executive Officer	info@greatsouthernwine.asn.au 0407 987 889
Margaret River Wine Association	Barry House / Independent Chair	chair@margaretriver.wine	Amanda Whiteland / CEO	Amanda@margaretriver.wine 9757 9330
Peel	Bernie Worthington / President	info@drakesbrook.com.au 0427 944 503		
Perth Hills Vignerons' Association	Dennis Humfrey / President	dennis@carldenwines.com.au 0419 941 107		
Swan Valley and Regional Winemakers Association	Yuri Berns	yuriberns@bigpond.com	Deb Tucker	info@swanvalleywinemakers.com.au 0430 622 130
Wine Industry Southern Forests (Pemberton / Majimup)	Ashley Lewkowski	9776 1251	Monica Radomiljac / Secretary, Treasurer	rado@pemberleyfarms.com.au 0427 761 373
Wines of Western Australia (WOWA)	Trevor Whittington Independent Chair	chair@winewa.asn.au	Larry Jorgensen / CEO	ceo@winewa.asn.au 0448 884 161

The APC Wine Producers' Committee operates with a membership of 9 wine producers from all GI locations. To provide feedback to the Committee, or to become involved, please contact a representative from the relevant location.

Members are:

APC Wine Producers' Committee at June 2018		
Name	Region	Email
Jeffrey Burch - Chair	Margaret River / Great Southern	jeffb@hpw.com.au
Nigel Gallop	Margaret River	nigel@fgewines.com.au
Kim Tyrer	Great Southern	kim@galafreywines.com.au
John Sprigg	Great Southern	info@trevelenfarm.com.au
Catherine Howard	Geographe	cmhoward@westnet.com.au
Monica Radomiljac	Pemberton / Manjimup (Wine Industry Southern Forests)	rado@pemberleyfarms.com.au
David Atkinson	Swan Valley / Margaret River	david@janebrook.com.au
Jim Campbell Clause	Margaret River, Geographe, Blackwood, Pemberton	jim@ahaviculture.com.au
Jeff Dewar	Geographe	jeff@willowbridge.com.au