

2019 - 20 ANNUAL REPORT



WINES OF
WESTERN AUSTRALIA
Extraordinary Regions

27 October 2020

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Introduction

The Wine industry Association of Western Australia (Inc.) Wines of Western Australia, established in 1987, is the state's primary organisation of wine producers.

It is our mission to provide a unified, strategically influential voice that creates opportunities for the fine wine regions of Western Australia.

Industry Overview

Wine is a major value adding industry with significant regional economic and employment benefits. In 2018/19 the total value of the WA wine industry was estimated at \$684 million with a grape value of \$65 million. Regarding market channels, 48% of total value was sold in WA, 40% in eastern Australia and 12% in exports.

The Western Australian wine industry produces about 42 million litres of wine annually representing 4% of the volume of Australia's wine production but 8.5% of the value.

WA Wine Industry Vision

As outlined in the WA Wine industry Strategic Plan 2014 – 24, WA producers have a shared vision of:

“a Western Australian wine industry that grows sustainably and profitably, built on the reputation of its great fine wine regions”

The pathway to this vision is a unified and strategic influential industry focused on regional fine wines of provenance and authenticity. Producers and Regional Associations are the custodians of their Regional brand.

Wines of WA Charter

WA producers have mandated that Wines of WA should, “provide stewardship of the industry” to create opportunities for producers and the fine wine regions of WA.

From an operational point of view, this service is provided through:

- **Advocacy** to ensure government, at all levels, understands our industry – the benefits we provide to the state economy, particularly in regional WA and the assistance and resourcing we require to further develop our industry.
- **Representation** to ensure the value of industry is clearly understood by government, the community and other complimentary industry sectors. We need to ensure our social license to operate is retained and strengthened. We continue to build strong partnerships with tourism, agriculture and fisheries by developing complimentary market development programs. We need to raise the stature of our industry so that West Australians are truly proud of our wine industry.
- **Administration** of technical and marketing program funding to provide Regional Associations and producers access to opportunities to improve business practises and market access.
- **Communication** to ensure wine industry participants are aware of the issues that affect their businesses, enabling them to make informed decisions on the direction of the industry and their individual businesses.

We look forward to working with Producers and Regional Associations in 2020- 21 on developing a sustainable and profitable future for the WA wine industry.

Strategic Priorities 2019 - 20

Priority	Priority Issues	Activities and Progress
1. Industry Structure and Development	Assist Regions to develop strategic plans and secure resourcing to implement.	Regional Strategic planning completed in 2019 – 20. Resourcing provided via IWTG and other funding streams.
2. Market Development	Secure funding and resources for export and domestic market development Support wine tourism initiatives and direct sales channels.	Developed Business Case for partnership with federal and state agencies to fund, resource and implement market development programs. Presented to state government for approval. Implementation of federal wine tourism grant (IWTG) Assist regions to implement IWTG
3. RDE & Adoption support for fine wine business model	Smoke taint Chemical resistance Improved clonal material (including alternative varieties) Business model innovation Pest and disease management Sustainable viticulture	Support Regions and producers to manage prescribed burns programs. Build stronger relationships with DBCA and OBRM Technical Committee to implement programs to address identified challenges through the Wine Australia Regional Program WoWA to advocate for policy settings and government support to address identified challenges
4. Taxation and Regulation	Ensure taxation regime offers best operational environment for WA fine wine producers. Ensure legislation and regulation offers best operational environment for WA fine wine producers. Ensure an enduring social licence for WA wine producers.	Tax Working Group developed an industry ratified position for further taxation reform. Advocate for further amendments to Liquor Control Act to improve access to market, including direct to consumer channels Work with Australian Grape and Wine and other states to ensure aligned and strong communications/advocacy.

President's Report

It is difficult to reflect on the 2019-20 financial year without allowing COVID 19 to dominate the narrative. The impact of it cannot be ignored and all businesses have been affected to some degree. This is true for WoWA as well. As our remit is to ensure the best operational environment for WA producers, restrictions on movement and business operations arising from COVID 19 related restrictions have been significant. While WA has largely returned to normal internally, there remain challenges which WoWA continues to address on behalf of WA producers. As the saying goes, never waste a good crisis. One strong positive to come out of the previous 8 months is a much stronger link to all state government departments. WoWA engaged consistently with state government both directly and through participation in industry round tables, ensuring the interests of WA producers were clearly understood.

We must also reflect on the work plan that WoWA established for 2019 -20. Despite the requirement to focus strongly on COVID 19 issues for much of 2020, we still addressed our key strategic areas of focus. These are highlighted below.

National Advocacy

Health

At a commonwealth level this past 2019 - 20 year WoWA engaged with the major political parties focusing on workable alcohol related health policy. Issues such as mandatory pregnancy labelling and other broad population-based initiatives, while primarily a national issue, must also be addressed at state and regional level.

The intent is unquestioned however, unintended consequences of proposed measures must be clearly understood before policy and legislation is implemented. WoWA will continue to work with Australian Grape and Wine (AGW) to advocate a consistent policy position on this issue.

Working with AGW and Drinkwise, WoWA and Regional Associations have developed responses to policy discussion papers on various health related issues, ensuring that both WA federal and relevant state members understand our position on these issues. Additionally, we have facilitated workshops and forums to inform producers on these issues and to promote proactive programs, such as the Drinkwise cellar door tasting collateral for consumers.

Tax

The tax working group continued into its third year finalising a tax policy position that was reviewed by all WA producers for ratification. Our focus is a simpler and fairer structure into the future that will support the premium end of the market while addressing some of the concerns around health in a more effective and balanced way.

The WoWA Board then facilitated a formal consultation process with industry which included a series of regional workshops and opportunities for regions to directly feed into the process.

The results of this process were incorporated into a final draft position paper that was ratified by industry in February 2020.

Subsequently, the WoWA Board has approved an advocacy strategy to be implemented by WoWA executive. CEO Larry Jorgensen has begun work on this through engagement with regions and states nationally.

COVID 19

While much of the required advocacy at national level was undertaken by Australian Grape and Wine (AGW) WoWA provided

support as required and engaged with WA federal members to ensure the industry's position was clearly understood. In some cases, this required ensuring that federal policy was followed through to state level. An example of this is ensuring wine production was included as an essential industry and allowed to continue operations during the early stage lockdown in March and April

State Advocacy

Legislation and Regulation

Much of the legislation and regulation that has day to day impact on producers and growers is set at state level. WoWA works with Regional Associations to ensure state government and all local members are aware of the specific issues at state level that are important to WA wine growers and producers.

The key legislative/regulatory issues addressed this year were related to COVID 19 restrictions. Sales restrictions imposed on wine producers in March would have been disastrous for producers. WoWA worked with Regions and producers to have this quickly resolved. AS the state moved through various levels of restrictions on movement, WoWA worked closely with the Department of Health and Racing, Gaming and Liquor to ensure producers were able to operate as freely as possible. WoWA ensured producers understood clearly what their obligation were so that they could comply while operating their businesses.

Additionally, we continue to work across state and local government to ensure smoke taint events related to prescribed burning programs do not impact on WA wine growers and producers, It is a delicate balance and we understand the importance of risk mitigation activities. A constant and well-informed conversation with all who implement prescribed burning is imperative to this.

Export Market Development and Wine Tourism

In 2019 – 20, WoWA focused on gaining state government funding support for our Export Growth Partnership strategy (EGP).

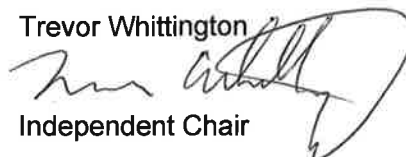
It is an ambitious program that is seeking a partnership between industry, state and federal government for funding for a 5-year program to grow our export value. The aims of the partnership are to double the aggregated value of WA wine exports, increase the average price per litre to at least \$12 and increase the number of WA producers who are profitably and sustainably exporting. In late June, WoWA and the state government agreed to fund an Export Development Officer to manage the EGP. A business case supporting the request for funding was also submitted for approval. We expect a response early in the new financial year.

WoWA continues to work with Regional Associations to implement a program to increase visitation and spend by international wine tourists in WA's fine wine regions. Funded by the federal International Wine Tourism Grant (IWTG), the program is currently building capacity and improving service and wine tourism product offerings. The next phase to be implemented over the remainder of 2020 and into 2021 are attraction and promotion tactics aimed at increasing visitation and spend. This will involve working with Australia's South West, Destination Perth and Tourism WA to support Regional Associations and producers in marketing their wine tourism products to international visitors. The legacy of this program will carry forward as the increased capacity to provide and market wine tourism products will continue to grow as Regions and producers more fully understand the potential of this market channel.

I would like to thank Larry and Robin for their tireless work for WoWA on behalf of all State producers.

Pippa Nielsen will also step down as Treasurer and Geographe representative. Her contribution in both roles has been significant. We wish her the best as looks to focus more on her business.

Trevor Whittington



Independent Chair

Treasurer's Report

The 2019/2020 Financial Year has been both an industrious time and complex for Wines of WA. The first half of the year was focused on business as usual and completing projects as part of the International Wine Tourism Grant. Christmas/January saw the bush-fires over east have a huge impact on the wine industry and wine tourism, which was then compounded by the Covid-19 health crisis unfolding across Australia.

From March through to June 2020 the majority of our members wine businesses ceased to operate in their usual manner, with cellar doors being unable to operate, and many having to look to the online environment.

Extensions were sought and provided for the completion of IWTG activities. For the balance of FY20 many of these have been on hold due to Covid-19 state restrictions. As we start into FY21 we are beginning to see where we may recommence this work.

The Covid-19 crisis also necessitated some revision of our budget and close management of our cashflow through to the end of the Financial Year. The Executive and Board members took the decision to monitor and review these on a quarterly basis, and adjust as required. Thanks go to our CEO, Larry Jorgensen for keeping us well informed with respect to the cashflow of the organisation.

Paula Henderson as our book-keeper has been invaluable in managing the day to day activities of the finances this year. The finance processes are now developed and working well. This is reflected in reduced accounting fees for this Financial year.

Revenues

The majority of our revenue is derived from the APC Fee for Service Levy process. We have finished the year nearly 3% above our original budget forecast.

From our income we have also provided matched funding to the International Wine Tourism income received.

Trade Debtors finished the year at \$208,755, of which \$203,500 was to DPIRD for their co-contribution towards the Export Growth Partnership. These funds were received early in July. The balance were smaller debtors related to the Cellar Door Excellence program and outstanding associate memberships which have since been resolved.

Expenses

In general the expenses for the Association were in line with our budget projections. There are a couple of minor areas to be noted:

- Travel and Accommodation expenses are under budget. This is mostly due to having less people travelling interstate this year on WoWA matters, and the Covid-19 crisis limiting such activities.
- Bad Debtors relates to the Cellar Door Excellence program where some businesses did not receive or participate in the program and some associate memberships that were not taken up for the 19/20 Financial Year.

Surplus

The net result of the above was the Association reported a surplus for the year. As per our cashflow reviews and quarterly reporting we have finished the year slightly ahead of our revised budgets. As mentioned earlier there has been a lot achieved this year with both our WoWA operational Funds and those from the International Tourism Grant.

- Tax Working Group project and the development of a WA position.
- Continuing the relationship with Govt bodies relating to prescribed burns.

- Advocacy on behalf of the industry around the Mandatory Pregnancy Labelling.
- Advocacy and engagement with WA State Government during the Covid-19 crisis as issues arose.
- Development and implementation of the Export Growth Development Partnership.
- Continued activities relating to the IWTG program. In particular the development of good working relationships between Wines of WA, the WA State Govt, local and state tourism organisations.

As I am stepping down from my position on the Board I'd like to express my thanks to all my colleagues for their support during my time as Treasurer. To the executive committee 2020 has been an interesting year to say the least, but it was made easier by having a great team of people to work with as issues arose. Larry, thank you. It has been great to work with you, and Wines of WA is well represented by you, with your passion for the wine industry and the skills and knowledge you bring to the role.

Pippa Nielsen

Pippa Nielsen
Treasurer

Chief Executive Officer's Report

As outlined in Strategic Priorities for 2019 - 20 our focus for the year prioritised:

- Assisting Regions to develop strategic plans and secure funding and resources to implement these
- Secure funding and resources for export and domestic market development including wine tourism
- Ensure legislation and regulation offers best operational environment for WA fine wine producers and ensure an enduring social licence for WA wine producers.
- Supporting the WA wine technical committee to ensure biosecurity and RD&E priorities are adequately addressed by relevant federal and state government agencies and industry groups

The key activities to achieve these aims were, Advocacy, Representation, Administration and Communication

Advocacy

In 2019 - 20, Wines of Western Australia advocated for the industry on the following issues:

- Continued work with the Tax Working Group which developed a draft position paper for industry review/consultation. The draft position paper was presented to industry via regional forums. The policy position paper was formally ratified by industry following industry consultation. An advocacy strategy has been agreed by the WoWA Board and this will be implemented in 2020 – 21.
- Continued engagement with the state government and Wine Australia to

secure resources to support export market development for WA wine producers. A business case (Export Growth Partnership – EGP) was submitted to the state government and this has been approved in principle for funding. As a part of this, WoWA and the state government have agreed to appoint an Export Development Officer to manage the EGP. A recruitment process will begin in August 2020 with appointment scheduled for September 2020.

- Worked with all Regional Associations and the Department of Biodiversity Conservation and Attractions to establish late season burn-off protocol to ensure late harvested fruit was not affected by prescribed burning.
- Worked at state and federal level to ensure that COVID 19 related restrictions were implemented with minimal impact on WA wine producers

Representation

In 2019 - 20, Wines of Western Australia engaged the following government and industry bodies on the following issues:

- Co-hosted with the Minister for Agriculture, a State Parliament House Event for industry and state government and opposition members.
- Minister for Agriculture and the Department of Primary Industries and State Development and Minister for Tourism and Tourism WA, advocating for increased funding for market development, wine tourism and industry development.
- Participated in industry round-table meetings regarding COVID 19 restrictions
- Attended Wine Australia and Australian Grape and Wine interstate meetings Administration

Administration

In 2018-19, Wines of WA administered the following projects on behalf of the WA wine industry:

- Worked with APC administration and Wine Producers' Committee to refine

collection process for FFS collection on the 2020 vintage.

- Compliance requirements for the Wine Australia Regional Program.
- Management of the WA Wine Technical Committee
- Negotiated terms for the WA wine industry service agreement with Australia Post
- Negotiated terms for the WA wine industry co-membership arrangement with CCIWA
- Project management/compliance of IWTG.
- Project management of R4R Growers' Group Grant, "Pathways to Premium Markets".

Communication

In 2019 - 20, we continued to refine our communications processes, through appointment of strategic communications consultant (see below under staff movements) and the following:

- A weekly e-newsletter which provides non-time sensitive information.
- For urgent, critical information, members receive an email or text message directly from me, sent from ceo@winewa.asn.au
- Eye to eye on a regular basis to share a coffee or a glass wine, depending on the time of day, discussing what you feel are the key issues affecting your business and region.

Additionally, we urge producers to visit www.winewa.asn.au regularly as we post information and upcoming events to the news-blog that feeds directly to the home page.

Finally, the art of communication requires getting the correct message to the right person. This is our biggest challenge as an industry. We continued to work on this in 2018-19. With information collected via the APC process our ability to communicate effectively will continually improve.

Human Resources

While Wines of WA has one employee. Through contracted professional services and

formalised working groups, our capacity to deliver value through the fee for service model has been greatly enhanced.

We currently have the following contracted service providers:

- Trevor Whittington as Independent Chair
- Robin Birch as Project Manager of the IWTG
- Agknowledge/Peter Cooke who has provided strategic planning services to Regions and has assisted in developing the Export Growth Partnership Business Case

We currently have the following Industry Working Groups:

- Wines of WA Technical Committee which provides oversight of the Wine Australia Regional Program other RDE&A activities and biosecurity issues for WA producers
- Wine Tourism Alliance which provides oversight of the IWTG project, delivering projects to increase visitation and spend by international wine tourists
- Wines of WA Tax Working Group which was commissioned to produce a ratified tax position paper for the WA wine industry. This process is ongoing. A draft position statement is currently undergoing an industry consultation process.
- Export Growth Partnership business case. Comprised of the WoWA Executive Committee, DPIRD and Agknowledge as external consultant, this working group has developed a business to form a partnership between industry, the state government and Wine Australia to resource a collaborative program to improve WA's wine export performance. The partnership proposal has been formally endorsed by DPIRD.

An agreement to co-fund and Export Development Officer with DPIRD has been agreed and this position will commence early in the 2020-21 financial year

National Representation

It is important that WA continues to provide energised and capable people at a national representative level to ensure our state issues are understood and addressed. In 2019 - 20, WoWA facilitated the following input at national level.

Australian Grape and Wine

Western Australian Board representatives were:

- Cath Oates (Small Winery Membership Committee)
- Larry Jorgensen (Small Winery Membership Committee)
- Colin Bell (Vignerons' Committee)

Alexandra is a former Board member and Treasurer of Wines of Western Australia and runs her family's wine business, Voyager Estate.

Cath owns Oates Ends and is a Wine Australia Board member

Larry is CEO of Wines of WA.

Colin is a Director of AHA Viticulture.

Wine Australia

In addition to these formalised positions, Wines of WA has continued to strengthen our relationships with other State and Regional organisations. We will continue to communicate and collaborate with our inter-state partners to advocate collectively where common interests exist.

Cath Oates continued as a Board member of Wine Australia in 2019 – 20 and was Acting Chair after the resignation of Brian Walsh in part way through his tenure.

In closing, I wish to acknowledge the contribution and support of the following people:

- Regional Association Committees who have provided input to the development of policies and programs to support industry development.
- Producers who have provided input to the development of policies and programs to support industry development.
- The Wine Tourism Alliance, which is a regional, cross-industry committee bringing together a wealth of regional knowledge and energy. While its current remit is oversight of the IWTG, members agree it will be legacy that endures, strengthening the Regional collaboration to develop profitable tourism business in region.
- The Wines of WA Technical Committee, Chair Lee Hasselgrove, Jim Campbell-Clouse, David Botting, Steve Partridge Richard Fennessy and Glynn Ward.
- The Tax Working Group and specifically, David Martin whose work in this area over a number of years has been extraordinary.
- The Wines of WA Board of Directors, and specifically, Independent Chair, Trevor Whittington, Vice President Robert Olde and Treasurer Pippa Nielsen
- Robin Birch, IWTG Project Manager who is deftly managing a complex project that is delivering significant value to WA's wine industry.

In closing, I would like to specifically acknowledge the input by Pippa Nielsen and Daniela Tonon, both of who will step down from the WoWA Board this year. Their contributions during their tenures have made WoWA a stronger and more effective organisation.

Larry Jorgensen



Chief Executive Officer

Membership and APC Collection Report

The WA wine industry again utilised the fee for service APC funding model for the 2019 - 20 financial year. The fees were affected against the 2019 vintage. A fee per tonne was collected from the owner of the fruit at crush and distributed to Wines of WA to provide state-based services and to Regional Associations based on the GI origin of the fruit to provide regionally based services.

WoWA worked with producers, Regional Associations and the APC Wine Producers' Committee, to further refine the collection process in 2019 - 20.

The aggregated budgeted revenue from APC collections for 2019 - 20 was \$593,739, based on a 52,530 tonne vintage. The final reported amounts at 30 June 2020 were \$589,827 and 50,000 tonnes. This represents 99% of budgeted revenue and 96% of projected volume.

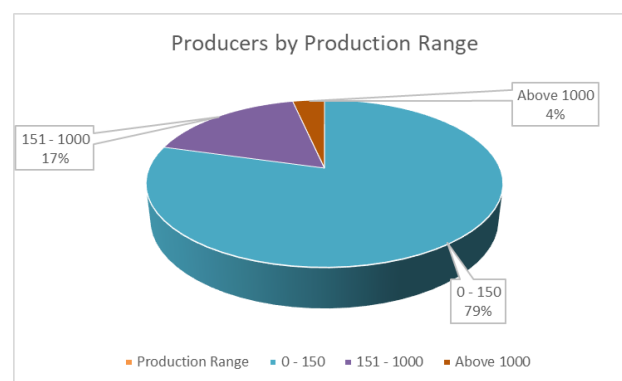
In total, 320 producers provided return forms for payment with a further 64 lodging "nil" returns. The aggregated figure, 384, is higher than the typically quoted number of 350 active businesses in WA. Nil returns are attributable to smoke-taint events, yearly production decisions to balance inventory and the variety of business models that exist. As the fee is attributable to the owner of fruit at crush, businesses that typically purchase finished or raw wine would not submit a return form for payment.

Industry Production Data

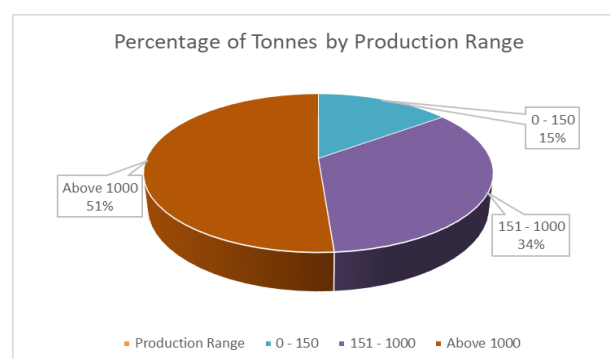
A significant benefit arising from the APC collection is resulting production data. Information collected via the process includes GI origin of fruit by variety. This provides an accurate snapshot of production capacity and will be invaluable

to producers in determining how to structure their business to best meet market demand. As industry settles into acceptance of the APC, further information can be collected to provide more detail to support business planning. A summary of the data at state level is included in Appendix 1. The information will also be provided to all producers and will be archived to the Wines of WA website.

Percentage of Producers by Production Category



FFS Collection by Production Category



Current Producer Member Benefits

Australia Post

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

Chamber of Commerce and Industry, WA (CCIWA)

Membership permits access to the dual Wines of WA / CCI membership agreement. This provides members with access to the full range of CCI member benefits including: advice and assistance on industrial relations, workplace agreements, worker's compensation, occupational safety and health, industry training, trade, environmental compliance and more.

Affiliate Membership Benefits

Affiliate members receive the following benefits:

- Receive regular issues of the WoWA E-newsletter and keeping up to date with all the latest wine industry news
- Access and notification to networking events and workshops with WOWA wine producers and growers
- Access to WA wine industry Australia Post parcel rates,

RD&E Technical Committee Report

The Wines of WA Technical Committee oversees the development and implementation of the WINE AUSTRALIA Regional Program for WA. The Program provides grants-based funding for R&D projects with specific regional relevance.

The Committee also reviews:
biosecurity

- water security
- resource management
- biosecurity issues

Committee Members for 2019 – 20 were:

Lee Hasselgrove – Mure Viticulture (Chair)
Jim Campbell-Clause – AHA Viticulture
Dave Botting – Burch Family Wines
Con Simos – AWRI
Alec McCarthy – DPIRD
Andrew Taylor - DPIRD
Mark Gibberd – Curtin University
Jeremy Galbreath - Curtin University
Glynn Ward – DPIRD
Richard Fennessy – DPIRD
Keith Pekin – Perth NRM
Michael Considine – UWA
Larry Jorgensen – Wines of WA

RD&E 5 Year Strategic Plan

In January 2017, the Wines of WA Technical Committee undertook a facilitated strategic planning session to identify the RD&E strategic priorities over the next 5 years. The 2017 - 22 WA Wine industry RD&E Strategic Priorities Plan (RDESP) is included in the appendices and is available on the Wines of WA website in the Technical Section.

The process included a request for input from all WA producers. The responses were collated reviewed these, noting the frequency of identified issues in determining 5 key focus areas:

- Smoke taint
- Chemical resistance
- Improved clonal material (including alternative varieties)
- Business model innovation
- Pest and disease management
- Sustainable viticulture

The RDESP is the guiding document in determining what issues are addressed by industry through research and extension in partnership with state and federal government agencies.

Wine Australia Regional Program.

The Regional Program is funded through Wine Australia. In each year, the Technical Committee identifies key issues to be addressed through extension programs. The Annual Operating Plan for each year is available on the WoWA website in the Technical section. Program administration is provided by WoWA. DPIRD provides project management through Richard Fennessy.

2019 - 20 activities

Virus symposium

Grape vine viruses pose a significant risk to the productivity, quality and sustainability of Australian vineyards. Many within the industry believe this disease is a great threat to our industry, especially when considering the costs incurred in other world wine regions such as Marlborough and Napa Valley due to virus. Therefore, producers have a need to gain better understanding of the complexities of this disease.

Proposed expert speakers include Dr Vaughn Bell (The New Zealand Institute for Plant & Food Research Limited), Dr Fiona Constable (Plant Virologist, Department of Environment and Primary Industries), Dr Cath Kidman (Treasury Wine Estate), Dr Monica Kehoe (Plant virologist, DPIRD) and Alison Mathews (Entomology, DPIRD)

Objectives

1. Increase grower awareness of viruses and their potential commercial impact
2. Provide an overview of latest technologies and methodologies for detecting viruses and practical tips for effective sampling

Status: Due to COVID travel restrictions this activity has been postponed to May 2021. The activity is still planned to collaborate with

Limestone Coast and all speakers are eager to attend the event in 2021.

Demonstrating clonal performance

This activity plans to utilise commercial inter-block clonal plantings from a multitude of regions and undertake berry/bunch measurements and small lot winemaking to demonstrate and compare the performance of selected clones under WA conditions. Varieties targeted will include Pinot Noir, Merlot, Tempranillo and Shiraz; the number of clones per variety will range between three and five.

Objectives

1. Improve producers' knowledge of clonal diversity and those clones which may be preferential under WA conditions.
2. Demonstrate the influence of clone on viticultural performance and wine quality.

Successfully harvested and made small lot wines from six Tempranillo clones (32, 98, 261, 306, 326 and Requena), four clones of Shiraz (174, 470, Waldron and WA Selection), two Merlot clones (18 and D3V14) and two Pinot Noir clones (115 and 777). Measurements including berry weight, bunch weight, compaction and yield were taken.

Regional wine tasting workshops were to be completed by August but have been delayed due to COVID-19. A workshop in Geographe with 11 producers was completed 26 Aug and have workshops in Margaret River (22 Sept), Swan Valley (25 Sept) and Great Southern (30 Sept) scheduled. Over 70 producers attended the workshops.

This activity is on track to achieve its objectives of improving producers' knowledge of clonal diversity and those clones which may be preferential under WA conditions; and demonstrate the influence of clone on viticultural performance and wine quality.

Trunk disease management workshops and demonstrations

It has been 10 years since the last trunk disease seminar series were held in Western Australia. Since that time a substantial amount of research has been undertaken in Australia and overseas surrounding both the identification of trunk diseases and their management. The workshops described will consist of presentations in Margaret River and Great Southern regions followed by a pruning demonstration on how to remove infected material and re-work vines.

Eutypa lata is not known to occur in WA. As a result, some confusion has resulted over the management options existing for WA growers when a large amount of extension material regarding trunk diseases has focussed on *Eutypa dieback*. This series of workshops aims to resolve some of those issues surrounding registered fungicides etc.

Dr Mark Sosnowski is the lead researcher on the report Practical management of grapevine trunk diseases and current project SAR 1701–1.1 Grapevine trunk disease management for vineyard longevity in diverse climates of Australia. Dr Sosnowski will be the key presenter as part of the workshop series.

Objectives

1. Inform and update WA viticulture industry representatives on the current findings surrounding trunk diseases on a global scale.
2. Educate viticulturists on the best practice management options available for minimising the impact of trunk diseases.

In late May 2019, workshops featuring Dr Mark Sosnowski (SARDI) were held in both Margaret River and Great Southern covering practical management solutions for botryosphaeria and eutypa dieback. The workshops also featured a pruning demonstration so attendees could view best practice techniques for dealing with infected vines with the aim to maintain commercial viability.

In total, approximately 50 producers were in attendance at the two workshops. Having the workshops in May allowed opportunity to implement the learnings for the upcoming pruning season.

Demonstrating water additions to high sugar red must

This activity is inspired by the recent AWRI Winemaking Trial Tasting workshop on Cabernet Sauvignon. Specifically demonstrating the impact of diluting high Baume red musts. With an ever-increasing trend of compressed vintages and extreme weather events the management of elevated ripeness of red fruit is becoming a regular practice for Australian winemakers. There is research showing high Baume must's can be managed by diligent additions of water without detriment to wine quality.

Shiraz from Swan Valley and Frankland will be picked at varying maturities and treated with a number of different water dilutions. The same approach will also be taken on with Margaret River Cabernet. These small-lot wines will then be provided to producers in the respective regions to assess via a series of tasting workshops.

Objectives

1. Demonstrate to winemakers' practical techniques to dilute high sugar red must through the permitted addition of water.
2. Provide an opportunity for WA winemakers to taste examples of regional wines that have been diluted to varying degrees.
3. Give winemakers confidence on a practical technique that could be used in years of compressed vintages and heatwaves that produce riper than average fruit.

Parcels of Shiraz in the Swan Valley and Frankland were picked at three different maturities for small lot winemaking. The first pick acted as a control, the following picks were separated into three treatments; no water

addition, water addition, run-off and replace with water to sugar levels comparable to the first pick.

A selection of Margaret River Cabernet Sauvignon was also picked but due to COVID-19 travel restrictions only two picks were made, the second receiving the same water addition treatments as seen with the Shiraz.

These wines will be presented at workshops in Margaret River (22 Sept), Swan Valley (25 Sept) and Great Southern (30 Sept). Additionally, analysis of the wines including colour, phenolics and anthocyanin content has been completed and this information will also be presented at the workshops. Over 60 producers attend the workshops.

Workshopping collaboration to achieve logistic efficiencies

This activity will present the findings of Incubator Project CUT 1701 ("How can small producers in Western Australia achieve economies of scale efficiencies in logistics and distribution?") in conjunction with industry participants presenting collaborative transportation solutions for wine producers. Specifically, Kristina Georgiou and Dr Jeremy Galbreath (Curtin University) will present their Incubator Project findings. Industry representatives to present collaborative transport options. We expect to include speakers from FedEx and Wine Delivery Australia. Presentations to be held in Swan Valley and Margaret River.

Objectives

1. Inform producers of the findings of the Incubator Project and the relationship to their businesses.
2. Educate producers on industry-based collaborative transportation/shipping solutions and potential pathways to engage.
3. Promote new and innovative business models to drive improved profitability and market reach.

Two workshops with promotional information from the suppliers were provided, presentation

slides are available on request and a wine industry newsletter article published in [December 2019](#).

Development of the 2020 - 21 Wine Australia Regional Program

The plan was developed through the West Australian wine industries technical committee and WoWA. A committee meeting was held at DPIRD's Bunbury office on the 5th of February 2020 to prioritise regional RD&E issues for the regional program based on the outputs from the 5-year strategic planning process undertaken in January 2017. This prioritisation process also considered feedback from regional associations and direct contact with producers. Though the wine producing regions throughout WA are diverse, the selected activities for 2020 - 21 program aim to be of benefit to all regions.

Approved Regional Program Annual Operating Plan 2020 - 21

Demonstrating how clonal selection can influence Cabernet Sauvignon wine quality

In 2019, a block of mature Cabernet Sauvignon vines in Margaret River were grafted over to 12 clones of Cabernet as part of a Wine Australia funded project. The first crop off these vines is expected in 2021, the activity will involve the harvesting and small lot winemaking of these 12 clones so to have wines available for industry tastings. The more involved Wine Australia project is expected to begin in 2025.

Anecdotally, the clonal diversity of Cabernet Sauvignon in both Margaret River and Western Australia is predominately clone 126 and a mass selection of the local 'Houghton clone'. There are 20 clones/selections accessible to WA producers via public and private collections.

The activity aims to improve the knowledge of viticulturists and winemakers on the benefit of clonal diversity while also bringing awareness of the national project beginning in coming years.

Objectives

1. By August 2021 up to 50 WA viticulturists and winemakers will have increased awareness and knowledge of clones of Cabernet Sauvignon available in WA and their unique attributes displayed in one year from a trial site in Margaret River
2. Up to 90% of attendees of the tasting will understand the benefit of multi-clonal plantings compared to mono-clonal

Biosecurity training

Wine tourism and general tourism into WA wine regions is experiencing significant growth especially in the Margaret River wine region where interstate flights will soon be operating at the nearby Busselton airport. Associated with this increase in regional visitations is the risk to growers of biosecurity incursions of pests and diseases not yet present in WA and also the transmission of pests and diseases between local vineyards.

Research conducted by Vinehealth Australia in 2017 indicated that 44% of female visitors and 28% of male visitors to wine regions expect to be able to walk amongst vines and take photos as part of their wine experience.

Currently very few grape and wine producers in Western Australia have policies or plans on how to mitigate biosecurity risks associated from both public and private entries onto vineyards. This is most obvious by the lack of visible signage at vineyards communicating biosecurity risks and the policies applicable to properties.

This activity will engage Vine Health Australia to conduct workshops in key visitation areas to inform producers on the biosecurity risks and provide tools on how to best manage these risks. The outcome is to have a majority

adoption by WA grape growers within key visitation regions of best practices for farm gate hygiene to ensure the health and sustainability of WA vineyards.

This activity addresses the priorities of sustainable viticulture and pest and disease management as identified in the WA Strategic Review conducted in 2017.

Objectives

Have approximately 90 WA wine producers develop and execute biosecurity initiatives to mitigate risks associated with visitors to their properties within 3 months of the workshops

At least 90% of workshop attendees will have improved their knowledge and skills in addressing biosecurity risks associated with visitors after attending the workshops

2. At least 90% of workshop attendees will consider the workshops to be valuable or very valuable use of Regional Program funds

Workshopping the use of harvesters to manipulate bunch architecture

WA growers are beginning to experiment with the potential of managing bunch rots through non-spray methods. One of these techniques is the use of mechanical harvesters over vines post flowering. Harvesters are used to remove trash trapped in the bunches that act as potential inoculum sources and manipulate bunch architecture, improving airflow and spray penetration.

New Zealand are the leaders of this work and have been successfully utilising and honing this technique for a number of seasons. Viticulture consultant Mark Allen has been a key player in optimising harvester setup for this work. However, as New Zealand growing regions have different climatic conditions and production techniques to south-west WA production, some application differences are likely to be required. With an increasing movement towards more sustainable practices, the use of harvesters to reduce bunch rot

severity and incidence will assist growers in reducing the need for fungicide applications.

DPIRD pathologist Dr Andrew Taylor is completing a trial (Incubator Initiative) in WA regions assessing the impact of this technique on the varieties Sauvignon Blanc, Semillon and Chardonnay.

This activity will consist of workshops in at least two WA wine regions with NZ viticulturist Mark Allen sharing his experiences and Dr Andrew Taylor to present his research findings.

Objectives

1. By January 2021 provide over 70 growers with the knowledge of a non-spray method of managing bunch rot through the use of mechanical harvesters post-flowering.
2. By January 2021 extend the research findings from Incubator Initiative on this topic specific to WA conditions involving key varieties via grower workshops.
3. Develop protocols for optimal set up of various harvester brands to maximise bunch trash removal or architecture manipulation by June 2021.

Promoting sustainable wine production

The WoWA Technical Committee identified sustainability as a key priority during a strategic review conducted in 2017. Specifically, to reduce the environmental impact and enhance long-term success and resilience by increasing capacity of best practice sustainable land management practices by wine growers and wineries.

The increased capacity to undertake these practices will improve and protect soil condition, biodiversity, water quality and better manage pests and diseases, waste, social and economic impacts through the introduction of an environmental plan and implementation of environmentally sustainable management practices.

With the launch of Sustainable Winegrowing Australia (SWA) in 2019 there is now a national

program to assist and support producers to achieve sustainable best practices within their businesses. This activity plans to utilise the resources of this program to encourage adoption, regional benchmarking and optimisation of sustainable practices through a series of regional workshops presented by Mardi Longbottom (AWRI).

1. By December 2020, provide over 50 producers with an understanding of the functionality of the Sustainable Winegrowing Australia (SWA) program including interpretation of data
2. Promote the adoption of SWA, increase membership by at least 25% within WA by June 2021

Pruning workshops

Simonit & Sirch is a global consulting and training company in vine pruning and training. They have developed a pruning method that focuses on four principles; branching, vascular flow, cuts and crowns and protective wood. The objective of this method is to ensure longevity and productivity.

As some of WA's vineyard approach 40 – 50 years of age growers are facing new challenges to manage vine health and maintain commercially viable yielding capacity. Aspects of the Simonit & Sirch method addresses necrotic wood and trunk disease thus important strategies in adopt when pruning old vines.

This activity aims to promote new thinking when considering pruning and to educate growers on how best to handle older vines to ensure longevity.

1. Objectives For attendees of the workshops to reassess their pruning strategies and methodologies
2. Present growers with practical techniques to manage and maintain aging vines
 - . At least 90% of workshop attendees will consider the workshops to be valuable or very valuable use of Regional Program funds

Wines of WA Board of Directors 2018-19

Independent Chair

Trevor Whittington (appointed 2017)
trevor.whittington@iinet.net.au

Producer Representatives

0 - 150 tonnes

David Mazza (appointed 2017)
Mazza Wines
david@mazza.com

151 - 1000 tonnes

Robert Olde (appointed 2017)
Latitude 34
Robert.olde@latitude34wineco.com

Over 1000 tonnes

Mike Calneggia (Appointed 2019) Calneggia
Family Vineyards mike@cfvwine.com.au

Regional Representatives

Swan Valley/Perth Hills/Peel GI

Daniela Tonon (Appointed 2018)
Tonon Vineyards

Geographe GI

Pippa Nielsen Treasurer (appointed 2016)
Vineyard 28
wine@vineyard28.com.au

Margaret River GI

Liz Mencil (Appointed 2018)
Flametree Wines
liz@purplefeet.com.au

Margaret River GI

Amanda Whiteland (Appointed 2019)
Margaret River Wine Association
amanda@margaretriver.wine

Blackwood Valley/Pemberton/Manjimup GI

Ashley Lewkowski (Appointed 2018)
Lost Lake
info@lostlake.com.au

Great Southern GI

Tom Wisdom (Appointed 2018) Plantagenet
Wines
Tomw@plantagenetwines.com

Growers' Representative

Robert Mann (Appointed 2018)
Corymbia
rob@doolette.com.au

Executive

CEO

Larry Jorgensen
Wine of WA
+61 448 884 161
ceo@winewa.asn.au

Executive Committee

Independent Chair

Trevor Whittington (Appointed 2017)
trevor.whittington@iinet.net.au

Vice Chair

Robert Olde (appointed 2017)
Latitude 34
Robert.olde@latitude34wineco.com

Treasurer

Pippa Nielsen (appointed 2016)
Vineyard 28
wine@vineyard28.com.au

CEO

Larry Jorgensen
Wine of WA
+61 448 884 161
ceo@winewa.asn.au

2019 Vintage 52 Tonnes Assumption: WoWA Increases Base Fee by 5%

	Production Volume Category	Average Tonnes Processed	Base Fee	Volume Fee	Charge Per Tonne in Range	Total Membership Fee (ex GST)	Revenue Across Range	Estimated Members in Range	Volume Production Across Range
	up to 2	1.02	78.75	\$0.00	\$0.00	\$78.75	\$945.00	12	12.24
	over 2- 5	3.06	105.00	\$0.00	\$0.0000	\$105.00	\$4,410.00	42	128.52
	over 5 - 10	6.205	173.25	\$0.00	\$0.0000	\$173.25	\$6,237.00	36	223.38
11	11-29t	15.725	236.25	\$62.17	\$13.1579	\$298.42	\$25,664.21	86	1352.35
30	30-49	34	498.75	\$47.50	\$11.8750	\$546.25	\$18,572.50	34	1156
50	50 - 99	61.54	748.13	\$87.70	\$7.6000	\$835.83	\$33,433.16	40	2461.6
100	100 - 199	123.93	1,147.13	\$136.40	\$5.7000	\$1,283.53	\$41,072.83	32	3965.76
200	200 - 299	201.705	1,745.63	\$7.29	\$4.2750	\$1,752.91	\$29,799.54	17	3428.985
300	300 - 499	318.24	2,194.50	\$69.31	\$3.8000	\$2,263.81	\$36,220.99	16	5091.84
500	500 - 749	564.825	2,992.50	\$123.17	\$1.9000	\$3,115.67	\$15,578.34	5	2824.125
750	750 - 999	765	3,491.25	\$22.80	\$1.5200	\$3,514.05	\$21,084.30	6	4590
1000	1000 - 1999	1286.56	3,890.25	\$299.46	\$1.0450	\$4,189.71	\$33,517.64	8	10292.48
2000	2000 - 3999	2171.325	4,987.50	\$162.76	\$0.9500	\$5,150.26	\$15,450.78	3	6513.975
4000	4000 - 5999	4334.49	6,982.50	\$238.32	\$0.7125	\$7,220.82	\$7,220.82	1	4334.49
6000	6000 - 9999	6154.34	8,478.75	\$54.98	\$0.3563	\$8,533.73	\$8,533.73	1	6154.34
10000	10000+	10500	9,975.00	\$0.00	\$0.0000	\$9,975.00	\$0.00	0	0
					Total Revenue		\$297,740.85	339	52530.085
				Less 10% APC Admin Fee			\$267,966.76		

Wines of WA Proposed Operational Budget 2019 - 20 Proposed APC Services	Budget	Total FFS required	Strategic Plan Reference
Industry Structure and Development		\$50,000	
- Assist Regional Associations with APC implementation/Provide Secretariat Services to APC Committee	\$10,000		SFA 2.1 - 2.3; pg. 25
- Assist Regional Associations with strategic planning, securing resources, funding to implement	\$20,000		SFA 1.1, 1.4; pg. 24
- Implement industry structure for regional collaboration on Federal International Wine Tourism Grant, export market development and industry development	\$20,000		SFA 1.1, 1.2; pg. 24 SFA 3.3 Pg. 26 SFA 5.1, 5.2 Pg. 30
Market Development and Consumer Interaction		\$90,000	
- Secure resourcing for Regional Associations and producers through Federal International Wine Tourism Grant	\$10,000		SFA 5.2; pg. 30
- Project Management of Federal International Wine Tourism State Grant (IWTG)	\$30,000		SFA 5.1; pg. 30
- Assist RAs to implement regional components of IWTG	\$15,000		SFA 5.2; pg. 30
- Establish partnership with state government, industry and Wine Australia to grow consumer and market demand	\$35,000		SFA 3.1.2.3 pg. 26
RD&E/Technical		\$10,000	
- Provide Secretariat services to Technical Committee	\$5,000		SFA 4.1 - 4.4; pg. 28 SFA 6.1 - 6.3; p. 31
- Administer AGWA Regional Program	\$5,000		SFA 4.1 - 4.4; pg. 28 SFA 6.1 - 6.3; pg. 31
Advocacy - Legislation/Regulation		\$117,000	
- Maintain/enhance high level relationships with all relevant government agencies and industry stakeholders	\$20,000		SFA 1.3; pg. 24
- Project Manage Tax Working Group to monitor WET legislation changes and investigate simpler and fairer taxation models	\$15,000		SFA 10.1, 10.2; pg. 35
- Commission economic modelling to assist advocacy across all issues	\$15,000		SFAs 7 - 10 pgs. 32-35
- Refine communication strategy and engagement to manage controlled burn/smoke taint risks	\$15,000		SFA 8.2; pg.33
- Develop Biosecurity policies, advocate to relevant agencies	\$10,000		SFA 7.1 - 7.4; pg.32
- Work with Australian Grape and Wine on wine and health related issues	\$15,000		SFA 9 pg. 34
- Advocate for red tape reduction regarding liquor licensing and other compliance requirements	\$15,000		SFA 9 pg. 34 SFA 5; pg. 30
- Host an annual networking event at state Parliament House	\$12,000		SFA 1 pg. 24
TOTAL FUNDING REQUIREMENT		\$267,000	

WINES OF WESTERN
AUSTRALIA INC.

2020

Financial Report

Wines of Western Australia Inc.
For the year ended 30 June 2020

Prepared by RSM Australia - Bunbury

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Committee's Report

Wines of Western Australia Inc. For the year ended 30 June 2020

Committee's Report

Your committee members submit the financial report of Wines of Western Australia Inc. for the financial year ended 30 June 2020.

Committee Members

The names of committee members throughout the year and at the date of this report are:

Trevor Whittington - Independent Chair

Pippa Nielsen - Treasurer

Larry Jorgenson - CEO

Robert Olde - Vice President

Robert Mann

David Mazza

Mike Calneggia

Daniela Tonon

Liz Mencil

Amanda Whiteland

Ashley Lewkowski

Tom Wisdom

Principal Activities

The principle activities of the Association during the financial year were:

Advocacy to confirm government, at all levels, understands the wine industry and also ensure the value of the wine industry is clearly understood by government, the community and other complimentary industry sectors.

Administration of technical and marketing program funding to provide Regional Associations and producers access to opportunities to improve business practices and market access.

Communication to ensure wine industry participants are aware of the issues that may affect their businesses.

Significant Changes

No significant change in the nature of these activities occurred during the year.

Operating Result

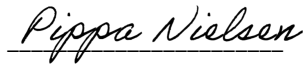
The profit of the association after providing for income tax amounted to \$100,117

Signed in accordance with a resolution of the Members of the Committee.

Signed in accordance with a resolution of the Members of the Committee on:

A handwritten signature in black ink, appearing to read "Larry Jorgensen", written over a horizontal line.

Committee Member - Larry Jorgensen (CEO)

A handwritten signature in black ink, appearing to read "Pippa Nielsen", written over a horizontal line.

Committee Member - Pippa Nielsen (Treasurer)

Dated this 5th day of October 2020

Profit and Loss - Wines of WA

Wines of Western Australia Inc.
For the year ended 30 June 2020

	2020	2019
Other Income		
AGWA Regional Program	-	3,794
Cash Flow Boost	11,814	-
Grants & Projects	-	4,000
Interest Received	222	620
Membership Fees	281,262	276,091
Other Income	-	640
Wine Education Centre	2,045	1,420
Total Other Income	295,343	286,564
Total Income	295,343	286,564
Expenses		
Motor Vehicle	62	-
Travel and Accommodation	5,992	7,092
Accounting & Bookkeeping Fees	7,933	9,697
Administration Costs	139	435
Advocacy & Industry Development	20,323	13,811
Bad Debts Written Off	2,990	-
Bank Charges	969	1,313
Computer Expenses	2,533	2,251
Insurance	3,456	4,376
Interest	3	6
Meeting Expenses	3,652	4,375
Postage	384	330
Printing & Stationery	1,712	5,874
Provision for Annual Leave Expense	442	1,901
Rent	5,545	5,211
Subscriptions	4,949	9,673
Superannuation Contributions	10,925	10,597
Telephone	2,941	2,972

	2020	2019
Wages		
Wages	102,385	111,549
Salary Sacrifice	7,000	-
Novated Lease	5,615	-
Total Wages	115,000	111,549
Wine Education Centre Expenses	1,373	830
Total Expenses	191,323	192,292
Operating Profit	104,020	94,273

Profit and Loss - IWTG

Wines of Western Australia Inc. For the year ended 30 June 2020

	2020	2019
Other Income		
Interest Received	-	215
IWTG Grant	532,348	270,512
Total Other Income	532,348	270,727
Total Income	532,348	270,727
Expenses		
Travel and Accommodation	666	2,094
Administration Costs	-	4
Advocacy & Industry Development	-	6,955
Collaboration (IWTG)	14,752	22,788
Computer Expenses	-	213
Integrated Promotion (IWTG)	242,318	5,000
Meeting Expenses	406	891
Project Development (IWTG)	85,973	10,300
Project Management (IWTG)	38,823	43,231
Regional Support (IWTG)	43,064	71,457
Scoop Project (IWTG)	110,250	196,500
Telephone	-	217
Total Expenses	536,252	359,649
Operating Loss	(3,903)	(88,922)

Appropriation Statement

Wines of Western Australia Inc.
For the year ended 30 June 2020

	NOTES	2020	2019
Retained Earnings After Appropriation			
Retained Earnings At Start of Year		52,561	47,210
Net Profit/(Loss) After Income Tax		100,117	5,350
Retained Earnings At End of Year		152,677	52,561

Balance Sheet

Wines of Western Australia Inc. As at 30 June 2020

	NOTES	30 JUN 2020	30 JUN 2019
Assets			
Current Assets			
Cash and Cash Equivalents	1	592,788	416,590
Trade and Other Receivables	2	208,755	49,991
Total Current Assets		801,543	466,581
Non-Current Assets			
Intangibles	3	2	2
Total Non-Current Assets		2	2
Total Assets		801,545	466,583
Liabilities			
Current Liabilities			
Trade and Other Payables	4	637,044	409,860
Tax Liabilities	5	10,426	(5,480)
Borrowings	6	1,397	9,642
Total Current Liabilities		648,868	414,022
Total Liabilities		648,868	414,022
Net Assets		152,677	52,561
Equity			
Retained Earnings	7	152,677	52,561
Total Equity		152,677	52,561

Notes to the Financial Statements

Wines of Western Australia Inc. For the year ended 30 June 2020

The financial statements cover Wines of Western Australia Inc. as an individual entity. WINES OF WESTERN AUSTRALIA INC. is a not for profit Association incorporated in Western Australia under the Associations Incorporation Act (ACT) 1991 ('the Act').

The function and presentation currency of Wines of Western Australia Inc. is Australian dollars.

1. Basis of Preparation

In the opinion of the Committee of Management, the Association is not a reporting entity since there are unlikely to exist users of the financial report who are not able to command the preparation of reports tailored so as to satisfy specifically all of their information needs. These special purpose financial statements have been prepared to meet the reporting requirements of the Act.

The financial statements have been prepared in accordance with the recognition and measurement requirements of the Australian Accounting Standards and Accounting Interpretations, and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 107 Statement of Cash Flows, AASB108 Accounting Policies, Changes in Accounting Estimates and Errors and AASB1054 Australian Additional Disclosures.

Significant accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non current assets, financial assets and financial liabilities.

2. Summary of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act Western Australia. The committee has determined that the association is not a reporting entity.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of these financial statements.

Impairment of Assets

At the end of each reporting period, the committee reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised in the income and expenditure statement.

Intangibles

Goodwill

Goodwill is recorded at cost unless otherwise indicated. Goodwill is not subject to amortisation. Gains and losses on the disposal of a business include the carrying amount of goodwill relating to the business sold.

Patents and Trademarks

Patents and trademarks are valued in the accounts at cost of acquisition and are amortised over their estimated useful life.

Other Intangibles

Intangible assets are stated at cost or at written down value where they are amortised over their anticipated useful lives. Intangible assets have not been tested for impairment.

Trade and Other Receivables

Accounts receivable and other debtors include amounts due from members as well as amounts receivable from donors. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee provisions have been measured at the amounts expected to be paid when the liability is settled.

Cash and Cash Equivalents

Cash on hand includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

All revenue is stated net of the amount of goods and services tax.

Trade and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the assets and liabilities statement.

	2020	2019
1. Cash and Cash Equivalents		
Bank Accounts		
CBA Business Transaction A/C	30,107	1,572
IWTG Savings Account	264,817	202,215
IWTG Working Account	14,570	15,151
NAB Cheque Account	113,243	58,721
NAB Savings Account	170,051	138,931
Total Bank Accounts	592,788	416,590
Total Cash and Cash Equivalents	592,788	416,590

	2020	2019
2. Trade and Other Receivables		
Current		
Trade Receivables	208,755	49,991
Total Current	208,755	49,991
Total Trade and Other Receivables	208,755	49,991

	2020	2019
3. Intangibles		
Other Intangible Assets		
Prepaid APC Establishment	37,427	37,427
Less Writedown Expense on Prepaid APC Establishment	(37,426)	(37,426)
Wines of WA Brand	19,477	19,477
Less: Amortization on Wines of WA Brand	(19,476)	(19,476)
Total Other Intangible Assets	2	2
Total Intangibles	2	2

These notes should be read in conjunction with the attached compilation report of RSM Australia Pty Ltd.

	2020	2019
4. Trade and Other Payables		
Current		
Trade Payables	-	14,372
Other Creditors		
Project Advance Payments	615,473	374,359
Total Other Creditors	615,473	374,359
PAYGW Payable	2,148	2,148
Provision for Holiday Pay	18,045	17,603
Superannuation Payable	1,379	1,379
Total Current	637,044	409,860
Total Trade and Other Payables	637,044	409,860
	2020	2019
5. Tax Liabilities		
GST Account	10,426	(5,480)
Total Tax Liabilities	10,426	(5,480)
	2020	2019
6. Borrowings		
Current		
Visa Credit Card	1,397	9,642
Total Current	1,397	9,642
Total Borrowings	1,397	9,642
	2020	2019
7. Equity		
Retained Earnings		
Current Year Earnings	100,117	5,350
Retained Earnings	52,561	47,210
Total Retained Earnings	152,677	52,561
Total Equity	152,677	52,561

These notes should be read in conjunction with the attached compilation report of RSM Australia Pty Ltd.

Statement by Members of the Committee

Wines of Western Australia Inc.


For the year ended 30 June 2020

The committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the committee the financial statements as set out as above pages outline:

1. Presents a true and fair view of the financial position of Wines of Western Australia Inc. as at 30 June 2020 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Wines of Western Australia Inc. will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:

CEO: 

Larry Jorgensen

Treasurer: 

Pippa Nielsen

Dated this 5th of October 2020

Compilation Report

Wines of Western Australia Inc. For the year ended 30 June 2020

Compilation report to Wines of Western Australia Inc..

We have compiled the accompanying special purpose financial statements of Wines of Western Australia, which comprise the asset and liabilities statement as at 30 June 2020, income and expenditure statement, the statement of cash flows, a summary of significant accounting policies and other explanatory notes. The specific purpose for which the special purpose financial statements have been prepared is set out in the notes to the accounts.

The Responsibility of the Committee Member's

The committee of Wines of Western Australia Inc. are solely responsible for the information contained in the special purpose financial statements, the reliability, accuracy and completeness of the information and for the determination that the basis of accounting used is appropriate to meet their needs and for the purpose that financial statements were prepared.

Our Responsibility

On the basis of information provided by the partners we have compiled the accompanying special purpose financial statements in accordance with the basis of accounting as described in Note 1 to the financial statements and APES 315 *Compilation of Financial Information*.

We have applied our expertise in accounting and financial reporting to compile these financial statements in accordance with the basis of accounting described in Note 1 to the financial statements. We have complied with the relevant ethical requirements of APES 110 *Code of Ethics for Professional Accountants*.

Assurance Disclaimer

Since a compilation engagement is not an assurance engagement, we are not required to verify the reliability, accuracy or completeness of the information provided to us by management to compile these financial statements. Accordingly, we do not express an audit opinion or a review conclusion on these financial statements.

The special purpose financial statements were compiled exclusively for the benefit of the committee who are responsible for the reliability, accuracy and completeness of the information used to compile them. We do not accept responsibility for the contents of the special purpose financial statements.

Name of Firm: RSM Australia Pty Ltd

Name of Director: _____

Phil Di Candilo

Address: Suite 6, 1 Bonnefoi Boulevard, Bunbury WA 6230


Dated this 5th of October 2020

Certificate By Members of the Committee

Wines of Western Australia Inc.
For the year ended 30 June 2020

I, Larry Jorgensen of Bellevue, certify that:

1. I attended the annual general meeting of the association held on 27th October 2020
2. The financial statements for the year ended 30 June 2020 were submitted to the members of the association at its annual general meeting.

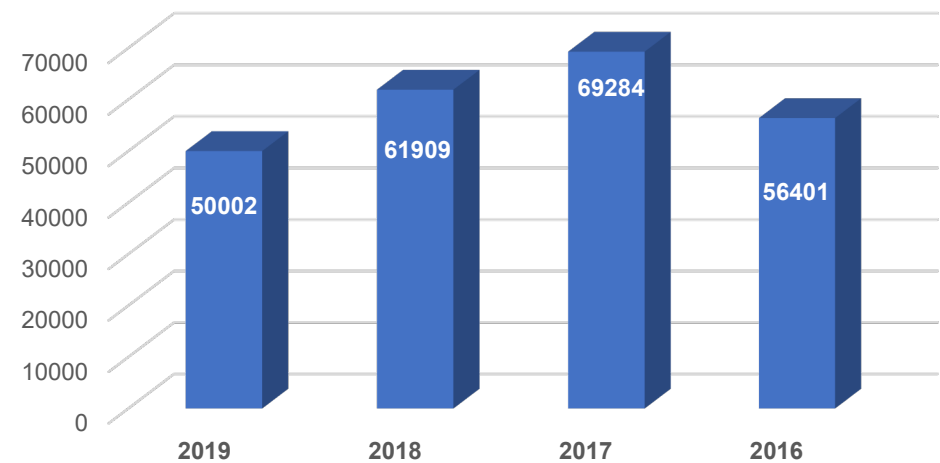
Committee Member:  _____

Dated: 27th October 2020

WESTERN AUSTRALIA FOUR R PRODUCTION TREND ANALYSIS 2016 - 2019

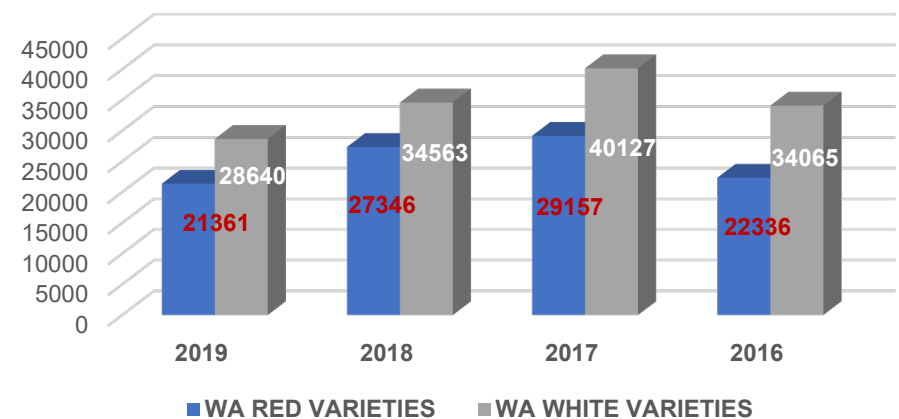
WA ALL VARIETIES 2016 - 19	2019	2018	2017	2016
Total	50002	61909	69284	56401

WA ALL VARIETIES 2016 - 2019

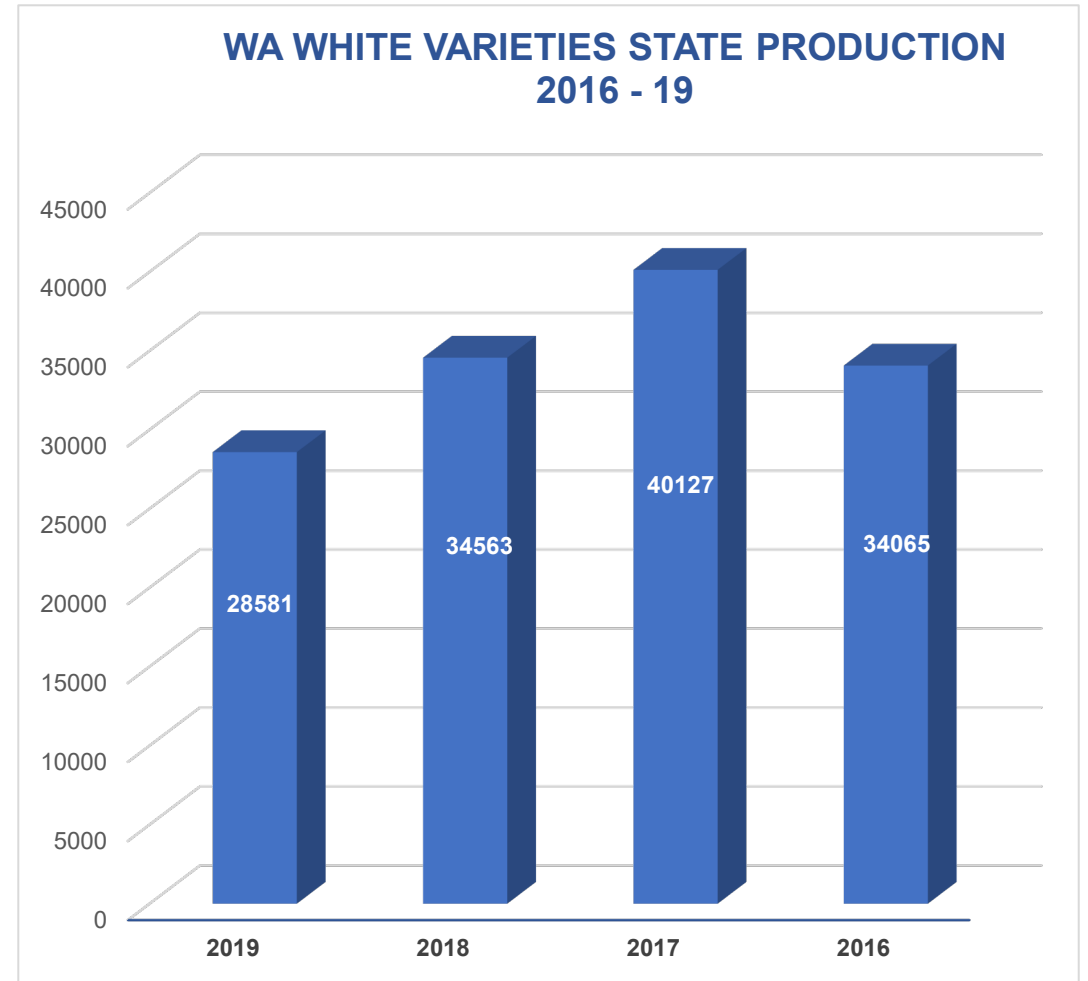


WA RED V WHITE STATE PRODUCTION	2019	2018	2017	2016
WHITE	28640	34563	40127	34065
RED	21361	27346	29157	22336
TOTAL	50002	61909	69284	56401

**WA RED V WHITE STATE PRODUCTION
2016 - 19**



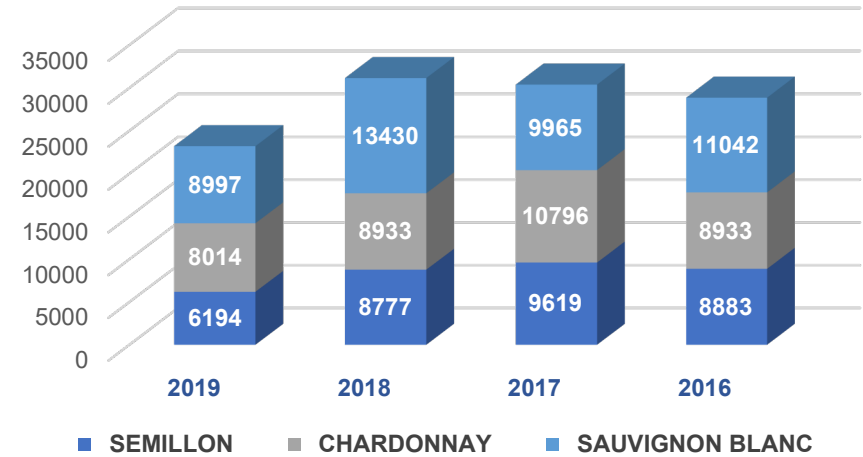
WA WHITE VARIETIES STATE PRODUCTION 2016 - 19	2019	2018	2017	2016
ALBARINO			0.78	2
ARNEIS	15	17	11	6
CHARDONNAY	8014	8933	10796	9122
CHENIN BLANC	2186	2305	2274	2543
FIANO	28	45	42	40
GEWURTZTRAMINER	18	53	65	23
GRUNER VETLINER	2			
MUSCADELLE	179	190	249	210
MUSCAT BLANC A PETITS GRAINS	111	49	59	98
PEDRO XIMENEZ	8	14	7	4
PINOT GRIS	237	163	226	179
PROSECCO	14	15	23	
RIESLING	1102	1361	1510	1122
ROUSSANNE	1	1	6	18
SAUVIGNON BLANC	8997	11042	13430	9965
SAVIGNIN BLANC	354	224	303	419
SCHEUREBE	4	6	9	6
SEMILLON	6194	8883	9619	8777
TRAMINER		8		4
TREBBIANO	5	4	6	
VERDEJO	29	30	45	7
VERDELHO	705	799	1110	1124
VERMINTINO	61	76	42	41
VIOGNIER	82	129	113	95
OTHER	235	214	180	263
TOTAL	28581	34563	40127	34065



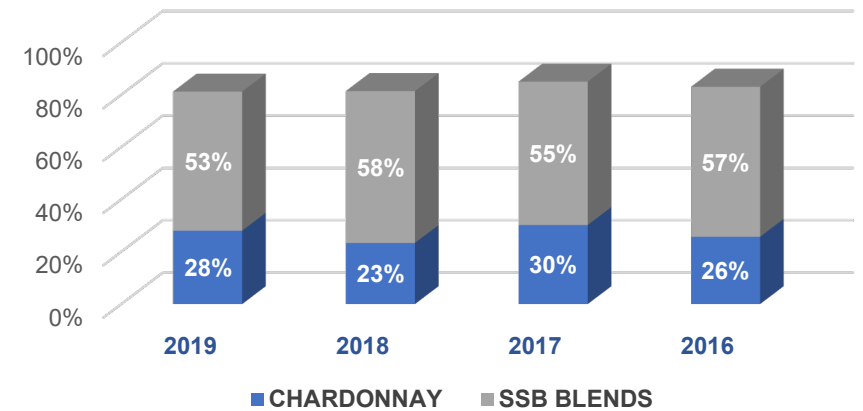
TOP THREE WHITE VARIETIES 2016 - 2019	2019	2018	2017	2016
SEMILLON	6194	8777	9619	8883
CHARDONNAY	8014	8933	10796	8933
SAUVIGNON BLANC	8997	13430	9965	11042
TOTAL	23205	31140	30380	28859

TOP THREE WHITE VARIETIES BY PERCENTAGE OF TOTAL PRODUCTION	2019	2018	2017	2016
CHARDONNAY % OF WHITE TOTAL	28%	23%	30%	26%
TOTAL SSB	15191	22207	19584	19925
SSB % OF WHITE TOTAL	53%	58%	55%	57%
TOTAL WHITE	28581	38263	35737	34752

TOP THREE WHITE VARIETIES 2016 - 19



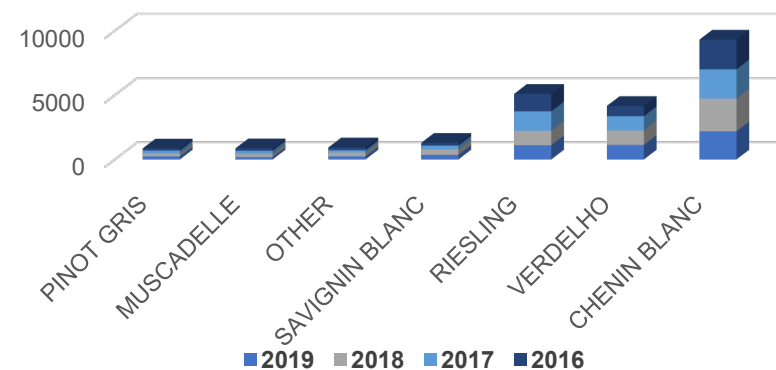
TOP THREE WHITE VARIETIES BY PERCENTAGE OF TOTAL PRODUCTION



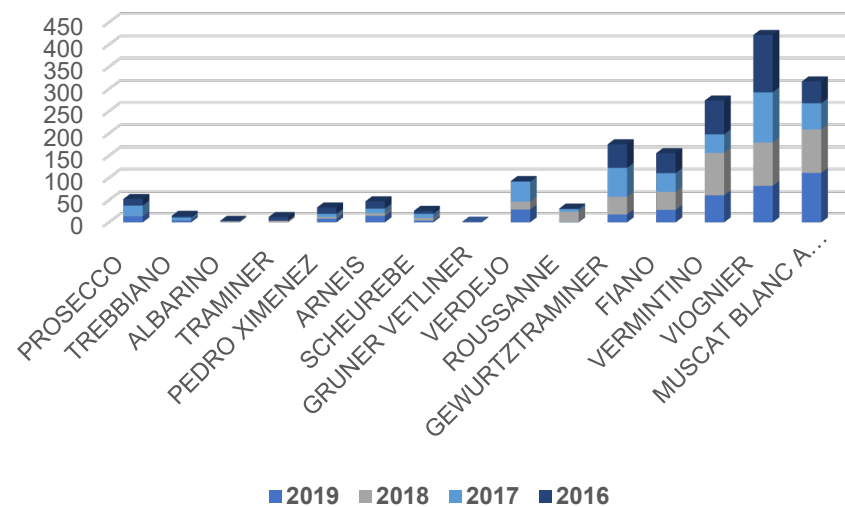
NEXT SEVEN WHITE VARIETIES 2016 - 2019	2019	2018	2017	2016
PINOT GRIS	237	226	226	163
MUSCADELLE	179	249	249	190
OTHER	235	303	180	214
SAVIGNIN BLANC	354	419	303	214
RIESLING	1102	1122	1510	1361
VERDELHO	1124	1124	1110	799
CHENIN BLANC	2186	2543	2274	2305
TOTAL	5417	5986	5853	5246

ALTERNATIVE WHITE VARIETIES 2016 - 2019	2019	2018	2017	2016
PROSECCO	14	1	23	15
TREBBIANO	5	1	6	4
ALBARINO	0	2	1	0.50
TRAMINER	0	4	0	8
PEDRO XIMENEZ	8	4	7	14
ARNEIS	15	6	11	17
SCHEUREBE	4	6	9	6
GRUNER VETLINER	2			
VERDEJO	29	18	45	1
ROUSSANNE	1	23	6	1
GEWURTZTRAMINER	18	40	65	53
FIANO	28	41	42	45
VERMINTINO	61	95	42	76
VIOGNIER	82	98	113	129
MUSCAT BLANC A PETITS GRAINS	111	98	59	49
TOTAL	377	435	429	419

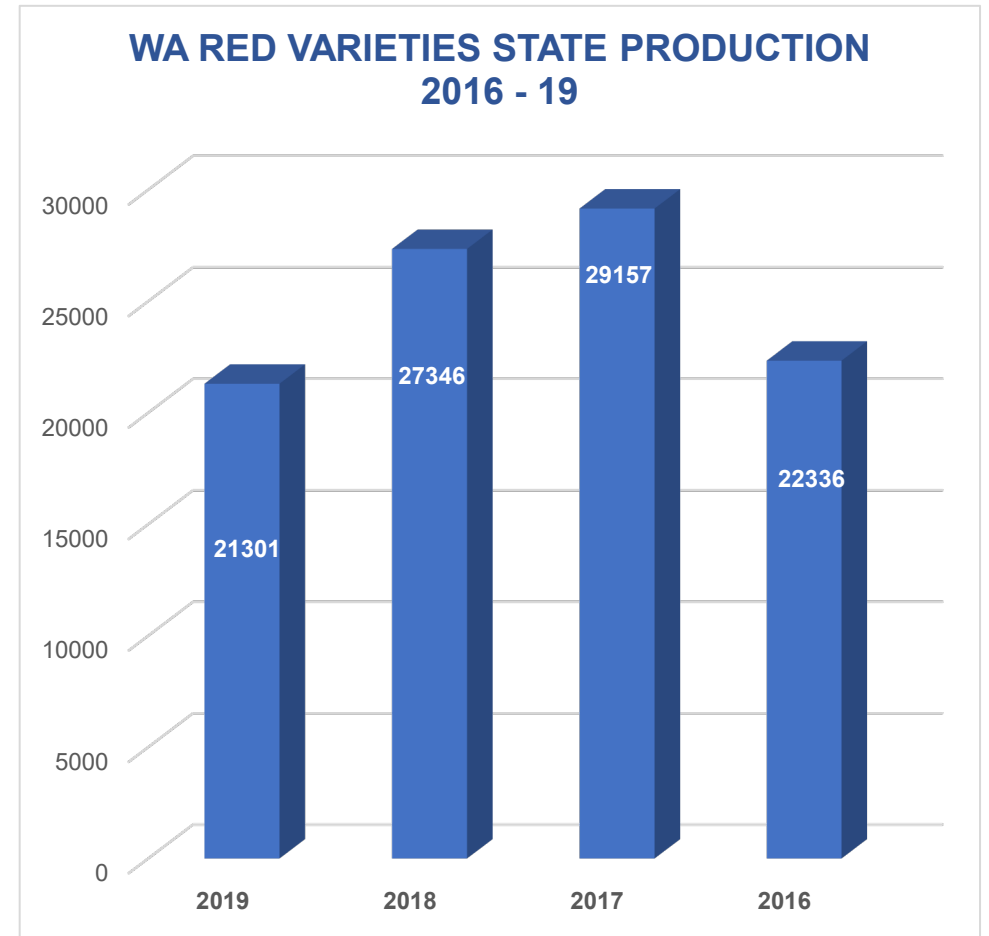
NEXT SEVEN WHITE VARIETIES 2016 - 2019



ALTERNATIVE WHITE VARIETIES 2016 - 2019



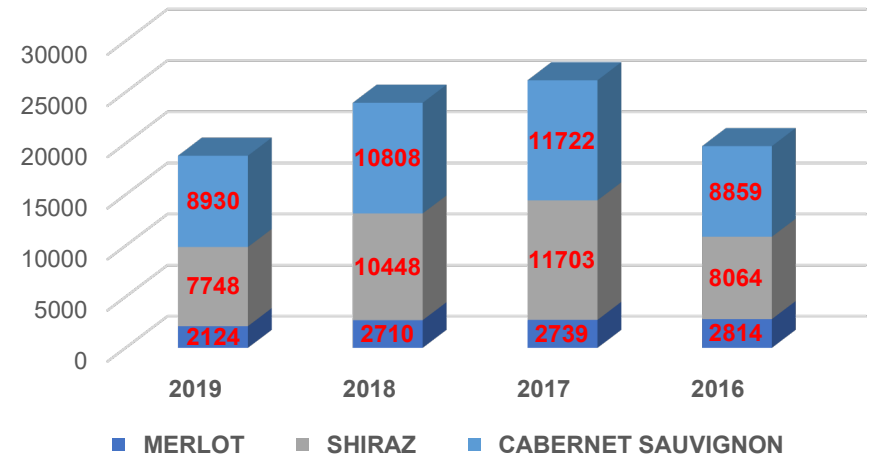
WA RED VARIETIES STATE PRODUCTION 2016 - 19	2019	2018	2017	2016
BARBERA	11	14	17	10
BRACHETTO	2	1	2	4
CABERNET FRANC	151	233	204	193
CABERNET SAUVIGNON	8930	10808	11722	8859
DOLCETTO	4	4	2	
DURIF	14	21	15	8
GAMAY	4	5	2	1
GRENACHE	424	283	240	179
GRACIANO	10	4	8	2
LAGREIN		1		
MALBEC	516	840	596	560
MERLOT	2124	2710	2739	2814
MEUNIER	1	1		
MONTEPULCIANO	0	0		
MOUVEDRE	23	57	49	16
NEBBIOLO	27	34	22	18
NERO D'AVOLA	9	6	4	3
PETIT VERDOT	167	231	229	184
PINOT MEUNIER	2	1	1	15
PINOT NOIR	621	839	946	642
SANGIOVESE	48	67	48	39
SAPERAVI	2	2	2	84
SHIRAZ	7748	10448	11703	8064
TANNAT	1	6	1	1
TEMPRANILLO	303	502	479	283
ZINFANDEL	49	63	47	31
OTHER	110	165	79	325
TOTAL	21301	27346	29157	22336



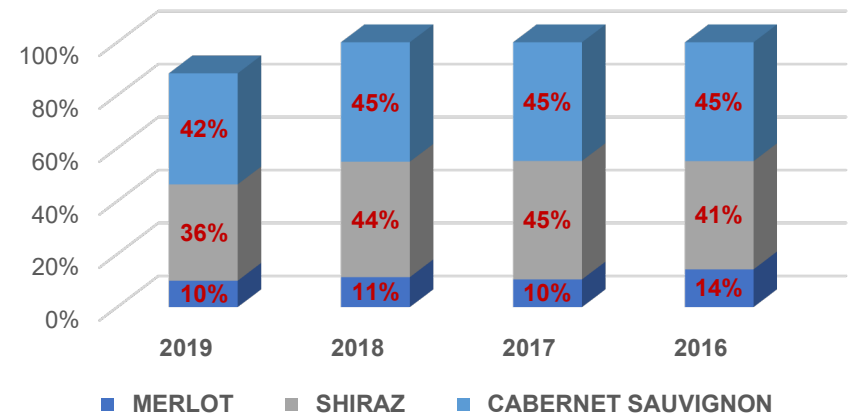
TOP THREE RED VARIETIES 2016 - 2019	2019	2018	2017	2016
MERLOT	2124	2710	2739	2814
SHIRAZ	7748	10448	11703	8064
CABERNET SAUVIGNON	8930	10808	11722	8859
TOTAL	18802	23967	26164	19737

TOP THREE RED VARIETIES PERCENTAGE OF TOTAL PRODUCTION	2019	2018	2017	2016
MERLOT	10%	11%	10%	14%
SHIRAZ	36%	44%	45%	41%
CABERNET SAUVIGNON	42%	45%	45%	45%

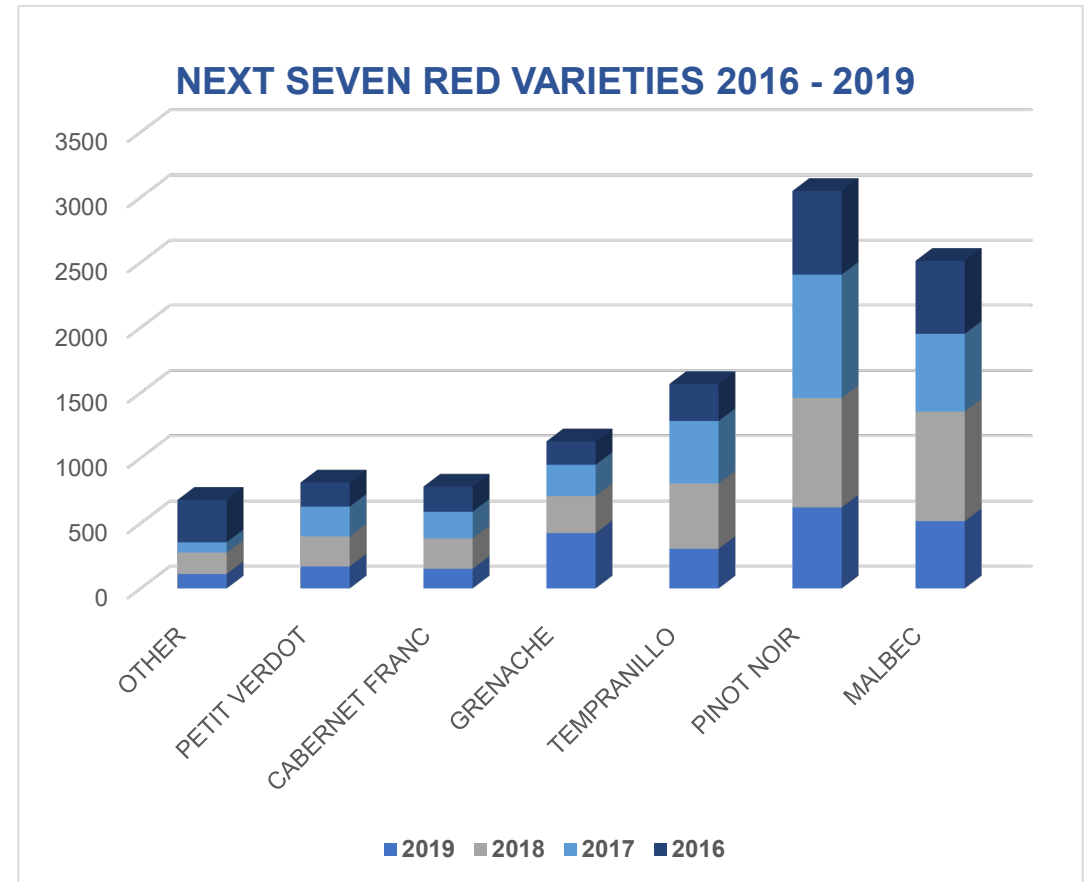
TOP THREE RED VARIETIES 2016 - 2019



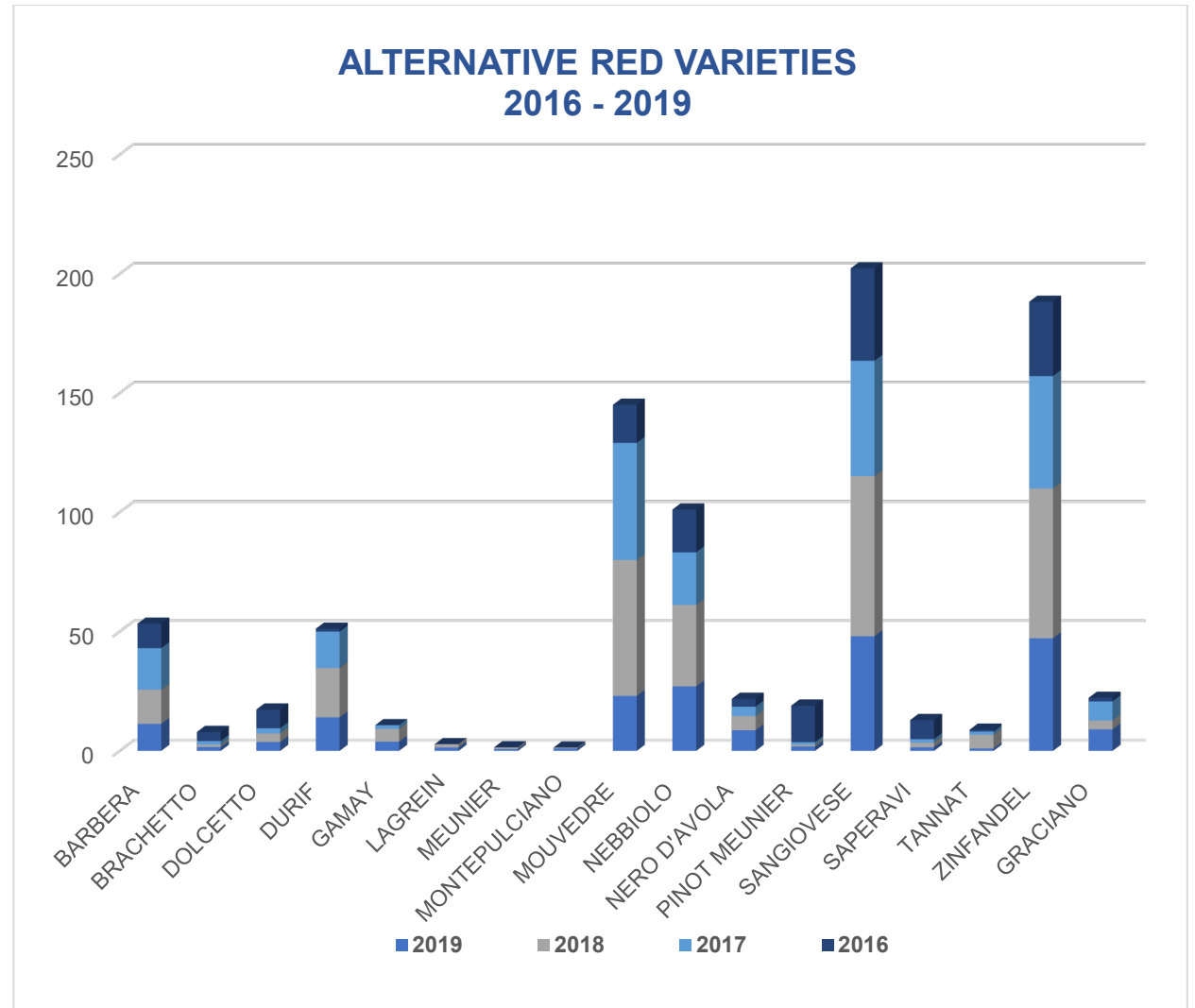
TOP THREE RED VARIETIES PERCENTAGE OF TOTAL PRODUCTION



NEXT SEVEN RED VARIETIES 2016 - 2019	2019	2018	2017	2016
OTHER	110	165	79	325
PETIT VERDOT	167	231	229	184
CABERNET FRANC	151	233	204	193
GRENACHE	424	283	240	179
TEMPRANILLO	303	502	479	283
PINOT NOIR	621	839	946	642
MALBEC	516	840	596	560
TOTAL	2293	3092	2773	2367



WA ALTERNATIVE RED VARIETIES 2016 - 2019	2019	2018	2017	2016
BARBERA	11	14	17	10
BRACHETTO	2	1	2	4
DOLCETTO	4	4	2	8
DURIF	14	21	15	1
GAMAY	4	5	2	0
LAGREIN	1	1	0	0
MEUNIER	1	1	0	0
MONTEPULCIANO	1	0	0	0
MOUVEDRE	23	57	49	16
NEBBIOLO	27	34	22	18
NERO D'AVOLA	9	6	4	3
PINOT MEUNIER	2	1	1	15
SANGIOVESE	48	67	48	39
SAPERAVI	2	2	2	8
TANNAT	1	6	1	1
ZINFANDEL	47	63	47	31
GRACIANO	9	4	8	2
TOTAL	205	287	221	156



5 year priorities

Smoke taint
Chemical resistance
Improved clonal material (including alternative varieties)
Business model innovation
Pest and disease management
Sustainable viticulture

Challenges & Opportunities

Regional winemaking practices
Pest and disease management
Utilising genetics
Poor quality clones

Survey responses

Clonal selection
Smoke taint
Alternative varieties
Organic viticulture
Chemical resistance

Regional Program (Extension) Priorities

Poor quality clones
Regional winemaking practices
Alternative wine varieties

Incubator (Research) Priorities

Utilising genetics
Pest and disease management
Business model innovation



Western
Australian
Wine Industry
Strategic Plan
2014–2024

Executive Summary

This Strategic Plan is **the result of a wide-ranging strategic review** of the Western Australian Wine Industry in consultation with industry participants and stakeholders in late 2013. Industry fully supports the plan and gives the state peak body, Wines of Western Australia (WoWA), and Regional Associations, the mandate to implement this bold and ambitious strategy.

Vision	A Western Australian Wine Industry that grows sustainably and profitably, built on the reputation of its great fine wine regions.
Objective	The fine wine regions of Western Australia are recognised as some of the best, most distinctive and pristine in the world.
Pathways to success	A unified, focused, proficient and strategically influential industry. Regional fine wines of provenance and authenticity.
Mission	Develop a unified, influential voice to create opportunities for the fine wine regions of Western Australia. Work in partnership with national industry and government bodies to strengthen Western Australia's position as the pre-eminent regional fine wine producing state in Australia.
Charter	Wines of WA provides stewardship of the industry. Regional Associations are the custodians of their regional brands.

This Strategic Plan sets out an agenda of 10 strategic focus areas with objectives, initiatives and timelines. The strategy will achieve these objectives by working to maximise and align the existing and potential resources of industry and government at the national, state, regional and local levels. The plan ensures a long-term strategic direction while taking immediate action on priority issues. WoWA will establish Working Groups to address the strategic focus areas and develop actions and key performance indicators (KPIs) to pursue the linked objectives.

Strategic focus areas

1. Form a unified industry structure

Industry needs a unified voice to effectively harness and co-ordinate the available resources of industry and government in the best interests of the industry's future.

Industry will form a unified structure with WoWA and Regional Associations.

WoWA and Regional Associations will formalise their roles, responsibilities and relationships.

Core functions include:

- WoWA advocacy, co-ordination of effort, representation and policy formulation.
- Regional Associations promote and market regional brands, identify and address local issues.

Regional Associations will develop strategic and marketing plans in a collaborative manner ensuring resources are utilised efficiently while achieving the greatest impact.

2. Industry-wide funding for state and regional bodies

The organised industry structure needs secure funding to be effective.

WoWA will work with industry to develop an industry-wide secure funding model and canvas its introduction with industry.

3. Grow the demand for regional fine wines in domestic and international markets

The industry will pursue the strategic market development plans of regions in partnership with industry and government. The plans will align with national industry strategies but will focus on regional fine wines and key domestic and emerging Asian markets.

Targets include:

- Doubling exports to \$100 million in the next three years.
- Increasing WA's regional fine wine share of key domestic markets.
- Re-engaging with North American, UK and European markets.
- WA's regional fine wines to become the wine of first choice for WA consumers.
- Greater focus on marketing fine wine regions from Wine Australia Corporation (WAC) internationally over the coming five years.
- A Wine Australia Office in Perth that has export development resources co-funded by WA's federal levies to WAC, the State Government and the WA Wine Industry.

To achieve these targets, industry will seek to extend the WA Wine Industry International Marketing Plan to a value of \$5 million over the next five years and include a domestic strategy that aligns with these targets.

4. Focus on regional fine wine production

Western Australia is predominantly a fine wine producing state.

Industry will work collectively to grow the reputation of our fine wine regions and their capacity to deliver.

Targets include:

- Developing a critical mass of successful producers in each region united behind a clearly articulated regional identity.
- These producers achieve national and international recognition for their wines, which is measurable through show results and other formalised review systems (Parker, Halliday, Langton's).
- Increased and co-ordinated industry-relevant RD&E efforts to improve grape and wine quality, improve winemaking and reduce costs of production.
- Investigating profitable fine wine business models and existing successful fine wine regions around the world that focus on sustainably profitable fine wine production.

5. Expand wine and food tourism

The industry needs to capture the unrealised tourism opportunities and synergies between the food and wine sector for mutual benefit.

Initiatives include:

- Partnering with the tourism and food sectors at state and regional levels.
- Alignment with national industry strategies to expand domestic and international wine and food tourism.

6. Improve engagement with RD&E

The industry needs to make better use of the RD&E resources available to benefit from the rapid adoption of relevant research and innovation.

Initiatives include:

- Collaborative RD&E programs with industry, government and university partners that support the strategic objectives for fine wine production, environment and sustainability, biosecurity and market development.
- Co-ordinated RD&E efforts to build industry capacity in focus areas including grape and wine quality, cost of production, winemaking and pest and disease management.
- Strengthened industry framework to better identify and address state and regional RD&E priorities.

7. Improve industry biosecurity and enhance our clean and green competitive advantage

The industry will develop and implement biosecurity plans in collaboration with government and relevant cross-sector industries.

The plans will pro-actively protect industry's low pest and disease status and enhance its clean and green competitive advantage.

Initiatives include:

- Developing and implementing biosecurity plans for the Western Australian wine industry through the Guard system.
- Undertaking an education campaign to increase industry awareness and participation on biosecurity issues.
- Implementing on-farm biosecurity practices to monitor for pest and disease threats and provide surveillance for early detection and response to potential threats.

- Developing an industry self-funding mechanism for biosecurity and consult with industry on its implementation.

8. Improve industry environmental performance and sustainable use of natural resources

The industry will work to continuously improve its environmental performance, improve access to suitable land and water and adopt practices that lead to the sustainable use of natural resources.

Initiatives include:

- Disseminating information about the community's environmental expectations and government demands for sustainability.
- Facilitating access to tools and resources that assist the wine industry to continuously improve its environmental performance.
- Improving communication and information flow between industry and government on the management and access to limited natural resources, such as suitable land and water.
- Promoting RD&E to support sustainable environmental practices in viticulture and winemaking.

9. Social responsibility and health

The industry and individual grape and wine businesses will pro-actively promote responsible wine consumption in our markets.

Industry will support and engage in relevant public health initiatives at national and state levels, collaborating as required with WFA.

10. Taxation

The industry should continue to work with WFA on tax policy to ensure that profitability for WA businesses is assured under any amendment to the WET system or any future taxation regime.

WA sends more than 50% of our exported wine into Asia and about a third of this is into China.

Pathway to Success

Western Australia is the pre-eminent regional fine wine producing state in Australia. The industry faces increasing competition from many other Australian regions and the world. This Strategic Plan informs what the Western Australian Wine Industry should now do to ensure a profitable future.

The pathway to success for the Western Australian Wine Industry is through:

- a unified, focused, proficient and strategically influential industry
- regional fine wines of provenance and authenticity.

The Strategic Plan enables the Western Australian Wine Industry to grow in value, profitability and sustainability by building on the reputation of its great fine wine regions. It positions the industry to capitalise on new opportunities to become more profitable, target future growth, encourage investment and achieve the collective goals of the WA Wine Industry.

The industry will work in partnership with industry and government to align and maximise the resources to create opportunities for the fine wine regions of Western Australia.

Through consultation with the wine industry and associated stakeholders a number of priorities and strategic focus areas have been identified that will be the starting point for action.

Fine wine definition

The definition of fine wine in the strategic review was based on the Australian wine industry quality segmentation of grapes and wine developed by WFA. The five segments (A, B, C, D, E/F) are defined on price:

The definition of fine wine includes the A and B quality segments which make up icon, ultra-premium and super-premium wines. There was some debate within the WA industry that under this price definition of quality the domestic price for fine wines is A\$20/bottle and over.

Quality code	Wine quality segment*	Grape price (A\$/tonne)	Domestic retail price (A\$/bottle)	Export FOB price (A\$/litre)
A	Icon and ultra-premium	>2,000	>30	>10
B	Super-premium	1,501-1,999	15-30	7.50-9.99
C	Premium	601-1,500	10-15	5.00-7.49
D	Popular-premium	301-600	7-10	2.50-4.99
E/F	Commercial	<300	<7	<2.50

Bulk wine is allocated to its own quality segment, under \$1/L to E/F, and more than \$1/L to D.

* Adopted from Lokshin, Rabobank

Strategic Framework

Strategic Focus Areas and Initiatives

1

Forming a cohesive industry structure

- Formalise state peak body and regional associations' roles and relationships.
- Compile core principles and policies.
- Develop strategic and marketing plans for each region.

2

Creating funding certainty for the peak body and regional associations

- Develop an industry-wide, sustainable funding model.
- Consult with industry on the structure of a wine industry-specific funding model.
- Canvas industry on introducing an industry-wide funding model.

3

Growing consumer and market demand

- Develop a collaborative marketing plan to increase consumer demand for the fine wine regions of WA in domestic and international markets.
- Double WA wine exports to \$100 million in the next three years.
- Make the fine wine regions of WA the first choice for WA consumers.

4

Focusing on fine wine production

- All wine regions achieve high reputation and high capacity to deliver fine wines.
- Investigate and adopt successful wine business models for WA.
- Investigate fine wine industry regions that focus on quality and value to provide guidance for the adoption of regional fine wine models in WA.

5

Expanding the wine and food tourism market

- Develop collaborative programs with the food, tourism and government sectors.

Strategic Focus Areas and Initiatives

6

Innovative research, development and extension

- Develop collaborative RD&E programs that support strategic objectives.
- Co-ordinate, engage and adopt industry-relevant RD&E.
- Establish a framework to better identify and address state and regional priorities.

7

Enhancing industry biosecurity

- Develop and implement biosecurity plans for the WA wine industry.
- Increase education of biosecurity issues for industry.
- Promote adoption of on-farm biosecurity practices.
- Develop an industry funding model for biosecurity.

8

Environmental performance and sustainable use of natural resources

- Improve understanding of environmental issues and performance.
- Improve access to suitable land and water for viticulture.
- Promote RD&E in sustainable environmental practices.

9

Responsible consumption of wine

- Promote responsible consumption of wine.
- Contribute to the national alcohol debate in line with WFA policies and research.

10

Taxation

- Work towards more ethical and equitable future taxation arrangements.
- Maintain tax rebates for regional communities.

We stand at the dawn of a broader view that generic Australian marketing themes are a thing of the past.

Action

The Strategic Plan to 2024 will guide relationships within the Western Australian Wine Industry and between its industry, government and other partners over the next 10 years. The plan proposes major changes to how the industry is structured and operates in the short and medium term.

Industry will review progress after 6 months and 12 months and revise the plan to include any major changes and improvements. This plan ensures a long-term strategic direction, while allowing action to be taken by WoWA and the Regional Associations on current issues.

Priorities

WoWA as the state peak industry body will pursue specific issues referred to in strategic focus areas, objectives and initiatives included in this document.

Implementation

The proposed implementation plan (see following) indicates the order of priority, industry representational structure and allocation of operational responsibility in pursuing the strategic priorities.

Form working groups

WoWA will form working groups to address the priority strategic focus areas and develop action plans to pursue the linked objectives.

The Working Groups will comprise industry members and draw on other resources where skills and expertise are required to ensure there is capacity to achieve the objectives in each strategic focus area (SFA). Membership will be determined by WoWA and each group will be accountable to WoWA.

There may be issues that have been identified as priorities in the strategic plan that do not require a working group to be formed. It may be possible to combine some of the remaining priority issues into broader themes to be covered by a single working group.

Where a priority is identified and there is an existing industry or government body dealing with the issues, WoWA will nominate someone to participate as a wine industry representative.

Proposed Working Groups are:

1. Industry Structure and Funding (SFA 1 and 2): WoWA and RAs
2. Market Demand and Consumer Interaction (SFA 3, 4, 5 and 10): RAs, WoWA, Industry members
3. Innovation, RD&E, Extension and Biosecurity (SFA 4, 6, 7 and 8): Wine Industry Technical Committee
4. Regulation and Social Responsibility (SFA 9 and 10): WoWA, RAs.

Where cross-overs of priority issues between Working Groups are found, they would collaborate as required.

Review of working groups

WoWA will develop a set of key performance indicators (KPIs) for each Working Group. The progress and continued status of each group will be reviewed by WoWA with reference to these KPIs.

Review of industry strategic plan

The new Wine Industry Strategic Plan will be reviewed by WoWA and RAs at six months and 12 months following its ratification, and annually thereafter. The review will include assessment of WoWA's operations, each Working Group and an update of the priorities to be pursued in the following year.

Implementation Plan

Strategic Focus	Level of representation and priority					
	State		Regional		Local	
	High	Medium	High	Medium	High	Medium
1	Development of Strategy, MOUs; ratify and incorporate to constitution		Develop regional business plans and MOUs			
2	Conduct poll and develop MOUs		Develop regional business plans and MOUs			
3	Advocacy for Funding and Partnerships		Strategy and execution of tactics		Execution of tactics	

Strategic Focus	Level of representation and priority					
	State		Regional		Local	
	High	Medium	High	Medium	High	Medium
4	Moderate process and generate data to develop FWBM criteria		Input to process, define regional identity and foster a critical mass of producers			Input to process, defining regionally-specific expressions of fine wine
5	Advocacy for Funding and Partnerships		Development and execution of tactics		Execution of tactics	
6	Advocacy for Funding and Partnerships			In-region advocacy for relevant research and extension		In-region advocacy for relevant research and extension
7	Advocacy for Funding and Partnerships			On-ground surveillance for incursions and identifying possible threats or practices		On-ground surveillance for incursions and identifying possible threats or practices
8	Advocacy and management of Technical Committee			Support for in-region implementation of best practice operations	Execution of tactics	Support for in-region implementation of best practice operations
9	Develop state-specific policy paper and lobby to ensure contents are implemented			Support for in-region implementation of best practice operations		Support for in-region implementation of best practice operations
10	Develop state-specific policy paper and lobby to ensure contents are implemented			Communicate policy to members, feedback up to state body	Execution of tactics	