

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