

## **NSW WINE**

### **BOARD COMMUNICATION – 20<sup>th</sup> April 2021**

The Board of the NSW Wine Industry Association held its second meeting for 2021 on the 19<sup>th</sup> of April in Sydney.

#### **Introduction**

Since the last Board meeting held in February, there has been increased activity and success around the short and medium term goals and objectives set by NSW wine.

In particular our main goal of securing a new memorandum of understanding with the NSW government including specific support and funds for the NSW Wine industry was successfully signed this month.

Now that vintage operations are drawing to a close, we wish to enact a schedule of events and activities organised by NSW Wine to update, educate and inform industry members with several of these opportunities included in this communique.

NSW Wine continues to advocate strongly on behalf of the wine industry, and we wish to urge all regional associations and members across the state to take advantage of the opportunities that have been negotiated on your behalf.

Please read on below for articles and links on:

- MOU between NSW Government and NSW Wine Industry
- National Wine Industry bushfire conference
- Shiraz Masterclass
- NSW Sommeliers Wine list Awards
- NSW Wine Innovation Forum
- AgSkilled Program

#### **MoU**

It is with great pleasure that we wish to inform you that NSW wine industry association has achieved one of its main goals for the year, in the signing of a new Memorandum of Understanding (MoU) with the NSW Government that includes financial support specifically for our industry up until June 2023.

The MoU was officially signed by Deputy Premier Barilaro (on behalf of the NSW government) and NSW Wine President Mark Bourne (on behalf of the NSW wine industry association) on Thursday 15th April at Leogate Estate Wines in the Hunter Valley leading into an international trade function.

This new MoU is valued at an additional \$600,000/yr +gst and is targeted at increasing exports alongside domestic marketing & promotion support for the NSW wine industry.

The MoU is an agreement confirming in writing the support we currently receive from the NSW government through existing programs, as well as outlining agreed areas of new focus and funding between with the NSW wine industry. The two areas of new focus will be developing new export markets for NSW wine producers to increase the value and volume of wine exported with a NSW GI, and growing domestic demand for NSW wines via an industry development and growth program fund.

This successful team effort is a significant outcome for the NSW wine industry that will put us on a more equal footing with other states who receive similar assistance in export and domestic programs, and importantly allow us to plan for the future growth of the NSW wine industry.

We look forward to discussing the new opportunities with regional associations in the very near future and also rolling out these new programs asap.

### **National Wine Industry bushfire conference**

**Tuesday 25 May** 10.00am – 5.30pm, ICC Sydney

Free to attend, this conference will hear from grape and wine producers and leading researchers who will present the latest findings on bushfire preparedness, smoke effects and recovery from fire to ensure that grapegrowers, winemakers and businesses are better prepared, better informed and better equipped to handle the decisions that need to be made before, during and after bushfires.



### **2021 Shades of Shiraz Masterclass**

**Wednesday 26 May** 9.00am – 4.00pm, ICC Sydney

This event costs just \$55 per person and includes morning tea and lunch (all funds raised will be gifted back to NSW Wine by NSW DPI, to be used for various industry grants, scholarships, and future events).

Led by Rob Geddes MW, comedian and wine lover Merrick Watts and wine writer Mike Bennie this masterclass will dissect Shiraz as we know it in Australia today, including talks from industry experts and three separate tasting panels of 24 Shiraz/Syrah wines.



## REASONS TO ATTEND BOTH EVENTS ...

### **NSW Wine Dinner**

For those that will be staying the night in Sydney after the National Wine Sector Bushfire Conference, the NSW Wine Industry Association would like to invite you to dinner on us, to continue the discussions and then relax and recharge before the next event.

Please register your interest to attend this dinner via the same eventbrite link used to register for National Wine Sector Bushfire Conference. Once you press the green 'Register' button, you will see a separate box at the very bottom of the page entitled

"NSW | Sydney dinner". Click [here](#)

### **NSW Wine Cost Rebate**

We will be offering financial support to help cover the costs of travel and accommodation if you wish to attend both events.

- Come to both the NWSBC and the Shades of Shiraz event and you will be entitled to a one-off \$120.00 (plus GST) rebate.
- No need to register for this rebate, we will monitor both event sign-ups and contact those who are on both lists.
- Once it has been confirmed that you did physically attended both events, the rebate will be processed via EFT.

### **NSW Sommeliers Wine list Awards**

The 2021 NSW sommeliers wine list awards aim to highlight the quality and diversity of NSW wines and play a role in increasing the listings of NSW wines on NSW wine lists. We are pleased to report that we have had increase in entries this year and judging is currently taking place.

The Governor of NSW her excellency the Hon Margaret Beazley generously supports this initiative and will host the awards presentation at NSW Government House Sydney on Monday May 24<sup>th</sup>, 2021.

We remain committed to building these awards as a new key promotion and marketing opportunity and to support on-premise operators and wine producers alike and look forward to announcing the restaurants and sommeliers that are NSW Wine stars for 2021.

### **NSW Wine Innovation Forum**

The NSW wine innovation forum has been held for 5 years with the support of Wine Australia and the NSW DPI. This year the forum will be held in Griffith NSW on the 22<sup>nd</sup> and 23<sup>rd</sup> June.

The forums aim is to gather the leading innovative thinkers and producers for two days, in order to identify and outline the priorities for research development and extension for the NSW wine industry.

This year's forum will focus on the R&D areas of biosecurity, renewal and sustainability. We Invitations have been issued to identified innovative producers and researchers and we are looking forward to again successfully delivering the only event of this type in the Australian wine industry.

### **AgSkilled Program**

NSW Wine successfully advocated for the NSW wine industry to be part of the NSW government \$15m AgSkilled 2.0 program for the next three years, with the program was initially targeted at plant/viticulture production sector. We are pleased to inform you that after successfully advocacy by NSW Wine, the programs eligibility of courses and participants has now been widened for the NSW wine industry.

There will be a series of newly approved courses circulated very soon that will be broader and covering the areas of viticulture, cellar operations, cellar door operations, board governance, business management and marketing. We will be distributing the next raft of available free courses to all industry participants and urge all to make the most of this unique opportunity to upskill our workforce.

We would like to hear from regional associations and individuals of their skills and training needs that are required in region. Please contact NSW Wine via [info@nswwine.com.au](mailto:info@nswwine.com.au) with enquiries.

### **NSW Wine board offer**

We wish to encourage the communication of state and regional priorities, actions and challenges at all times and the open offer remains standing from NSW wine to present to regional committees and boards to increase communication and actions within our industry.

We continue to offer to present to every regional association at least once every year (or more if required). To arrange this please contact our executive officer Angus Barnes via email [exec@nswwine.com.au](mailto:exec@nswwine.com.au)

### **Next meeting**

Date 7<sup>th</sup> June | Time 11.00am | Location Orange