

## NSW WINE

### BOARD COMMUNICATION – 8<sup>th</sup> February 2021

The Board of the NSW Wine Industry Association held its first meeting for 2021 on the 8<sup>th</sup> February. Due to the ongoing COVID-19 pandemic and vintage operations, the meeting was held via video-conference.

#### Introduction

Since the last Board meeting held in December 2020, much of our activity has been around support packages and programs for the NSW wine industry to assist them in recovery, rebuilding, education and training along with planning for future growth and profitability.

In the last few months restrictions and lockdowns have demonstrated that COVID-19 remains a clear and present threat to industry and we encourage everyone to ensure their COVID-19 management plans and risk management procedures are up to date and in place.

With the recent run of events, crisis, and the challenges we continue to face going forward, it has never been a more important time for NSW Wine to provide strong advocacy for our industry.

Please read on below for articles and links on:

- NSW Sommeliers Wine list Awards
- NSW Wine Innovation Forum
- AgSkilled Program
- Dine and Discover Vouchers
- MOU between NSW Government and NSW Wine Industry
- ERWSP (Export and Regional Wine Support Program)
- Research and Development (R&D)
- Future Leaders
- Regional NSW 20 year plan revised
- NSW 2020 Wine Industry Snapshot presentation
- Wine Depot presentation
- NSW Wine board offer to all regional associations

#### NSW Sommeliers Wine list Awards

The vice president of promotions presented to board an update for the proposed 2021 NSW sommeliers wine list awards. The Governor of NSW her excellency the Hon Margaret Beazley has generously come on board to support this initiative and the awards event will be hosted at NSW Government House Sydney on Monday May 24<sup>th</sup>, 2021. Despite the reported challenging conditions for some metro restaurants continuing, it was decided that the awards would continue this year. We wish to build the awards as a new key promotion and marketing

opportunity and to support on-premise operators and wine producers alike. The 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 will be asking ALL wine industry members to encourage their on-premise/restaurant customers to apply for free, to be in the running for some fabulous prizes and recognition along with the prestigious title of NSW wine list of the year.

Applications will open very soon, and communications sent out. Also see our website <https://www.nswwine.com.au/>

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

We are pleased to announce that this year's forum will be held in Griffith NSW on the 22<sup>nd</sup> and 23<sup>rd</sup> June. At this stage we are asking regional associations if they would like to identify and nominate some of the innovative leaders in viticulture and wine within their region to NSW Wine. Please contact our vice president for RD&E Liz Riley with details via the email [info@nswwine.com.au](mailto:info@nswwine.com.au) should you wish to nominate an attendee.

Invitations, a program along with readings/papers are currently being prepared and will be issued in next months.

### **AgSkilled Program**

NSW Wine has successfully advocated for the NSW wine industry to be part of the NSW government \$15m AgSkilled 2.0 program for the next three years. The NSW wine industry has FREE funded training and skills courses available to it relevant to the viticulture sector and vineyard production.

The earliest courses have started to roll out in the regions already, but the challenge remains that if our industry is to be fit for the future in a changing landscape, we need to update our skills across the sector.

Enrolment challenges for this program have become evident and we are encouraging regional associations and members to distribute and communicate the next raft of available free courses to all industry participants to make the most of this unique opportunity to upskill our workforce.

### **Dine and Discover**

The NSW government \$500m+ DINE and DISCOVER support program is in its trial stage at the moment and will be launched across NSW shortly. Every adult in NSW is eligible for 4x\$25 vouchers for dine and discover activities. These vouchers exclude the purchase/consumption of alcohol but can include food and activities/experiences etc

After the initial announcements of this NSW stimulus program was announced excluding wine businesses, we are happy to report that NSW Wine has successfully lobbied the NSW government to include wine businesses as now eligible for the Dine and Discover program.

We are encouraging all NSW wine businesses to consider the development of eligible dine and discover products and activities, and to also register now for the program to enable them to take part in this impressive stimulus package and support by the NSW government.

We will send further information soon. The Dine and Discover Voucher system can be seen at:

[https://www.nsw.gov.au/covid-19/dine-and-discover-nsw?gclid=Cj0KCQjApY6BBhCsARIgjYdRloWi7Omi5P-UMLaOqE0bE9zcI5kIt6PSswg8bH7odAfM233u1QaAkYWEALw\\_wcB](https://www.nsw.gov.au/covid-19/dine-and-discover-nsw?gclid=Cj0KCQjApY6BBhCsARIgjYdRloWi7Omi5P-UMLaOqE0bE9zcI5kIt6PSswg8bH7odAfM233u1QaAkYWEALw_wcB)

## **MOU**

NSW Wine is in advanced discussion with the NSW government on the signing of new Memorandum of Understanding (MOU) to outline industry specific support for the NSW Wine Industry.

Areas of focus for support will be domestic promotion and marketing and developing new export markets for NSW wine producers. We hope to finalise the MOU shortly and report back on a successful outcome for the NSW wine industry and regional NSW.

## **ERWSP**

The ERWSP State International Tourism program is a funded program started in 2018 by NSW Wine, Wine Australia and Destination NSW to increase the international visitation to regional tourism areas that involve wine and grapes. The program has not been without its challenges in staying within the guidelines during recent travel and business restrictions worldwide, but there has been some clear positives. Many regions and individuals have strongly improved their bookable experiences, enabling visitors to both understand what's on offer and to also pre-book activities. This is leading to many producers and businesses improving their long term business sustainability.

## **Research and Development (R&D)**

The national R&D environment is undergoing rapid change. Minister Littleproud announced the National Agricultural Innovation Agenda in September. The Australian Government will also invest \$86 million to establish eight Adoption and Innovation Hubs across regional Australia and will develop a Digital Foundations for Agriculture Strategy (the Digital Strategy).

On the NSW R&D front the NSW DPI and NSW Wine continue to have a very strong working relationship to the benefit of the NSW wine Industry. Two new viticulture development officers have been appointed in recent months by NSW DPI. Katie Dunne has started her role as the development officer in Griffith and Maggie Jarrett has started in the newly created position of

Sustainability and Biosecurity for the NSW wine industry based in Orange. A special note of thanks must go to the regional industry bodies that have contributed to partly fund these roles, in particular the Wine Grape Marketing Board and the Riverina Winemakers Association, whom without their generous support we would not have been able to negotiate this increase in viticulture officers for NSW.

## **Future Leaders**

The future leaders' courses are now open for applications and we are encouraging NSW applicants. Future Leaders is a professional and personal development program that creates a network of confident, committed individuals who will "be next" and contribute to the future success of the Australian wine community.

Funded by the sector and coordinated by Wine Australia, Future Leaders is a biennial program offered to applicants with open, creative, inquisitive minds who are early to mid-career and already demonstrating leadership potential.

Since 2006 there have been 122 Future Leaders graduates. Many have taken roles at regional wine and grape grower associations and some have also been appointed to national committees and boards.

Application link

<https://www.winefutureleaders.com/#:~:text=Future%20Leaders%202021,of%20the%20Australian%20wine%20community.>

## **Regional NSW 20 year plan revised**

The 20-Year Economic Vision for Regional NSW, released in 2018, sets out the Government's priorities and plans to achieve long-term social and economic success for regional communities across the state.

The 2018 Vision has been refreshed in response to the changed economic landscape and opportunities that have emerged in regional NSW following the drought, bushfires, flood and COVID-19 pandemic

Document Link

<https://www.nsw.gov.au/a-20-year-economic-vision-for-regional-nsw-refresh>

## **NSW 2020 Wine Industry Snapshot presentation**

The NSWWIA with the assistance of the [Bentleys](#) group initiated an industry survey to ascertain the current position and general confidence levels in the wine industry.

Louise Vigar from the Bentleys group presented the NSW wine industry 2020 snapshot report to the board. The inaugural report had 54 respondents ranging from small, medium and large across NSW. Some interesting findings from the industry snapshot were outlined including that

drought and bushfires effected the respondents to a higher degree than Covid-19 in the last 12 months.

Link to NSW wine industry 2020 snapshot report

<https://www.nswwine.com.au/snapshot/>

### **Wine Depot presentation**

Aaron Brasher and Dean Taylor presented the new Wine Depot platform and service based in Sydney to the Board.

Their business called MARKET is an online marketplace connecting wine & beverage suppliers with trade buyers has software and infrastructure that enables a producer to send stock to a central warehouse and then for it to be delivered directly to your trade customers. Wine Depot are responsible for the invoicing and carry the debt. They are offering NSW Wine Industry members a special offer until 31<sup>st</sup> of October of no listing fees and no product handling fees.

Please see their website <https://winedepot.com/>

### **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 would like to meet and 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 19<sup>th</sup> April | Time 11.00am | Location Sydney