



## WGGA MEMBERSHIP

---

An Investment In The Future Of Your  
Vineyard Business



## MESSAGE FROM THE CHAIRMAN

*“Australia’s wine grape growers are world leaders in vineyard production and management. But while you are busy running your vineyard businesses, many political and economic issues affecting you and the profitability of your vineyards are also running between industry bodies and Government at regional, state and national levels. The network of regional and state industry organizations plays a vital role in responding at those levels, but these associations do not have the time, resources or the responsibility to advocate for the whole Australian wine grape sector at the national level. That role lies with WGGA – as the national representative body for Australia’s wine grape growers.*

*WGGA lobbies the Federal Government on the issues of national importance to growers, such as - the grower viability crisis and industry restructuring agenda, water security, industry directions and strategy, investment in research and development, and the negative effects of taxation, to name just a few.*

*Importantly WGGA has secured growers’ a seat at the national table with the other national wine industry bodies, and grower sector’s voice and views are now being heard in developing and driving industry policies. This is something the wine grape sector did not have in the years when no national grower body existed, and is crucial as the industry responds to the current supply / demand imbalance.*

*WGGA is also actively building the status of growers, by promoting the unique contribution of growers to the success of the Australian wine industry, and we continue to seek positive changes to the commercial culture of the industry that will improve business relations between growers and winemakers - through the roll-out of the Australian Wine Industry Code Of Conduct.*

*WGGA continues to strive for better commercial outcomes for growers by delivering programs like the VineBiz Financial Ready Reckoner and other Vineyard Business Development Programs that will help drive sustainable and profitable vineyard businesses into the future. These programs will also be crucial in assisting growers in directing their businesses through the current very difficult economic climate.*

*In all these important activities WGGA can only be truly effective if we represent the overwhelmingly majority of growers in our dialogue with Government and at industry forums. That makes the commitment of all growers to being members of WGGA crucial in ensuring we are a relevant and effective national voice for the whole Australian wine grape sector.*

*The Executive Committee of WGGA – drawn from a network of 8 electoral zones spanning all the vineyard regions of Australia – believes your commitment to WGGA Membership is an essential investment in the future of both your vineyard business and your industry. We are asking you to make the commitment today to contribute 50c per tonne from your 2009 vintage payments as your WGGA Membership subscription.*

*We look forward to adding your enterprise to the many thousands of vineyards that are already WGGA Members.”*

A handwritten signature in cursive script that reads "Alan Newton". The signature is written in dark ink on a light background.

Alan Newton, Chairman WGGA.

## WGGA ORIGINS

Wine Grape Growers' Australia (WGGA) was formed in late 2005 as the peak industry body for Australia's wine grape growers, following an Australia-wide business case study found overwhelming industry support for a new national growers' body.

Funding over the first two years was provided by the regional grower bodies of the Riverland, Murray Valley and Riverina – with the goal of progressively extending membership coverage to all regions. In 2008 new voluntary levy arrangements in South Australia have significantly extended grower membership of WGGA, but in all regions outside South Australia and the Murray Valley, WGGA relies on direct membership subscriptions from growers.

## MISSION

***WGGA Exists To Implement Wine Grape Sector And Whole-Of-Wine Industry Strategies, Policies And Programs That Drive Grower Profitability And Sustainability.***

***“Water security, climate change and structural change in the wine industry are going to be key challenges for growers in the coming years. Without a strong WGGA, what hope do we have in influencing Federal Government policy in these areas?”***

*Tom Ward, President, Cowra Region Vineyard Association*

*Immediate Past WGGA Executive Committee Member – Rest of NSW and Queensland*

## CORPORATE OBJECTIVES

- *To represent and promote the common interests of Australian wine grape growers, through liaison and advocacy with other industry bodies and government*
- *To deliver benefits to members*
- *To improve the profitability and sustainability of Australian wine grape growers*
- *To represent and promote wine grape growers' interests at all levels of industry*
- *To develop and maintain industry standards and codes of conduct for the sale and purchase of grapes, the negotiation and administration of contracts, wine grape quality standards, measurement and assessment of grape and wine quality and other commercial arrangements between wine grape growers and processors*
- *To obtain, develop and publish information concerning wine grapes, wine grape production, marketing and viticulture and any other information of interest to, or for the education of, wine grape growers*
- *To foster, coordinate or conduct relevant research, education, extension and other programs that promote the profitability and sustainability of wine grape growing*
- *To employ officers and staff, or consultants and contractors, as required to undertake the objectives of the association*
- *To join or support other national representative organizations that may be in the interests of members generally*
- *To apply the funds of the association towards any of these objectives or purposes.*

## CORPORATE STRUCTURE

WGGA's Executive Committee is drawn from 8 electoral zones:

- Murray Valley (Murray-Darling & Swan Hill regions)
- Greater Victoria & Tasmania
- Riverland
- Rest Of South Australia (Northern and Southern Zones)
- Riverina
- Rest of NSW & Queensland
- Western Australia.

The Executive Committee also includes an Independent Chair and the Executive Director as non-voting board members.

WGGA's Secretariat is based in Adelaide.

*“Until WGGA existed the Federal Government was going to the Winemakers Federation for advice on the wine grape sector. Now, with WGGA regularly lobbying Federal Ministers, the Government is getting a more balanced view on industry issues, and is in no doubt that growers have ongoing concerns with the direction that some winemakers have driven the wine industry in recent years.”*

*Mike Fitzpatrick, WGGA Executive Committee Member - Greater Victoria & Tasmania*

## KEY ACTIVITIES & PROGRAMS

### ADVOCACY OF WINE GRAPE SECTOR POLICIES WITH GOVERNMENT & INDUSTRY

WGGA develops and promotes policies in key areas of interest for the wine grape sector and lobbies the Australian Government to ensure its policies in areas such as tax, water and climate change, research and development, trade, the environment, primary industry support programs, and industry development are in line with the industry's policies and do not disadvantage wine grape growers. WGGA provides a rapid response to Government on behalf of the grower sector as new or re-emerging issues arise. WGGA also ensures that growers participate at the highest levels in industry decision making and strategic planning, and continues to work for increased recognition and status for the grower sector with wine companies and with other national wine industry bodies; through the development of collaborative national industry structures.

### NATIONAL WINE INDUSTRY & WINE GRAPE SECTOR STRATEGIES

In December 2006 WGGA completed a major analysis of the wine grape sector with the completion of the Commonwealth funded *Taking Stock & Setting Directions for the Australian Wine Grape Industry Report*. The strategies identified in the Report have set the roadmap for WGGA and for the industry in driving the future structure and development of the wine grape sector over the next decade. The Commonwealth *Capacity Building for Wine Grape Growers Project* programs completed during 2008 form the first round of strategies to be implemented from the *Taking Stock Report*.

An all-of-industry strategic planning approach to the development of the Australian wine industry has been markedly absent in recent years and a major reason for the over planting of vineyards in the last decade. Establishing better all-of-industry planning processes is a key plank of WGGA policy for the Wine Grape Sector. WGGA is working in partnership with the Winemakers Federation Of Australia (WFA) to deliver this all-of-industry approach by implementing the industry's dual strategies – *Taking Stock & Setting Directions Strategy for the Australian Wine Grape Industry* and the wine production sector's *Directions To 2025 Strategy*, as well as the new *Wine Industry Restructuring Action Agenda*. These strategies are being driven by a new joint WGGA / WFA Peak Industry Policy Council drawn from the Boards of both organizations.

## WINE GRAPE SECTOR INFORMATION, DATA & ANALYSIS

WGGA keeps growers in touch with the important commercial and market trends that impact on their businesses through regular communications via the bi-monthly *United Grower Newsletter* in *Australian Viticulture Magazine* and a new series of *WGGA News Bulletins* to be circulated via Regional Associations. The key data and analysis on the factors affecting the wine grape market is published and presented through the annual *Australian Wine Grape Outlook Paper*. WGGA works with the major industry information agencies – ABS, ABARE the Australian Wine & Brandy Corporation – to continually improve the accuracy and reach of industry data and analysis for the wine grape sector, to provide growers with the best possible source of independent industry trend analysis.

## VINEYARD BUSINESS DEVELOPMENT PROGRAMS

WGGA provides Vineyard Business Development Programs via the *VineBiz Financial Ready Reckoner* tools and *Regional Vineyard Cost Analysis* data to enable growers to fully assess their current and prospective financial position and alternative vineyard business structures to achieve sustainability and greater profitability.

## INDUSTRIAL RELATIONS

WGGA represents the interests of independent wine grape growers at the Australian Industrial Relations Commission by advocating for the most appropriate and flexible Award provisions for wine grape growing to minimize the employment cost impacts on vineyard enterprises. WGGA has developed a strong alliance with the National Farmers Federation on Industrial Relations issues.

## AUSTRALIAN WINE INDUSTRY CODE OF CONDUCT

WGGA is committed to changing the commercial culture of the wine industry, through promoting business relationships between processors and growers that are transparent, fair and reasonable, and include a formal dispute resolution system in all wine grape supply contracts. This will be principally achieved through the progressive adoption of the *Australian Wine Industry Code Of Conduct* of which WGGA acts as custodian on behalf of growers. The Code will be complemented by the progressive development of a common industry platform for the assessment of wine grape quality in the vineyard and at the winery.

***“For several years we have been trying to get a Code of Conduct for the industry. The formation of WGGA has really given the final negotiation of the Code the boost it needed – and that is a great achievement for growers.”***

*Bruno Brombal, Chairman, Riverina Wine Grapes Marketing Board*

## RESEARCH, DEVELOPMENT & EXTENSION

WGGA works within the wine grape sector to identify national Research, Development & Extension priorities, and advises the Grape & Wine Research and Development Corporation on the direction and effectiveness of investments in research, development and extension programs that impact on growers. WGGA's aim is to ensure R&D investments deliver on the highest grower priorities and achieve the best commercial outcomes from growers' R&D levies. WGGA is the national R&D watchdog for growers.

***“I believe it is essential to have a strong national body with good links back to growers through State and Regional Associations. Everyone is busy running their own business or focusing on local issues. You really need a separate body like WGGA to get things done at the national level.”***

*Vic Patrick, WGGA Executive Committee Member – Rest of SA  
Council Member for Limestone Coast, Wine Grape Council of SA*

## NATIONAL VINEYARD BIO-SECURITY & WINE GRAPE ASSURANCE

WGGA leads the management of national vineyard bio-security on behalf of the wine industry, through active membership of Plant Health Australia, which ensures a key role in the review of the PHA *National Vineyard Industry Bio-Security Plan* and other national bio-security initiatives. As a signatory on behalf of the wine grape sector to PHA's *Emergency Plant Pest Response Deed*, WGGA has a central role in formulating the response to any exotic plant pest outbreak, and growers are guaranteed access to compensation in the event of their vineyards being destroyed or quarantined in the containment and eradication of an exotic pest incursion. WGGA is also working collaboratively with WFA on a *National Wine Grape Assurance Program* that gives growers comfort that the vine material they purchase is true-to-type and is health status declared.

## NATIONAL VINEYARD ENVIRONMENT PROGRAMS

WGGA works with the Wine Industry National Environment Committee to develop and implement environment management policies and programs such as the *Australian Wine Environmental Stewardship (AWES)* program, that fosters the environmental sustainability of Australian vineyards and supports Australia's 'clean and green' market image - but at minimal compliance cost to growers.

***“None of the important national activities that are so vital to the survival of our businesses can happen without strong grower membership of WGGA. Growers owe it to themselves to support WGGA so that we have a well resourced national growers' body with the capacity to deliver a more profitable wine grape sector.”***

*Michael De Palma, Chairman, Murray Valley Winegrowers  
WGGA Executive Committee Member - Murray Valley*

## MEMBERSHIP

**General WGGA Membership** is open to all wine grape growers, based on individual enterprise membership – with an annual subscription of 50c per tonne on the tonnage of grapes produced in the last vintage – paid as a voluntary membership subscription. In South Australia and the Murray Valley (Murray-Darling and Swan Hill regions) voluntary WGGA membership subscriptions are collected from growers under state or regional statutory levy arrangements. Elsewhere growers can join WGGA via Joint VWIA / WGGA and WIWA / WGGA Memberships in Greater Victoria and Western Australia; via a direct membership subscription payment or payments collected through affiliated regional industry bodies.

**Affiliate Membership** of WGGA is available to all State and Regional Industry Associations.

**Associate Membership** is available to people or enterprises not directly engaged in wine grape growing, but with an investment or interest in the wine grape sector.

*“It is just so important to have a national growers’ body looking out for our interests. Without WGGA there would not have been grower sector submissions on the impact of wine tax increases on growers; or on Managed Investment Schemes; or on the Small Irrigators Exit Package; or on the grower viability crisis affecting our industry. WGGA membership is our insurance policy to make sure we get the best possible outcomes from Government. ”*

*Kerin Smart, Deputy Chairman, Wine Industry Association of WA  
WGGA Executive Committee Member – Western Australia*

## BECOMING A WGGA MEMBER

Simply complete and return a WGGA Membership Form with your annual subscription cheque payment, credit card authorization, or via electronic funds transfer.

For more information about WGGA go to [www.wgga.com.au](http://www.wgga.com.au) or contact us on [info@wgga.com.au](mailto:info@wgga.com.au) or by phone on **08 8362 9802** or fax on **08 8362 9804**.