



Join

Become a member of **vwia**

Victorian Wine Industry Association



winesofvictoria®



The Minister's message

A prosperous wine industry is integral to helping position Victoria as an innovative, highly-skilled and export-focused economy. Working together as a collective to share knowledge and maximise output is smart business.

I encourage you to support your industry to ensure its continued growth and success.

Jacinta Allan
Jacinta Allan

Minister for Regional and Rural Development



We will deliver, and we will represent your interests



Dear Victorian Vignerons & Grapegrowers –

Our Victorian wine industry is faced with numerous challenges including drought, extreme heat events, fires, smoke and a crowded market place. The VWIA is your advocacy body to our Victorian Government, and a range of national organisations.

Your membership investment in the VWIA is an investment for your own future – so that we may adequately represent your interests in a professional manner.

This is your organisation and your chance to become involved. The VWIA needs you to take ownership of the future of the Victorian wine industry – so I encourage you to vote with your feet, and become a Member today.

Chris Pfeiffer

Chris Pfeiffer
Chairman

INSIDE:

- Why become a member?
- How vwia works
- vwia at a glance
- Performance measure
- Results

Why become a member?

1. Have your interests represented to government and industry bodies.
2. Have your say in lobbying government.
3. Have access to industry information and data analysis.
4. Keep up-to-date on global, national and state issues and trends.

Types of membership

- **Wine Producer***
This membership is if your business is predominantly as a Wine Producer (for your own brand).
- **Wine Grapegrower***
This membership is if your business is predominantly as a Wine Grower.
- **Associate***
This membership is if your business is compatible with the Charter of the VWIA including contract winemakers.

* Membership is an annual subscription commencing July 1 and concludes June 30.



How **vwia** works

Through advocacy:

- Victorian Government (9 portfolios)
 - National industry Organisations
 - Partners
-

Through being a “knowledge hub”:

- Provision of timely and relevant information to Members
-

Through influencing the opportunities for promotion of Wines of Victoria:

- Victorian government support for a major retail campaign in wine stores across the state
 - VECCI Wine Club audience of 33,000 clients - exclusive offer to Members
-

Through providing a “return on investment” for VWIA Membership:

See VWIA report card on page 6

vwia at a glance



Victorian Government + vwia

- Policy & business development
- Promotion
- Tourism
- Environment
- Biosecurity
- Viticulture
- Liquor licensing



Industry Organisations + vwia

- Winemakers Federation Australia
- Wine Grape Growers Australia
- Australian Wine & Brandy Corporation
- Grape Wine Research & Development Corporation
- Other State wine industry bodies



Members + vwia

- Communication
- Issues management
- Advocacy
- Projects
- Hub of information
- Promotion



Partners + vwia

- Media
- Restaurants
- Event Managers
- Buyers
- Trade
- Public



Victorian Government engagement

- Regional Development Victoria (promotions, industry development, trade)
- DPI (phylloxera, biosecurity, chemical standards, extension delivery)
- DSE (fire management, water, environment)
- Tourism Victoria (collaboration on Wine Regions of Vic publication, GF&WS's, photography)
- Consumer Affairs (alcohol policy, liquor licensing)
- Treasury (economic performance + issues for Vic wine industry)

Partnerships projects

- VWIA Knowledge Project 2009 (RDV)
- VWIA Retail campaign Put Victoria on Your Table (RDV)
- Subsidy to assist with cost of smoke affect testing (RDV)

- VWIA Regional Photography Project 2008 (TV)
- VWIA Database upgrade (DPI)
- VWIA Regional Extension Plan 2009/10 (GWRDC)
- Greater Victoria Regional Grape Crush Survey 2008 (AWBC)

Industry engagement

- Taxation (WFA)
- Industrial Relations (AIRC)
- Alcohol policy (WFA)
- Regional participation in VWIA policy development (quarterly Council meetings)
- Knowledge development (AWBC)
- Promotion of Wines of Victoria story (Wine Australia)
- Wineclub (VECCI)
- VWIA Conference & AGM 2009

Communications

- Members' preferred listing and website on winesofvictoria.com.au
- Regional events on winesofvictoria.com.au
- Regular e-news, with Member-specific updates
- CEO's regular visits to Regional Association meetings and business establishments

Knowledge hub

- Members-only information on winesofvictoria.com.au
- winesofvictoria.com.au - a repository of knowledge on the Victorian wine industry
- winesofvictoria.com.au - an external link to regional, national and global information relevant to the Victorian wine industry
- VWIA database – continual updating – the only information worth having is current information

Results

- **Minister Allan’s “Wine Industry Advisory Group” – direct industry input to government**
- **Image library housed within Visions of Victoria and available via www.winesofvictoria.com.au**
- **Data on the value of Victorian wine sales to the state’s economy**
- **Data on the value of water to the Victorian wine industry**
- **Modelling of impacts on Victorian wine industry performance**
- **Planned upgrade of VWIA database 2009/10**
- **An extension activity plan to address regional needs**
- **VWIA retail campaign to promote Victorians buying Victorian wine for their table**
- **VWIA policy on taxation**
- **VWIA policy on alcohol advertising and label warnings**
- **VWIA position on the national Wine Industry Award 2009**
- **Sustained membership growth – the industry is voting with its feet**
- **Member exclusive VECCI Wine Club**



To the Victorian wine industry –



Many of you are Members of the VWIA, and I hope 2009/10 will sustain our growth in membership.

Why? Because to be credible and representative, we need your investment in membership.

The VWIA commitment to you is that we will promote and represent your interests – this brochure speaks of many of the activities we have undertaken during the past financial year.

Our performance measure is the results we have achieved in attracting funding to support industry activities, and the strengthening of our relationships with the Victorian Government and our national organisations.

We have delivered, and my personal commitment is that we will continue to deliver on your behalf.

I urge you to join VWIA (or renew your membership) now – so that we may continue in our efforts on your behalf.

Please feel free to contact me personally to discuss membership of the VWIA.

A handwritten signature in black ink, appearing to read 'Joanne'.

Joanne Butterworth-Gray
Chief Executive
Victorian Wine Industry Association

A horizontal row of 15 colored circles in various shades of red, orange, yellow, and green.

winesofvictoria®

P: +61 3 9642 2505

M: +61 412 703 014

E: joanne@vwia.org

winesofvictoria.com.au

*Wines of Victoria are a registered
trademark of the VWIA*