

WFA Partners and Member Offers 2010/2011

Dig Marketing Group

Dig Marketing Group is proud to partner with the Winemakers Federation of Australia and provide support to WFA and its members.

As part of our agreement, each member is entitled to a brand health check with Dig Marketing Group.

The brand health check consists of:

- A brand health questionnaire to be completed by the key stakeholders of your business (up to six different inputs can be given)
- Dig provides a summary and interpretation of the key challenges for the business based on the health check
- Dig and the member then choose to focus on one or more of those challenges as the agenda for a 2.5 hour strategy session

It takes up to two weeks for us to collate the responses to the brand questionnaire and then a half day workshop is scheduled to suit Dig and the member.

The meeting can be held in Melbourne at the Dig office which incurs no charge to the member.

If the workshop is to be held at the member's business then Dig will provide an estimate for travel costs and any additional time incurred to conduct the workshop.

More detailed background information is available at our website www.digmarketing.com.au.

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Finlaysons

Finlaysons is widely regarded as the leading wine industry law firm in Australia. It has worked with the industry at home and abroad for decades, helping Australian wine take its place on the global stage.

Based in Adelaide, the firm has built global knowledge and expertise through a dedicated Wine Unit and is able to support clients at every level and in every wine region in Australia, from their viticultural issues to sales, marketing and distribution matters, acting for small family operations through to some of the world's largest wine and beverage companies.

It also leads the popular Wine Roadshow across Australia each year, giving practical, hands-on advice to local winemakers and grape growers.

Finlaysons acts for a number of industry organisations, including WFA and the AWBC, and is a partner or sponsor of WFA, the SA Wine Industry Association and the Victorian Wine Industry Association.

Offer to WFA members

- 50% discount on registration for Finlaysons' national Wine Roadshow presentations
- 50% discount on purchase of past Roadshow papers

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Longfellows

Longfellows is a niche insurance brokerage specialising in the wine industry and related support industries. The company's aim is to identify and structure insurance solutions tailored to meet and satisfy each client's needs and exposures, as well as providing support and assistance in the event that a claim occurs. Its recommendations will always be aimed at providing the most suitable cover with competitive terms. Longfellows' wine insurance policies are authored by Principal George Zaal, who has more than forty years of insurance experience, with two decades in the wine industry. These products are based on hands-on experience and many hours of research and discussion with clients. They cover property, liability, professional risk, and marine, domestic or motor insurance. Property policies are designed specifically for Australian wineries and vineyards, and include cover for the winery, stock, parts and machinery, and all contents.

Offer to WFA members

- A free, obligation-free Risk Management Assessment that defines the areas of exposure of the winery / vineyard operations
- 10% discount on the general price of an insurance package (subject to loss history)

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Sam Paton & Associates

Sam Paton and Associates is one of the few independent consultancies in Australia providing a dedicated agricultural economic analysis and valuation service in-house.

Established in 1983, the company's philosophy is based on providing thoroughly researched and rigorously reconciled analysis of agribusiness sector assets, largely based upon economic performance.

Field staff have strong rural exposure, through family farm involvement or extensive practical experience, along with tertiary qualifications in agricultural economics and valuations.

SP&A specialises in the preparation of statutory valuations and agricultural economic analysis for a range of purposes, including compulsory acquisition, mortgages, matrimonial and asset balance sheet verification, legal services and benchmarking for various sectors of agribusiness.

The company's Agribusiness Resource Group (ARG) provides access to consultants from all disciplines involved in agribusiness appraisals.

Offer to WFA members

- Free telephone helpline for 15 minute consultation on property valuation matters
- Discount of 10% on asset valuations for WFA members that are not currently clients of Sam Paton & Associates

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Family Business Australia

Family Business Australia, as the peak body for families in business, is committed to fostering the success and sustainability of all Australian families in business.

Family Business Australia has a strong focus on the development of the Next Generation of family business owners and operators through helping them deal effectively with the issues that are unique to Family Business.

Offer to WFA members

- Two complimentary tickets to one educational seminar (up to the value of \$55 +GST per person)

Contacts:

To find out about activities in your state please visit:

www.fambiz.org.au

Winetitles

Winetitles has been the leading publisher to the Australian and New Zealand wine and viticulture industries for more than 25 years, in both print and electronic format.

Its flagship *Australian & New Zealand Grapegrower & Winemaker* is the oldest and largest selling wine industry publication and is complemented by the specialist publications *Australian and New Zealand Wine Industry Journal* and *Australian Viticulture* and the annual flagship product *Australian and New Zealand Wine Industry Directory*.

Winetitles powers the industry portal website *Winebiz*, which hosts the daily industry online newsletter *Daily Wine News* and the employment website *mywinejob*.

It is also a major industry book publisher, including as a contract publisher for the Grape and Wine Research and Development Corporation.

A division of the Provincial Press Group, Winetitles has been a strong supporter of the WFA, including as a sponsor of the Wine Industry Outlook Conference.

Offer to WFA members

- 5% discount on *Australian and New Zealand Wine Industry Directory*
- 5% discount on book purchases from Winetitles Bookstore
- A free *mywinejob* advertisement (value \$165)
- Two bonus issues with 12-month subscriptions
- Free subscription to Daily Wine News e-newsletter

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