

Wine Victoria

AGM meeting 2020

Minutes of Meeting

4.00pm – 5.30pm November 26, 2020

Via Zoom

Attendees:

Angie Bradbury
Eliza Brown
Rob Cairns
Matt Fowles
Damien Sheehan
Ashley Spencer
Ross Wilson
Nikki Palun
Kim Chalmers
Hayley Purbrick
Dan Buckle
Rachael Sweeney
Olivia Barrie
Leigh Clarnette
Rollo Crittenden

Franco D'Anna
Sandra de Pury
Ken Eckersley
Tim Elphick
Caroline Evans
Gordon Gebbie
Rob Hawkings
Richard Howden
George Mihaly
James Omond
Alister Purbrick
Darren Rathbone
Andrew Santarossa
Tim Shand
Matt Turner

Apologies:

Jon Baxter

Meeting Minutes – Wine Victoria Annual General Meeting 2020

Item	Agenda	Discussion	Outcome
1	Welcome & minutes of previous AGM	<p>The Wine Victoria (WV) Chair Angie Bradbury opened with a welcome to Country and welcomed Wine Victoria Board Members and attendees. The Chair acknowledged the unprecedented events of 2020 with the January Bushfires, COVID-19 pandemic, and then the China Trade issues. The extremely challenging year for the industry was noted.</p> <p>The Chair outlines the program of the AGM.</p> <p>The Chair invites the attendees to review the 2019 WV AGM minutes which were distributed with the meeting papers. The minutes were tabled and agreed as an accurate record.</p>	<p>Motion to accept the minutes- Moved by James Omond Seconded Ross Wilson</p> <p>Minutes from 2019 AGM accepted</p>
2	Chair's 2020 Report	<p>Angie Bradbury Wine Victoria Chair thanked the members of the voluntary Board for their time and effort over the past year, noting support of Ross Wilson as long time Board member and current Treasurer; Eliza Brown in her capacity as 5 Pillars Chair; Rob Cairns, leading the China response; Matt Fowles and Nikki Palun playing active roles in Trade PCB, Kim Chalmers, new to the Board in 2020 and bringing back connectivity to the north west of the state; Ashley Spencer, previously at TWE, who has stayed on the Board who brings a high level of corporate governance, legal expertise and knowledge of the wine industry and acts as Secretary; Damien Sheehan, (immediate past Wine Victoria Chair) who has played a pivotal role in Biosecurity representation and chairing the Bushfire Technical Response Package Project Reference Group.</p> <p>The Chair acknowledges Rachael Sweeney, Megan de Jong and Richard Howden who form our Executive team, who have worked very hard in a very difficult year for industry. The Chair also acknowledges the Executive Officers from regions who play a vital role in getting the message out to our members.</p> <p>The Chair acknowledges an increased level of governance with the numerous projects that Wine Victoria has managed, with Richard Howden as Project Manager across the projects.</p>	

		<ul style="list-style-type: none"> - Five Pillars PCB chaired by Eliza Brown, it was noted the incredible effort in seeing this project through, as well as acknowledging wineries and associations who were involved and made this project a success. - Bushfire Technical Response Program PRG chaired by Damien Sheehan - Trade PCB, chaired by Matt Fowles, which manages the <i>Wines to the World</i> Funding commitment - Buy Local PRG, chaired by Angie Bradbury with representatives from industry and government. <p>Year in Review- 2020</p> <p>The COVID-19 pandemic took up much of the effort of the team this year – very active conversations supporting the industry through this very difficult year. Reopening strategies, advocacy and managing and communicating restrictions were time consuming and challenging. Keeping Agriculture as an essential service was key, as well as retaining the right for cellar doors to open as retail.</p> <p>Outside of COVID the policy issues included:</p> <ul style="list-style-type: none"> - Wine and Health – Pregnancy Labelling - Container Deposit Scheme - Bushfire response and recovery (2019-2020) - Planned Burns, general advocacy on annual program - Trade, China Countervailing, changes to market activity - Biosecurity (Phylloxera) - Building the case for Wine (General Advocacy) - Land Tax - 188 Visa Program <p>Program Development & Advocacy:</p> <ul style="list-style-type: none"> - Buy Local –the first time that we’ve been able to use state government money for local activity to increase domestic trade penetration into local industry. This will go to market just before Christmas. In addition to this there is a cross-sector bid to government to significantly increase Victorian wine on restaurant lists in the state. This is a collaborative project with Food & Drink Victoria - Smoke Taint research, in conjunction with AWRI - Wine Industry Development Program - Viticulture Innovation Program was historically funded but has not been funded for the past few years. There is an opportunity with increased advocacy to Minister’s office to get this funded, this remains a standing issue. - Liquor Licensing - Labour Hire legislation 	
--	--	---	--

Program Development & Advocacy

- Continuing advocacy regarding VLS
- Bushfire Technical Response Package (\$1M)- Wine Side
- Smoke Testing Rebate & Courier service (\$1.2M)-Grape Side
- Trade - looking at China, US, UK and emerging markets
- Wine Growth Fund (Rounds 1, 2, 3)
- Five Pillars Tourism Project (\$2Million wine tourism initiative) has been held up because of COVID, program has been extended and will conclude in April 2021.

Representation on Committees (as outlined in Chair’s Presentation) noted to have increased with expanded remit.

Question received on notice – (Received from MPVA)

What further advocacy for VLS?

“ What further action has been planned to facilitate a change in the rules to the application process for the State Liquor Subsidy to ensure eligible Victorian producers can access funds which are not received due to over subscription of the \$100, 000 federal Cellar Door Grant, both retrospectively and into the future?”

Wine Victoria Response -

Victorian Liquor Subsidy - engagement with the Treasurer’s Office was undertaken (Nov19-Jan 20) on:

- o Adjusting the guidelines to reflect changes in the WET Rebate limit and introduction of the Wine Tourism and Cellar Door Grant
- o Original proposal from Government stated that those accessing Wine Tourism & Cellar Door Grant (WTCDG) *could not* then access the VLS.
- o WV advocated that this be amended to be “on the same sales” - **this was adopted.**
- o It was further advocated that claims on the VLS could be made if the WTCDG was oversubscribed – **this was agreed to be adopted.**

Note: it has been raised with WV that the last point may not have been enacted – as this issue was raised during the COVID-19 restriction period. Resources were allocated to COVID issues and not allocated to re-engaging on this issue.

Wine Victoria plans to continue to engage around this particular issue, difficult to get traction with government on policy priorities that were not COVID.

Question received on notice – (Received from MPVA)

I am prompted to ask this based upon my involvement as a founding Director of the newly constituted WV and my understanding of the terms of reference for Wine Victoria when it was established in mid 2012.

These were [using my para-phrased words]:

- *To establish a single professional representative wine body through which interaction and communication with State Government could be effected*
- *To provide a response to the challenges from the anti-alcohol body in terms of “Wine & Health”*
- *To respond to State and Federal taxation issues confronting members [including issues arising from WET and other state and federal taxes]*

What is WV doing in all three fields and especially wine and Health?

Wine Victoria Response:

Angie Bradbury notes that Wine Victoria has built an effective relationship with government, which includes access to ministers and senior staff across the various portfolios, Min. Symes, Min. Pakula. Notes the shift in degree of engagement with government, it is as good as it has ever been. Wine Victoria is proactively consulted on specific issues which highlights the strength of the Association.

- We acknowledge the changing remit of Wine Victoria from three main focus areas when we first began to an increasingly complex array of strategic challenges and advocacy areas in 2020.
- Our aim is to be representative of entire sector, as such will advocate on issues affecting majority of members.
- As always, the wine and health agenda is ramping up and will require additional resources to fund a strong lobbying campaign and swift action if required by the industry.
- **Rachael Sweeney** outlines the various engagement on the industry position via letters to Premier, Minister for Health, local MPs and Ministers and direct engagement with offices and the Minister for Agriculture (10 x total this year)
- Note that the Health Minister and Dept. of Health refuse to meet with the industry on this issue.

		<ul style="list-style-type: none"> ○ Many components to Wine and Health, specifically the Pregnancy Labelling issue, Wine Victoria engagement continued with State & Federal government, and also worked with AGW to carve out position so this was clear. ○ Rachael Sweeney also outlines the voting on the legislation, most of ALP governments did not support the legislation and voted down party lines <p>Wine Victoria is actively engaged with members and with regional associations. Notes that this issue comes from the ground up, a groundswell of voter sentiment that is reaching up to Labour governments.</p> <p>Angie Bradbury acknowledges that at last AGM we made a commitment to have a round table in the first half of 2020, creating a wine and health sub-committee. Olivia Barrie spoke to this at a Board meeting early in the year, noting that we need to rely on resources of AGW. COVID-19 pandemic has made focus on this difficult, a louder conversation from industry is required and robust conversation is intended to continue in New year.</p> <p>Future focus actions</p> <ul style="list-style-type: none"> - Wine Vic levy - Wine Tourism Five Pillar delivery - Wines of the World delivery - Wine and Health – agenda is ramping up and requires a strong lobbying campaign and swift action is required. - Container Deposit Scheme 	
3	Financial Report	<p>Ross Wilson tables the Treasurer’s Report and the Financial Statements for Wine Victoria FY 19-20.</p> <p>The Audit was received late and is now complete. Ross Wilson acknowledges that the membership fees were down this year from the previous year which has led to a loss. The remit of the Association has changed and the workload has increased. Need to encourage businesses to get behind Wine Victoria financially to support and recognise the benefit of Wine Victoria and support accordingly.</p> <p>Ross Wilson also thanks and acknowledges Angie Bradbury’s work as Chair of Wine Victoria.</p>	<p>Motion to move that Financial Report be accepted - Moved by Rob Cairns Seconded Rob Hawkings</p> <p>Financial Report Accepted</p>
4	FY2022 Membership Fee Proposal	<p>Angie Bradbury outlines the aims behind the proposal to ensure that we provide an ongoing funding support for Wine Victoria. The aim is to form a baseline funding model, that is</p>	<p>Motion to a vote moved:</p>

		<p>also fully transparent and keep a strong connectivity with Regional Associations which is noted as important, their voice being fundamental to ensure Wine Victoria stays connected to the regions. The new model would also look to recognise the grower community and advocate for them. It would also provide for Associate Members which is not provided for under current model.</p> <ul style="list-style-type: none"> ➤ Overview of new fee structure for FY22 ➤ Presentation of proposed model for new membership fee structure proposal for FY22 ➤ This proposed fee structure is being presented to Wine Victoria members for discussion and not approval at this stage ➤ Members are requested to consider, and if appropriate pass the following ordinary resolution <p><i>“Wine Victoria undertake industry consultation of a revised fee structure for 2022 financial year and, following consultation, to seek approval for the FY2022 annual fees at an extraordinary meeting to be held prior to 30 June 2021.”</i></p> <p>General discussion and acknowledgement of the importance of Wine Victoria, noting the amount of advocacy and work that supports the industry. The upcoming membership consultation and proposed new fee structure seeks to show this value.</p>	<p>Vote by Zoom Poll</p> <p>Virtual vote was held: Motion passed.</p>
5	<p>Board Vacancies and Voting</p>	<p>Angie Bradbury acknowledges Gordon Gebbie as previous head of selection committee, and outlines that with the new constitution Wine Victoria has moved to direct election Board voting. Angie Bradbury formally thanks Ross Wilson and Damien Sheehan for their long and valued service to the Board.</p> <p>Wine Victoria received two new nominations to join the Board, and two re-nominations from existing Board members. Angie Bradbury warmly welcomes Dan Buckle and Hayley Purbrick, as the number of nominations received were equal to positions available there is no requirement for a vote. Ross Wilson and Damien Sheehan thank the Board, especially Angie Bradbury, and congratulates her on an outstanding job especially this year, acknowledging the very heavy load carried especially during COVID communications.</p> <p>Ross Wilson and Damien Sheehan also thank Rachael Sweeney for outstanding advocacy.</p>	

6	Future Focus	As the State's peak body for the wine sector, our aim is to ensure that the industry can grow sustainably and that we have the right economic, community and policy frameworks in place to support that growth for our members.	
7	General Business	<p>Angie Bradbury concludes the formalities and opens the floor for questions and comments.</p> <p>Eliza Brown comments that we have a massive opportunity over next 18 months to increase visibility and also raises the issue of workers –it is currently very difficult to get staff.</p> <p>Rob Hawkings from Beechworth also echoes the issue, as does Caroline Evans. Angie Bradbury comments that many across different sectors are having the same issue.</p>	
8	Meeting Close	Chair Angie Bradbury closes the meeting at 5.30pm with no further business, thanking members for attending,	

DRAFT