



WINE VICTORIA
AUSTRALIA

ANNUAL GENERAL MEETING 2021



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Program

- Welcome & Minutes of Previous AGM
- Chair's 2021 Report
- Treasurer's 2021 Report
- Board Member Voting Process
 - Proposed Special Resolution
- Board Vacancies
 - Member Vote Required
- FY 22 & FY23 Fee Structure
 - Proposed Ordinary Resolution
- General Business
- Meeting Close



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Acknowledgements

Wine Victoria Board

- Angie Bradbury, Bradbury & Co. (Chair)
- Hayley Purbrick, Tahbilk (Treasurer)
- Ashley Spencer, Legal & Governance (Secretary)
- Eliza Brown, All Saints Estate
- Dan Buckle, Domaine Chandon
- Rob Cairns, Treasury Wine Estates
- Kim Chalmers, Chalmers Wines
- Matt Fowles, Fowles Winery
- Nikki Palun, Octtava Wines



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Acknowledgements

Wine Victoria Executive Team

Rachael Sweeney, Richard Howden, Megan de Jong

Regional Associations

The respective Boards and Executive Officers



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Acknowledgements

Five Pillars Project Control Board

Project completed April 2021

PCB Chair: Eliza Brown

Project Manager: Richard Howden

PCB Members:

Jon Baxter, Dean Cleave-Smith, Felicity England, Caroline Evans, Chris Gillard, Megan Hill, Diana Morgan, Zenon Misko, Mara Putnis, Damien Sheehan, Mike Symons

All wineries and Regional Associations involved



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Acknowledgements

Bushfire Technical Response

Project Control Board

Expected completion date December 2021

PRG Chair: Damien Sheehan

Project Manager: Richard Howden

PRG Members:

Mike Aylward, Megan Hill, Adam Keath, Neil Larson,
Joe McClelland, Marcus Satchell, Mark Walpole



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Acknowledgements

“Buy Local” *Behind the Vines*

Project Reference Group

Initial project completed April 2021

PRG Chair: Angie Bradbury

Project Manager: Richard Howden

PRG Members:

Olivia Barrie, Stephen Baud, Caroline Evans, Gordon
Gebbie, Brendan Larkin, Ellie Vince



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Trade Project Control Board

Project ongoing

PCB Chair: Matt Fowles

Project Manager: Richard Howden

PCB Members:

Scott Austin, Stephen Baud, Kim Chalmers, Gordon Gebbie,
Brendan Larkin, Nikki Palun, Mara Putnis, Paul Stagg

US Strategy Sub-Committee

Stephen Baud, Brian Carnahan, Matt Fowles, Gordon
Gebbie, Nikki Palun, Andrew Santarossa, Matt Turner



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Technical Sub-Committee

Chair: Kim Chalmers

Members:

Dan Buckle, David Braybrook, Tessa Brown, Andy Clarke, Fiona Constable, Lucy Etheridge, Matt Partridge, Damien Sheehan, Belinda Thomson, Mark Walpole



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Year in review - 2021

COVID-19

- Prioritised response to the Global Pandemic
- Working with Government on gaining specific wine industry advice on COVID-19 restrictions
- Support for industry to understand the COVID-19 restrictions
- Advocating for Cellar Doors to open and trade during various (relevant) stages of restrictions
- Communication of vaccination requirements



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Year in review - 2021

COVID-19

- Licensed Hospitality Fund, Business Support Package advocacy
- Agriculture as an essential service – right to work
- Lockdown 3, 4, 5 & 6 restrictions – right for cellar doors to open as retail when allowed
- Reopening strategies - Regional and Metro different phases
- Detail around the hospitality operations
(specific to wine)



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Policy Issues 2021

- Amendment proposed regarding alcohol deliveries tabled and passed
- Container Deposit Scheme
- Bushfire response and recovery (post 2020 Bushfires)
- 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, WET
- 188 Visas



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Program Development & Advocacy

- Wines of the World Funding Commitment \$5M
- Buy Local – Consumer Wine (\$600K) & Cross-Sector Trade (YTD – ask \$15M)
- *Put Victorian Drinks on Victorian Lists* Campaign \$1.5M
- Smoke Taint Research
- Wine Industry Development Program (\$1M)
- Viticulture Innovation Program
- Liquor Licensing
- Labour Hire legislation
- Implemented new membership structure



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Program Development & Advocacy

- Victorian Liquor Subsidy
- Bushfire Technical Response Package (\$1M) – Wine side
- Smoke Testing Rebate & Courier service (\$1.2M) – Grape side
- Trade – China (Various \$3M) US (Various \$1.5M) UK (current)
- USA Strategy Development \$110K
- Wine Growth Fund (rounds 1, 2, 3)
- Five Pillars Tourism Project: \$2 million wine tourism initiative to develop five key tourism brands completed
- Skills Development Workshops regionally held to advance the capabilities of wine tourism operators



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Representation on Committees

- EPA Agriculture Reference Committee
- Annual Planned Burns Forum
- Trade Working Group
- Tourism – 5 Pillars, Buy Local Work Group
- Industry Roundtable (COVID)
- Agriculture Reference Group (COVID)
- Horticulture Reference Group (COVID)
- Hospitality Reference Group (COVID)
- Liquor Reference Group (COVID)
- Retail Reference Group (COVID)



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Future Focus

- **Wine Victoria** has operated for ten years;
- Providing a strong, united voice for the sector and representing our industry is vital for the long-term sustainability of all;
- Our mandate is growing, as are the issues we are facing; and
- 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.



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2022 State Election

Wine Victoria is preparing policy statements / funding requests as follows:

- **Trade:** 4-year funding for US strategy;
- **Tourism:** 4-year funding for marketing 5 pillars;
- **Agriculture:** 4-year funding for Viticulture Innovation Program;
- **Drinks:** ongoing funding for Drinks Victoria campaign;
- **Wine and Health:** reduced regulation, no minimum floor price;
- **Recycling:** ongoing commitment to '4th bin' for glass recycling (no wine bottles in container deposit scheme);
- **Cellar Door:** ongoing commitment to Victorian Liquor Subsidy;
- **Events:** ongoing commitment to the regional events fund; and
- **Local content:** development of a local content policy.



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Finances

2020-2021 Financial Report



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Board Member Voting Process

To enable a voting process to elect members to the Board that can operate in a virtual meeting, members are requested to consider, and if appropriate, pass the following resolution as detailed on the Agenda.

- **Vote by Members**



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Board Vacancies & Voting

- Board Vacancies were advertised and a call for nominations went out on 11/10/21
- Current Board Member Ashley Spencer is re-nominating
- New nominations received from Matthew Barry, Stephanie Duboudin, Melissa O'Neill, Dan Sims, Craig Tompkins.
- Nominations received were more than positions vacant, so a **member vote required**
- Thank and farewell outgoing Board Members
Angie Bradbury, Eliza Brown, Rob Cairns



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FY22 & FY23 Fee Structure

- Overview of new fee structure for FY23 proposed to members
- Members are requested to consider, and if appropriate pass the ordinary resolution as detailed on the Agenda
- **Vote by Members**



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For 2022

- Policy Development & Implementation
- Continued Advocacy and Program Development on core priorities
- Continued focus on communications and member engagement



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THANK YOU FOR YOUR CONTINUED SUPPORT -
WE ARE STRONGER TOGETHER.