

*a seminar hosted by*

# FINLAYSONS

*Australian wine lawyers*



*Wine Roadshow XXII*

## **WFA's Action Agenda**

What Does it  
Mean for Individual  
Wineries?

Finlaysons

## WINE ROADSHOW XXII

In December 2013, the Winemakers' Federation of Australia released its "Actions for Industry Profitability 2014 – 2016" with a view to returning Australia's wine sector to growth in both domestic and export markets. The report comprises 43 specific "Actions" in key issue areas for the industry, including growing demand for Australian wine, the wine and health debate, working with the retail chains and, most controversially, *wine taxation*.

What do the Actions mean for individual wineries? What should they do about them?

These are vitally important initiatives for the future of our industry. For individual wine businesses, understanding what is happening (eg with tax, but not just with tax) is fundamental to their future success. There is also the opportunity to influence the future, at an individual level.

Attend Wine Roadshow XXII and *understand what WFA's Action Agenda means for your particular wine business.*

# Details

Half-day seminars will be held in nine wine districts across Australia, to allow as many winemakers, grapegrowers and other interested persons as possible to attend. Local industry associations are assisting with running the sessions.

## **Margaret River**

8 August 2014  
Watershed Winery  
3.30pm – 6.30pm seminar  
6.30pm – 7.30pm drinks

---

## **Hobart**

18 August 2014  
Hadley's Hotel  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

## **Yarra Valley**

19 August 2014  
Rochford Winery  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

## **Rutherglen**

20 August 2014  
The Tuileries  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

## **Riverina**

21 August 2014  
Baratto Wines, Griffith  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

## **Hunter Valley**

22 August 2014  
McWilliam's Mount Pleasant  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

## **Barossa Valley**

26 August 2014  
Murray Street Vineyards  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

## **McLaren Vale**

27 August 2014  
Chapel Hill Winery  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

## **Coonawarra**

29 August 2014  
Pipers of Penola  
3.00pm – 6.00pm seminar  
6.00pm – 7.00pm drinks

---

Refreshments will be served after the formal sessions, enabling participants to have more detailed discussions with the speakers.

The cost of the seminar is \$120.00 per head (plus GST), which covers registration, seminar papers and refreshments. WFA members receive a discounted rate of \$80.00 per head (plus GST).

For further information, please contact Jennifer Sothman at Finlaysons (phone 08 8235 7769, fax 08 8232 2944 or email [jennifer.sothman@finlaysons.com.au](mailto:jennifer.sothman@finlaysons.com.au)).

# The Program

---

**\*2.45pm Registration**

---

**\*3.00pm Opening remarks from the chair**

---

**3.10pm Introduction**

---

*Will Taylor, Wine Partner, Finlaysons*

---

**3.15pm An overview of WFA's Action Plans and what progress has been made in implementing them**

---

*\*\*Tony D'Aloisio AM, President, Winemakers' Federation of Australia*

Tony is the former Chairman of the Australian Securities and Investments Commission and was appointed President of the Winemakers' Federation of Australia (WFA) on 1 April 2012.

Prior to his ASIC role, he was Chief Executive and Managing Director of the Australian Securities Exchange and before that Chief Executive of law firm Mallesons Stephen Jaques.

Tony was awarded the Australian Government Centenary Medal in 2000 for services to law and taxation. Among other senior appointments, he has been a member of the Board of Taxation and Director of the Business Council of Australia. His international experience includes being the former Chairman of the International Joint Forum.

Tony is a Director and shareholder in Oakridge Wines Pty Ltd, which holds vineyard and winery interests in the Yarra Valley in Victoria.

*\*\*Tony will be presenting his paper at the Yarra Valley seminar only; a local representative of WFA will present the paper on his behalf at the other seminars.*

---

---

**3.40pm Questions**

---

**3.45pm Dealing with the retail chains in 2014**

---

*Will Taylor, Wine Partner, Finlaysons*

Will leads Finlaysons' Wine Group. His practice has, for over 20 years now, been focused virtually solely on the wine industry. He has extensive experience acting for large and small participants in the wine industry, in relation to joint ventures, mergers and acquisitions, business structures, capital raising, succession planning and their general commercial activities such as entering into supply, processing and distribution contracts. He has also had his own wine business for the last 17 years.

---

**4.10pm Questions**

---

**4.15pm Afternoon Tea**

---

**4.35pm Wine tax from a practical, individual winery perspective**

---

*Mathew Brittingham, Tax Senior Associate, Finlaysons*

Mathew is a member of Finlaysons' Wine Group and is a taxation specialist. He advises a range of local, national and international clients on state and federal taxes. His broad expertise includes corporate restructures, consolidations, finance transactions, international tax and stamp duty.

Mathew has a particular interest in wine industry taxation and is constantly advising clients in the wine industry on WET matters and negotiating WET ATO audits. He is regularly sought to speak on WET at seminars for industry participants and professional advisors. Mathew is also a Chartered Tax Advisor.

---

**5.00pm Questions**

---

---

**5.05pm    The wine/health debate – what it means for individual wineries and what they should do about it**

---

*Paul Evans, Chief Executive, Winemakers' Federation of Australia*

Paul became Chief Executive of WFA on 1 July 2012.

He had previously spent seven years as Director of Government, Regulation & Community Affairs for Lion Nathan National Foods, before returning to Adelaide to open the first corporate office for BP in South Australia.

He also has extensive political experience, having spent eight years in senior roles with the Defence Department and the Federal Government in Canberra, including as Principal Adviser to the Minister for Defence.

During his time with Lion Nathan, Paul's responsibilities covered regulatory, consumer and sustainability issues and he worked across many of the issues that are central to the wine industry today, including policy development, responsible marketing, alcohol tax, product stewardship and preventative health.

---

**5.30pm    Questions**

---

**5.35pm    Panel Session**

---

There will be 25 minutes available for questions from the floor and general discussion.

---

**6.00pm    Refreshments**

---

**7.00pm    Close**

---

*\*Please note:*

*The Margaret River seminar will be held between 3.30pm and 6.30pm, followed by refreshments until 7.30pm.*



Wine Industry Partner of



**SOUTH AUSTRALIAN WINE INDUSTRY**  
ASSOCIATION INCORPORATED

Affiliate Member of



Associate Member of



**Find us on Twitter**  
@FinlaysonsWine

# Application Form

Please reserve \_\_\_ places @ \$132.00 (inc GST) each or (if WFA member) \$88.00 (inc GST) each for Finlaysons' *Wine Roadshow XXII* seminar.

I am/am not (*delete inapplicable words*) a WFA member.

Member code:

.....  
Total \$

.....  
Name:

.....  
Position:

.....  
Email:

.....  
Name:

.....  
Position:

.....  
Email:

.....  
Name:

.....  
Position:

.....  
Email:

.....  
Company name:

.....  
Address:

.....  
Telephone:

.....  
Please tick venue:

Margaret River

Hunter Valley

Hobart

Barossa Valley

Yarra Valley

McLaren Vale

Rutherglen

Coonawarra

Riverina

Please make your cheque payable to "Finlaysons".

## REGISTRATION APPLICATION

Please send the registration to:

Wine Roadshow XXII

Finlaysons, GPO Box 1244, ADELAIDE SA 5001

**This form will be a tax invoice for GST purposes when you make full payment. Please keep a copy.**

Finlaysons' ABN 92 386 254 392



# ACTIONS FOR INDUSTRY PROFITABILITY 2014 – 2016



*Wine Roadshow XXII*

## **WFA's Action Agenda**

What Does it  
Mean for Individual  
Wineries?

# Supported by

Winemakers' Federation of Australia Inc

Australian Society of Viticulture and Oenology

Adelaide Hills Wine Region Inc

Adelaide Plains Wine Region Inc

Alpine Valleys Vignerons

Australian Grape and Wine Authority

Ballarat & District Vignerons' Association

Barossa Grape & Wine Association

Bendigo Winegrowers' Association

Blackwood Valley Wine Industry Association Inc

Canberra District Vignerons' Association

Clare Valley Winemakers Inc

Coonawarra Grapegrowers Association Inc

Coonawarra Vignerons Association Inc

Cowra Region Vineyard Association Inc

Currency Creek Wine Region Association

Goulburn Valley Wine Association Inc

Grampians Winemakers' Inc

Great Southern Wine Producers' Association Inc

Heathcote Winegrowers Association Inc

Hunter Valley Wine Industry Association

King Valley Vignerons Inc

Langhorne Creek Grape and Wine Inc

Limestone Coast Grape & Wine Industry Council Inc

Margaret River Wine Industry Association Inc  
McLaren Vale Grape, Wine & Tourism Association  
Mornington Peninsula Vignerons' Association Inc  
Mount Benson Vignerons Association Inc  
Mudgee Wine Grape Growers Association Inc  
Murray Valley Winegrowers' Inc  
New England Winegrowers Association  
NSW Wine Industry Association  
Orange Region Vignerons Association Inc  
Pyrenees Grapegrowers & Winemakers Association  
Riverina Wine Grapes Marketing Board  
Riverina Winemakers' Association Inc  
South Australian Wine Industry Association Inc  
The Winemakers of Rutherglen  
Upper Hunter Winemakers' Association Inc  
Wine Communicators Australia  
Wine Grape Growers Australia  
Wine Tasmania  
Wine Victoria  
Wines of Western Australia Inc  
Wine Yarra Valley  
Wrattonbully Wine Industries Association

Finlaysons, a leading Australian law firm based in Adelaide, has many years of experience advising people involved in the wine industry. Our specialist Wine Group gives assistance to clients across Australia, from small family wineries through to the country's biggest producers. We also have international wine industry clients.

The partners and senior associates in the Wine Group include:

---

*Will Taylor, Lan Lam and Jodie Newton* – mergers and acquisitions, business structures, capital raising, joint ventures, supply, processing and distribution contracts, succession planning and general commercial advice

---

*Andrew Williams and Kirsten Dow* – commercial disputes and liquor licensing

---

*Steven Tarca and Gavin Cragg* – real property (including vineyards and wineries)

---

*Kyra Reznikov* – environmental, planning, climate change, “green” marketing, waste management and water issues

---

*Guy Biddle* – employment, industrial relations, OHS&W and insurance issues

---

*John MacPhail and Paul Gordon* – intellectual property (ie. brand protection) and information technology (including social media)

---

*Michael Butler and Mathew Brittingham* – domestic and international tax (including WET)

---

*Andrew Kedzior* – banking law and debt finance

---

What will it cost?

---

At Finlaysons, we understand the pressure on business to increase productivity and contain costs. As an Adelaide-based firm, with a lower overhead structure compared to law firms in other States, we are able to provide legal services at a substantially lower cost. To add to this cost advantage, Finlaysons are wine industry specialists.