

a seminar hosted by

FINLAYSONS

with WFA and Wine Australia



CATCHING THE
EXPORT WAVE



**26TH WINE
ROADSHOW**

FINLAYSONS

Australian wine exports are booming again.

Do you want to catch this wave?

Finlaysons

WINE ROADSHOW 26

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Do you know which markets present the greatest opportunities in the short, medium and long terms? What trade barriers are in the way and what are we doing about them? What are the tips and traps if you want to exploit these markets?

What grant monies are available?
How do you access them?

What export approvals are required?
What is the process to obtain them?

What should be in your contract with your importer/distributor? How do you present it to them without upsetting the relationship?

What do you do if you have a dispute with your importer? Can you resolve it but still maintain the relationship? Alternatively, how do you exit whilst still getting paid and preserving your stock?

Once again, Finlaysons has gathered together a group of experts, with proven expertise and experience, including representatives of WFA and Wine Australia. Attend Wine Roadshow 26 and position your business to *catch the export wave*, without being dumped.

Details

Half-day seminars will be held in ten 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.

All seminars run from 3.00pm until 6.00pm followed by refreshments until 7.00pm. **Registration is at 2.45pm.**

Coonawarra

3 August 2018
Pipers of Penola

Barossa

7 August 2018
1847 Wines

McLaren Vale

8 August 2018
McLaren Vale Motel
& Apartments

Hunter Valley

13 August 2018
Estate Tuscany

Riverina

14 August 2018
Griffith Exies Club

Rutherglen

15 August 2018
The Tuileries

Yarra Valley

16 August 2018
Giant Steps

Tasmania

17 August 2018
Hadley's Hotel, Hobart

Margaret River

24 August 2018
Watershed Wines

Riverland

7 September 2018
Renmark Hotel

The cost of the seminar is \$145.00 per head (plus GST), which covers registration, seminar papers and refreshments. WFA, SAWIA, Wines of WA, Wine Tasmania, NSWIA and WCA members and Wine Australia levy payers receive a discounted rate of \$95.00 per head (plus GST).

For further information, please contact Sara Bradshaw at Finlaysons (phone 08 8235 7771, fax 08 8232 2944 or email sara.bradshaw@finlaysons.com.au).

The Program

2.45pm Registration

3.00pm Opening remarks from the chair

3.05pm Introduction

Will Taylor, Wine Partner, Finlaysons

3.10pm Australia's export performance, the industry's international strategy and grant monies available

Andreas Clark, Chief Executive Officer, Wine Australia

Andreas has led Wine Australia since its inception on 1 July 2014. Prior to that, he held a number of senior management roles with the former Wine Australia Corporation.

Before joining the wine sector, Andreas served as a diplomat with the Department of Foreign Affairs and Trade in Canberra and Brunei and has also worked as a lawyer in Finlaysons Wine Group and in-house with an ASX-listed company.

He holds a Master of Laws from the Australian National University and Bachelor of Economics and Bachelor of Laws (First Class Honours) from Flinders University and is admitted to practice in South Australia. He has also completed a Graduate Diploma in Applied Finance and Investment from the Securities Institute of Australia and the Authentic Leadership Program at Harvard University.

3.30pm Questions

3.35pm Export grants available and approvals required

Rachel Triggs, General Counsel, Wine Australia

Rachel is Wine Australia's General Counsel. She oversees the legal and regulatory function of the organisation, including the export approval process and label integrity program, and actively participates in various international market access groups aimed to reduce non-tariff trade barriers for Australian wine exporters.

Prior to joining Wine Australia, Rachel worked in Finlaysons' Wine Group and, prior to that, as a winemaker, having completed eleven vintages in the Adelaide Hills, Clare Valley, Hunter Valley, Oregon and Tuscany. In 2013, while at Finlaysons, Rachel co-authored 2 key chapters of a text book 'Global Wine Regulation' which coincidentally is used by students she lectures in wine regulation as part of Adelaide University's Masters of Wine Business program.

3.55pm Questions

4.00pm Contracting with your importer / distributor

Will Taylor, Wine Partner, Finlaysons

Will leads Finlaysons' Wine Group. His practice has, for over 25 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 21 years.

4.25pm Questions

4.30pm 15 mins for Afternoon Tea

4.45pm **Resolving a dispute with your importer / distributor**

Andrew Williams, Commercial Disputes Partner, Finlaysons

Andrew heads Finlaysons' Commercial Disputes practice.

With more than 15 years' experience working with wine industry clients on a broad range of dispute resolution and risk management matters, Andrew regularly advises on the challenges faced by businesses involved in the production and sale of liquor, including licensing, consumer law and retail sector liability issues.

Andrew is a long-standing member of the Committee of Management of the Australasian Chapter of the International Wine Law Association and speaks regularly on wine industry legal issues.

5.10pm **Questions**

5.15pm **What barriers to trade exist and what are we doing about them?**

Tony Battaglone, Chief Executive Officer, Winemakers' Federation of Australia

Tony joined the Winemakers' Federation of Australia in 1999, to drive strategy for the sector, developing and implementing a comprehensive market access strategy, overseeing biosecurity, research and development and industry policy and strategy.

He has developed key networks with competitors and other industries to further the interests of the Australian wine sector.

This has brought international recognition of his activities and provided opportunities with trade negotiations and international representative roles in the OECD and APEC.

He has also played a key strategic role in restructuring the Australian wine sector through the development of Wine Australia, which has a significant role in directing the activities of the sector.

*Damien Griffante, Manager, Policy and Market Access,
Winemakers' Federation of Australia*

Damien joined the Winemakers' Federation of Australia in 2009, to manage the development and implementation of the Australian wine industry's national environmental assurance program and provide broad support for national industry engagement, policy and strategy.

He manages WFA's national advisory and membership committees, including the Wine Industry Technical Advisory Committee, Research Advisory Committee, Code Management Committee, Packaging Committee, Small Winemakers' Membership Committee and the Wine Industry Market Access Group.

In more recent years, his role has expanded to incorporate the international engagement, trade and market access portfolio. In this role, Damien is responsible for monitoring and maintaining the wine industry market access report, which outlines global market access and trade barrier activity related to wine.

Damien plays a critical role in international engagement and maintains the Australian wine industry's leading role in guiding the work of FIVS, World Wine Trade Group, Codex and APEC Wine Regulators' Forum.

5.40pm Questions

5.45pm Panel session

There will be 15 minutes available for questions from the floor and general discussion.

6.00pm Refreshments

7.00pm Close

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Supported by

Winemakers' Federation of Australia Inc
Wine Australia
Adelaide Hills Wine Region Inc
Australian Vignerons
Alpine Valleys Vignerons
Association of Australian Boutique Winemakers Inc
Ballarat & District Vignerons' Association
Barossa Grape & Wine Association
Bathurst Regional Vignerons Association Inc
Beechworth Vignerons Association
Bendigo & District Winegrowers Association Inc
Blackwood Valley Wine Industry Association
Broke Fordwich Wine Region
Canberra District Wine Industry Association
Clare Region Winegrape Growers Association
Clare Valley Winemakers Inc
Coonawarra Grape and Wine Incorporated
Currency Creek Wine Region Association
Frankland River Wine Region
Geelong Winegrowers Association Inc
Geographe Wine Industry Association Inc
Goulburn Valley Wine Association Inc
Grampians Winemakers
Granite Belt Wine & Tourism Inc
Great Southern Wine Producers' Association
Heathcote Winegrowers' Association Inc
Henty Wine Region Association
Hunter Valley Wine & Tourism Association
King Valley Vignerons Inc
Langhorne Creek Grape and Wine Inc
Limestone Coast Grape & Wine Council
Mount Benson Vignerons Association Inc
Mount Gambier Regional Winegrowers Association Inc
Macedon Ranges Vignerons Association

Margaret River Wine Association Inc
Mudgee Wine Grape Growers Association Inc
Murray Valley Winegrowers' Inc
McLaren Vale Grape, Wine & Tourism Association
Mildura Murray Darling Wine Industry Association
Mildura Region Winegrowers Association
Mornington Peninsula Vignerons' Association Inc
Mount Barker Wine Producers Association
New England Wine Industry Association
NSW Wine Industry Association
Orange Region Vignerons Association Inc
Padthaway Grapegrowers Association Inc
Peel Wine Association Inc
Pemberton Wine Region Association
Perth Hills Vignerons Association Inc
Pyrenees Grapegrowers & Winemakers Association
Riverina Wine Grapes Marketing Board
Riverina Winemakers' Association Inc
Riverland Wine
Robe Grape Growers Association
Scenic Rim Wine Industry Association
Shoalhaven Coast Wine Industry Association Inc
South Australian Wine Industry Association Inc
South Burnett Wine Industry Association Inc
Swan Valley & Regional Winemakers Association Inc
Sydney Vignerons Association Inc
The Winemakers of Rutherglen
Tumbarumba Vignerons Association Inc
Wines of Western Australia
Wine Tasmania
Wine Victoria
Wrattonbully Wine Region Association
Yarra Valley Wine Growers Association Inc

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, Lewis Gentry and Nikki Owen – mergers and acquisitions, business structures, capital raising, joint ventures, supply, processing and distribution contracts, succession planning and general commercial advice

Andrew Williams and Kirsten Gordge – commercial disputes and liquor licensing

Gavin Gragg and Adam Ludlow – real property (including vineyards and wineries)

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

Will Snow – employment, industrial relations, OHS&W and insurance issues

Lan Lam and Kirsten Gordge – intellectual property (ie. brand protection) and information technology (including social media)

Michael Butler, Mathew Brittingham and Jessica Pengelly – domestic and international tax (including WET)

Lisa Calabrese and Lewis Gentry – banking law and debt finance and collection

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.

Wine
Australia

Partner



Partner

Wine Industry Partner of



SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED

Affiliate Member of



Associate Member of

WINE TASMANIA



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