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To Whom It May Concern

**Re: Submission to Draft National Alcohol Strategy (NAS)**

Wine Industry Suppliers Australia Inc (WISA) is the national peak, not for profit, industry body representing the supply sector of the Australian grape and wine industry. The Australian grape and wine community has benefitted from many innovations and initiatives from its supply sector. In the modern era of complex global markets – when clean and green credentials; more sophisticated branding, improved customer experiences and social responsibility are all important – the industry relies on a dynamic and advanced supply sector.

WISA members provide a full range of products and services required to effectively support Australian grape and wine businesses and those who play a role within and along-side them.

WISA aims to deliver tools, platforms, awareness and communication activities to its members so they are effectively prepared and integrated into the grape and wine community.

As the national body representing the suppliers to the Australian grape and wine community, WISA is committed to building the capability, competitiveness and the reputation of Australian grape and wine producers and advocating strongly on issues that impact its members.

Of the more than 172,000 jobs supported by the Australian grape and wine community, across grape growing, winemaking and wine related tourism, the supply sector represents (production induced) 45,000 of these jobs. This sector as part of the broader grape and wine industry contributes \$12.2B in output and \$5.5B in value add annually to the industry and Australian economy as detailed by Wine Australia's report 'Economic Contribution of the Australian Wine Sector' (18 Dec 2015). Importantly, this economic contribution is largely focussed in regional Australia.

WISA strongly supports the positions and subsequent submissions to the draft NAS by the Winemakers' Federation of Australia (WFA) and Australian Vignerons (AV). The supply sector of the Australian grape and wine community along with their grape and wine producing customers are socially conscious and take their responsibilities in this area seriously. As such we agree with the overall aim of the draft NAS in reducing harmful alcohol consumption and associated negative impacts on the Australian community.

Without re-stating the submissions from the WFA and AV who have provided considerable evidence on the role of wine as part of the broader alcohol landscape in Australia, WISA agrees and echoes their concerns on the recommendations they have highlighted in their submissions that are disproportionate and unreasonable to the aims of the strategy in reducing harmful consumption.

The WFA and AV submissions have clearly demonstrated the positive impact of industry self-regulation and programs in reducing harmful consumption of alcohol. The omission of these existing self-regulatory actions by and the proposed exclusion of industry from the reference group is a missed opportunity to develop a collaborative approach to meet the aims of the strategy and must be reconsidered. The draft NAS and its governance model is divisive and counterproductive to the aims of the strategy.

The population-wide measures are lazy in their approach and further industry consultation and evidenced based targeted recommendations should be developed to meet the aim of the strategy without adversely affecting responsible consumers.

The industry, including WISA, stand ready to support the aims of the draft NAS in the reduction of harmful consumption of alcohol. The most effective way to do that is to ensure appropriate national industry representation directly on the reference group.

We also stress that the strategy to address incidents of harmful consumption of wine should not override but be appropriately considered alongside the positive impacts of industry on the Australian economy, much of which for wine is delivered in regional communities.

The wine industry has a significant impact on these communities providing much needed employment and export revenues through the sale of grape and wine products, tourism and attracting international investment. Broad population-wide regulation is likely to add costs and impact not just the grape and wine producers but also have a detrimental impact on its supply chain. This would negatively impact the Australia's wine industry ability to compete globally due to reduced infrastructure, skills base and industry influence in international markets.

Only through creating a reference group, inclusive of the national industry, can reasonable and proportionate measures be delivered to reduce harmful consumption of alcohol without being detrimental to responsible consumers and industry, including the 172,000 Australians that rely on it for employment.

WISA, its board and members, welcome the opportunity to actively, in cooperation with our colleagues at the Winemakers' Federation of Australia and Australian Vignerons, to participate in further inclusive and productive engagement into the draft NAS that will allow for considered, targeted and evidenced based measures to be implemented to reduce the incidents of harmful consumption of wine within the Australian community.

Best Regards



Matthew Moate  
Executive Officer