



## MISSING THE POINT

I read with great interest the comments in *The Week That Was* about the Senate Inquiry. Going through the terms of reference, as shown on Senator Nick Xenophon's website, I think that most of the 10 terms of reference are either pointless, not resolvable by the Senate, or miss the core issues that our industry is facing. For example:

# 1. The extent and nature of any market failure in the Australian grape and wine industry supply chain – and if they find 'failure' what can they do about it?

#6. The work being undertaken by AGWA pertaining to levy collection information – given the issues being faced by the wine industry, is this 'issue' of any significance at all?

#7. The power and influence of retailers of Australian wine in domestic and export markets; given that the liquor licencing regulation and control is a state-based issue – what's the point of this?

However I feel that the inquiry is merited on the basis of term # 4 alone:

The impact and application of the Wine Equalisation Tax (WET) Rebate on grape and wine industry supply chains.

If the end result of this inquiry is the elimination of the WET Rebate to NZ wineries, and hopefully (dream on!) the investment of part of the savings into promoting Australian wine in new and potential markets, then it will have all been worthwhile.

Hopefully under #10 – 'Any related matters' – people will raise the issue of how we can go about getting all the different Government bodies, regional associations and larger wineries to play well together so as to effectively promote Australian wine to the whole world and not just to those parts which are the flavour of the month. If we could get our shit together and start playing as a team instead of a bunch of misfits, we could blitz the world.

In the 1980s and 1990s we led the pack in promoting wine to the world, whereas today we seem to be a 'me too' lethargic and mundane participant watching other countries grasp the nettle and then bitching about it (sounds a lot like the French). So if this Senate Inquiry helps to get us even one step closer to regaining our mojo and rekindling the fire in the belly we used to have, then I'm all for it.

Dan Traucki, Wine Assist

## DIARY

### WINETECH

Goyder Pavilion  
Adelaide Showgrounds  
July 14-16  
[www.winetechnaustralia.com.au](http://www.winetechnaustralia.com.au)

### AUSTRALIA TRADE TASTING

Melbourne  
August 31 to September 2

Sydney  
September 7

[www.australiatradetasting.com](http://www.australiatradetasting.com)

### THE DRINKS INDUSTRY SHOW

Sydney Exhibition Centre  
August 17-18  
[www.drinksindustryshow.com.au](http://www.drinksindustryshow.com.au)

### THE WINE PELOTON #TOUROFTASSIE

Tasmania  
November 22-28  
[www.winepeloton.com.au](http://www.winepeloton.com.au)

### WINE INDUSTRY MARKETING CONFERENCE

University of South Australia City  
West Campus, Adelaide  
Tuesday 16 February 2016  
[unisa.edu.au/business/awbr2016](http://unisa.edu.au/business/awbr2016)

### AUSTRALIAN WINE INDUSTRY TECHNICAL CONFERENCE & TRADE EXHIBITION

Adelaide  
23-28 July 2016  
[www.awitc.com.au](http://www.awitc.com.au)  
[www.awite.com.au](http://www.awite.com.au)

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