



MEDIA RELEASE

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New WGGA sponsorship deals are a big win for growers

Three new sponsors of Wine Grape Growers Australia (WGGA) in 2015-16 will bring direct benefits to members through their expertise in a number of areas, as well as supporting the work of WGGA.

The three sponsors are Grope Hamilton Lawyers, ProScare and the Woolworths Liquor Group. Although they have very diverse businesses, all are committed to seeing a better future for Australian grapegrowers, a value they share with WGGA.

Mr Mark Hamilton, Managing Partner of Grope Hamilton, said that Grope Hamilton Lawyers was very pleased to sponsor WGGA because "we share common values and a common goal to achieve high standards of service delivery and success for grape growers in these difficult times".

The new sponsors bring to the relationship with WGGA legal expertise, insights into wine consumption trends and vineyard management solutions.

Mr Shane Tremble, Head of Corporate Development at Woolworths Liquor Group, said the new arrangement with WGGA "is a positive step forward, which provides us with insights into supply challenges and opportunities as well as allowing us to share our understanding of customers and their shopping needs. We can then assist growers to plan and prepare to best meet market trends."

Executive Director of WGGA, Mr Lawrie Stanford added that "Understanding consumer demand for wine is vital to a grower's investment decisions that best match their grapes with market requirements and this is where direct communication channels between WGGA and the Woolworths Liquor Group will benefit growers."

Cost-saving is of course a priority for growers, and WGGA is well aware that bird damage can be a major problem in vineyards and when finances are already tight, eliminating losses represents an important cost-saving. Mr Stanford noted that "ProScare's technology not only reduces the costs of bird and other pest damage but also minimises the impact on the birds' welfare."

Mr Vic Patrick, Chair of WGGA, said he was delighted about the new sponsorship arrangements, noting that "They are timely as WGGA is currently launching its 2015-16 membership drive. The three new sponsors bringing their support, expertise and contacts to the organisation give growers three more good reasons to get on board and help WGGA achieve bigger and better things on their behalf in 2016."

Suntrix, a South Australian company offering solar energy solutions, will continue a prior sponsorship arrangement that will expire during the year. This leaves a vacancy for any other interested organisations to participate in our limited sponsorship program.

About the sponsors

Grope Hamilton Lawyers would be well known to most people in the Australian wine industry. They are a well-respected legal firm that has been in business for over 30 years. They focus on building relationships with their clients and understanding the technical aspects of their business, not just their legal requirements. Their credibility in this respect is enhanced by the fact that Mark Hamilton, Managing Partner, owns a vineyard himself in the McLaren Vale region.

Woolworths Liquor Group sells more Australian wine than any other retailer and serves millions of customers across the country every week. Its family of leading brands includes Dan Murphy's, BWS, Cellarmasters, Langton's and winemarket.com.au .Woolworths Liquor Group's ambition is to become the world's best drinks retailer and it continues to work with its partners across the industry to best support customers and suppliers.

ProScare is a market-leading supplier of pyrotechnic bird deterrent systems, launchers and cartridges to assist in effective bird mitigation and wildlife management. They have been working with farmers across a range of agricultural crops to develop sustainable and cost-effective solutions to bird and pest problems.

Interested in becoming a sponsor?

WGGA is keen to hear from any other businesses with an interest in sponsoring this national winegrape growing organisation.

For further information contact Nikki Zorzi at sponsorship@wgga.com.au or on 08 8133 4404, or alternatively view the documentation at www.wgga.com.au

About Wine Grape Growers Australia

WGGA is the national voice for Australian winegrape growers. It is an incorporated association that is accountable to its members through a representative Executive Committee. There are roughly 6,200 winegrape growers in Australia and WGGA can count around 3,700 of these as having a direct involvement in the organisation.

In close collaboration with the other national bodies, WGGA works on key policy issues affecting the nation's winegrape growers. These include biosecurity, vine health, and improving market access for winegrapes. On market access, it plays an active role in negotiating maximum residue limits in key markets for Phosphorous Acid applications in the vineyard, promotes the industry's Code of Conduct and advocates for improved commercial practices between growers and wine companies.