



Australian Government

Wine Australia

23 March 2022

By email: [REDACTED]

Dear [REDACTED]

Re: Freedom of Information Request – WA01012022

I refer to your request in accordance with the *Freedom of Information Act* 1982 (Cth) (FOI Act) of 1 January 2022 for access to documents relating to:

- the change of name from Australian Grape and Wine Authority to Wine Australia, and
- the creation and/or adoption of the slogan "*Wine Australia for Australian Wine*" and the timeframe as to when the slogan "*Wine Australia for Australian Wine*" was adopted.

I am an authorised decision-maker under section 23 of the FOI Act.

At the outset, I note that the change of name from the Australian Grape and Wine Authority to Wine Australia was initiated by a legislative process and that the relevant parliamentary documents and legislation can be accessed via the following links:

- [Australian Grape and Wine Authority Amendment \(Wine Australia\) Bill 2017 – Parliament of Australia \(aph.gov.au\)](http://aph.gov.au)
- [Australian Grape and Wine Authority Amendment \(Wine Australia\) Act 2017 \(legislation.gov.au\)](http://legislation.gov.au)

Timeframe for processing your request

In accordance with the FOI Act, the statutory timeframe for processing your request was thirty (30) days.

On 12 January 2022, Wine Australia informed you that the timeframe for making a decision regarding the FOI Request had been extended by 30 days on the basis of section 15(6) of the FOI Act to 3 March 2022.

On 28 February 2022, Wine Australia notified you that we had applied to the Information Commissioner at the Office of the Australian Information Commissioner (OAIC), for an extension of the period for processing your request in accordance with section 15AB of the FOI Act. When consulted by the OAIC you agreed to an extension of time until 2 April 2022.

We thank you for your patience.



Decision

In reaching my decision, I referred to the following:

- the terms of the FOI Request
- documents relevant to the FOI Request
- the FOI Act
- guidelines published by the OAIC Guidelines under section 93A of the FOI Act, and
- consultation responses from third parties consulted in accordance with the FOI Act.

Wine Australia has identified 12 documents that fall within the scope of the FOI Request that are identified in the table overleaf.

My decision in relation to the provision of access to each of those documents is set out in that table, and the seven documents to which access has been granted are set out in the Appendix to this letter.

You will note that I have decided not to grant access to five documents having regard to the exemptions set out in sections 45 and 47 of the FOI Act, being those relating to documents containing material obtained in confidence, and documents disclosing trade secrets or commercially valuable information respectively.

By way of explanation, documents 9, 10, 11 and 12 were created under the terms of a contractual agreement set out in document 8. That contractual arrangement expressly:

- imposed an obligation on Wine Australia to maintain the confidentiality of the contractual agreement (document 8), and
- imposed an obligation on Wine Australia to maintain the confidentiality of all material developed under the contractual terms (documents 9, 10, 11 and 12).

Accordingly, the documents are exempt under section 45 of the FOI Act. Notwithstanding, I also consider documents 9, 10, 11 and 12 to be exempt under section 47 of the FOI Act because they disclose trade secrets and commercially valuable information of the service provider. Dissemination of this information would enable competitors to gain a commercial advantage over the service provider which has potential to damage the commercial viability of the services provided.



Australian Government

Wine Australia

Doc. #	Date	Size	Description	Decision on access	Page Index	Exemption (FOI Act)
Documents relating to the change of name from Australian Grape and Wine Authority to Wine Australia						
1	23 November 2015	3 pages	Letter from Wine Australia's Chair, Mr Brian Walsh, to Senator Anne Ruston (in the capacity of the Assistant Minister for Agriculture and Water Resources)	Access granted in full	Page 1	Not applicable
2	23 November 2015	1 page	Letter from the Chief Executive of the Winemakers' Federation of Australia, Paul Evans, and the Executive Director of Wine Grape Growers Australia, Lawrie Stanford, to Senator Anne Ruston	Access granted in full	Page 4	Not applicable
3	23 November 2015	2 pages	Letter from Senator Anne Ruston to Wine Australia's Chair, Mr Brian Walsh	Access granted with redactions	Page 5	Section 22 of the FOI Act - Access to edited copies with exempt or irrelevant matter redacted
4	29 February 2016	1 page	Letter from Senator Anne Ruston to Wine Australia's Chair, Mr Brian Walsh	Access granted in full	Page 7	Not applicable
5	24 June 2015	19 pages	PowerPoint presentation prepared for the Board of the Australian Grape and Wine Authority	Access granted in full	Page 8	Not applicable
6	24 June 2015	62 pages	Paper prepared for the Board of the Australian Grape and Wine Authority	Access granted with redactions	Page 27	Section 22 of the FOI Act - Access to edited copies with exempt or irrelevant matter deleted
7	26 January 2016	2 pages	Branding refresh reactive questions and answers prepared for internal use by the Australian Grape and Wine Authority ahead of Australia Day Tasting	Access granted in full	Page 90	Not applicable

Wine Australia ABN 89 636 749 924

Industry House – National Wine Centre, Cnr Hackney and Botanic Roads, Adelaide SA 5000.
PO Box 2733, Kent Town SA 5071, Australia.

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f +61 8 8228 2066

e enquiries@wineaustralia.com

[@Wine_Australia](https://twitter.com/Wine_Australia) [f WineAustralia](https://www.facebook.com/WineAustralia) [@WineAustralia](https://www.instagram.com/WineAustralia) www.wineaustralia.com



Australian Government

Wine Australia

Doc. #	Date	Size	Description	Decision on access	Page Index	Exemption (FOI Act)
Documents relating to the creation and/or adoption of the slogan "Wine Australia for Australian Wine" and the timeframe as to when the slogan "Wine Australia for Australian Wine" was adopted						
8	12 January 2014	8 pages	Brand strategy prepared by service provider	Access not granted	N/A	Section 45 - Documents containing material obtained in confidence
9	7 July 2015	53 pages	Brand strategy presentation prepared by service provider	Access not granted	N/A	Section 45 - Documents containing material obtained in confidence Section 47 - Documents disclosing trade secrets or commercially valuable information
10	21 July 2015	29 pages	Brand concept presentation prepared by service provider	Access not granted	N/A	Section 45 - Documents containing material obtained in confidence Section 47 - Documents disclosing trade secrets or commercially valuable information
11	9 October 2015	24 pages	Brand guidelines prepared by service provider	Access not granted	N/A	Section 45 - Documents containing material obtained in confidence Section 47 - Documents disclosing trade secrets or commercially valuable information
12	14 January 2016	10 pages	Logo guidelines prepared by service provider	Access not granted	N/A	Section 45 - Documents containing material obtained in confidence Section 47 - Documents disclosing trade secrets or commercially valuable information



Australian Government

Wine Australia

Your review rights

If you are dissatisfied with my decision, you may apply for an internal review, or for a review by the Information Commissioner as set out below.

Internal review

Under section 54 of the FOI Act, you may apply in writing to Wine Australia for an internal review of my decision. The internal review application must be made within 30 days of the date of this letter. Where possible, please attach reasons why you believe review of the decision is necessary. The internal review will be carried out by another officer within 30 days.

Information Commissioner review

Under section 54L of the FOI Act, you may apply to the Australian Information Commissioner to review my decision. An application for review by the Information Commissioner must be made in writing within 60 days of the date of this letter, and be lodged in one of the following ways:

- online: oaic.gov.au
- email: foidr@oaic.gov.au
- post: GPO Box 5218 Sydney 2001

More information about the Information Commissioner review is available on the OAIC website.

FOI Complaints

If you are unhappy with the way we have handled your FOI Request or wish to discuss the decision with me, please do not hesitate to contact me.

Yours sincerely

Rachel Triggs

General Manager – Corporate Affairs and Regulation

Wine Australia

rachel.triggs@wineaustralia.com

0419 829 113

APPENDIX

SCHEDULE OF DOCUMENTS TO WHICH ACCESS HAS BEEN GRANTED

DOCUMENT 1	Letter from Wine Australia's Chair, Mr Brian Walsh, to Senator Anne Ruston (in the capacity of the Assistant Minister for Agriculture and Water Resources)	Page 1
DOCUMENT 2	Letter from the Chief Executive of the Winemakers' Federation of Australia, Paul Evans, and the Executive Director of Wine Grape Growers Australia, Lawrie Stanford, to Senator Anne Ruston	Page 4
DOCUMENT 3	Letter from Senator Anne Ruston to Wine Australia's Chair, Mr Brian Walsh	Page 5
DOCUMENT 4	Letter from Senator Anne Ruston to Wine Australia's Chair, Mr Brian Walsh	Page 7
DOCUMENT 5	PowerPoint presentation prepared for the Board of the Australian Grape and Wine Authority	Page 8
DOCUMENT 6	Paper prepared for the Board of the Australian Grape and Wine Authority	Page 27
DOCUMENT 7	Branding refresh reactive questions and answers prepared for internal use by the Australian Grape and Wine Authority ahead of Australia Day Tasting	Page 90



23 November 2015

Senator the Hon Anne Ruston
Assistant Minister for Agriculture and Water Resources
Parliament House
CANBERRA ACT 2600

Australian Grape and Wine Authority
ABN 89 636 749 924
Industry House - National Wine Centre
Cnr Hackney & Botanic Roads
Adelaide SA 5000
PO Box 2733, Kent Town SA 5071, Australia

Dear Assistant Minister

As discussed, on reflecting on the first 17 months of operation of the Australian Grape and Wine Authority (AGWA), it has become very clear to us that it would be beneficial for AGWA to undertake all of its activities as *Wine Australia*, the branding we have used globally for many years for our marketing activities.

Earlier in the year, when we submitted our Strategic Plan 2015–2020 to Minister Joyce for approval, we also sought his agreement for the change to Wine Australia, explaining that this was unequivocally supported by our winegrape growers and winemakers during our extensive consultation process for developing the plan. 'The Australian Grape and Wine Authority' is regarded as being an overly bureaucratic name that makes the organisation's responsibilities unclear. In response, the Minister agreed to AGWA undertaking its promotional activities as Wine Australia, and this has been very well received both domestically and internationally. Overseas events are held using the clear and unifying Wine Australia name and all of the participants – Australian wine companies and overseas trade, media and consumers – understand the purpose of the event is to promote Australian wine.

However, we would like all of our activities and responsibilities to be united under the Wine Australia banner, so that there is a seamless link between investments in research, development and extension (RD&E), regulatory services and promotion activities. Continuing to present ourselves under both AGWA and Wine Australia is both confusing for our stakeholders and diminishes our effectiveness.

We formally request that our name being changed by way of amendment to the *Australian Grape and Wine Authority Act 2013*. We appreciate that such a legislative amendment will take some time so seek your early agreement to use Wine Australia for all our activities with immediate effect.

We have consulted with our peak sector bodies – the Winemakers' Federation of Australia and Wine Grape Growers Australia – who agree with this request and their letter of support is attached.

We understand that there may have been a desire at the time of AGWA's formation to ensure that the grapegrowing community was not overlooked or inadvertently subjugated by including 'Grape' in the organisation's title. We believe that this concern was unfounded. The reality is that we

encourage the grower community to think and act as winegrowers not grapegrowers, so that there is a constant focus on value adding. Our role and activities are 'from vine to glass' and, wherever in the value chain we sit, the whole of the grape and wine community is focused on producing Australian wine.

We would welcome the opportunity to discuss this further with you.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Brian Walsh', with a long, sweeping horizontal line extending to the right.

Brian Walsh

Chair

23 November 2015

Senator the Hon Anne Ruston
Assistant Minister for Agriculture and Water Resources
Parliament House
CANBERRA ACT 2600

Dear Assistant Minister

We wish to assure you of our support for the request from the Board of the Australian Grape and Wine Authority (AGWA) to amend the *Australian Grape and Wine Authority Act 2013* to change AGWA's name to Wine Australia, the name that has been used globally for many years for marketing.

Support for this change was expressed unequivocally by winegrape growers and winemakers during consultation for developing the Strategic Plan 2015–2020. Our stakeholders think that AGWA is an overly bureaucratic name that does not clearly reflect the organisation's responsibilities.

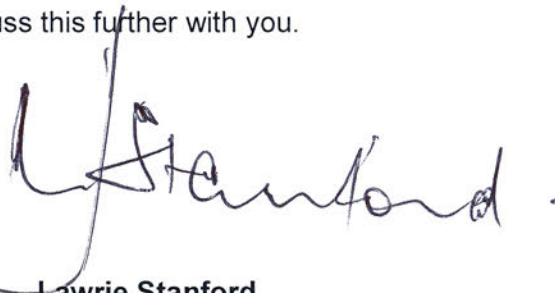
We understand that at the time of submitting the Strategic Plan, the AGWA Board asked Minister Joyce to approve the use of Wine Australia branding and he agreed for AGWA to undertake its promotional activities as Wine Australia. This has been very well received both domestically and internationally. Overseas events are held using the clear and unifying Wine Australia name and all of the participants – Australian wine companies and overseas trade, media and consumers – understand the purpose of the event is to promote Australian wine.

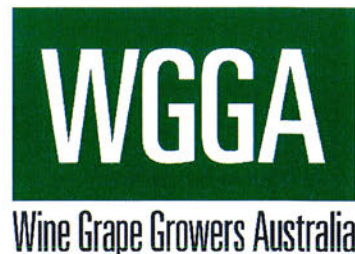
However, we are concerned that there is not a seamless link between investments in research, development and extension (RD&E), regulatory services and promotion activities. We believe it would be less confusing for our members and the broader Australian grape and wine community for all of AGWA's activities to be conducted as Wine Australia.

We would welcome the opportunity to discuss this further with you.

Yours sincerely


Paul Evans
Chief Executive
Winemakers' Federation of Australia


Lawrie Stanford
Executive Director
Wine Grape Growers Australia



23 November 2015

Senator the Hon Anne Ruston
Assistant Minister for Agriculture and Water Resources
Parliament House
CANBERRA ACT 2600

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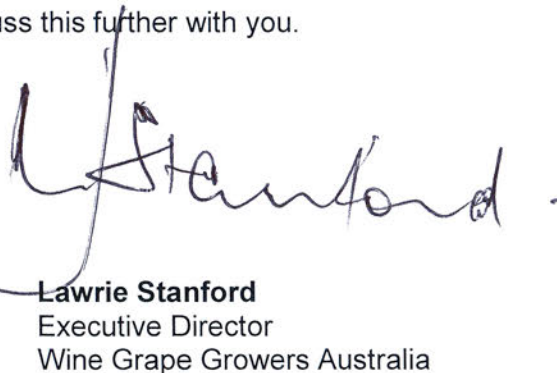
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We would welcome the opportunity to discuss this further with you.

Yours sincerely



Paul Evans
Chief Executive
Winemakers' Federation of Australia



Lawrie Stanford
Executive Director
Wine Grape Growers Australia



Senator the Hon. Anne Ruston

Assistant Minister for Agriculture and Water Resources
Senator for South Australia

Ref: MC15-007275

23 NOV 2015

Mr Brian Walsh
Chair
Australian Grape and Wine Authority
PO Box 2733
KENT TOWN SA 5071

Dear Mr Walsh *Brian*,

Thank you for your letter of 21 August 2015 to the Hon. Barnaby Joyce MP, updating him on matters discussed at the Australian Grape and Wine Authority (AGWA) board meeting on 20 August 2015. Minister Joyce has asked me to respond on his behalf. I apologise for the delay in responding.

[REDACTED]

[REDACTED]

[REDACTED]

I have been advised by the Department of Agriculture and Water Resources that the first meeting, held in accordance with the funding agreement, was on 28 October 2015. I understand that the matter of 'Wine Australia' branding was discussed. I am pleased that AGWA has noted it would work within the terms set out in Minister Joyce's letter of 3 June 2015. In particular, the minister expects AGWA to use its full legal name in preparing and publishing any corporate or research development material and to use the Australian Government crest to acknowledge any funding provided by government for research and development activities.

I understand that AGWA is seeking the views of Wine Grape Growers Australia and the Winemakers' Federation of Australia about formally changing its name to 'Wine Australia'. I look forward to further discussion with you on this matter in the future.



Thank you again for your letter.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Anne Ruston', written over the typed name.

Anne Ruston



Senator the Hon. Anne Ruston

Assistant Minister for Agriculture and Water Resources
Senator for South Australia

Ref: MC16-000836

29 FEB 2016

Mr Brian Walsh
Chair
Australian Grape and Wine Authority
PO Box 2733
Kent Town Business Centre
KENT TOWN SA 5071


Dear Mr Walsh

Thank you for your letter of 23 November 2015 about changing the name of the Australian Grape and Wine Authority (AGWA) to 'Wine Australia'. I apologise for the delay in responding.

I am considering your request and I am hopeful I can formally respond to you on these matters in the near future. I have asked the department to scope the legislative changes required to affect this change. As you may be aware, there are a number of processes that need to be followed before commencing any amendments to legislation.

Thank you again for your letter.

Yours sincerely



Anne Ruston



Australian Government

Australian Grape and
Wine Authority

Frost*

Wine Australia
Brand Strategy – 15 May 2015

Proprietary and confidential information ©Frost* 2015

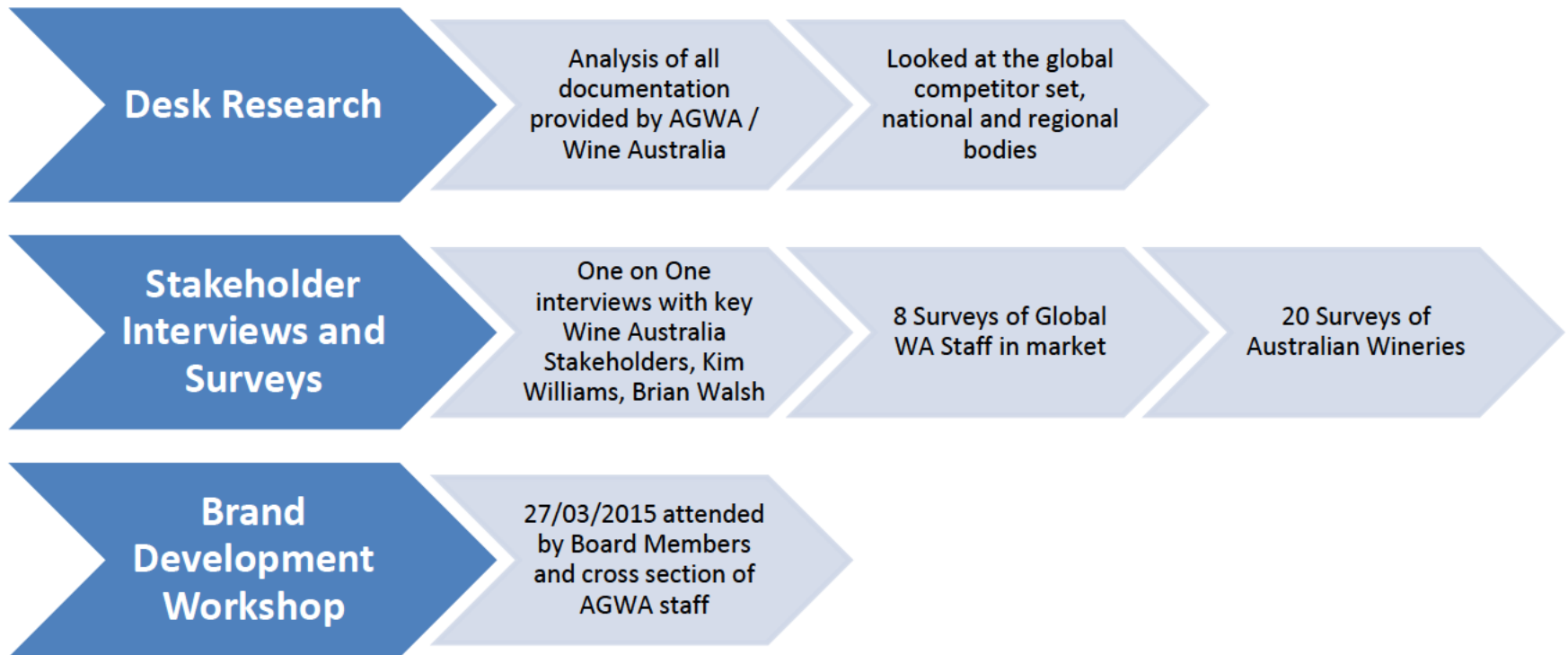


What is the purpose of this review?

- Define and Clarify who and what we are?
- What is our Culture?
- Clarity around where our focus is?
- Clarity around what is our role
- Clarity around who are our customers?
- Clarity around what we can deliver?

The background evaluation

What Research did Frost undertake?



The Process we went through

The workshop

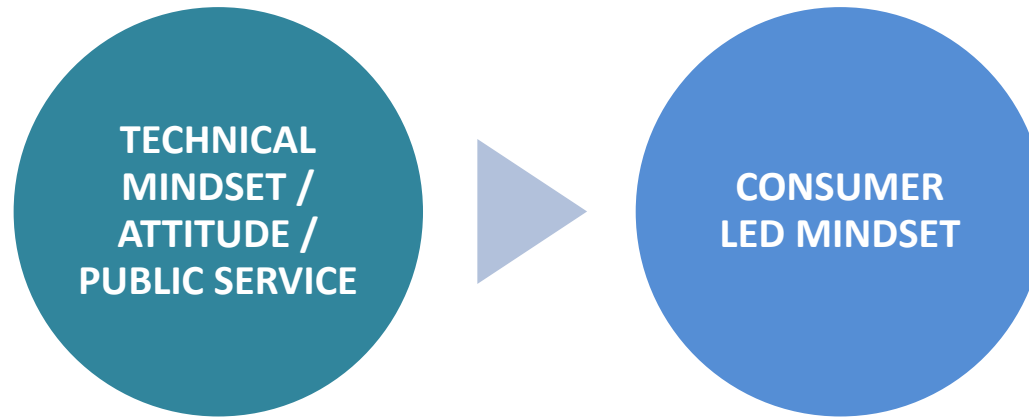


- Team review of Who we are + what we stand for!
- What do we think we provide and to who?

The Framework

- Review of “The Company”
 - Review of “Our Customers”
 - Review of “Our Category”
 - Review of “Our Culture”
-
- I. Analytical review of our Organisation structure
 - II. Understand our customers perceptions of us and their objectives
 - III. We know our market better
 - IV. Understand our own cultural roadblocks

What we found!



The Next Steps:

- Need to change our perception of life – become less rigid in our views
- Become less bureaucratic – more open minded
- Target results and commercial outcomes
- We become much more flexible and agile in our complete thought processes
- Significant Cultural change
- Become one Unified team

What we need to do!

Create a clear vision and strategy

“How we’ll get there is by focusing on establishing and consistently demonstrating our fine wine credentials”

“Fine wine will act as a ‘halo’ over all Australian wines, allowing us to grow value (rather than volume) over time”

Wine Australia's challenges/perceptions!

**Bureaucratic
and slow**

**Wine Australia only
look after the Big
End of Town.**

**Out of
touch**

**It puts me
to sleep....**

**Wine Australia
is boring and
irrelevant.**

**Don't work
with well
with other
Bodies!**

**WA aren't
maximising FTA's
opportunities...**

**The song remains
the same –
nothing changes!**



What do we do?

Demarcate our responsibilities

- Develop clear guidelines around what we can and cant do!
- Cleary set expectations (internally and externally) around our responsibilities and what industry is responsible for! Technical and marketplace intelligence, and marketing Australian wine to the global industry



Our Challenge for the Brand

Come up with a distinctive look and feel that mimics:

FAUX EUROPE
LOOKS TOO WINE GENERIC
SKIPPY THE KANGAROO!

Further, we need the branding to be able align/fit with Tourism Australia's new 'food and wine' approach, as they have the money and reach to be able to impact global consumers

Who are our customers?



Australian Growers,
Wineries and Brands

International Trade
/ Key influencers

We cannot become distracted

To reach our vision of 'global pre-eminence' and focus our efforts, WA needs laser-like focus on the needs of these groups only

What do we provide them?

Australian Growers, Wineries and Brands



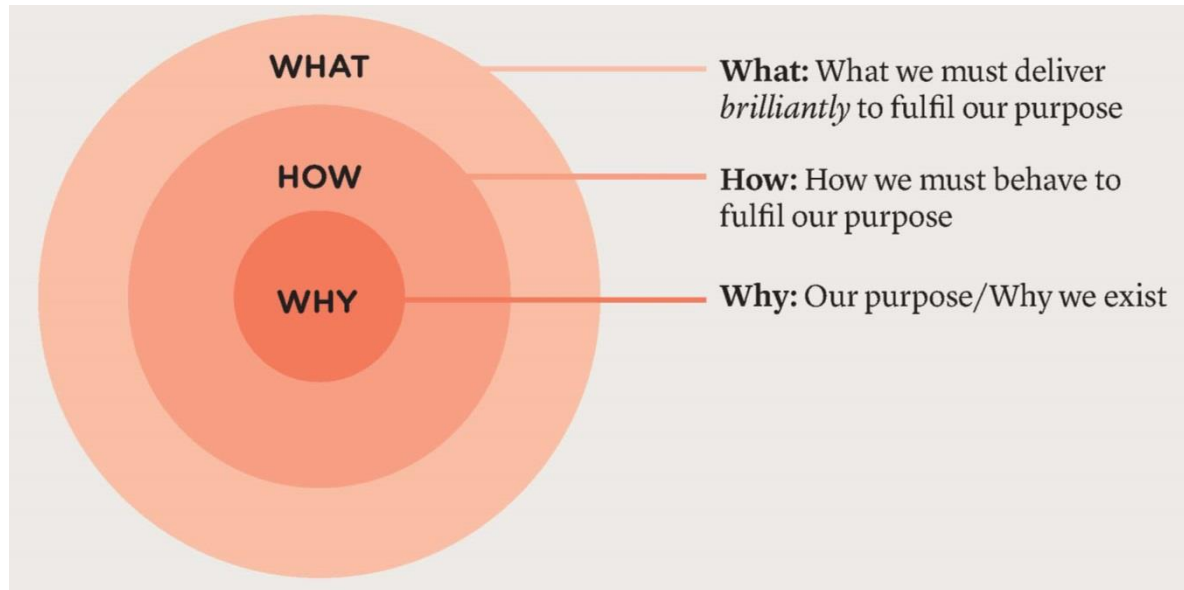
- I. Strategies for success
- II. Evidence based
- III. Consumer led
- IV. Technically informed

International Trade/ Key Influencers



- I. Fine Wine Stories
- II. Provenance based narrative
- III. Proven by our Top Tier products

The Tools we use to codify the brand



We must constantly ask ourselves

- What – we must deliver
- How – we must behave to fulfil our purpose
- Why – why are we here!

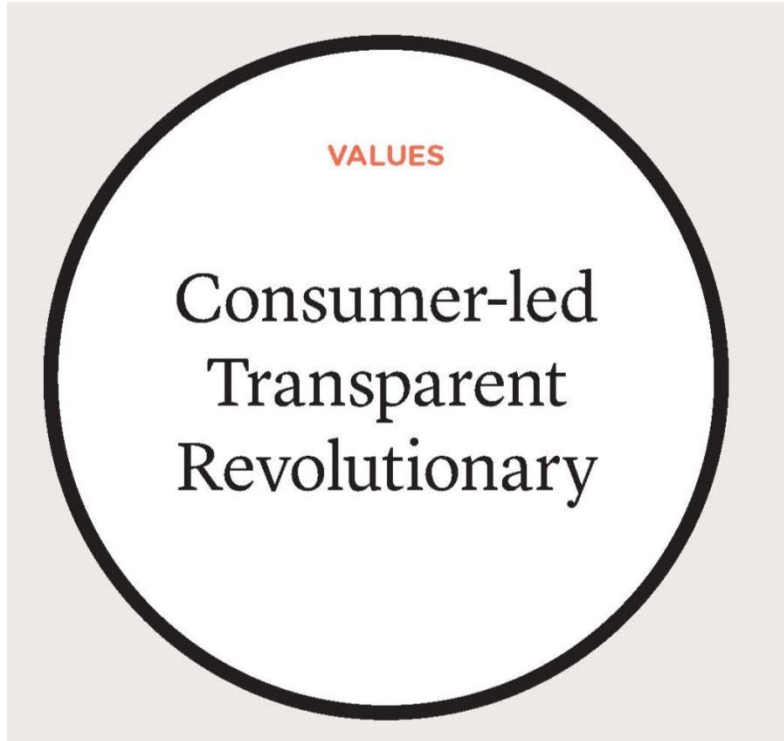
Why we exist!



To make Australia the world thought-leader in wine

- We exists to set the vision for, and facilitate the movement of the pendulum of “fine wine thought-leadership” from Bordeaux to Australia
- We cannot affect this pendulum swing alone
- We can be the enabler/coach
- We need to set the strategic vision, rally the domestic industry around it, then arm them with the tools and intelligence required to realise it

What are our values?



In order to realise our purpose – making Australia the global thought-leader in wine – we must adopt the following which will drive how we behave:

Consumer-led

- Connected to culture, needs, appetites and trends

Transparent

- Our information and ‘strategies for success’ must be easy to find, understand, apply, share, and interact with (technical reports buried on a bureaucratic website won’t cut the mustard).
- As a Levy-funded organisation, to garner trust and drive relevancy, we must be transparent in how we operate.

Revolutionary

- We cannot rest on our laurels again. We will need to constantly disrupt and challenge ourselves, which requires a revolutionary mindset

What we need to start doing?



- Being the Platform to deliver the ideas and Strategy for industry
- Being much more informed and consumer led
- Technically on the ball
- Approachable and less Beige!

So what do we become?



- **We truly enabler**
- We become a real coach / mentor
- **We Inspire action**
- We rally the herd
- We Provide vision and support
- **We Provide the Wine Intelligence that industry needs!**

Putting it all together

Brand on a page

WHY WE EXIST /PURPOSE	TO MAKE AUSTRALIAN THE GLOBAL THOUGHT-LEADER OF WINE
HOW WE MUST BEHAVE	CONSUMER- AND CUSTOMER-LED, TRANSPARENT, REVOLUTIONARY
WHAT WE WILL DELIVER, BRILLIANTLY	STRATEGIES AND TOOLS FOR SUCCESS
CORE BRAND IDEA	FINE WINE INTELLIGENCE
CUSTOMER EXPERIENCE	INSPIRATIONAL
LIKE-MINDED BRANDS	TED, PHIL JACKSON, YOUTUBE, ALASTAIR CLARKSON, OPRAH
BIZ GOAL WE NEED TO FACILITATE	GROW VALUE
BIZ STRATEGY FOR REACHING THAT GOAL	BUILD A 'FINE WINE' HALO

- Agree the brand framework
- Develop our behaviours
- Articulate our delivery
- Initiate action



Australian Government

Australian Grape and
Wine Authority





Australian Government

Australian Grape and Wine Authority

MEETING 3/2015 OF THE BOARD
WEDNESDAY 24 JUNE 2015 AT 9:00AM

HOTEL REALM, CANBERRA

BOARD MEMBERS

Mr B WALSH
Mr B CROSER AO
Ms E BROWN
Mr J CASELLA
Ms J MCDONALD
Mr I HENDERSON
Mr J FORREST
Mr K WILLIAMS AM

Chair
Deputy Chair

(Apology)

CHIEF EXECUTIVE OFFICER

Mr A CLARK

GM CORPORATE SERVICES

Mr S WEINERT

GM MARKET DEVELOPMENT

Mr S BARCLAY

Dept. AGRICULTURE OBSERVER

Ms F FREEMAN

MEETING AGENDA/INDEX

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7. Market Development 13.00 to 14.00

7.1 Branding update

71

[REDACTED]

[REDACTED]

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[REDACTED]

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7. Market Development

7.1 Branding Update

A significant amount of activity has been completed with respect to the branding project. Frost has presented to senior management and the Market Development committee reviewed the current Frost update at their meeting on 9 June. Frost are currently preparing the creative aspects of the project.

A detailed presentation will be presented at the board meeting.

Stuart Barclay, GM Market Development

Branding Refresh Reactive Q&A - ADT

Why have you changed your brand?

In the lead-up to our brand refresh we conducted extensive research to better understand our audience and their current perception of Australian wine.

Following on from the merger of Wine Australia Corporation and Grape and Wine Research and Development Corporation, we saw an opportunity to refresh our brand to bring Australia's fine wine credentials to life and move away from Australiana stereotypes and clichés, and generic wine imagery.

How does the new brand tie-in to your strategy?

We've focused on greater integration of our marketing, RD&E and regulatory activities for the benefit of the Australian grape and wine sector through our Strategic Plan which identified two clear priorities:

1. Increasing demand and the premium paid for Australian wine
2. Increasing competitiveness

These priorities support our long-term cross-generational goal for Australia to be recognised as the pre-eminent wine producing country.

Our brand refresh visually encapsulates the contemporary face of Australian wine today, one of quality, innovation and community.

What's happened to Skippy?

The use of the 'Skippy' logo has been in decline at Wine Australia events over the last 18 months as the Wine Australia brand takes a secondary position to individual brands, regions and the primary Australian wine story.

We have now rolled-out a brand refresh and simplified our logo so that the Australian wine story remains front and centre.

Which regions have been photographed?

We have completed shoots in McLaren Vale, Mornington Peninsula and Yarra Valley, and re-touched existing images from the Hunter. We plan to photograph additional regions in the future.

Why is my brand or image not featured in the branding?

As part of our branding refresh we worked with a small group of Australian winemakers and viticulturists who kindly agreed to be photographed. Some of these people have brands participating in the ADT but they were photographed as part of an overall branding refresh, not because of their involvement in the ADT.

Who was chosen and why were they chosen?

We worked with our regional association partners to identify a number of people from the Australian wine community that included winemakers and viticulturists.

The final list chosen was based on a number of mitigating factors including ease of access, availability and broad representation of the Australian wine community.

The people chosen came from regions including:

- Adelaide Hills
- McLaren Vale
- Tasmania
- Yarra Valley

Can I be included in the branding?

We plan to photograph more people from the Australian wine community in the future. If you're interested in being involved please get in touch.