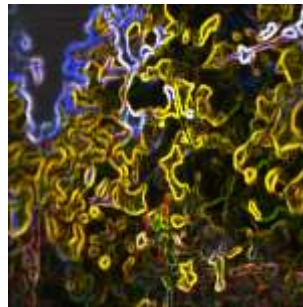


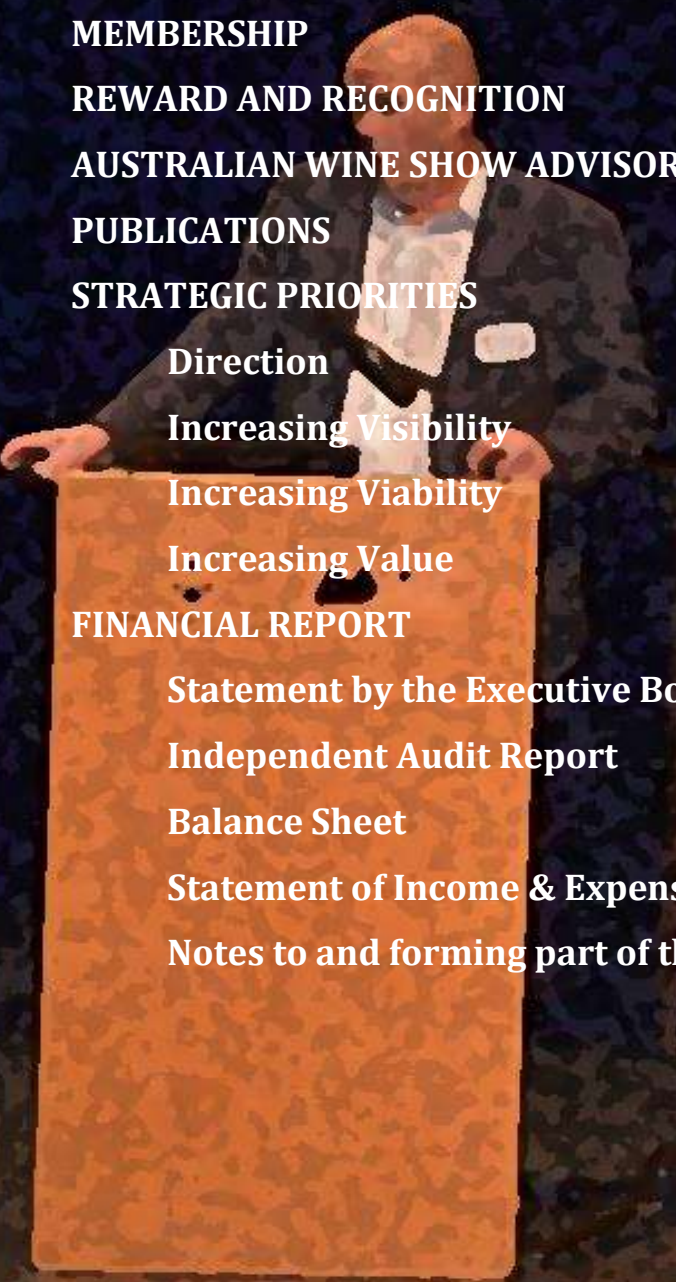


Annual Report



2013-14

PRESIDENT'S REPORT	3
TREASURER'S REPORT	4
GOVERNANCE	5
Regional Directors Election 2014	6
Newly Elected Regional Directors	7
EVENTS	8
15th Australian Wine Industry Technical Conference	8
2013 Awards for Excellence	9
MEMBERSHIP	10
REWARD AND RECOGNITION	12
AUSTRALIAN WINE SHOW ADVISORY GROUP	13
PUBLICATIONS	14
STRATEGIC PRIORITIES	16
Direction	17
Increasing Visibility	17
Increasing Viability	18
Increasing Value	18
FINANCIAL REPORT	19
Statement by the Executive Board	20
Independent Audit Report	21
Balance Sheet	22
Statement of Income & Expenses	23
Notes to and forming part of the accounts	24



PRESIDENT'S REPORT

I am proud to present the 34th Annual Report of the Australian Society of Viticulture and Oenology



It has been another busy and successful year for the ASVO. While they now seem a long time ago our major events for 2013–14 included the 15th Australian Wine Industry Conference which we organized in collaboration with the AWRI and the debate “Will natural wine become the new conventional wine in the future?”. The debate was followed by our second Awards for Excellence dinner which made for a very enjoyable evening at the National Wine Centre. The lack of seminar events and the additional costs associated with attendance and prize sponsorship at the AWITC resulted in a substantially smaller surplus compared to the previous financial year, but we remain confident of the society’s financial sustainability into the future.

Whilst ASVO did not hold a seminar this financial year we hosted the ASVO Awards for Excellence gala dinner in October 2013. This event was largely funded through sponsorship from the Grape and Wine Research and Development Corporation (now the Australian Grape and Wine Authority), Lallemand Australia and Bayer CropSciences.

In conjunction with the Awards dinner the ASVO staged a very enjoyable and entertaining Natural Wine Debate. Debate chair Brian Walsh set the scene and speakers for the affirmative were Max Allen, Toby Bekkers and Sue Bell while speakers for the negative were Paul Le Lacheur, Vladimir Jiranek and Ben Riggs. The ASVO appreciated the support that it received from winemaking equipment supplier, Australian & New Zealand Winemakers, in staging this event; setting the scene with giant terracotta urns and eggs.

The ASVO board was delighted to unanimously elect Malcolm Allen as a Fellow of the Society. Malcolm’s award recognises his particularly outstanding and meritorious contribution to the grape and wine industry through major roles within industry, science, education and the Society itself.

I would like to thank all of the ASVO members for their support during the year. I would like to acknowledge the help of the Board members and especially former President Mark Krstic and Bob Dambergs who has acted as Secretary for last two years. Mark and Bob have chosen not to stand for the board again. I would like to especially acknowledge the help and support of our Administration Officer, Chris Waters who is instrumental to the successful operations of the society.

Yours Sincerely

Paul Petrie

TREASURER'S REPORT



In what have been sustained difficult economic conditions, it is pleasing to report that the Society was able to return a surplus for the 2013-14 financial year. This is a solid result despite being down substantially on the previous year.

The Board has continued the approach of tight fiscal management in order to consolidate the Society's financial position. As a result, income was stabilized and expenditure continued to fall.

The overall result for 2013–14 was a surplus of just over \$5500 compared to a surplus of \$83,000 in 2012–13. Total income for 2013–14 \$177,891 is significantly down by 35% (\$98,683) from that of 2012–13. The decrease can be attributed to two factors. The lack of seminar registration and sponsorship income \$58,689.13 for 2012–13 compared to \$3600 for 2013–14 and the noteworthy reduction in membership fees \$157,955.26 for 2012–13 compared to \$137,975 for 2013–14. Ordinarily the ASVO does not host seminars in a conference year and this has implications on the revenue stream as seminars are a vital source of income.

On a more positive note total expenses were lower than 2012–13 down by 11% despite the considerably higher event outgoings for the Wine Industry Technical Conference and the Society has a healthy balance sheet and access to \$200,000 in reserves.

We will continue to identify and pursue efficiencies in operations in order to maximise the resources available to provide enhanced member experience and achieve the Society's objectives

Budget for 2014–15

A budget surplus of \$27000 is anticipated for 2014–15. This surplus will be achieved through the following core organisational activities and economies and efficiencies therein:

- Improved renewal program to maintain membership income to \$120,000
- An estimated event income of \$67,000 and
- a reduction of 6.5% relating to administration and governance costs compared to 2013–14

Kristy Bartrop

A handwritten signature in black ink, appearing to read 'Kristy Bartrop'. The signature is fluid and cursive, written over a white background.

GOVERNANCE

Board of Directors

Dr Paul Petrie	President
Dr Mardi Longbottom	Vice-President (from November 2013),
Prof Mike Trought	(from November 2013)
Mr Brett McClen	(from November 2013)
Dr Mark Downey	(until February 2014)
Dr Greg Dunn	(until November 2013)
Nr Alan Hoey	(until November 2013)
Mr Mark Gishen	Treasurer (until November 2013)
Ms Sam Connew	(until November 2013)

Regional Directors

Ms Kristy Bartrop	(NSW), Treasurer from November 2013
Prof. Vladimir Jiranek	(SA)
Dr Mark Krstic	(VIC)
Dr Bob Dambergs	(WA, QLD & TAS), Secretary

Co-opted Director

Dr Anthony Robinson	(from May 2014)
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Meeting Attendance

Eleven meetings of the Society's Board of Directors were held during the year ended 30 June 2014 and the numbers of meetings attended by each director were as follows:

	Jul	Aug	Sep	Oct	Nov	Dec	Feb	Mar	Apr	May	Jun	Total No. attended	No. eligible to attend
Paul Petrie	1	1	1	1	1	1	1	1	1	1	1	11	11
Kristy Bartrop	1	1	1	1	1	1	1	1		1	1	10	11
Bob Dambergs	1	1		1	1	1	1	1		1		8	11
Brett McClen					1	1	1	1	1	1		6	7
Vlad Jiranek	1	1			1			1	1	1	1	7	11
Mark Krstic	1	1	1		1	1			1	1	1	8	11
Mardi Longbottom					1	1		1	1	1	1	6	7
Mike Trought					1		1	1	1	1	1	6	7
Tony Robinson**										1	1	2	2
Mark Downey*		1										1	6
Greg Dunn	1		1	1								3	4
Alan Hoey		1	1	1								3	4
Mark Gishen												0	4
Sam Connew	1	1		1								3	4

*Dr Mark Downey tendered his resignation in February 2014

**Dr Anthony Robinson was co-opted to fill the vacancy in May 2014

Indemnification and Insurance

During the year, a premium was paid in respect of a contract insuring directors and officers of the Society and related bodies corporate against liability.

Similarly a premium was paid in respect of a contract insuring property (fire & perils/accidental damage/theft).

No insurance cover has been provided for the benefit of the auditors.

Directors Benefits

Since the end of the previous financial year no Director of the Society has received or become entitled to receive a benefit by reason of a contract made by the Society, with a director or with a firm of which the director is a member or with an entity in which the director has a substantial financial interest.

Regional Directors Election 2014

The ASVO Board creates the vision and manages the organization for the upcoming year. The volunteer members of the Board and its committees are central to their effective functioning. Board members contribute mainly through active participation in meetings, task forces, and working groups, and are committed to acting in the society's interest. The ASVO has a two-tiered election process to allow a wider geographical representation from members. Five general positions on the ASVO Board are filled every odd year while four State representatives are elected in even years. Members who are elected serve for a period of 2 years.

This year the ASVO election was conducted electronically with a 52% return rate. This is a slight increase when compared to the turn out for last year's general election.

Ballot Details

ASVO Regional Directors Election 2014 (Western Australia, Queensland, Tasmania)

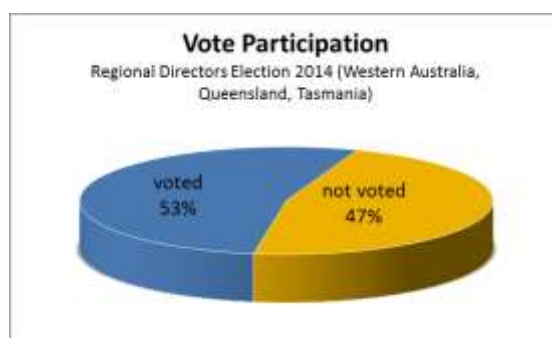
Open Date 19/9/2014 12:00 PM

Close Date 29/10/2014 5:00 PM

Voters Registered 66

Vote Participation

- 34 votes
- 47% not voted
- 53% voted



ASVO Regional Directors Election 2014 (South Australia)

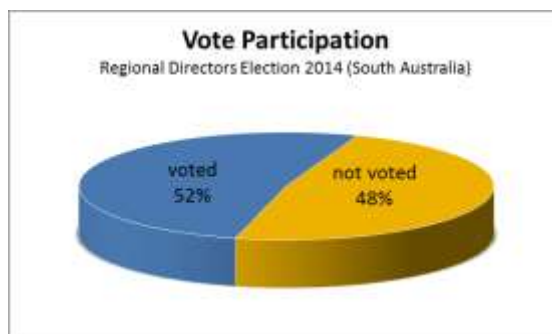
Open Date 19/9/2014 12:00 PM

Close Date 29/10/2014 5:00 PM

Voters Registered 275

Vote Participation

- 142 votes
- 48% not voted
- 52% voted



Outgoing Board Directors



We thank the Outgoing Board Directors Dr Mark Krstic and Dr Bob Dambergs, for their outstanding work in what were and continue to be tumultuous times for the industry.

Mark Krstic has been a committed Director of ASVO from 2008 and served as President from 2009-2012. Marks's passion, knowledge and expertise helped steer the ASVO from a precarious financial state through mammoth changes to a return to financial stability. Marks advocacy for sound governance are acknowledged and applauded.



We thank Bob Dambergs for his four years of service on the ASVO Board, holding the office of Secretary for both his terms. We are enormously grateful for their collective wisdom, guidance and enthusiasm. We know they will keep the ASVO close to their hearts and we wish them all the very best.

Newly Elected Regional Directors

Directors include representatives from across Australia and from a range of industry sectors. Members elected two new members to its Board of Directors and re-elected two incumbents to a further two-year term. The following members were elected to the ASVO board as regional directors:



Vladimir Jiranek

Vladimir Jiranek was re-elected to the South Australian regional director's position. Vladimir joined ASVO in 1997 with his appointment at Adelaide University. Vlado's group of 15 researchers interact widely with the wine industry on wine microbiology and optimising yeast and malolactic fermentation. Since 2012 he has headed the University's Wine Science Group, comprising 9 outstanding academics with expertise spanning winemaking to consumer science. Vladimir was Editor (2007-2012) of the Australian Journal of Grape and Wine Research. During this time AJGWR became the world's highest ranked wine-related journal.



David Wollan

David graduated from the Wine Science course in Wagga Wagga in 1979. From 1979 he spent 4 years as winemaker at Arrowfield Wines in the Hunter Valley before moving to the Yarra Valley to establish Tarrawarra Vineyard. He managed it and was chief winemaker for 12 years. In the early 1990s, he formed the company Wine File to develop a PC based winery management system. In 1994, with colleague Gary Baldwin David established Wine Network, where as a director and consultant, he spent a number of years advising wineries in Australia and elsewhere concentrating on the development and application of membrane separation technologies. David invented processes for smoke taint removal and alcohol reduction and is currently pursuing a master's degree by research at the University of Adelaide.



Kristy Bartrop

Kristy has been the Industry Development Officer at the Wine Grapes Marketing Board since August 2008 representing over 400 independent Riverina wine grape growers. Kristy has completed a Bachelor of Applied Science (Food Science) and a Masters of Management from Charles Sturt University. She is currently undertaking a second Masters degree by Distance Education in Ethics and Legal studies. Kristy is also a participant in the 2012 Wine Industry Future Leaders program. Kristy is passionate about the future of the Australian wine industry and believes the ASVO's provision of the latest research findings and technical information is invaluable for the industry's viticultural and wine making professionals.



Tony Proffitt

Tony has worked in the technical, consultancy, extension and educational sectors of the Australian wine industry since 1995. He is also a lecturer at Curtin University. Tony teaches the principles and practices of viticulture to under-graduate degree and post-graduate diploma students. He has written numerous scientific papers and industry articles and co-authored two viticulture-related text books. Tony has been a member of ASVO since 1995 and served as a member of the Australian Wine Industry Technical Conference planning sub-committee on three occasions. In 2013, he was a finalist for the ASVO Viticulturist of the Year award and a judge for the ASVO Viticulture Paper of the Year award.

EVENTS

Conferences and other major events are one of the ways ASVO reaches out to members and the sector. During the 2013–2014 financial year the ASVO, played a major role in planning and managing one major national conference the 15th (Australian Wine Industry Technical Conference (15th AWITC).

15th Australian Wine Industry Technical Conference



The 15th AWITC was held at the Sydney Convention and Exhibition Centre, 13-18 July 2013. As a part owner of the AWITC with the AWRI, this event was a key part of the ASVO calendar for 2013. The ASVO sponsored the 'Into the Winelight' session, which was an entertaining introduction to future people and their projects in grape and wine research. They had one slide each to answer the age old questions: 'what are you researching' and 'why does it matter?'.

Both the best presentation and people's choice was awarded to Ms Yudan Fang from the University of Adelaide and runner up was awarded to Ms to Ginger Korosi from Charles Sturt University. The ASVO also sponsored the prizes for the best Viticulture and Winemaking presentations in the 'Fresh Science' sessions at the AWITC. The speakers in the 'Fresh Science' session were selected as the most innovative topics from the poster abstracts. We were pleased to present awards to Mr Gareth Hill from Plant and Food New Zealand for his presentation on comparing methods of Botrytis assessment and Dr Anna Carew from the University of Tasmania for her presentation on microwave maceration of Pinot noir.

ASVO shared a booth with Patrick Iland Wine Books, and our presence at the 15th AWITC resulted in quality leads, renewals and new members joining the ASVO.



Bryan Coombe Memorial



A memorial service to celebrate the life and career of Dr Bryan Coombe was held on Friday the 9th of May at the University of Adelaide, Waite Campus, Charles Hawker Conference Centre. Bryan was the inaugural Fellow of the society and contributed greatly to its early days, including co-authoring many articles in the Australian Journal of Grape and Wine Research and the seminal textbooks Viticulture Volumes I and II. Bryan was a much-admired leader in the field of grape berry development, and was made a Member of the Order of Australia for service to the development of the Australian grape and wine industry.

EVENTS

2013 Awards for Excellence

Awarded annually, the awards provide significant peer recognition. This year the presentation of ASVO Awards for Excellence was held on November 24th 2013 at the National Wine Centre in Adelaide. Winners were selected from a field of Australia's most innovative



viticulturists, winemakers and wine industry researchers.

2013 Award Winners

ASVO Viticulturist of the Year

Ashley Ratcliff (The Yalumba Wine Company)

ASVO Winemaker of the Year

Louisa Rose (Chief Winemaker, The Yalumba Wine Company)

ASVO Viticulture Paper of the Year

Dr Lance Cadle-Davidson (Grape Genetics Research Unit, Cornell University, Geneva, NY, USA)

ASVO Oenology Paper of the Year

Dr Erick Casalta (INRA, Science for Enology, Montpellier, France)



Natural wine debate

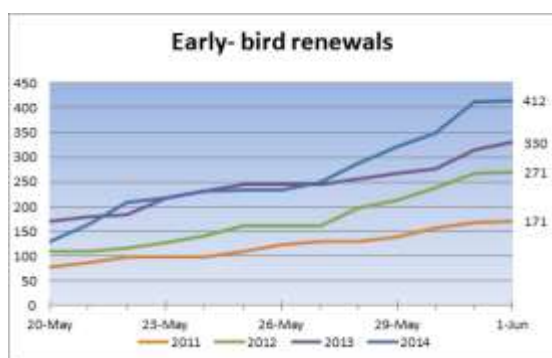
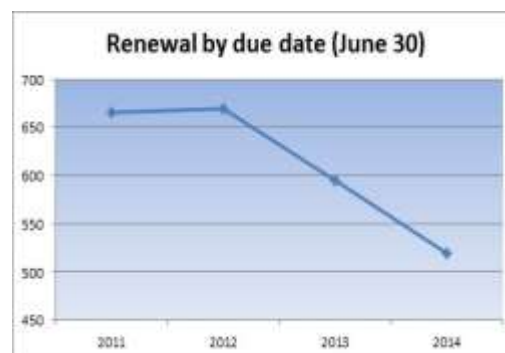
The Awards were supported by a debate 'Will natural become the new conventional in the future?' which was sponsored by winemaking equipment supplier Australian & New Zealand Winemakers. The debate was a great success generating a lot of passion from the speakers and the audience. Brian Walsh chaired the debate that contested the proposition that natural wine is naturally better. Speakers for the proposition were Max Allen, Toby Bekkers and Sue Bell with the opposition led by Prof Vladimir Jiranek who was joined by Ben Riggs and Paul Le Lacheur. The debate was light hearted in approach but was also thoughtful and enlightening.



MEMBERSHIP

Underpinning all of ASVO's activities is a commitment to ongoing membership growth and retention. Membership renewals were disappointing with total membership of 519 (as at 30 June 2014) compared with previous figures of 595 (as at 30 June 2013), and 669 (30 June 2012). Experience has shown that members continue to renew well past the due date and that the total numbers of renewals will reach near to that of last year, however the shortfall suggests that efforts towards retaining members have only been moderately successful.

Raising rates of recruitment and improving retention will be important ongoing objectives for the Association. ASVO needs to grow membership – and member retention. In order to safeguard future sustainability we need to ensure that we can stabilise our membership and continue to recruit new members, even though times are tough.



In the current economic climate, the value for money factor is a significant membership issue. The ASVO will remain viable only through the provision of member services that are perceived to be relevant and valued by members.

ASVO directors strive to provide as much value as possible to our members and a number of new benefits have been negotiated. Of note was a 10% discount on registration for ASVO members to the Australian Wine Industry Technical Conference (AWITC).

In order to safeguard future sustainability we need to ensure that we can stabilise our membership and continue to recruit new members

Students

This year we refreshed our offering to students, giving the next generation of innovators and leaders a membership that is much more affordable. We are also reviewing venues, format, frequency, duration, content and engagement mechanisms of our events, to establish whether they are relevant and engaging for younger members.

MEMBERSHIP

Conference and Seminar Discounts

ASVO Seminars have consistently been highly rated by attendees over many years. In the 2012 survey the majority of respondents, agreed or strongly agreed that the annual Mildura seminar was a valuable forum for learning about quality research and for networking with people in similar roles and with similar interests. Furthermore, all respondents identified seminars as a major benefit of ASVO membership. With these factors in mind ASVO directors set preferred pricing (at least 10% off all ASVO seminars).

Wiley Partner Discount Program

ASVO has negotiated a discount of up to 35% discount on a wide range of books published by John Wiley & Sons. Access to the discount is via a dedicated ASVO Society Book Discount Program Landing Page. The range of books on offer includes titles from Wiley-Blackwell's extensive list of titles from our brands Visual, Capstone, Dummies, Jossey-Bass, Sybex and many more.

Patrick Iland Discount Program

ASVO members can save 20% on Patrick Iland's Techniques books (Chemical analysis of grapes and wines: techniques and concepts, 2nd edition; Monitoring the winemaking process: techniques and concepts, 2nd edition; Microbiological analysis of grapes and wine: techniques and concepts), the Viticulture Text book (The Grapevine: from the science to the practice of growing vines for wine) and the general wine book A taste of the World of Wine.



REWARD AND RECOGNITION

Fellows

The Board of the Australian Society of Viticulture and Oenology elects Fellows from members who have made a particularly outstanding and meritorious contribution to the grape and wine industry. The criteria for this award include making a major contribution in an industry, scientific, educational or Society role and having been a Member of the Society for at least ten years.



ASVO Fellows have made a major contribution in an industry, scientific, educational or Society role and having been a Member of the Society for at least ten years.

Malcolm Allen was unanimously awarded this prestigious award recognizing his outstanding contribution through major roles within industry, science, education and the Society itself. These contributions include being a Board member and Secretary from 1998 to 2010 and acting as an Associate Editor for the AJGWR since its inception in 1995. Contributions to the industry include training generations of students at the Riverina College of Advanced Education and then Charles Sturt University, and pioneering research into how methoxypyrazine's act as grape flavour components. Fellows of the ASVO are listed on the ASVO website and are exempt from the payment of the annual membership subscription for each Financial Year; and for a period of five years but not thereafter, pay no registration fee for activities that are wholly managed by the Society.

Awards and commercial sponsorship

Sponsorship plays a valuable role in developed a strong relationship with industry and the promotion of the ASVO. As we only have limited resources available the board are careful to select only those opportunities that align with the ethos of the ASVO.

<i>Fresh Research</i> - Viticulture award.	\$500	Mr Gareth Hill
<i>Fresh Research</i> - Oenology award.	\$500	Dr Anna Carew
<i>In The Wine Light</i> session.	\$4000	
<i>In The Wine Light</i> Best presenter award.	\$500	Ms Yudan Fang
<i>In The Wine Light</i> People choice award.	\$500	Ms Yudan Fang
WCA webinar ' <i>Who's running the show</i> '.	\$1870	
University of Adelaide Wine Sensory smartphone app.	\$200	

AUSTRALIAN WINE SHOW ADVISORY GROUP



The ASVO has played an important role in the development of Best Practice Recommendations (BPR) for the Australian wine show system. In 2004 it published recommendations for Wine Shows, developed by an industry based ASVO Wine Show Committee, to act as guidelines for Australian wine shows to assist them in their objectives of improving and promoting the wine quality and style offering of the Australian Wine industry.

Ten years on, the ASVO and the wider wine industry believes it is time-to review and update these recommendations as well as consider issues not addressed in the 2004 review. Thus the ASVO has again established an industry based Wine Show Technical Advisory Group (TAG), with members drawn from the wider industry, to review, revise and update the BPRs.

Dr Tony Jordan has accepted the ASVO invitation to Chair the TAG. He brings considerable judging, committee and exhibitor experience to the position. The ASVO has also nominated Board Member Dr Anthony Robinson to act as the secretary to the TAG. He has a particular interest and many years of involvement in the Australian Wine Show system.

The objective is to develop a single document that expresses current industry views on what constitutes best practice in the Australian Wine Show system including guidelines and recommendations.

Members of the TAG have been chosen to represent a wide range of industry interests including large and small companies, a wide range of regional origins, trade, press, links to wine show committees and links to the 2004 ASVO committee.

Wine Show Technical Advisory Group

Chair	Dr Tony Jordan (Oenotec Pty Ltd.)
Secretary	Dr Anthony Robinson (TWE)
	Susanne Bell (Bellwether Wine)
	Kim Bickley (Fine Wine Partners)
	Nick Bulleid (Consultant)
	Tom Carson (Yabby Lake)
	PJ Charteris (Charteris Wines)
	Jim Chatto (McWilliams Wines Pty Ltd)
	Samantha Connew (Stargazer Wine)
	Chris Crawford (Crown Melbourne Limited)
	Jeremy Dineen (Josef Chromy Wines)
	Andrew Hardy (Lion Nathan / Petaluma)
	Tyson Stelzer (Wine Writer)
	Edward Tomlinson (Lenton Brae)
	Courtney Treacher (Accolade / Houghton Wines)



PUBLICATIONS



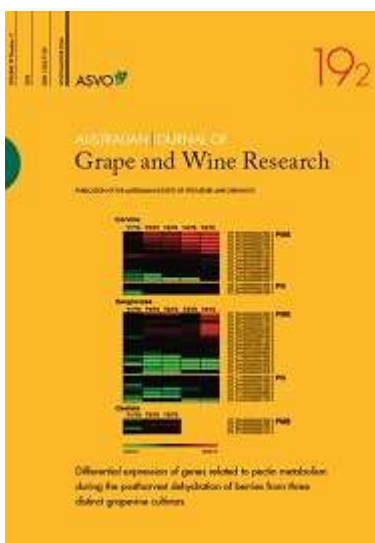
The Journal

The Journal continues to grow in terms of the number of manuscripts submitted for publication and the number of manuscripts published, and has been able to maintain a strong impact factor, a recognition of its international standing.

In the 12 months 190 original manuscripts and 93 revisions were submitted for publication and the three issues of the Journal published containing 2 reviews, 48 original research articles and 1 obituary in a total of 478 pages.

During the year several long serving Associate Editors retired, notably Professor Steve Tyerman, Associate Professor Andrew Walker and Professor Charles Edwards. The Journal, however, was able to appoint several highly respected international scientists to the Associate Editor position, notably Professor Stefano Poni from the Università Cattolica del Sacro Cuore, Piacenza, Italy, Associate Professor Jaume Flexas, The University of the Balearic Island, Spain and Professor Manfred Stoll, Hochschule Geisenheim University, Geisenheim, Germany. The Society is indebted to the Associate Editors and reviewers for maintaining the quality of the Journal. This is reflected in the Journal's impact factor which is considerably higher than that of any other grape or wine journal and second in the standing of all horticultural journals internationally.

The Journal publishes a wide range of articles from grapevine genetics to consumer sensory responses and presents a cross-section of the world's grape and wine research. Of the 50 articles published during the year, 37 were from researchers in countries other than Australia, with several of the Australian articles involving international collaborators. The two reviews published during the year are of significant interest to industry practitioners, one on soil biological properties and how to measure these characteristics and the other on enhancing drought tolerance in grapevines through the interaction of scion and rootstock.

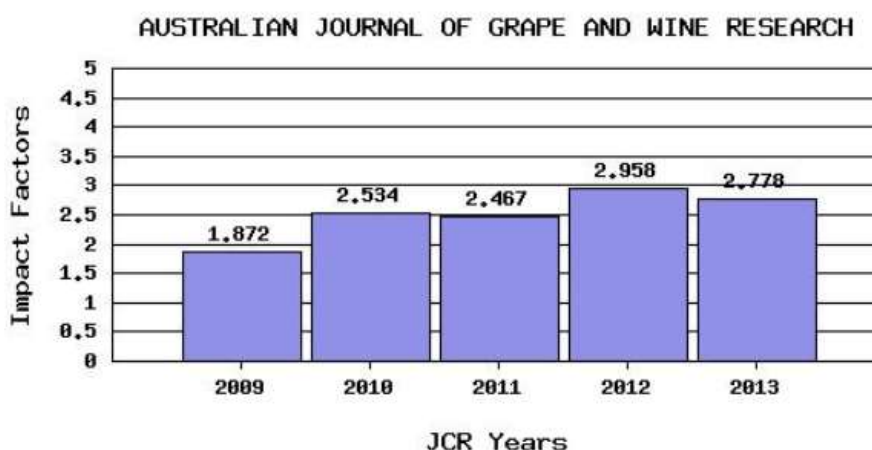


The Journal has improved the time taken to process manuscripts through to the first decision, i.e. Accept, Minor Revision, Major Revision or Reject, and to further assist the revision and editing process the Journal Editors have prepared guides for the preparation of references, tables and figures. These are available to authors and are also distributed to authors when revision of manuscripts is required.

PUBLICATIONS

Citation Trends

The Australian Journal of Grape and Wine Research has increased its impact factor over the last 8 years, so that it is now the top ranking specialist Viticulture and Oenology Journal in the world. An Impact Factor is essentially a measure of average citations over a defined period of time (usually two or five years). The citation distribution graph below shows the pattern of citation activity within Australian Journal of Grape and Wine Research in the 2012 Impact Factor period (citations received in 2011 and 2012).



Increase to Page Charges

Many of our members are active researchers and ASVO provides exemption from page charges on submission of manuscripts to the Australian Journal of Grape and Wine Research. In July the page charges to Authors that are not members of The ASVO was increased in line with competitors.

Proceedings

The ASVO Proceedings are professionally typeset and distributed to seminar attendees. They are available for purchase as individual articles downloadable from the ASVO web site or as complete volumes on CD. The two most recent Proceedings, from the 'Making the Best out of Difficult Vintages' and 'Objective Measures of Grape and Wine Quality' seminars, were finalised and made available for purchase in this financial year.

Web & Social Media

ASVO Facebook and other forms of social media such as Twitter have seen significant increases in followers. Focus for the coming year will involve further centralisation of data and automation of various Association activities, further development of the wine show judge database and the publishing of identified ASVO resources.

STRATEGIC PRIORITIES

Outlook

Without doubt the Australian Wine Industry has recently experienced one of the most difficult periods in its history. We have been hit with the perfect storm of considerable oversupply of grapes and wine, high Australian dollar, global market volatility, increased competition, low water allocations, and discounting in international and domestic markets.

These unfavourable conditions have seen the ASVO suffer several years of declining membership. With declining membership comes a reduction in revenue, which make it difficult to provide member services and maintain facilities. The decline in numbers is very discouraging. The ongoing viability of the ASVO requires careful management of these issues while maintaining and enhancing the value of ASVO.

There are several reasons for the decline in membership. Among the factors is decreased support from larger companies who traditionally covered the cost of membership for employees, the continued ageing of the membership demographic, and the increasing competition in extension from research and funding bodies. People are not joining organizations as often as they once did. The changing concept of what it means to be a professional has also contributed to the decline. Younger winemakers and viticulturists are less likely than their predecessors to think of their profession as a defining element of their lives.

The decision to offer online-only membership may have also cost ASVO some members. Whilst online technology provides the ASVO with opportunities to streamline service delivery, decrease costs and increase responsiveness, at the most basic level, receiving the journal by mail helps members to see and handle tangible and compelling evidence of the value of membership.



Stemming the flow of members from the ASVO ranks will require change. We need to connect people in ways that will provide them with meaningful, positive outcomes

Stemming the flow of members from the ASVO ranks will require change. We need to connect people in ways that will provide them with meaningful, positive outcomes we need to review venues, format, frequency, duration, content and engagement mechanisms of our events, and establish whether they are relevant and engaging for younger members. Rethinking the basic elements of how we function, from reliance on seminars and publications to their understanding of whom we serve

We must emphasized to our members that if you've ever needed an organization where you can network and share ideas, it's now. This is not the time to let your membership lapse because this is the time you need your friends' and colleagues' support and advice.

STRATEGIC PRIORITIES

Direction

Each year the Board meet for a rigorous strategic planning day focused on issues that are most likely to deliver improved outcomes for members and growth for the society. The Board regularly reviews implementation progress and tasks that aren't completed are rolled over and included in the implementation plan for the next year. Faced with these three challenges, the ASVO has proposed three long-term objectives:

1. **Increasing Visibility;** Working to ensure that the profile of the ASVO, its services, and ultimately, our members are viewed in the strongest and most positive ways possible
2. **Increasing Viability;** Ensuring the financial viability of the ASVO through better member engagement and strategic alliances.
3. **Increasing Value;** Ensuring that the association's message is focused on value for members and communicating that message in the most effective ways possible.

Working to ensure that the profile of the ASVO, its services, and ultimately, our Members are viewed in the strongest and most positive ways possible.

Increasing Visibility

Situation

The ASVO needs to ensure that it is maintaining a position in the industry mindset, so that the benefits of membership are clear to all, and that the ASVO is acting in an accountable, and responsible way. If the ASVO is receiving good publicity and profile it is much more likely that members will renew their membership, and it is much easier to recruit new members. Maintaining profile cuts across all of the activities of the ASVO – it should be a central way of working that the ASVO is looking to manage the way it is portrayed and the position that it holds in the media. This may include identifying topical issues to write about, holding keynote discussion sessions, issuing press releases, managing your relationship with the media, becoming a recognised expert in a particular area etc. It may also involve entering awards in order to further raise the profile of the ASVO and showcase some of the activities we are undertaking.

Goals

1. Successful promotions that result in an increase in membership, add revenue and credibility
2. Strive to realise membership recruitment opportunities from supporting regional event activities.

Strategy

Strategy 1 Maximising profile-raising exposure from our Events & Awards

Strategy 2 Obtaining profile-raising exposure from regional opportunities



STRATEGIC PRIORITIES



Increasing Viability

Situation

An increasingly squeezed financial climate means many members question the value of professional organization membership and companies look for ways to reduce any expenditure that doesn't deliver direct bottom-line benefits.

Whilst we can increase member retention of members who value the networking, camaraderie, and information from attending ASVO events not every member values seminars or the journal.

At the forefront of our retention strategy should be increasing member engagement.

Passive members are much less likely to renew their membership. We need to understand how to move inactive members to more involved members

Ensure the continuing viability of the Association by increasing member acquisition and retention

Goals

1. Be the destination society for young professionals: technically, professionally, and socially
2. Build membership and value creation through shared resources achieved from strategic alliances
3. Enhance organizational effectiveness, efficiency, and financial performance

Strategy

Strategy 3 Build member engagement

Strategy 4 Build student engagement

Strategy 5 Strategic review of the ASVO & alliances

Strategy 6 Strategic review of ASVO position in the wine show space

Increasing Value



Objective

Simultaneously operating efficiently while embracing continuous development of member focused initiatives to increase real and perceived return on members' investment.

Situation

Members decide to join or renew ASVO membership after they undertake a mental calculation of the expected value of their membership. They compare the benefits they expect to receive to what they have to pay. All the tangible (e.g. publications, discounts and the Journal), and non-tangible benefits, as well as interactions with the association (e.g. conferences, email communications, contact with Chris, and the ASVO website) as well as the ease with which members can get their issues resolved plays a role in the value of their membership. Therefore, the experiences a member has when conducting business with the ASVO contributes positively, as well as negatively, to their overall value perception. ASVO must better determine those benefits and experiences that members' value in their relationship with the ASVO. By knowing what members value, and giving them more of what they value, we can not only increase member retention, but can also attract more new members.

Goals

1. Enhance the member experience.
2. Strengthen member benefit and ease of access to ASVO events, products, and services.

Strategy

Strategy 7 Meeting members' needs. Increase the relevance of ASVO offerings.

Strategy 8 Increase the approachability of extension material.

Strategy 9 Increasing our relevance to winemakers.

FINANCIAL REPORT

Statement by the Executive Board

Independent Audit Report

Balance Sheet

Statement of Income & Expenses

Notes to and forming part of the accounts

AUSTRALIAN SOCIETY OF VITICULTURE AND OENOLOGY INC

STATEMENT BY THE EXECUTIVE BOARD

(i) In the opinion of the Executive Board the accompanying financial report, as set out on pages 2 to 5:

- (a) Present fairly the financial position of the Society as at 30 June 2014 and the profit for the year then ended;
and
- (b) Have been prepared and presented in accordance with applicable Australian Accounting Standards.

(ii) The Executive Board has reasonable grounds to believe that the Society will be able to pay its debts as and when they fall due.

(iii) The Executive Board hereby states that during the year ended 30 June 2014:

- (i) no firm of which an Executive Board member is a member; and
- (ii) no body corporate in which an Executive Board member has a substantial financial interest

has received, or become entitled to receive a benefit as a result of a contract between the Executive Board member, firm or body corporate and the Society.

The above statement is made in accordance with a resolution of the Executive Board and is signed for and on behalf of the Executive Board by:



Paul Petrie
President



Kristy Bartrop
Treasurer

Dated this 7th day of October 2014.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE AUSTRALIAN SOCIETY OF VITICULTURE & OENOLOGY INCORPORATED

Report on the Financial Report

We have audited the accompanying financial report of the Australian Society of Viticulture & Oenology Incorporated, which comprises the statement of financial position as at 30 June 2014, the statement of income and expenditure, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by the members of the executive board.

Committee's Responsibility for the Financial Report

The committee of the Association is responsible for the preparation and fair presentation of the financial report in accordance with the *Associations Incorporation Act SA 1985*. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

Qualification

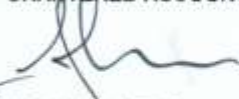
Considering the operating environment, it is difficult to establish effective control over cash revenue collected relating to the Australian Society of Viticulture & Oenology prior to its entry into the financial records of the Association. Accordingly, for these types of revenue, it is not practical to extend my examination beyond the amounts recognised in the records of the Association nor to express an opinion on whether all revenue due to the Association has been collected.

Auditor's Opinion

In our opinion, the financial report of the Australian Society of Viticulture & Oenology Incorporated is in accordance with the *Associations Incorporation Act SA 1985*, including:

- i. giving a true and fair view of the Association's financial position as at 30 June 2014 and of its performance for the year ended on that date; and
- ii. complying with Australian Accounting Standards.

DEAN NEWBERY & PARTNERS
CHARTERED ACCOUNTANTS



JOHN JOVICEVIC
PARTNER

Signed on the 24th day of October 2014,
At 214 Melbourne Street, North Adelaide, South Australia 5006.

Aust. Society of Viticulture & Oenology

Balance Sheet

As of June 2014

Assets

Current Assets

Cash On Hand

CBA Cheque Account \$167,951.06

Business Online Saver \$209,702.05

Total Cash On Hand \$377,653.11

Trade Debtors \$7,371.50

Total Current Assets \$385,024.61

Other Assets

Prepayments \$136.36

Total Other Assets \$136.36

Fixed Assets

Office Equipment

Office Equipment at Cost \$8,499.09

Office Equipment Accum
Dep'n -\$8,000.16

Total Office Equipment \$498.93

Total Fixed Assets \$498.93

Total Assets

\$385,659.90

Liabilities

Current Liabilities

Trade Creditors \$160.25

Membership paid in advance \$102,385.67

GST Liabilities

GST Collected \$13,266.25

GST Paid -\$3,251.72

Total GST Liabilities \$10,014.53

Accrued Expenses \$14,818.24

Total Current Liabilities \$127,378.69

Revenue in Advance \$11,919.61

Total Liabilities

\$139,298.30

Net Assets

\$246,361.60

Equity

Capital

Retained Earnings \$240,739.71

Current Year Earnings \$5,621.89

Total Capital \$246,361.60

Total Equity

\$246,361.60

Aust. Society of Viticulture & Oenology

Profit & Loss Statement

July 2013 through June 2014

Income	Membership Income Yr 13-14	\$137,975.39
	Proceedings	\$87.59
	Posters	\$1,002.88
	Royalties	\$12,867.96
	Merchandise	\$1,704.55
	Interest Income	\$3,552.62
	Grants/Funding	\$10,000.00
	Miscellaneous Income	\$0.77
	Events	
	Registrations	\$3,603.43
	Sponsorship-Trade	\$4,527.50
	Total Events	\$8,130.93
	Sponsorship-Events	\$2,569.22
	Total Income	\$177,891.91
Expenses	Administration Expenses	
	Audit Fees	\$3,850.00
	Administration Services	\$40,668.90
	Bookkeeping Services	\$1,785.00
	Advertising	\$2,091.82
	Bank Charges	\$381.91
	Merchant Fees	\$2,095.56
	Board Meetings/AGM Expenses	\$3,199.86
	Depreciation	\$389.70
	Insurance	\$3,016.37
	Miscellaneous Expenses	\$923.22
	Postage	\$575.91
	Printing & stationary	\$121.58
	Rent	\$2,160.00
	Subscriptions	\$67.68
	Total Administration Expenses	\$61,327.51
	Events	
	Travel - Committee	\$1,960.78
	Travel - EO/Staff	\$1,008.32
	Travel - Speakers & Others	\$2,595.24
	Event Catering	\$2,781.98
	Accommodation	\$2,940.53
	Venue Hire	\$15,571.50
	Printing & Stationery	\$99.00
	Freight	\$88.80
	Awards	\$2,867.34
	Event Management	\$1,750.00
	Sponsorship	\$7,650.00
	Total Events	\$39,313.49
	ICT	
	Teleconferencing	\$618.83
	Website Hosting & Maintenance	\$770.00
	Website redevelopment	\$1,370.00
	Domain Hosting	\$136.36
	Exchange Hosting	\$204.10
	Database Hosting	\$420.00
	Internet/Telephone	\$1,341.74
	Total ICT	\$4,861.03
	Goods for Sale	\$1,359.09
	AJGWR Journal	
	Publishing	\$28,488.26
	Editor	\$31,167.00
	Manuscript Management	\$5,390.00
	Total AJGWR Journal	\$65,045.26
	Journal Meetings	\$363.64
	Total Expenses	\$172,270.02
	Operating Profit	\$5,621.89
	Other Income	
	Other Expenses	
	Net Profit / (Loss)	\$5,621.89

AUSTRALIAN SOCIETY OF VITICULTURE AND OENOLOGY INC

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2014

NOTE 1 - STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

The Executive Board of the Association has determined that the Association is not a reporting entity. Accordingly, this financial report is a special purpose financial report which has been prepared solely to meet the reporting obligations of the Executive Board and the limited information needs of the Association's members.

The financial statements have been prepared in accordance with the following Australian Accounting Standards:

- AASB 1031 Materiality
- AASB 110 Events After The Balance Sheet Date.

No other Australian accounting standards and other mandatory professional reporting requirements have been applied, although measurement and valuation criteria embodied in the generally accepted accounting framework have been acknowledged.

The financial report has been prepared on the basis of historical costs and does not take into account changing money values or, unless otherwise stated, current valuations of non-current assets. The accounting policies adopted in preparing this financial report are consistent with those of the previous years.

No income tax is payable by the Association as it is a tax exempt body under the Income Tax Assessment Act, 1936, as amended.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report:

a) Property, Plant and Equipment (PPE)

Leasehold improvements and office equipment are carried at cost less, where applicable, any accumulated depreciation. The depreciable amount of all PPE is depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use.

Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or, the estimated useful lives of the improvements.

b) Impairment of Assets

At the end of each reporting period, the entity reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the income statement.

c) Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, and other short term highly liquid investments with original maturities of three months or less.

d) Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

All revenue is stated net of the amount of goods and services tax (GST).

e) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the assets and liabilities statement are shown inclusive of GST.