

Communication Protocol for the South African Wine Industry

2018



Issued by:



Why this protocol

Local and international media have a keen interest in the transformation and development of the South African wine industry. This protocol was developed to:

- help producers, cellars and farmers with the correct procedure to follow when engaging with media
- assist media to find the correct source of the information they are looking for
- protect the wine industry by providing accurate information to media
- identify who is responsible for speaking to the media on various issues
- support collaboration in order to grow our business.

Why engage with media?

- Media are important players in the industry. They help us tell stories of the wine industry, sell our wine, highlight challenges and continue to build our brands.
- As an industry, we encourage media engagement. While we face economic and social challenges, we believe we are making significant progress and don't fear talking to media about these issues.
- We believe in positive and constructive media engagement even when the story may focus on negative issues.
- The media assists to improve South Africa's image and reputation globally as a producer of good quality, ethically produced wine.

Relevant industry bodies:

- **Vinpro:** Vinpro represents 2 500 South African wine grape producers, cellars and wine-related businesses, while providing strategic direction, rendering specialised services and driving people development. Services include consultation in soil science, viticulture, agricultural economy and BEE.
- **Wines of South Africa (WOSA):** Promotes South African wines abroad. WoSA exhibits at selected wine expos across the world and works with opinion leaders and media to tell the story of South African wine. WoSA organises 'Cape Wine', the Southern Hemisphere's most successful trade show.
- **Wine and Agricultural Ethical Trade Association (WIETA):** With 1400 members, it is a multi-stakeholder forum established by the wine industry and the broader agricultural sector to address best practice on ethical trade. WIETA members abide by an Ethical Code of Good Practice that regulates labour and health and safety standards on farms. WIETA issues a seal that ensures that wine is produced under fair labour conditions.



Significant industry bodies (contd.):

- **SA Wine Industry Information and Systems (SAWIS):** Collects, processes and distributes information on the wine industry. SAWIS also administers the Wine of Origin system. It publishes the annual 'South African Wine Industry Statistics' booklet.
- **South African Liquor Brand-owners Association (SALBA):** Represents the interest of its members who are manufacturers and distributors of liquor products. SALBA promotes the long-term sustainability of its members. It focuses on responsible consumption, social responsibility, transformation and illicit trade in liquor products.

For a comprehensive list of organisations see vinpro.co.za.

Communication matrix: Who does what?

- Many queries can be handled by individual producers, cellars and farmers. Typically these deal with specific brands or information about wine products such as cultivars, type of wines or details about farm.
- More difficult issues that affect the entire industry for example; minimum wage, exports or details of ethical trade should be handled by Vinpro or WoSA depending on the nature of the enquiry, since they are better equipped to handle issues of a national and global nature.

This table provides guidelines on the type of issues handled by producers vs. Vinpro/WoSA :

Producers	Vinpro	WoSA
Issues relating to individual brands, wines, farming practices and other localised information that is specific to a single producer.	Infrastructure: Housing / sanitation / water / electricity.	Queries from international media
	Transformation: BEE / social development / minimum wage / union issues / ethical trade.	Export issues and figures
	Technical: Soil type / climate / latest technology / plant infections /chemicals used.	International markets

NOTE: This is not a comprehensive list. It provides an indication of the type of issues handled by the industry.

Do's and don'ts of media engagement:

Do	Don't
Be helpful.	Ignore journalists.
Respond to all media queries.	Be afraid of negative stories.
Refer queries on difficult issues to information on the Vinpro, WOSA and WIETA websites.	Be aggressive or hostile to journalists.
Keep to media deadlines.	Say or write anything that you would not want to see in print.
Develop good relations with journalists.	Say "No comment".
Keep your cool when faced with difficult questions.	Speculate on difficult issues.
Correct the facts or incorrect assumptions.	Make promises you can't keep.
Be truthful.	Lie. The truth will emerge.
Ask for questions or article angle upfront in order to best prepare yourself.	There is no such thing as "off the record".
	There is nothing wrong with saying "I don't know". You can revert with correct info.
	Try to stop a story.
	Argue with a reporter.

Media resources:

The following information can be found on Vinpro, WoSA and WIETA websites.

This information is designed for media and to assist the industry with accurate information when engaging with media. It also outlines the industry's position on various issues.

- A comprehensive Q&A on difficult or controversial issues.
- Industry statements on issues, e g minimum wage or dop system, etc.
- Fact sheets on issues for context and background, e g provision of housing on farms.
- Other useful documents for media, e g ethical protocol, WISE roadmap.

Use this content when speaking to media or refer media to this information.

Useful websites: Vinpro: vinpro.co.za
WoSA: Wosa.co.za
WIETA: Wieta.org.za

If in doubt refer media to Vinpro or WoSA for more information.



Who to contact:

Local media queries:	International media queries:
<p>Vinpro Wanda Augustyn Wanda@wineland.co.za 021-276 0463 082 806 4075 www.vinpro.co.za</p>	<p>Wines of South Africa (WoSA) Maryna Strachan Maryna@wosa.co.za 021-883 3860 084 477 4645 www.wosa.co.za</p>