

Case Study – Whyworry Wines

zeronet
energy town

Uralla

A business energy initiative of Z-NET Uralla - a project funded by the Murray-Darling Basin Regional Economic Diversification programme.

SmallBusiness
NSW
Commissioner



Business Story:

Why Worry Wines is owned and operated by Darryl and Robyn Carter who planted their first vines in 2000 and now produce a commendable array of varietals, including a sparkling Cuvée Brut and their award-winning Gewürztraminer. They have also had tremendous success with a white port and the Verdelho has been one of their most popular wines since picking up a bronze medal at the New England Wine Show in 2007.

The winery is a perfect place to enjoy some of New England's superb high country views, the cellar door is located four kilometres off the New England Highway at Uralla, about twenty minutes' drive from Armidale. The winery is around eleven hundred metres above sea level and the cool climate means picking well into autumn, unlike the warmer regions south of the Northern Tablelands plateau.

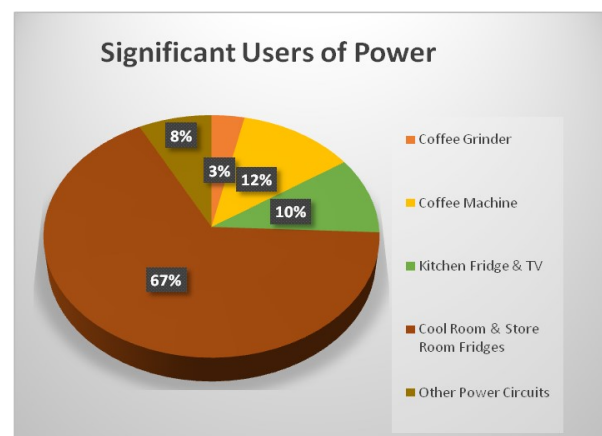
Key energy concerns / issues - Whyworry Wines:

- Interested in knowing where most energy costs are going and any suggestions on energy improvements for the Cellar Door.
- Interested in suggestion on best size for a solar system if one were to be installed. Previous quote expressed concern with Pines providing shade on the Cellar Door roof
- Keen to receive advice/feedback on ways to improve energy efficiency for the business

Agreed Plan:

- Review the pattern & size of the power bills for the business.
- Undertake an Energy Review of major business power circuits and suggest potential energy savings.
- Suggest the size of a solar system that should be considered to meet daytime energy demand

Significant Users of Power – Why Worry Wines	%
Coffee Grinder	3%
Coffee Machine	12%
Kitchen Fridge (Milk & Cheese) & TV	10%
Cool Room & Store Room Fridges	67%
Other Power Circuits	8%
Total Power Consumption	100%



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Solutions:

Replace Fluro T8 Lighting with LED tubes they are 80% more energy efficient than existing lights.

Fridges/freezers and the Cool Room are the biggest power users for the business - review how you use fridges and freezers and consider replacing older fridges as new fridges are much more energy efficient.

Keep Cellar Door room area temperatures at 18°C during winter and 25°C during summer. Well done the rooftop sprinkler system helps keep summer temperatures down!

Review energy supplier and shop around for best deals.

Consider the installation of a 5KW Solar System for the Cellar Door.

Done	Underway	Considering
	✓	
		✓
✓		
✓		
	✓	

Power consumption can be managed. Whenever you save energy within your business you are also saving money. Energy costs contribute to your business's financial bottom line so the more energy you save in your business the more profitable your business can be.

		2010	2011	2012	Average
l/hectare*					
Warm Inland	WI	15.4	16.7	17.9	16.7
Cool-Temperate	CT	6.7	6.2	6.1	6.3
Classic Cool Climate	CCC	7.3	7.0	5.2	6.5
\$/tonne					
Warm Inland	WI	\$298	\$285	\$339	\$307
Cool-Temperate	CT	\$916	\$813	\$978	\$902
Classic Cool Climate	CCC	\$1,472	\$1,369	\$1,487	\$1,443
\$/hectare					
Warm Inland	WI	\$4,590	\$4,760	\$6,060	\$5,120
Cool-Temperate	CT	\$6,137	\$5,041	\$5,984	\$5,720
Classic Cool Climate	CCC	\$10,746	\$9,583	\$7,676	\$9,359
Cost of production (\$/hectare)					
Warm Inland	WI	\$7,000	\$7,000	\$7,000	\$7,000
Cool-Temperate	CT	\$7,500	\$7,500	\$7,500	\$7,500
Classic Cool Climate	CCC	\$9,000	\$9,000	\$9,000	\$9,000
Returns compared to break-even return per hectare					
Warm Inland	WI	-34%	-32%	-13%	-27%
Cool-Temperate	CT	-18%	-33%	-20%	-24%
Classic Cool Climate	CCC	19%	6%	-15%	4%

WI = Warm Inland, CT = Cool-Temperate, CCC = Classic Cool Climate



Every 1% saved in energy costs (or other business expenses) contributes to an increased gross profit margin of up to 25 % on the 3 year average for this busi-

RESOURCES:

Websites for Benchmarking and Assistance to reduce power bills.

* <http://wgga.com.au/archives/4433>

www.ato.gov.au/Business/Small-business-benchmarks

www.energycut.com.au/business

www.energymadeeasy.gov.au

www.zneturalla.org.au

www.facebook.com/ZNetUralla/

The Whyworry Wines Cellar door view

