



ADELAIDE
SOUTH AUSTRALIA

*A great wine capital
of the world.*



2017 Outcomes Report



Great Wine
Capitals
GLOBAL NETWORK
A WORLD OF EXCELLENCE



Government
of South Australia

Adelaide, South Australia: a Great Wine Capital of the World

Background

The Great Wine Capitals Global Network is an international network of wine regions. It was established in 1999 to support the economic, academic and cultural development of each of the regions.

The existing members of this prestigious network are Bilbao / Rioja (Spain), Bordeaux (France), Mainz / Rheinhessen (Germany), Mendoza (Argentina), Porto (Portugal), San Francisco / Napa Valley (USA), Valparaiso / Casablanca Valley (Chile), and Verona (Italy).

Adelaide, South Australia joined the network in July 2016 as the representative city in Australia. Primary Industries and Regions South Australia (PIRSA), the South Australian Wine Industry Association (SAWIA), the South Australian Tourism Commission (SATC) and Brand South Australia are the founding members of Adelaide's membership of the network. Each are represented on the Adelaide, South Australia Great Wine Capital Steering Committee.

Network membership presents an opportunity to position Adelaide and South Australia alongside eight of the world's most prestigious and well known wine regions and their cities. Membership provides an unprecedented opportunity for key government and industry bodies to work together to develop a unified identity, representing wine regions throughout South Australia and embracing the synergy between food, wine and tourism, whilst building our capability and capacity as a wine tourism destination.

Why we are a Great Wine Capital

South Australia, with Adelaide as its capital, has a legitimate and credible position to claim that it is the wine capital of Australia. South Australia's food and wine industries generated more than \$18.5 billion in revenue in 2015/16. Wine alone generated \$2.1 billion, with 472 million litres of wine exported, worth \$1.3 billion.

South Australia has an estimated 76,000 hectares under vine, produces 50% of all bottled wine in Australia and almost 80% of the country's premium wine. We have some of the oldest vines in the world, thanks to rigorous biosecurity measures, that have kept us free of Phylloxera, a pest which has ravaged the vines in many of the world's great wine producing regions.

Adelaide is home to the National Wine Centre, and all major national industry representative and research bodies, including Wine Australia and the Australian Wine Research Institute. A number of large wine companies have their production bases in South Australia. Today, the South Australian wine industry supports not only highly regarded, established wine producers, but also a large number of exciting young, innovative winemakers who embrace the use of alternative varieties and natural winemaking principles with minimal interventions and organic farming techniques.

There are 18 wine regions in South Australia. It maintains 720 wineries, more than 3,400 grape growers, and 350 cellar doors, 200 of which within an hour's drive of the Central Business District, providing the visitor with unique South Australian experiences, regional foods and the opportunity to taste wine and meet the people behind the brands. Almost 40% of international visitors visited a winery during their stay in South Australia in 2015-16.

This report outlines actions and efforts invested in leveraging our membership of the Great Wine Capitals Global Network, and growing South Australia's reputation as a world-leading wine producing region in 2017.

February 2017

Great Wine Capitals at the 2017 Cellar Door Festival

The 2017 Cellar Door Festival was held at the Adelaide Convention Centre from 24 to 26 February 2017. The festival showcased more than 180 wineries, breweries, distilleries and food producers from across 15 South Australian regions and saw approximately 10,300 people attend the event over three days.

Great Wine Capital branding featured strongly, with the festival providing an ideal platform to celebrate Adelaide, South Australia's membership to the Great Wine Capitals Global Network with a consumer audience.



Adelaide, Great Wine Capital branding at the Cellar Door Festival



March 2017

Taste of South Australia Dinner in New York

The Taste of South Australia Dinner was a collaboration between Blanco Food, the Botanic Gardens Head Chef Paul Baker and the James Beard Foundation. Paul Baker and Lachlan Colwill (Hentley Farm) travelled to New York to cook a heavily South Australian influenced menu. The event, held at the James Beard Foundation in New York City, showcased South Australia's finest food and wine from McLaren Vale, Adelaide Hills and Clare Valley.

More than 50 guests (including sommeliers, restaurant managers and young professionals) attended the dinner with each guest provided Great Wine Capital branded glasses and postcards. The event was promoted through the James Beard Foundation Facebook page (100,000+ followers) and Instagram page (300,000+ followers).

This raised awareness of our Network membership and increased our international profile through Great Wine Capitals branding.



South Australia's Great Wine Capital Global Ambassador

Peter Gago, custodian of one of Australia's best-known winemaking operations 'Penfolds' and the iconic Grange label, has been appointed as South Australia's Great Wine Capitals Global Ambassador. This places Peter Gago as the inaugural International Ambassador in what is a new program for the Great Wine Capitals Global Network, with each capital appointing their own high-profile Ambassador.

In 2012 Peter Gago was awarded the Winemaker's Winemaker Award – the best winemaker in the world – by the Institute of Masters of Wine. Chief winemaker since 2002, he has worked at Penfolds for 23 years. Peter Gago travels the world extensively to interact with trade, media and key opinion makers.



Right: media coverage of the Global Ambassador announcement

Above: Dean of Adelaide Business School, University of Adelaide Professor Mark Gabbott, Penfolds Chief Winemaker and global Ambassador Peter Gago and Minister for Tourism Hon Leon Bignell MP at the global ambassador announcement



KEDGE Business School and University of Adelaide Partnership

A formal partnership agreement was signed between Bordeaux's KEDGE Business School and the University of Adelaide as a result of us becoming part of the Great Wine Capitals Global Network. Collaboration between KEDGE Business School in Bordeaux and the University of Adelaide will further accelerate wine industry education, innovation and research. This partnership supports the University of Adelaide's Wine Business Centre of Excellence, and presents a distinct opportunity for international industry placements and access to global leaders in wine industry in both Adelaide and Bordeaux.

The partnership will aim to draw South Australian students, teachers, researchers and the local wine sector into joint projects, including study tours and overseas exchange programs with the internationally acclaimed French wine region.

May 2017

China Trade Mission

A delegation of 28 South Australian wineries were represented under the Great Wine Capitals banner at the Wine Australia China Roadshow events held in Chongqing, Zhengzhou and Beijing. The Roadshow attracted more than 2,000 of China's wine buyers, trade, media and consumers.

The trade mission also included an official launch of our Great Wine Capitals Network membership to a mainland China audience at an exclusive event in Beijing with approximately 30 Chinese wine writers, media representatives and key industry influencers.



Scott Ashby, Chief Executive PIRSA speaking at the Great Wine Capital launch in Beijing

International Best of Wine Tourism Award Winner, Seppeltsfield Estate, participated at the launch event and demonstrated the value of membership as a means of attracting wine tourism to the Barossa.

June 2017

Vinexpo Bordeaux

South Australia was represented at the 19th Vinexpo event – an international wine and spirits trade fair, with 2,300 exhibitors and 48,500 buyers in attendance. The Barossa's Hentley Farm and Torbreck Wines as well as Bekkers Wines and Paxton Vineyards from McLaren Vale were among those representing the state.

This presented an opportunity to help build brand awareness and establish trade contacts and networks in market. It also allowed us to further develop relationships with importers in France as well as within the Great Wine Capitals Global Network.

The Barossa Grape and Wine Association and McLaren Vale Grape, Wine and Tourism Association were also in France to familiarise themselves with the opportunities our Great Wine Capitals membership will bring - and learn more about Bordeaux's distinctive wine history and culture.



McLaren Vale Grape Wine and Tourism's Jennifer Lynch presents at Vinexpo Bordeaux

The Great Wine Capitals Global Network was the subject of an international wine tourism conference as part of the Vinexpo program that saw South Australia's Jennifer Lynch from McLaren Vale Grape Wine and Tourism present alongside representatives from Napa Valley, Bordeaux and Rioja.

Visit to KEDGE Business School

Building on existing ties with the famous wine region, the mission included a visit to KEDGE Business School. To commemorate the visit and acknowledge the important connection between the two Great Wine Capital cities a merlot vine was planted on the campus dedicated to South Australia. Study tours and exchanges between KEDGE and Adelaide University are scheduled to occur in 2017 and 2018.



The commemorative merlot vine, dedicated to South Australia, being planted at KEDGE Business School

La Cité du Vin Partnership

An international partnership was signed between South Australia Bordeaux's La Cité du Vin (City of Wine) – an architectural wonder dedicated to the world of wine. The wine museum and cultural facility – which has already seen nearly half a million people from 150 countries through its doors in the past year – will make a selection of South Australian wine available for tasting to thousands of visitors. The partnership provides an opportunity to further promote the quality and diversity of South Australia's finest wines on an international stage and offers the wine industry access to masterclass rooms and lecture theatres for exclusive tastings and wine promotions.



South Australian visitors at La Cité du Vin, Bordeaux

Great Wine Capitals Global Network Mid-term Meeting, Bordeaux France

Jo Collins, Chair of Adelaide South Australia's Steering Committee presented to the network members on the activity and engagement Adelaide / South Australia has undertaken in its first year of membership.

University of Adelaide's Marni Ladd has led a project for an online portal for the network to connect prospective interns with internships throughout the network cities.

The South Australian delegates visited some of Bordeaux's Best of Wine Tourism award winners providing unprecedented access to some of the world's leading wineries, a great opportunity for South Australia to learn from.

June 2017

Peter Gago awarded Queen’s Birthday Honours

Penfolds' chief winemaker was recognised for his service to the Australian wine industry with his appointment as a Companion of The Order of Australia (AC) in the 2017 Queen's Birthday Honours List.

Peter was given the honour ‘for eminent service to the Australian wine industry as an internationally acclaimed winemaker, to the global promotion of excellence in winemaking, viticulture, marketing and research, as a mentor to young oenologists, and to the community of South Australia’.

Peter was also named South Australia's inaugural Great Wine Capital Global Network Ambassador in March 2017.

August 2017

Commenced quarterly industry communications

To ensure industry and stakeholders are kept informed of activities and achievements for Adelaide, South Australia, Great Wine Capital, a regular e-newsletter has been launched. Sent to stakeholders in the wine and tourism industries, as well as a range of allied sectors, this communications piece will keep a regular dialogue around Great Wine Capitals activity.

Right: Example of Great Wine Capital e-newsletter



Appointed travel agent to the travel network

A key part of the Great Wine Capitals Global Network is the travel network, whereby each capital appoints a preferred travel agency that can generate awareness of wine tourism in the Great Wine Capitals, develop wine tourism product offerings, and assist with the booking of travel relating to the Network.

Diverse Travel Australia has been appointed as Adelaide, South Australia’s travel agency for the Great Wine Capitals Global Network. Diverse Travel is a South Australian based inbound tour operator which has been specialising in niche market experiences such as wine and food, Aboriginal, and nature based tourism since 1998. They have extensive knowledge and experience in packaging and promoting food and wine tourism to the international market place.

August 2017

Guest of honour at Mainz Wine Market

Adelaide, South Australia was the international guest of honour at the Mainz Wine Market, an annual consumer wine festival held over two weekends in Mainz and attracting more than 400,000 guests. This was an opportunity only made possible by our membership of the Great Wine Capitals Global Network.

Winemaker, Heather Fraser, from Yalumba, represented South Australia during the visit. "Being able to show and talk about the differences in the wine regions in South Australia was invaluable, as the Mainz locals were unaware that we had such diversity within our wine growing regions and that we in fact have 18 different wine regions in total," Ms Fraser said.

Right: Mainz Wine Fair



September 2017

Awarded regional Best of Wine Tourism Winners

Seven South Australian businesses have toasted success, after being named winners in the 2018 South Australian Best of Wine Tourism Awards. The awards program, which is a key part of Adelaide's membership in the Great Wine Capitals Global Network, recognises leadership, innovation and excellence in wine tourism.



The successful recipients are:

- Accommodation – The Louise (Barossa)
- Architecture and Landscape – Chapel Hill Winery (McLaren Vale)
- Art and Culture – Coriole Vineyards (McLaren Vale)
- Innovative Wine Tourism Experiences – Henschke and Hutton Vale Farm (Barossa)
- Sustainable Wine Tourism Practices – Whistling Kite Wines (Riverland)
- Wine Tourism Restaurants – Hentley Farm Wines (Barossa)
- Wine Tourism Services – Penfolds Magill Estate (Adelaide Hills)

Left: Minister for Tourism Hon Leon Bignell MP presenting Tamara Tiller, Cellar Door Manager, Penfolds with the Wine Tourism Services Award

September 2017

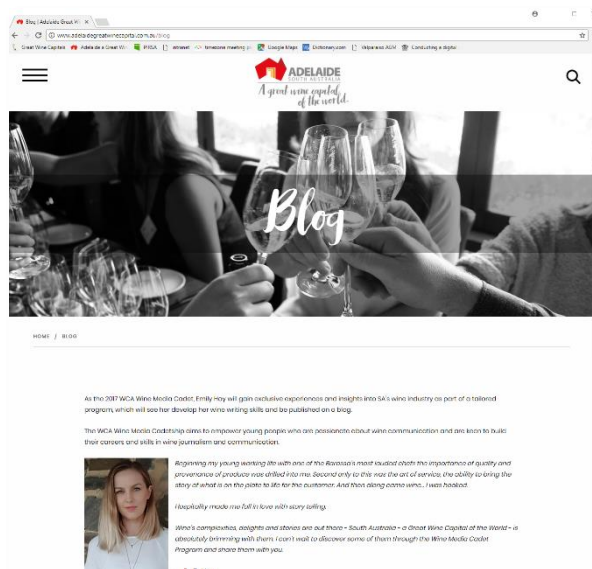
Appointed a Great Wine Capitals Wine Media Cadet and launched blog

Barossa wine marketer Emily Hay will help tell the state's premium wine story as the Wine Communicators of Australia (WCA) Wine Media Cadet.

As the 2017 WCA Wine Media Cadet, Emily will gain exclusive experiences and insights into the state's wine industry as part of a tailored program which will see her travel overseas and attend key industry events to develop her wine writing skills, meet high profile wine industry contacts and be published on a blog.

The WCA Wine Media Cadetship program aims to empower young people who are passionate about South Australia's wine industry and are keen to build their careers and skills in wine journalism and communication.

The cadetship is supported by the four partners of Adelaide / South Australia's membership to the Great Wine Capitals Global Network: Primary Industries and Regions SA, the South Australian Wine Industry Association, the South Australian Tourism Commission and Brand South Australia.



Above: the Great Wine Capitals Wine Media Cadet blog

Consultation with regions on the Adelaide AGM

Adelaide, South Australia won the bid to host the international Great Wine Capitals Global Network Annual General Meeting (AGM) in November 2018. To ensure that our international guests get to experience the very best of what our state has to offer, we engaged directly with many regional wine associations to collaborate on program development. The Adelaide AGM will be a great opportunity for regions to benefit directly from the networking and knowledge sharing that the Network offers.

October 2017

North East Asia, Hong Kong and US Missions

The State Government participated in a range of overseas business and trade missions in October – including South Korea, Japan, Taiwan, Hong Kong and the United States of America. Great Wine Capitals was a key part of raising our international profile at major international industry and consumer events.

Ferment the Festival – Great Wine Capitals Pavilion

Ferment the Festival, held in Adelaide from 19th-22nd October 2017, is a four-day event showcasing Australia's finest artisan producers of fermented food and beverage products.

Ferment the Festival is the progression of the critically acclaimed CheeseFest created by Kris Lloyd, artisan cheesemaker, festival director and South Australian Premium Food and Wine Ambassador. The festival is a showcase of South Australia's premium food, wine, beverages and culinary-tourism. As the only festival of its kind in Australia, Ferment the Festival extends beyond cheese to include products such as chocolate, butter, yoghurt, breads, tea, beer, distilled spirits and wine.

The festival included a Great Wine Capitals of the World pavilion that showcased premium South Australian wine alongside wine from the other Great Wine Capitals of the World through a series of Great Wine Capitals Masterclasses. Each of the Masterclass themes was designed to be 'a voyage around your table', and explored the styles and varieties offered in a tasting based on discovery.



The Great Wine Capitals pavilion at Ferment the Festival

Wine Pop-up season commences

With Spring and summer on Adelaide's doorstep, what better way to showcase our region's best wineries than to bring the regional cellar door to the city.

Held on Friday afternoons in Adelaide's bustling trendy laneways, our Great Wine Capitals branded wine pop up events are a great way to welcome the weekend and farewell the working week.

A great way to engage consumers with our brand, with guests able to take home an 'Adelaide South Australia Great Wine Capital' branded glass with them.



Guests enjoying a wine pop-up event

October 2017

South Australian Music and Wine in Mainz

South Australian musicians featured in the Hot 100 wine playlist have featured further afield in a musical production in Mainz, Germany. Thanks to the Great Wine Capitals Global Network, South Australia was targeted to provide our local music in a German production about wine, tradition and culture.

Icons SA at Adelaide Airport

Updated images and branding at the Icons SA retail store at Adelaide Airport, which wells a range of local produce, wine and gifts, now features Adelaide, South Australia Great Wine Capital branding.

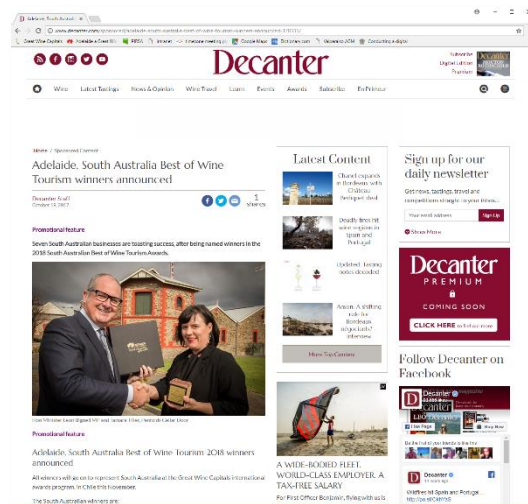
Right: the Great Wine Capitals branding at Icons SA



Best of Wine Tourism Award winners in Decanter Online

Each year the Great Wine Capitals Global Network supports each members city to feature their regional Best of Wine Tourism Award winners in Decanter online. This is a significant opportunity and international exposure for our winners and our state.

Right: Adelaide, South Australia Decanter Online content



November 2017

Great Wine Capitals Global Network AGM, Valparaiso Chile

Our second Global Network AGM since joining, this AGM takes us to Valparaiso, Chile, to the renowned Casablanca Valley wine region. At this meeting the Adelaide South Australia steering committee members will participate in key working groups and present a regional update from South Australia as well as our progress on planning for the Adelaide AGM in November 2018. An international winner for our Best of Wine Tourism Awards will also be presented.

November 2017

Launched internship portal at Valparaiso AGM

Adelaide, South Australia is proud to launch an internship portal that the Network has developed with leadership from University of Adelaide's Marni Ladd. This portal will match wine businesses and students from the Great Wine Capitals cities with international internship opportunities. This provides a great opportunity for our students to find international industry opportunities, and our wine businesses to benefit from international expertise and perspectives.

Learn more at: <http://internships.greatwinecapitals.com>

Launched Adelaide, South Australia AGM

Following the conclusion of the Great Wine Capitals Global Network AGM in Valparaiso, Chile, Jo Collins launched the next AGM to be held in Adelaide, South Australia on 3-10 November 2018.

Jo presented an exciting program that will bring our delegates out to many of our unique wine regions including the Barossa, McLaren Vale, Riverland, Clare Valley, Langhorne Creek, Coonawarra and Adelaide Hills.

Find out more at:
www.adelaidegreatwinecapital.com.au/agm

Right: New World, Old World, Our World program

Below: Jo Collins welcomes you to our Adelaide AGM





Great Wine
Capitals

GLOBAL NETWORK
A WORLD OF EXCELLENCE



Government
of South Australia