



ADELAIDE
SOUTH AUSTRALIA

*A great wine capital
of the world.*

2019 OUTCOMES REPORT



Great Wine
Capitals
GLOBAL NETWORK
A WORLD OF EXCELLENCE



University of
South Australia



THE UNIVERSITY
of ADELAIDE



SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED



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 and recognise the economic, academic and cultural development of each of the capitals and their world-class wine producing regions.

The existing members of this prestigious network are Bilbao / Rioja (Spain), Bordeaux (France), Lausanne (Switzerland), Mainz / Rheinhessen (Germany), Mendoza (Argentina), Porto (Portugal), San Francisco / Napa Valley (USA), Valparaíso / Casablanca Valley (Chile), and Verona (Italy). In early 2020, the Great Wine Capitals Global Network welcomed their newest member - Cape Town / Cape Winelands of South Africa.

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) and the South Australian Tourism Commission (SATC) were joined in 2019 by the University of South Australia and the University of Adelaide as 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 ten of the world's most prestigious and well-known wine regions and their cities. The members do not view each other as competitors, but work together to learn from each other and continue to grow –and protect – the industry on a global scale. This encompasses sharing best practice and innovation in wine production, biosecurity, academic exchange and wine tourism.

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 a record \$15.9 billion to the state's economy in 2018–19. Wine alone generated \$2.28 billion, with 529 million litres of wine exported, worth \$1.92 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.

South Australia has long been home to Australia's most prestigious wine brands – Penfolds, Jacob's Creek, Hardy's, Wolf Blass, and Henschke – and is now an incubator for new and emerging wine labels which are attracting significant acclaim throughout the world. Adelaide is a wine innovation hub, home to the National Wine Centre and Australia's leading viticultural education, research and development institutions. Wine from South Australia is consumed throughout Australia and over 60% of wine production is exported to 97 countries around the world, including key export markets such as China, United Kingdom, United States of America, Canada, Singapore and New Zealand.

Our state's 18 picturesque wine regions have some of the world's oldest vines, thanks to rigorous biosecurity measures, which have kept the state free from the vine ravaging pest phylloxera. We are renowned for our premium wine experiences, with more than 3,250 vineyard owners, 680 wineries and 340 cellar doors – 200 within an hour's drive of the capital city of Adelaide.

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 2019. We encourage you to engage with us, and get in touch – www.adelaidegreatwinecapital.com.au or info@adelaidegreatwinecapital.com.au

NEW PARTNERS

Great Wine Capitals Steering Committee

The closure of Brand SA in June 2019 saw their resignation as foundation membership partners from the Adelaide, South Australia steering committee. They were integral in establishing the Adelaide, South Australia network membership and we thank them from their contribution.

As part of the long term strategic vision of the Adelaide membership, we welcomed two new membership partners to the steering committee.

The **University of Adelaide**, represented by Professor Vladimir Jiranek, Professor in Oenology at the School of Agriculture, Food and Wine.

and; **The University of South Australia**, represented by Associate Professor Armando Corsi of the University of South Australia Business School.

GLOBAL AMBASSADOR ACTIVITY - PETER GAGO

Great Wine Capitals representation in 2019

At the 2018 Great Wine Capitals AGM which was held in Adelaide, Penfolds Chief Winemaker Peter Gago was appointed the Great Wine Capitals Global Ambassador for Adelaide, South Australia. Peter is the winemaker for Australia's most iconic wine, the Penfolds Grange and spends the year travelling the globe to educate wine consumers on the great wines from Penfolds.

January 2019 – Through Penfolds, Peter supplied bottles of 2004 St Henri Shiraz for the annual la Fondation pour la culture et les civilisations du vin (the foundation of culture and wine civilizations) at La Cite du Vin. Two Michelin Star Chef Thierry Marx prepared the menu for this function which featured great wines from around the world. This act strengthened South Australia's position with La Cite Du Vin.



May 2019 – VinExpo Bordeaux. Peter attended a number of events with the Bordeaux Chamber of Commerce during the Vinexpo event. He also spoke at a press conference on behalf of Adelaide, South Australia to promote the November 2019 Great Wine Capital AGM.

September 2019 – Peter hosted an inbound mission of Hydrogen experts from Japan in Adelaide to better understand our

Left: Peter Gago with Jacques Faurens, President of Great Wine Capitals Global Network and Mathieu Vanhalst, Commercial Director, Vinexpo Bordeaux

MARCH

Great Wine Capitals Discovery Space at Cellar Door Fest

A partnership established with Adelaide Convention Centre as major sponsor of the Cellar Door Festival saw the Great Wine Capitals brand featured throughout the festival as well as significant media in the lead up to the event.

The GWC Discovery Space at the festival featured six South Australian wineries. Whistling Kite, Chapel Hill Winery, d'Arenberg Wine, Penfolds, Elderton Wines and Hentley Farm presented their wines alongside benchmark styles from other GWC network member regions. In total, 150 wine and food producers participated in the festival which attracted 10,000 visitors over three days.

APRIL

Great Wine Voyage - Tasting Australia

Tasting Australia is an annual food and wine festival held in South Australia focusing on the best produce, wine and beverages produced in South Australia. Great Wine Voyage was part of the Tasting Australia program which involved a Great Wine Capitals activation in nine city venues as part of a walking tour and wine tasting.

Nine South Australian wineries, including Smallfry Barossa, Mitchell Wines, Paracombe Wines, SC Pannell, Inkwell Wines, Bremeton Wines, Penfolds, Chapel Hill Winery and Pewsey Vale Vineyards we assigned to a venue and served their wine alongside a benchmark style from other GWC member networks.

The venues prepared fresh local produce designed to match the wine. A sold out event, it's one of the most popular on the Tasting Australia calendar.



MAY

Worldwine Women – supported program development in Barossa, McLaren Vale and Langhorne Creek

The Worldwine Women was an ambitious program by four French students to explore ten countries and 50 wine regions over six months - with a view to better understand the great changes and challenges affecting the wine world. Their findings were presented in a series of blog posts and videos on their website www.worldwinewomen.com

The team from PIRSA helped the Worldwine Women coordinate their Adelaide, South Australia leg of the trip, teaming the students with Best of Wine Tourism Award winning properties to better understand why Adelaide, South Australia is a Great Wine Capital of the world.



Left: Worldwine Women - Courtesy @WorldWineWomen Instagram

JUNE

Mid Term Meeting - Executive Committee, Porto

Jo Collins, Vice President of the Global Network and President of Adelaide, South Australia's membership to the Great Wine Capitals Global Network represented the four program partners (the South Australian Wine Industry Association, PIRSA, the South Australian Tourism Commission and Brand South Australia) at the mid-term meeting of the Network in Porto, Portugal.

The main topic for discussion was Strategy 2030, the development of a plan to take the network forward for the next ten years. Troy Forest, from Adelaide business Strategy Road, was the consultant appointed to create the document and the mid-term meeting focused on a series of discussions about the priorities and challenges the network faced.

Jo Collins also presented plans for inbound and outbound bursary programs to the fellow GWC executives and met with representatives of the Portuguese Department of Agriculture and Fisheries to better understand their challenges and how they relate to South Australia.

Outbound Knowledge Exchange Program (bursary) recipients announced

Five lucky South Australian wine industry leaders received bursaries to travel to other Great Wine Capitals to learn directly from international industry experts. Each participant received a \$5,000 bursary as part of the Great Wine Capitals Knowledge Exchange Program to support travel costs and allow them to dive into an international learning journey – exploring elements such as wine making, viticulture, Agtech, innovation, biosecurity practices, research and development, marketing or regional development.

The participants were:

- **Jana Hildebrandt, University of South Australia / Australian Wine Research Institute** who visited Bordeaux to collaborate with the Institut des Sciences de la Vigne et du Vin looking at the effect of vineyard and winery heating on overripe characters in red wine and grapes.
- **Lauren Hansen, Penley Estate (Coonawarra)** who visited St Emilion in Bordeaux to work with winemakers in the region specialising in the vinification of Cabernet Franc.
- **Dr Mary Retallack, Retallack Viticulture** who visited Bordeaux, Verona and Lausanne and met with industry and visited chateaus that specialise in enhancing the biodiversity of their vineyards by using insectary plants, microbat boxes, and predatory bird perches and to learn more about how each demonstrate their environmental stewardship practices.
- **Oli Madgett, Platfarm** who visited San Francisco/Napa Valley to learn about AgTech innovation in the region, and shared with growers in California what's happening in the Australian AgTech ecosystem.
- **Stuart Mosman, Chalk Hill Wines (McLaren Vale)** who visited the Casablanca Valley in Chile and Mendoza in Argentina to study cellar doors and tasting rooms and benchmark both regions customer service, identify the best structured tastings and how they are managing their wine clubs and databases.



Outbound bursary recipient Lauren Hansen

JULY

Inbound Knowledge Exchange Program delivered

In July, we welcomed our first Inbound Knowledge Exchange Program participants - Marc Verpaalen from Bordeaux, Cristina Valenza from Verona and Cristina Perez from Rioja/Bilbao. This program is an important way our industry can benefit from the expertise within the Great Wine Capitals Global Network, to build the capability of our wine industry and foster important international connections.

Their regional tour began in McLaren Vale where they met with a variety of industry representatives from McLaren Vale, Adelaide Hills and Langhorne Creek to exchange information from their home regions and discuss the challenges faced in McLaren Vale.



Jen Lynch, Cristina Perez, Cristina Valenza & Marc Verpaalen

This theme continued with the group making presentations and having discussions in Coonawarra, the Clare Valley, Barossa and in Adelaide. Over the three-day program, our guests met with over 150 South Australian wine industry representatives.

'I feel obliged to say thank you for such good interest in our projects, in every workshop. If I have to define the South Australian wine industry in one word, I would say: generosity!'

Cristina Perez.

SEPTEMBER

Great Wine Capitals and Wine Communicators Wine Media Cadet

It is the third year of support for this program in partnership with Wine Communicators Australia. The Wine Media Cadetship aims to empower a young person who is passionate about South Australia's wine industry.

The 2019 Wine Media Cadet was Mariette Morris. She holds a law degree from Bond University but is following her passion to work in the South Australian wine industry. Mariette has produced eight blog posts on the Great Wine Capitals website reflecting the local and international experiences she participated in as part of the cadet program.

Mariette attended the 2019 Wine Media Conference in the Hunter Valley and the Great Wine Capitals AGM in Bordeaux in November and prepared blog posts about her experiences for the Adelaide, great wine capital of the world website.



Mariette Morris.
Courtesy Wine Communicators

BEST OF WINE TOURISM AWARDS

A major part of the annual program for Great Wine Capitals, in 2019 we shortlisted 22 entries of a consistently high calibre for the seven awards that recognise leadership, innovation and excellence in wine tourism. The awards were presented at the South Australian Wine Industry Association AGM luncheon in front of numerous elected members from both state and federal government. Special thanks to our industry judges – Nick Ryan, Helen Edwards and Tony Love.

Successful recipients were:

- Accommodation – Lanzerac Country Estate (Barossa)
- Architecture and Landscape – Kimbolton Wines (Langhorne Creek)
- Art and Culture – Bird in Hand (Adelaide Hills)
- Innovative Wine Tourism Experience – d’Arenberg Wines (McLaren Vale)
- Sustainable Wine Tourism Practices - Gemtree Wines (McLaren Vale)
- Wine Tourism Restaurant – Maxwell Wines (McLaren Vale)
- Wine Tourism Services – Yalumba Family Winemakers (Barossa)



Best of Wine Tourism Award Winners

From top: Fabien Lehmann and Jeremy Maxwell, Maxwell Wines; Josh Waechter, Gemtree Wines, Justin and Casey Carter, Lanzerac Country Estate; Rachael Whitrow, d’Arenberg Wines; Nicole and Brad Case, Kimbolton Wines; Mashoom Tait, Bird in Hand Wines; Nick Waterman, Yalumba Family Winemakers

OCTOBER

The South Australia Club present Great Wine Capitals

The South Australia Club International is a membership-based business and community network exclusively for South Australians and those with an interest in South Australia around the world. In October they welcomed their guests to East End Cellars in Adelaide for an evening showcasing South Australian wines alongside wines from other Great Wine Capital Global Network members.

Each round of wines was served alongside cheese dishes from Woodside Cheese Wrights. The event was presented by local wine identity Tony Love and cheesemaker Kris Lloyd.



Tony Love & Kris Lloyd

Cheesefest & Ferment Festival – Great Wine and Cheese Voyage

In the last weekend in October, Adelaide, Great Wine Capitals of the World was the major sponsor of CheeseFest & Ferment Festival in Rymill Park. Over 20,000 people visited the festival over the two days that highlighted the best of South Australian food and wine.

A series of wine masterclasses were presented by East End Cellars. Celebrity chefs including Simon Bryant and Matt Preston performing cooking demonstrations.

The highlight was the Great Wine & Cheese Voyage – an opportunity to taste wines from around the world while leaving your passport at home. It was an exclusive event for 90 guests that started with a Prosecco (Adelaide Hills and Verona) and Riesling (Clare Valley and Rheinhessen) masterclass by Katie Spain from the Advertiser and Kate Laurie from Deviation Road.

With Italian and German stamps already on their passport, guests broke off into three groups and were escorted to different venues to meet wine experts that included David Lemire MW and d'Arenberg The Cube sommelier Joshua James Picken. They presented Australian wines alongside wines from Rioja, Porto, Napa Valley, Casablanca Valley, Mendoza and Bordeaux in an educational way alongside food that was expertly paired to the wine style.



NOVEMBER

Bordeaux Annual Conference

The annual AGM was held in Bordeaux, France from 3 – 7 November, marking the 20th anniversary of the founding of the global network. Jo Collins from PIRSA was serving as elected Vice President in her second year of that appointment. Adelaide was well represented at the meeting with 12 attendees making their way to Bordeaux, including:

- Jo Collins, Primary Industries and Regions SA and GWC Vice President
- Brian Smedley, South Australian Wine Industry Association
- Armando Corsi, University of South Australia
- Valdimir Jiranek, University of Adelaide
- Jennier Lynch, McLaren Vale Grape Wine & Tourism Association
- Peter Joy, Barossa Grape and Wine
- Ann Moroney, Barossa Regional Development Australia
- Caroline Densley, Travel Partner
- Rachael Withrow, d'Arenberg Wines
- Tony Love, Wine Writer
- Mariette Morris, Wine Media Cadet
- Bodhi Edwards, Local Coordinator

The meeting was key to launch the new working groups which came about as part of Strategy 2030. Adelaide, South Australia had representation across each group through steering committee members Brian Smedley (Membership), Armando Corsi (External Collaborations) and Vladimir Jiranek (Internal Collaborations), as well as local coordinator, Bodhi Edwards (Brand and Communications). Global brand expert representing the Barossa Valley, Peter Joy, also sat in on the Brand and Communications group as a special adviser. Armando was elected as chair of the External Collaborations working group.

The conference component of the meeting saw speakers deliver valuable information about the impacts of climate change on the global wine industry. Speakers also addressed the importance of sustainability in vineyards and in packaging. In the afternoon speakers, including McLaren Vale's Jen Lynch, spoke on Wine, Tourism and Innovation.

The AGM also featured technical tours to Medoc, Sauternes and St Estephe – covering sustainable farming, biodynamics, winemaking techniques and tourism approaches.

At the final evening gala dinner, Jo Collins was joined by His Excellency Brendan Berne, Australian Ambassador to France, Algeria, Mauritania and Monaco. The event was the location for the International Best of Wine Tourism Awards which saw Gemtree Wines from McLaren Vale awarded a global award for Sustainable Wine Tourism Practices.



South Australian representatives

Grand Tasting

One of the highlights of the AGM program was the opportunity to showcase a range of South Australian wines to over 400 attendees at the Place de la Bourse. The wines included:

- The Lane Vineyard Cuvee Helen Method Traditional Sparkling 2012.
- Coriole Fiano 2018
- Inkwell Perfect Day Shiraz 2015
- Elderton Neil Ashmead Shiraz 2016
- d’Arenberg d’Arrys Original Grenache Shiraz 2016

And perhaps the most impressive wine of the line-up was the Penfold’s St Henri Shiraz 2010 which was kindly donated by our Global Ambassador Peter Gago from his own private allocation.

Strategy 2030 launched

The Opening Ceremony saw the launch of Strategy 2030. Presented by Jo Collins who played a key role in the development of this work.

The Strategy 2030 presentation was followed by a ceremonial signing of the document by the Executive Committee made up of all ten network members.



Jo Collins speaking about Strategy 2030 at the AGM opening ceremony

Meeting with His Excellency, Brendan Berne, Australian Ambassador to France, Algeria, Mauritania and Monaco

Being in Bordeaux presented the steering committee an excellent opportunity to meet with His Excellency, Brendan Berne. Jo Collins, Brian Smedley, Armando Corsi, Vladimir Jiranek, Peter Joy and Bodhi Edwards met with Mr Berne to discuss South Australian Wine in the EU, implications of Brexit, France’s relationship with South Australia, particularly around Submarines and the Wine Industry.

Later that day, His Excellency delivered a speech at the closing ceremony of the Great Wine Capitals AGM and spoke of the importance of the friendship between France and Australia.



Steering Committee with His Excellency Brendan Berne

Gemtree Wins International Best of Wine Tourism Award

The international Best of Wine Tourism Award winner, as voted by an international jury at the AGM in Bordeaux, was Gemtree Wines from McLaren Vale.

The award for exceptional Sustainable Wine Tourism Practices was accepted on the night by Jennifer Lynch, General Manager of McLaren Vale Grape Wine and Tourism Association.

Right: Jennifer Lynch accepting award from Jacques Faurens, GWC President.



La Cite du Vin 'So Australia' wine tasting event

The South Australia event was created by La Cite du Vin (LCDV) as a celebration of the partnership between Adelaide, South Australia and LCDV. It was hosted in the Belvedere tasting room on the top floor of LCDV to a SOLD OUT crowd of 100 participants.

The South Australian wines featured at the event included:

- 2017 Wolf Blass Gold Label Chardonnay, Adelaide Hills
- 2017 Penfolds Bin 2 Shiraz Mitaro
- 2015 d'Arenberg Dead Arm Shiraz, McLaren Vale
- 2015 Wynns Coonawarra, The Gables



South Australian delegation with LCDV Marketing and Partnership Manager, Florence Maffrand (centre).

La Cite du Vin sommeliers guided participants through an educational tasting of the wine and profiled many of South Australia's wine producing regions.

Opened in June 2016, La Cite du Vin (translated to the City of Wine) is an international wine museum and is the largest cultural destination devoted to wine as a cultural, universal and living heritage. Unique worldwide, it offers a spectacular wine journey around the world and is designed to welcome 500,000 visits per year. It contains a permanent interactive and multimedia visitors' exhibition, exhibition hall, tasting areas, a 250-seat auditorium, a reading room, restaurants and themed boutiques.

The partnership with La Cite du Vin provides the following benefits:

- Showcasing South Australia and its premium food and wine through reference and display materials (books, videos etc.). Books presented include A year in the life of Grange, The Rewards of Patience (signed by Peter Gago), Flavours of South Australia and the South Australian Wine Story.
- Providing a selection of 'ambassador' wines for free tasting on the 8th floor Belvedere, available to visitors who have purchased a ticket for the permanent exhibition. Visitors can choose from a selection of 20 wines from around the world which are explained by a sommelier, with the list of 20 wines presented regularly updated / rotated within the venue's programming.
- South Australian wine industry businesses have access to masterclass rooms and lecture theatres for tasting / wine promotions when in country.

DECEMBER

Fires on Kangaroo Island and in the Adelaide Hills

On December 20, 2019, fire ravaged both Kangaroo Island and the Adelaide Hills. These fires went on to burn over 550ha of vineyards in both regions. In the days that followed, we were able to call on the Global Network to provide advice and guidance to support impacted grape growers and winemakers. In particular, Napa Valley were able to provide practical advice about fire response and smoke exposure after their recent experience with fire back in 2017.

They will also play an active role in recovery with Linda Reiff from Napa Valley Vintners to visit Adelaide in the future where she will discuss community and industry recovery and lessons learned from the 2017 California wildfires which impacted their region so greatly.



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