



*A great wine capital  
of the world.*



# 2018 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

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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).

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 nine 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

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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 \$19.97 billion to the state's economy in 2017–18. Wine alone generated \$2.15 billion, with 529 million litres of wine exported, worth \$1.85 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.

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.

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 2018. We encourage you to engage with us, and get in touch – [www.adelaidegreatwinecapital.com.au](http://www.adelaidegreatwinecapital.com.au), [info@adelaidegreatwinecapital.com.au](mailto:info@adelaidegreatwinecapital.com.au)

## 2018 Achievements

### La Cite du Vin Partnership

The 2017 signing of an international partnership agreement between South Australia and Bordeaux's La Cite du Vin has made South Australian wine available to its hundreds of thousands of visitors per year. Dedicated to the world of wine, this wine museum and cultural facility works to immerse and educate its visitors on some of the world's finest wine. In August 2018, La Cite du Vin met the milestone of welcoming their one-millionth visitor since opening. In 2017–18 wines were generously donated by wineries from the Barossa, Clare Valley, Coonawarra and McLaren Vale.

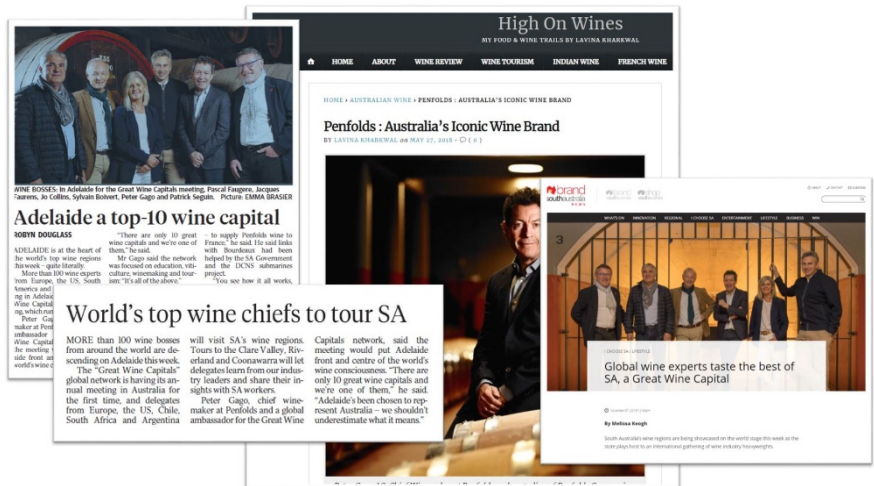


The tasting room at La Cite du Vin, featuring South Australian wines

### Great Wine Capitals in the news

Adelaide, South Australia's membership to and status as a Great Wine Capital has continued to get great press, online and social media coverage throughout 2018.

News coverage for Adelaide | South Australia, a Great Wine Capital



### Great Wine Capitals and Wine Communicators Wine Media Cadet

In the second year supporting this program with Wine Communicators Australia, the Wine Media Cadetship program aims to empower a young person who is passionate about South Australia's wine industry.

In 2018, the recipient Lieke van der Hulst 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.

Lieke holds a PhD in wine science and has a passion for making wine as part of her role as the current science outreach coordinator at the University of Adelaide's Waite Campus.

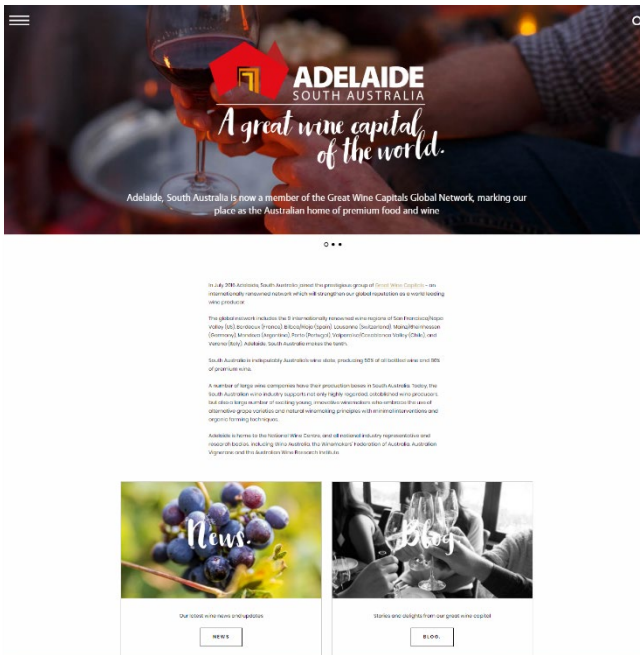


2018 Wine Media Cadet, Lieke van der Hulst

## 2018 Achievements

The tailored cadet program allowed Lieke to gain exclusive experiences and insights into the state’s wine industry through participation in events such as the Royal Adelaide Wine Show, Australian Wine Fair in China and the Great Wine Capitals Annual General Meeting (AGM) program.

## Communication and Engagement



Regular communication and engagement with our key audiences – including industry and consumers occurred throughout 2018. The website – [www.adelaidegreatwinecapital.com.au](http://www.adelaidegreatwinecapital.com.au) – has been a regular contact point particularly for news and events as well as a key point of engagement for the AGM program (see below). Total page views increased by over 100% from 2017-2018. 98% of which were ‘new’ users, having never accessed the website before. From 2017 to 2018 total individual users increased by 4,102 people; a significant increase of 132.5%.

Quarterly e-news has also been distributed to a growing database of subscribers.

Adelaide Great Wine Capital website

## March 2018

### Great Wine Capitals at the 2018 Cellar Door Festival

Cellar Door Fest returned to the Adelaide Convention Centre from 2-4 March 2018 to an enthusiastic audience, showcasing more than 180 South Australian wineries, breweries, distilleries and food producers.

PIRSA was a major sponsor of Cellar Door Fest 2018, coordinating the Great Wine Capitals Discovery Space – a space for guests to learn for themselves what makes Adelaide, South Australia a Great Wine Capital of the world. Local Best of Wine Tourism Award winners, including international winners Penfolds and Seppeltsfield, treated guests to samples and sales of their wines, whilst promoting tourism opportunities available at their cellar doors.



The Great Wine Capitals Discovery space at Cellar Door Festival 2018

## March 2018

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Some of South Australia's influential women in wine also led a series of free-to-attend masterclasses, introducing attendees to some of their own wines together with an international variety to demonstrate the strengths of South Australian wine alongside wines from the international Great Wine Capitals.

The festival was an excellent opportunity to engage with the almost 10,000 strong consumer audience about our state's membership to the Great Wine Capitals Global Network.

## April 2018

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### South Australian Wines featured at international tasting, Bordeaux



An international wine tasting event held in Bordeaux brought together journalists to taste wines from each of the Great Wine Capitals. Initiated in Bordeaux by fellow Best of Wine Tourism Award winner, Chateau de Reignac, South Australia was represented by several wines from Penfolds.

Penfolds wines at the International Wine Tasting, Bordeaux

## May 2018

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### 'Great Wine Voyage' at Tasting Australia

From Verona (Italy) to Napa (The United States), the sold out Great Wine Voyage saw 150 wine enthusiasts visit eight international Great Wine Capitals of the World in an afternoon, as Adelaide's most up and coming bars were transformed into international wine experiences.

As part of Tasting Australia, the event on Sunday 15 April saw voyagers leave their real passports at home to spend the afternoon sampling leading wines from around the world set alongside a handpicked local selection and exploring Adelaide's vibrant bar scene.



Paul Hotker (Bleasdale Vineyards) and Nick Ryan (wine journalist) kicking off the Great Wine Voyage

Some of our most renowned wine identities were on hand to share their expert knowledge on how the similarities and differences between the local and international expressions and emphasise why we are a Great Wine Capital of the World. This event was part of the Tasting Australia program, and sponsored by PIRSA.

May 2018

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## Great Wine Capitals knowledge exchange with International experts

Three leading international wine experts visited South Australia in June in a bid to learn from their experience in wine production, education, hospitality and research and development, and the economic impact of wine related activities in their regions. As fellow members of the Great Wine Capitals Global Network, the visitors – Clay Gregory, President/CEO, Visit Napa Valley (USA), Miguel Ribeiro, General Manager of Monverde Wine Experience Hotel (Porto, Portugal), and Jacques-Olivier Pesme, Dean, Wine and Spirits Academy and Associate Director at KEDGE Business School (Bordeaux, France) – went on a whirlwind tour of the McLaren Vale, Barossa, Clare Valley, Langhorne Creek and the Riverland, meeting key members of South Australia's wine industry.



The itinerary included workshops with regional wine industry representatives in each region they visited to share expertise and strategies for regional growth.

L-R: Jo Collins (PIRSA), Jacques Olivier Pesme (Bordeaux), Jennifer Lynch (McLaren Vale Grape Wine and Tourism Association), Clay Gregory (Napa Valley) and Miguel Ribeiro (Porto) at the d'Arenberg Cube

June 2018

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## Great Wine Capitals Global Network Mid-Term Meeting, Verona, Italy

Jo Collins, President of Adelaide, South Australia's membership to the Great Wine Capitals Global Network represented the four delivery partners (the South Australian Wine Industry Association, PIRSA, the South Australian Tourism Commission and Brand South Australia) at the mid-term meeting for the Network in Verona, Italy. This include a presentation on Adelaide's AGM at the meeting and to a wider audience of 300 people at the Verona Best of Wine Tourism Awards and Gala Dinner. Lausanne, Switzerland – representing the wine region of Vaud – was inducted into the Great Wine Capitals Global Network at this meeting, recognising their world-class wine production and wine tourism.

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## Australian journalists in Verona

Funded by the Verona Chamber of Commerce, who deliver their membership to the Great Wine Capitals Global Network, two Australian journalists were invited to attend the 'Verona Wine days' program and gala dinner in Verona. This included immersive tours in some of the region's most impressive wineries. Freelance journalists Nick Ryan and Campbell Mattinson represented Adelaide, South Australia.

## June 2018

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### Engagement with South Australian University Sector

Adelaide, South Australia's Great Wine Capitals Steering Committee had meetings with representatives from each of Adelaide's three universities in their wine and tourism departments to discuss and identify opportunities for engagement and partnerships.

## October 2018

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### Great Wine Capitals Embassy at Seppeltsfield

Modelled on the Great Wine Capitals 'Reading Room' in Mainz, Germany, an Embassy for Great Wine Capitals in South Australia has been established at Seppeltsfield Estate. Located in the theatrette underneath the popular Barossa Cellar Door, the Embassy provides multimedia displays and information on the cities and regions of the Great Wine Capitals Global Network.

### Best of Wine Tourism Award winners featured at Regional Showcase

Wines amongst the winners of the 2018 Best of Wine Tourism Awards were given the opportunity to be showcased at the Brand South Australia Regional Showcase on 26 October 2018. The dinner was attended by approximately 220 people.

### WISA Wine Impact Conference

Great Wine Capitals was featured at the Wine Industry Suppliers of Australia (WISA) Wine Impact Conference, in a welcome address given by Jo Collins. Attended by over 200 people, it brought attention to the worthy finalists of the Best of Wine Tourism Awards, and some of the key achievements of the program.

## November 2018

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### New World. Old World. Our World. Great Wine Capitals AGM



International delegates meet at the first session of the AGM program and networking event, as well as opportunity to showcase South Australia.

A once in a decade opportunity, Adelaide, South Australia was host of the Great Wine Capitals Global Network Annual General Meeting. Nearly 100 international delegates, plus a number of local delegates enjoyed a six-day program across many of South Australia's wine regions. This multi-streamed program included meetings and committee sessions for some delegates, and regional wine tourism immersion programs for business and travel delegates. This was an unprecedented international learning

## Premier's Civic Reception

Official representatives from each Great Wine Capital in the Network had the pleasure of a reception with the Premier of South Australia Steven Marshall and Minister for Primary Industries and Regional Development Tim Whetstone at Adelaide Oval as part of the Great Wine Capitals AGM program.

Premier Steven Marshall and Minister Tim Whetstone and the Great Wine Capitals official representatives



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## New World. Old World. Our World. Conference

Committed to learning and sharing best practice with our international network, the New World. Old World. Our World. Conference was held at Yalumba as part of the AGM program. Focusing on South Australia's strengths across the breadth of the wine industry, speakers included:

- Mark Krstic from the Australian Wine Research Institute presenting on growing grapes in a changing climate
- Inca Pearce from Vinehealth speaking on our strength in biosecurity prevention and management, and
- Brett Hill from the South Australian Tourism Commission who presented on our investment in international wine tourism marketing.

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## Regional Programs

Delegates participating in the Great Wine Capitals Global Network AGM were lucky enough to visit and experience the regions of Adelaide Hills, Barossa, Clare Valley, McLaren Vale and the Riverland. Delegates were thrilled by the experiences made possible by the generosity and investment of our wine regions. Experiences ranged from boat rides with wine tastings on the River Murray, to learning about the ancestral vines in the Barossa.

A small group of delegates learning about the 150 year old vines at Langmeil, Barossa





## International Wine Tasting Event



A wine tasters dream – wines from nine international wine capitals and nine South Australian regions all represented in the one room – it was also an outstanding opportunity for South Australian producers to meet the people behind and try the wines of the other Great Wine Capitals in the esteemed Network. Held at the National Wine Centre, the event was attended by over 200 people.

Attendees enjoy South Australian and international wines from the Great Wine Capitals at the National Wine Centre

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## Collaboration with UNESCO Creative City

Not only is Adelaide, South Australia a member of the Great Wine Capitals Global Network, but a UNESCO Creative City for Music. With two such outstanding international accolades, it presented a clear opportunity to cross promote our city’s wine and music credentials. With the support and guidance of the Office for Music Development, the Great Wine Capitals AGM team used local South Australian musical talent at every function.



South Australian musician, Ash Gale performing at the International Wine Tasting

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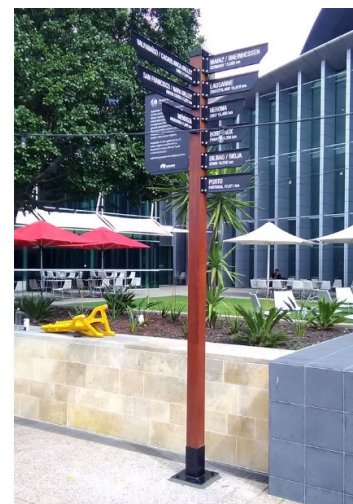
## Adelaide Airport Welcome Signage

In order to recognise the significance of hosting the Great Wine Capitals AGM program, and to welcome our international guests, Adelaide Airport erected welcome signage for our delegates, creating public exposure for this significant program.

## Great Wine Capitals Directional Signposts

Two Great Wine Capitals directional signposts have been installed at the Adelaide Riverbank and the National Wine Centre as a way to engage the general public with our membership to the Network. The signpost shows the direction and distance to each Great Wine Capital from Adelaide, along with a description of the Network. This highlights the prestigious company of capitals and regions we collaborate with as part of this Network.

The Great Wine Capitals Directional Signpost at the Adelaide Riverbank, outside the Adelaide Convention Centre’s Regattas



### Gala Dinner

The Great Wine Capitals AGM concluded with a spectacular Gala Dinner to also celebrate the South Australian and international winners of the Best of Wine Tourism Awards. Attended by 170 people, including AGM delegates, the evening presented a wonderful opportunity for international networking and celebration of the Network. The Gala Dinner was attended by the Governor and Premier of South Australia, the Minister for Primary Industries and Regional Development, as well as several Ambassadors.



The Great Wine Capitals AGM Gala Dinner and Best of Wine Tourism Awards at the Adelaide Botanic Gardens

### Awarded Best of Wine Tourism Winners

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A major part of the annual program for Great Wine Capitals, in 2018 we received a record number of entries of a consistently high calibre, recognising leadership, innovation and excellence in wine tourism. This year the awards were presented at the Gala Dinner as part of the Great Wine Capitals AGM program which allowed for the international awards to be presented alongside the South Australian category winners. The Gala Dinner was attended by the Governor and Premier of South Australia, the Minister for Primary Industries and Regional Development, as well as several Ambassadors.

The successful recipients were:

- Accommodation - Inkwell Wines (McLaren Vale)
- Architecture and Landscape - d'Arenberg (McLaren Vale)
- Art and Culture - Coriole Vineyards (McLaren Vale)
- Innovative Wine Tourism Experience - Penfolds Magill Estate (Adelaide Hills)
- Sustainable Wine Tourism Practices - Gemtree Wines (McLaren Vale)
- Wine Tourism Restaurant - The Lane Vineyard (Adelaide Hills)
- Wine Tourism Services - Elderton Wines (Barossa)
- International Best of Wine Tourism Award – d'Arenberg (McLaren Vale)

## November 2018

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Left: Minister Tim Whetstone presents the International Best of Wine Tourism Award to Olivia Moore, Tash Stoodley and Rachael Whitrow of d’Arenberg



Right: Mario Agliato President of Valparaiso, Casablanca Valley Great Wine Capital, hand over the perpetual Great Wine Capital trophy to Adelaide, South Australia representatives – Peter Gago (International Ambassador for Adelaide, South Australia Great Wine Capital), and Minister Tim Whetstone

## December 2018

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### Decanter Online feature

Each year the Great Wine Capitals Global Network supports each member 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.

### Public Choice Award for Best of Wine Tourism awarded

An initiative of the Great Wine Capital Global Network, this is the first year that we offered up all regional finalists to the general public to vote online for their favourite wine tourism provider or experience. With 62 entries to vote for, and receiving more than 5,000 votes across all entries, the winner was Les Celliers de Sion from Lausanne, Switzerland. A fitting welcome to the Network’s newest member.



Les Celliers de Sion, Lausanne, Switzerland



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