



2020/2021 OUTCOMES REPORT



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. The Department of Primary Industries and Regions (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.

ADELAIDE, SOUTH AUSTRALIA: A GREAT WINE CAPITAL OF THE WORLD

Why are we 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 \$15.4 billion to the state's economy in 2020-21. Wine alone generated \$2.84 billion, exported wine valued at \$1.65 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 the 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

ADELAIDE, SOUTH AUSTRALIA: A GREAT WINE CAPITAL OF THE WORLD

Steering Committee

2020 and 2021 saw some changes to the make-up of our Steering Committee. New representatives joined the Steering Committee from the South Australian Tourism Commission and the University of South Australia.

The University of Adelaide's position was strengthened by the addition of Ass. Professor Armando Corsi who now heads up the Adelaide Business School. Ass. Professor Corsi joins Professor Vladimir Jiranek as the University of Adelaide representative on the Steering Committee.

Professor Mariana Sigala, Professor of Tourism joined the Steering Committee as the representative from the University of South Australia, but in September 2021 was replaced by Dr Justin Cohen, Senior Lecturer at UniSA Business.

Anastasia Karalis, Senior Media and Communications Officer is the new representative from the South Australian Tourism Commission. She also has Chloe Grainger from the SATC Destination Development team as her appointed proxy.

Budget

The 2020-21 budget saw a reduced contribution fee to the global network, reflecting the operating conditions caused by the global pandemic. All network members agreed to a reduced 2021 contribution fee of €15,000, down from the usual €18,000.

This reduction, and the challenging operating conditions also saw the Steering Committee agree to a 2020-21 contribution reduction to \$15,000, down from the usual \$25,000.00. Further, the Steering Committee, reflecting on the current situation of the wine industry, impacted by drought causing consecutive low yields, bushfire and smoke impact, as well as the impact of the lockdown and border closures on wine tourism, offered to keep the SAWIA and wine regions contribution at \$5,000.00 for the 2020-21 financial year.

Working Groups

Steering Committee members have played an active role in the Great Wine Capitals Global Network working groups. Below is a summary of the main achievements of each group during the last 18 months.

Activities and Partnerships

Adelaide, South Australia is represented on the Activities and Partnerships working group by Associate Professor Armando Corsi of the University of Adelaide. Dr Corsi also chairs the working group. His contributions included:

- Finalisation of global sponsorship prospectus for the Best of Wine Tourism Awards.
- Procurement and publishing of professionally written articles on Global Best of Wine Tourism Winners from each capital.

ADELAIDE, SOUTH AUSTRALIA: A GREAT WINE CAPITAL OF THE WORLD

Branding and Communications

Adelaide, South Australia is represented on the Branding and Communications working group by Bodhi Edwards of the Department of Primary Industries and Regions. His contributions included:

- Leading the group to develop a request for proposal to design and develop a new global network website that will serve the interest of members and stakeholders and we work towards Strategy 2030.
- Participating in a sub-group to design and manage the website build and launch.
- Creating a content calendar for the Global Newsletter e-Flash to ensure relevant content for B2B and B2C audience.

Membership

Adelaide, South Australia is represented on the Membership working group by Brian Smedley, Chief Executive of the South Australian Wine Industry Association, and Professor Vladimir Jiranek of the University of Adelaide. Their contributions included:

- GWC New Zealand Research Report – to assist identify the wine region and city to approach for membership. Action being taken with Central Otago wine region and Dunedin to explore interest in membership.
- A membership appraisal was developed and finalised and used in 2021.
- Identifying other potential wine regions and cities to approach next year.

Internal Collaboration

Adelaide, South Australia is represented in the Internal Collaborations working Group by Professor Marianna Sigala, and then Dr Justin Cohen, both of the University of South Australia. Marianna's contributions to this working group included:

- Leading and contributing to the design of the mobile app of the network.
- Contributing to the organisation and planning of online webinars; including securing a world-class speaker for the webinar planned around October 2021.

South Australians providing services to the Great Wine Capitals Global Network

In addition to activities coordinated by the Steering Committee, two South Australian companies have been contracted to provide services to the Great Wine Capitals Global Network. Purple Giraffe has been contracted to provide ongoing social media marketing services to the Network, and Strategy Road provided strategic advice around the Best of Wine Tourism Awards, as well as development and delivery of Strategy 2030. These contracts amount to over \$150,000 for South Australian businesses.



ADELAIDE, SOUTH AUSTRALIA: A GREAT WINE CAPITAL OF THE WORLD

Global Ambassador activity – Peter Gago

At the 2018 Great Wine Capitals AGM, 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.

COVID-19 disruptions over the last two years have been difficult for Penfold’s and for Peter. Travel was off the cards for most of the time and as such, his ability to promote Adelaide and South Australia was transformed.

September 2020

Peter was invited by the Great Wine Capitals Executive Committee to speak about the importance of the wine industry and wine tourism in South Australia at the launch of the Observer Members of the Great Wine Capitals Global Network to the OIV – International Organisation of Vine and Wine.

November 2020

CheeseFest + Ferment was the venue for the presentation of the 2021 Best of Wine Tourism Awards and the announcement of the 2021 International Winner. Peter Gago was on hand, in person this time, to present the awards to the winners and to address the audience.

As the borders re-open and international wine trade returns to normal, we hope there will be more opportunities to engage with Peter to promote the activities of the network and champion Adelaide, South Australia as a member of the Great Wine Capitals of the World.



2020 Outcomes Report – Activities

Great Wine Capitals Discovery Space at Cellar Door Fest

2020 again saw a partnership continue between the Department of Primary Industries and Regions and the Adelaide Convention Centre as major sponsor of the Cellar Door Festival. This sponsorship 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 ten South Australian wineries who had all won Best of Wine Tourism Awards. They included Kalleske, Hentley Farm, Penfolds, 919 Wines, Kimbolton, d’Arenberg, St Hugo, Hutton Vale, Henschke, Coriole and Beresford Wines.

These brands were also involved in a range of high-end masterclasses, including:

- Summer with Seppeltsfield
- SA Icons (master class for selected media partners)
- D’Arenberg Blending Bench Experience
- Penfolds Bin 51 Riesling & Modern Chardonnays
- Henschke Single Vineyard Wines from the Eden Valley

A Long Table VIP degustation dinner was held on the Friday evening. This VIP dinner, attended by the Premier of South Australia and various Ministers, CEOs and VIPs of the Adelaide business community including members of our Great Wine Capitals Steering Committee, was introduced to highlight the celebration that was the tenth anniversary of Cellar Door Festival. The dinner was emceed by renowned wine identity Tony Love and saw celebrity chefs each design a course of the dinner, which was then paired with iconic South Australian wines and presented by iconic SA wine identities such as Chester Osborn and Justine Henschke.

The Cellar Door Wine Festival presented the opportunity to build the Great Wine Capital brand and consumer awareness of South Australia’s membership in the program.

Cellar Door Festival’s tenth celebration event was a huge success, and officially the biggest event to date. With over 11,000 visitors through the doors to visit over 170 different exhibitors over the three days of the festival (a 10% increase on the previous year), Saturday remained the busiest day (4500), with Friday very close in visitation (3500) and Sunday (3000) remaining the more relaxed day.



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.

The program in 2020 featured the 2020 Best of Wine Tourism Wineries and was to focus on venues in the East End of Adelaide. It was to be hosted by Tony Love. Sadly, the event, and all of the Tasting Australia program in 2020 was cancelled due to the COVID-19 global pandemic.

Webinar with regional wine associations

At the height of the short lived South Australian lockdown in April/May 2020, PIRSA, through the Great Wine Capitals arranged a webinar between the regional wine associations, SAWIA and Linda Reiff, President of Napa Valley Vintners and 2020 Wine Enthusiast Person of the Year, to have an open discussion about how to keep the wine industry going during pandemic and lockdown conditions.

The webinar was attended by key personnel from Clare Valley, Barossa, McLaren Vale, Adelaide Hills, Coonawarra, Langhorne Creek and Riverland and was useful in understanding some of the methods being using in different areas to ensure wine could still be delivered or collected, even without the ongoing cellar door tourism operations.



Linda Reiff, President Napa Valley Vintners

Mid-term meeting - Executive Committee, Rioja/Bilbao (held virtually)

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 five program partners at the virtual mid-term meeting of the Network.

Discussions surrounded the COVID-19 impacts on each region and some strategies to support industry as they grappled with lockdown and loss of market access.

The network also welcomed the newest and 11th member, Cape Town / Cap Winelands. Adelaide was charged with creating a welcome video for the newest members which was made by Larry Jacobs, originally from Cape Town, and now the owner and winemaker at Hahndorf Hill Wines. Larry gave a heartfelt welcome to Cape Town on behalf of South Australia.



2nd International Research Workshop on Wine Tourism

In September, Jo Collins was invited to deliver the keynote speech to the 2nd International Research Workshop on Wine Tourism, a collaboration between the University of South Australia, the EM Strasbourg Business School and the University of Strasbourg.

Jo's keynote speech was about the role that the Great Wine Capitals Global Network plays in global wine tourism and centred on the importance of collaboration and knowledge exchange to raise the standards within the network, greater together.



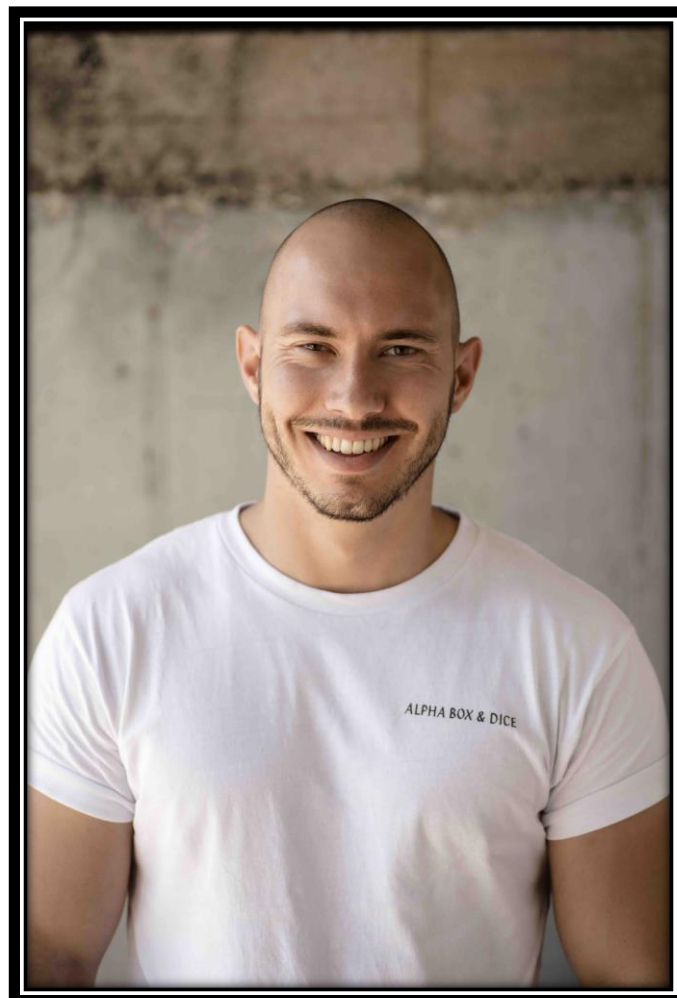
Wine Communicators of Australia - Wine Media Cadet

It is the fourth 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 2020 Wine Media Cadet was Lachlan Aird, Brand and Communications Manager at Alpha Box and Dice Winery in McLaren Vale.

A reduced program as a result of no travel taking place meant Lachlan was able to focus on local content creation, producing feature articles on each of the Best of Wine Tourism Winners from 2021 as well as a range of high level articles for the Great Wine Capitals global e-Flash newsletters.

Some of the activity included a one-on-one session with Peter Gago, a mentor relationship with wine columnist Katie Spain and attendance at Great Wine Capitals events and Steering Committee meetings.



Lachlan Aird, 2020 Wine Media Cadet

Webinar – Lessons from the Adelaide Hills fire for Napa Valley Vintners

Sadly, wildfires again struck the hills around California's Napa Valley, directly impacting vines, wineries and many homes. These fires took place right on the eve of harvest, which meant the biggest impact for all producers in the valley was the potential for smoke taint.

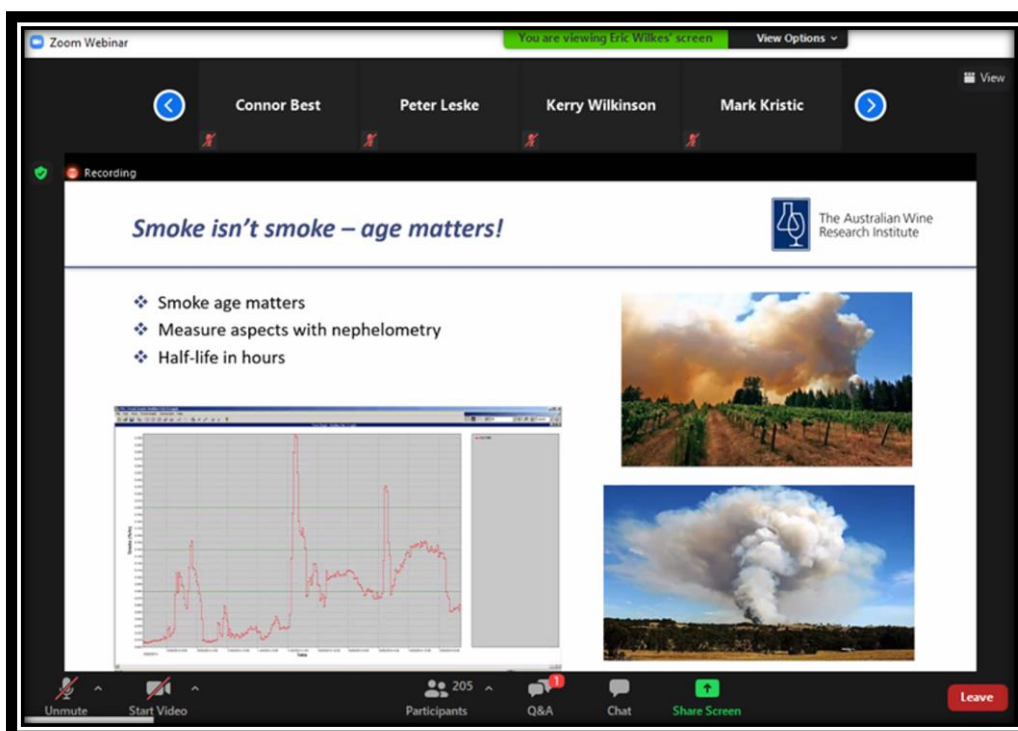
Napa Vintners President, Linda Rieff, reached out to Jo Collins at PIRSA to see if we could support their industry by curating a webinar that told of some of the latest research and practical application that helped mitigate the impact of smoke on wines, particularly in light of our Summer 2019-20 experience in the Adelaide Hills.

PIRSA was able to arrange experiences from the Australian Wine Research Institute, the University of Adelaide and key industry participants to deliver a webinar to over 250 winemakers from Napa Valley.

The presentations included:

- Key Learnings from the 2020 vintage by AWRI team of Con Simos, Dr Eric Wilkes and Dr Mark Krstic.
- Smoke marker concentrations and sensory data by Dr Kerry Wilkinson of the University of Adelaide.
- Practical tips for dealing with potential smoke impact by Peter Leske of Revenir Winemaking and Warwick Billings of Lodestone Wines.

The response for the South Australian industry was a fine demonstration of the friendship struck between the two regions as a direct result of Adelaide's membership to the Great Wine Capitals Global Network.



2021 Best of Wine Tourism Awards

A major part of the annual program for Great Wine Capitals, in 2020 we received a record 50 applications from wineries across seven regions in South Australia. After a rigorous review process, 21 entries of a consistently high calibre were shortlisted for the seven awards that recognise leadership, innovation and excellence in wine tourism.

The regional split of entries was as follows:

Region Summary	Entries	Category Summary	Entries
Adelaide Hills	9	Accommodation	6
Barossa	10	Art and Culture	8
Clare Valley	3	Architecture and Landscape	1
Coonawarra	5	Innovative Wine Tourism Practices	15
Kangaroo Island	1	Sustainable Wine Tourism Practices	4
McLaren Vale	21	Wine Tourism Restaurants	7
Riverland	1	Wine Tourism Services	9
Total			50

Shortlisted entries were then presented to award judges Helen Edwards of Adelaide Hills Tourism; Nick Ryan, Bon Vivant and Independent Wine Writer; and Tony Love, Wine Writer.

In 2020, the award winners were announced in a double paged spread in the SA Weekend liftout of The Advertiser (Adelaide's daily metropolitan newspaper) with a write-up about each winner by wine writer Katie Spain.

The announcement in the Advertiser was followed by an awards ceremony at Gather and Graze by CheeseFest which was emceed by media personality Elspeth Hussey. Gather and Graze was the first food and wine festival held in Adelaide since the outbreak of the global pandemic.

2021 Best of Wine Tourism Awards

All seven category winners were presented with their trophies by our Global Ambassador, Peter Gago, and then the global winner was announced by Minister for Primary Industries and Regional Development, the Hon David Basham MP.

The 2021 Best of Wine Tourism Winners were:

- Accommodation – Longview Vineyards (Adelaide Hills)
- Architecture and Landscape – Yalumba Family Winemakers (Barossa)
- Art and Culture – d’Arenberg (McLaren Vale)
- Innovative Wine Tourism Experience – Unico Zelo (Adelaide Hills)
- Sustainable Wine Tourism Practices – Tscharke Wines (Barossa)
- Wine Tourism Restaurant – Paulett Wines (Clare Valley)
- Wine Tourism Services – Wirra Wirra Vineyards (McLaren Vale)
- **Global Winner for Wine Tourism Services – Wirra Wirra Vineyards (McLaren Vale)**

The weekend long festival also featured a Great Wine Capitals Best of Wine Tourism Award winner bar which ran over the whole weekend.

CheeseFest is an event by Kris Lloyd AM, a PIRSA Food, Wine and Agribusiness Ambassador and big supporter of Adelaide’s membership to the Great Wine Capitals Global Network.



Elspeth Hussey, Best of Wine Tourism Awards Presentation

Hosting Madame He, China Consul General to South Australia

As a direct response to the China Trade Disruption, the Premier, Hon Steven Marshall MP requested that PIRSA arrange a wine industry showcase for Madame He, the China Consul General in South Australia. Jo Collins ran the day, escorting Madame He firstly to the Barossa where she met with James March to better understand the size, scale and heritage of the South Australia sector.

The group then moved to the South Australian Research and Development Institute (SARDI) site at Nuriootpa to learn about advances in Research and Development within the sector, particularly in regards to water management. The group then toured the gravity flow cellar at Seppeltsfield and dined with company executives who articulated the importance of the Chinese market to South Australian producers.

Following lunch, the group transferred to the Wine Innovation Cluster at Waite where Premier Steven Marshall led a tour of the SARDI site, as well as a tour of the educational winery operated by the University of Adelaide and then the sensory labs operated by the Australian Wine Research Institute.

This experience served to strengthen ties between the South Australian wine sector and China at a time when trade relations remain challenging. Madame He found the experience insightful and now has a clear understanding about the importance of the South Australian wine industry to our economy, as well as an understanding of the capability within the industry and our willingness to share that with China to help them develop their growing domestic wine industry.

Great Wine Capitals Annual Conference 2020

The annual AGM was held virtually in 2020, running from 2 – 7 November, with many of the meetings held late in the evening or very early in the morning Adelaide time.

Jo Collins from PIRSA was serving as elected Vice President in her third year of that appointment. Adelaide was well represented at the meeting with representatives at three of the four working group meetings as well as strong attendance at all other network activities, despite the late hour.

Key to the meeting was the ongoing discussion around the impacts on wine production, tourism and trade from the COVID-19 pandemic. All statutory tasks were able to be completed remotely.

President Jacques Faurens and Vice President Jo Collins had their terms extended by 12 months in the hope that an in-person vote could take place at the 2021 AGM, which is planned for Mainz in Germany.

2021 Outcomes Report – Activities

The Year of South Australian Wine

In January 2021, the Premier, Hon Steven Marshall MP, along with Minister for Primary Industries and Regional Development, Hon David Basham MP, announced a 12-month national campaign, the 2021 Year of South Australian Wine. The campaign was launched to support South Australia’s wine industry hit hard by bushfires, COVID-19 and the associated effects on trade. It set out to drive visitation and expenditure to SA’s wine regions and wine producers and promote wine events and experiences.

The campaign consisted of a dedicated media buy of print, digital and social advertising in South Australia, as well as key interstate markets of New South Wales, Victoria and Queensland. This included: full page ads and wine focused editorial in The Advertiser (Adelaide’s daily metropolitan newspaper) and SA Weekend (magazine liftout in The Advertiser); partnerships with national city guide and culture publication Broadsheet, sponsorship of Australian Drink Easy Awards; and a Year of South Australian Wine celebrity ambassador. It also included two large city-based events: Adelaide Street Stomp in March and Weekend of Wine in early June.

The Minister for Primary Industries and Regional Development approved over \$250,000 in funding to support specific initiatives under the program. They included:

- Cellar door experience and digital literacy workshops.
- A unique wine experience fund.
- Support for the Weekend Wine Revolution.

The ‘Great Wine Capital’ brand was leveraged across 2021 Year of South Australian Wine campaign communications, serving as a key message in all media announcements, for example, our state's wine industry is recognised alongside Bordeaux and Napa Valley as one of the Great Wine Capitals of the world.

The GWC brand was also pushed through the campaign landing page on SATC’s website at southaustralia.com/wine. This page together with ‘what’s on’ where the SATC promotes upcoming wine events, had over 300,000 page views over the duration of the campaign.



2021 The Year of South Australian Wine

Year of South Australian Wine campaign highlights:

- 12 full pages and 1 half page in The Advertiser (Adelaide's daily metropolitan newspaper)
- 8 full pages in SA Weekend (liftout in The Advertiser) and 8 editorials
- Adelaide Street Stomp achieved a PR audience reach of 408,097 with an ASR of \$73,347.
- Weekend Wine Revolution had more than 2,500 in attendance, with a total PR audience reach of 366,774 and ASR of \$25,297. Year of South Australian Wine ambassador comedian and wine enthusiast Merrick Watts, and 2019 Australian MasterChef winner Larissa Takchi were in attendance.
- 2021 Year of SA Wine PR media coverage had total reach of over 1.5m nationally with total ASR of \$1,092,345.
- A total of 94 wine events held across South Australia were supported through the campaign.

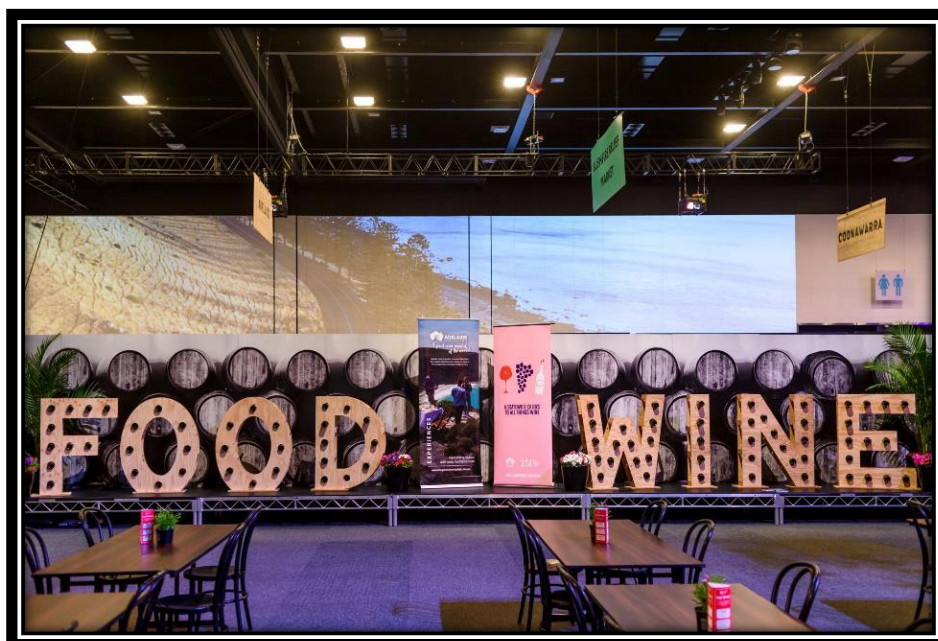
Great Wine Capitals Discovery Space at Cellar Door Fest

The 2021 Cellar Door Fest (CDF21) was held in a COVID-safe way, attracting a sell-out crowd of 7,500 guests over the weekend and a capacity 120 exhibitors. It was also the launch of the 2021 Year of South Australian Wine initiative.

The event continued its focus on education via a series of dedicated masterclasses and long table dining experiences. CDF21 once again featured the Great Wine Capitals Discovery Space; a feature of the event housing a range of South Australia's 'Best of Wine Tourism Award winners'.

Exhibitors in this area included:

- Dowie Doole, Hentley Farm, Kalleske Wines, Penfolds, Torbreck Vintners, Whistling Kite Biodynamic Wines, Yalumba Wines, and Hutton Vale Farm.



Great Wine Capitals Discovery Space at Cellar Door Fest

A range of high end masterclasses were also run in this area, all of which were coordinated and co-hosted by Tony Love. Classes included a special 'Road to Recovery: SA Bushfire Relief' class presented by Tony Love and Yale Norris (Islander Estate) highlighting the stories of producers who are recovering from last year's devastating bushfires.

Other classes offered at this year's event included Yalumba: Your Essential Guide to Grenache, Penfolds Vertical Grange Tasting, Kimbolton Wines: A Cheese + Wine Flight and Hentley Farm: Bold & Stylish Barossa Reds.



Adelaide Street Stomp wine activation

On Friday 26 March, the South Australian Tourism Commission (SATC) launched the Adelaide Street Stomp, a wine event activation in the CBD, as part of SATC and PIRSA's 2021 Year of South Australian Wine campaign.

Held at the Lion Arts Factory, the event featured seven wineries, all previous Best of Wine Tourism Winners, showcasing their wines. The guest gift bag included incentives to further drive visitation to wine experiences in the regions.

Entertainment for the event was provided by Matt Gilberton "Hans", as well 2021 Year of South Australian Wine ambassador, Merrick Watts. The event provided tremendous exposure for the wineries by the media presence and profile of invited guests.



Cellar Door Experience and Digital Literacy Workshops

In April, PIRSA partnered with Wine Communicators of Australia to deliver a series of regional Cellar Door Experience and Digital Literacy Workshops in McLaren Vale, Barossa and Coonawarra.

The workshops focussed on three important pillars: the tourism ecosystem in South Australia; The importance of storytelling; and, creative and practical ways to create experiences that will drive visitation and sales in your winery.

The speakers included:

- Nick Ryan, Wine Writer and Best of Wine Tourism Awards Judge
- Rachael Whitrow, former manager of the d'Arenberg Cube and past winner of the International Award at the Best of Wine Tourism Awards
- Marcel Kustos, PhD, Wine Educator and head sommelier at Penfolds Magill Estate
- Hayden Zammit, Director of Tourism Accelerator

The workshops were attended by over 140 industry representatives from nine different regions. The Barossa session was also recorded and shared with industry who were not able to attend.



Rachael Whitrow, presenting to assembled industry in the Barossa Cellar

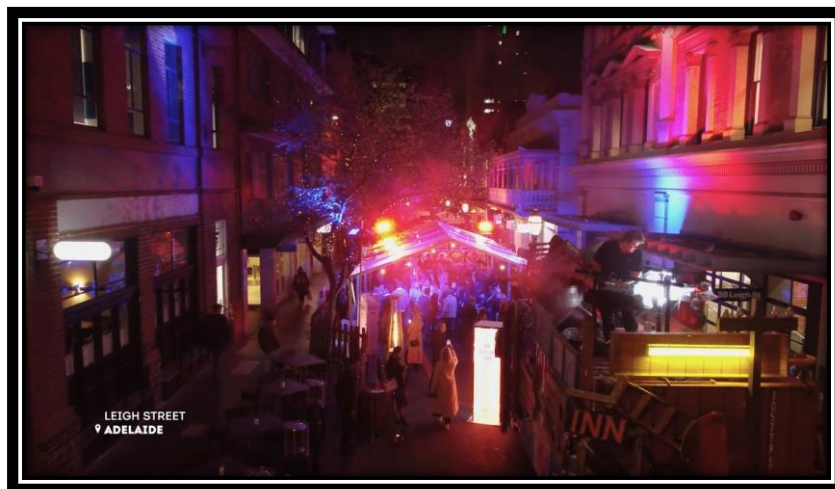
Weekend Wine Revolution

Leigh Street and Peel Street in the Adelaide CBD played host to a wine revolution of sort in the first weekend in June. Wineries from all 18 wines regions, many of them Best of Wine Tourism Award winners, were on hand to showcase South Australia as a Great Wine Capital of the World.

Visitors to the free event were treated to wine tastings, in venue wine activations and exclusive SA wine lists, a winemaking experience where they could fill, bottle and label their own wine, as well as street performances and other entertainment.

It showcased wineries such as Unico Zelo, Delinquente Wine Co, Yalumba, Henschke, Hither & Yon, Bremerton Wines, False Cape Wines, Blok Coonawarra, and more. Event goers were also encouraged to scan a QR code which directed them to exclusive wine deals on southaustralia.com/wine, such as discounts on tastings and bottles at cellar doors, enticing them to visit and spend with wineries across SA.

The aim of the event was to highlight the wonderful wine regions we have in South Australia and to drive tourism and expenditure to those regions. It was another wine event supported through the 2021 Year of South Australian Wine campaign, which supports the state's wine industry as it continues to navigate the challenges brought about by COVID-19 and the China trade disruption.



Wine Communicators of Australia - Wine Media Cadet

The Wine Media Cadetship is designed to support and develop aspiring and ambitious communicators specialising in the wine sector. It's in its fifth year and offers a six-month opportunity for the cadet to participate in a range of practical experiences including the one-day intensive Advanced Wine Assessment program, domestic wine events, media placement and mentorship within the wine industry.

The 2021 Wine Media Cadet was Amanda Eve, a graphic designer and copywriter from Parallax Design in Adelaide, which has a range of wine clients. Bringing a strong passion for and understanding of the wine industry, Amanda has made excellent use of the opportunities and experiences offered by the Wine Media Cadetship.

As part of her cadetship, Amanda has provided a variety of stories on important topics to do with South Australia and its 18 wine regions. This includes regional showcase visits to Coonawarra, McLaren Vale and Langhorne Creek, where a variety of content has been created to promote destination tourism in these regions.



Amanda Eve, 2021 Wine Media Cadet

2022 Best of Wine Tourism Awards

In 2021 the 2022 Best of Wine Tourism Awards received 36 applications from wineries across nine regions in South Australia. No applications were received for the Art and Culture category, likely due to the difficulty in holding events and exhibitions during the COVID-19 lockdowns and restrictions. After a rigorous review process, 18 entries of a consistently high calibre were shortlisted for the six remaining awards that recognise leadership, innovation, and excellence in wine tourism.

The regional split of entries was as follows:

Region Summary	Entries	Category Summary	Entries
Adelaide	3	Accommodation	3
Adelaide Hills	5	Art and Culture	0
Barossa	7	Architecture and Landscape	4
Clare Valley	3	Innovative Wine Tourism Practices	14
Coonawarra	4	Sustainable Wine Tourism Practices	3
Eden Valley	1	Wine Tourism Restaurants	4
Langhorne Creek	2	Wine Tourism Services	7
McLaren Vale	11		
Riverland	1		
Total			36

The shortlisted entries were then presented to award judges Helen Edwards of Adelaide Hills Tourism; Nick Ryan, Bon Vivant and Independent Wine Writer; and Tony Love, Wine Writer.

In 2021, the award winners were announced at an awards ceremony at CheeseFest on Friday 22 October, which was opened by the Hon Steven Marshall mp, Premier of South Australia, and emceed by media personality Elspeth Hussey.

The six category winners, including joint winners for Sustainable Wine Tourism Practices, were announced by award judge Nick Ryan, and presented with their trophies by Minister for Primary Industries and Regional Development, the Hon David Basham MP.



2022 Best of Wine Tourism Awards

CheeseFest is an event by Kris Lloyd AM, a PIRSA Food, Wine and Agribusiness Ambassador and big supporter of Adelaide's membership to the Great Wine Capitals Global Network.

The award ceremony followed by a double paged spread in the SA Weekend liftout of the Advertiser (Adelaide's daily metropolitan newspaper) on Saturday 23 October, with a write-up about each winner by wine writer and award judge Nick Ryan.

The 2021 Best of Wine Tourism Winners were:

- Accommodation – Simon Tolley Wines (Adelaide Hills)
- Architecture and Landscape – Lake Breeze Winery (Langhorne Creek)
- Innovative Wine Tourism Experience – Chalk Hill Wines (McLaren Vale)
- Sustainable Wine Tourism Practices (joint winners) – Gemtree Wines (McLaren Vale) and Banrock Station (Riverland)
- Wine Tourism Restaurant – Penfolds Magill Estate (Adelaide)
- Wine Tourism Services – Elderton Wines (Barossa)
- **Global Winner for Wine Tourism Services – Penfolds Magill Estate (Adelaide)**

A series of advertisements were published in The Advertiser in November and December promoting the winners.



2022 Best of Wine Tourism Awards Presentation, CheeseFest

Successful branding in wine tourism

Professor Marianna Sigala from the University of South Australia was the moderator of a successful GWC webinar titled 'Successful branding for wine tourism.' Barossa Grape and Wine Association Chairperson Peter Joy was also a panellist.

This webinar brought together eminent wine (tourism) experts to share their knowledge on how to develop, build and manage brands in wine tourism.

The role of branding in building competitive advantage, customer attention, loyalty and engagement is widely known. In wine (tourism), consumers' minds and attitudes are bombarded by many brands, including, the wine destination brand, the wine label brand, the winery brand, the grape variety brand. These brands are also owned and managed by different stakeholders, who may also have different (and sometimes conflicting) interests.

The webinar addressed the following key questions:

- How do you build positive and constructive inter-relations between wine destination brands, wine label brands, and winery and vineyard brands?
- How can you best manage and develop collaborations and synergies in wine destination between the owners of the various wine related brands?
- How can conflicts and power relations be managed between brand owners in wine destinations?
- How can a wine destination maintain customer engagement with its destination brand during the COVID-19 enforced travel restrictions inhibiting consumers to visit and experience the wine destination?
- What should be the brand positioning and value proposition of a wine destination in the post COVID-19 era?

To watch a recording of the webinar, visit the GWC YouTube channel
<https://youtu.be/1YLRGSzLnwQ>



Prof Marianna Sigala presenting at the Wine Tourism Webinar

Great Wine Capitals Annual Conference

The annual general meeting was held in a hybrid format in 2021 from the 24 to 29 October, with European members who were able to attend in person travelling to Mainz-Rheinhessen, while other members attended virtually.

Jo Collins from PIRSA was on long service leave so Brian Smedley, Chief Executive of the South Australian Wine Industry Association stepped into the chair role and attended the Executive Committee meetings as well as fulfilling his role in the Membership working group.

All statutory tasks were able to be completed remotely including the presidential election after the terms of President Jacques Faurens and Vice President Jo Collins had concluded. The GWC Executive Committee elected Mariana Juri, from Mendoza as president, and Juan Mari de Buruaga of Bilbao Rioja as Vice President.

The Great Wine Capitals Executive Committee have committed the network to the following affiliations.

- Observer Membership – International Organisation of Vine and Wine (OIV)
- Foundation Member – Sustainable Wine Roundtable
- Collaboration – The Porto Protocol

The 2022 AGM and conference is scheduled to be held in Mendoza, Argentina from 30 October to 5 November.



Opening Ceremony, Great Wine Capitals Annual Conference



Great Wine Capitals

GLOBAL NETWORK

A WORLD OF EXCELLENCE

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