



ADELAIDE
SOUTH AUSTRALIA

*A great wine capital
of the world.*

2022-2023 OUTCOMES REPORT



GREAT WINE CAPITALS

Outcomes 2022-23

Highlights

Adelaide, South Australia has been a member of Great Wine Capitals Global Network since 2016, which positions us alongside 11 of the world's most prestigious and well-known wine regions like Bordeaux and Napa Valley. In the past two years, through our membership, we have promoted South Australia's world-class wine on the global stage to encourage people to visit our outstanding wine regions.



Partnership agreement signed with La Cité du Vin museum in Bordeaux, France that hosts 500,000 visitors annually, showcasing SA wines.



Industry and technical knowledge exchanged with international wine regions.



Travel buyers engaged with SA wineries, learning about our state's highly attractive wine tourism opportunities.



Professional development for wine professionals, including international knowledge exchange bursaries and a media cadetship.

32 wine tourism businesses honoured locally and globally, through the Best of Wine Tourism Awards.



Consumers enjoyed SA wines at major food and drink festivals, including Adelaide 500 and Cellar Door Fest.



SA member elected Vice-President of global network, reflecting SA's influence on the world stage.



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Great Wine Capitals Conference

New Vice-President elected

2024 Global Best Of Wine Tourism Awards

Attracting 2026 International Masters of Wine Symposium to Adelaide

Australian Tourism Export Council – Meeting Place event

Wine Industry Impact Conference 2023

Leveraging SA Wine Industry Association consumer wine events

Visiting newest GWC member Hawke's Bay

Great Wine Capitals glass polishing cloths

Fruitful biosecurity dialogue with GWC member San Francisco – Napa Valley



**Our membership in the Great
Wine Capitals Global Network**

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), Cape Town/Cape Winelands (South Africa), Lausanne (Switzerland), Mainz/Rheinessen (Germany), Mendoza (Argentina), Porto (Portugal), San Francisco / Napa Valley (USA), Valparaíso/Casablanca Valley (Chile), and Verona (Italy).

In May 2023, the Great Wine Capitals Global Network welcomed its newest member, and excitingly for South Australia, a near neighbour, in Hawke’s Bay, New Zealand. Hawke’s Bay’s membership is supported by the sister cities of Hastings and Napier.

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 and the South Australian Tourism Commission 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.



Barossa vineyard in Adelaide, South Australia

Network membership presents an opportunity to position Adelaide and South Australia alongside 11 of the world’s most prestigious and well-known wine regions and their cities.

The members do not view each other as competitors, but instead 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 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, wine and agribusiness industries generated a record \$17.3 billion in revenue in 2021-22, and wine alone generated \$2.4 billion. More recently, 408 million litres of wine were exported in 2022-23, worth \$1.3 billion.



McLaren Vale vineyard in Adelaide, South Australia

South Australia has an estimated 76,000 hectares under vine, produces over 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, Hong Kong 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 2022 and 2023.

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



Adelaide Hills vineyard in Adelaide, South Australia



Steering Group Committee and Working Groups

Steering Committee

The past two years have seen some changes to the make-up of our Steering Committee. In 2022, University of Adelaide representative Professor Vladimir Jiranek departed after accepting a role with a university in the United Kingdom. He was replaced by Professor Kerry Wilkinson. In 2023, the retirement of Brian Smedley, long-time Chief Executive Officer of the South Australian Wine Industry Association, prompted another change to the Steering Committee.

Both Professor Jiranek and Mr Smedley were dedicated and hard-working members of this Committee and strong contributors to the global network's membership working group. We thank them both for their service.

In 2022-23, the Steering Committee representatives included:

- Chairperson – Jo Collins, Executive Director of Industry, Strategy and Partnerships – Department of Primary Industries and Regions.
- Local Coordinator – Bodhi Edwards, Senior Industry Adviser, Industry, Strategy and Partnerships – Department of Primary Industries and Regions.
- Anastasia Karalis – Senior Media Manager – South Australian Tourism Commission (SATC). Alexandra Paxinos is the nominated proxy for SATC.
- Inca Lee – Chief Executive – South Australian Wine Industry Association
- Dr Armando Corsi – Associate Professor of Wine Business – Adelaide Business School – University of Adelaide
- Dr Justin Cohen – Senior Marketing Scientist – Ehrenberg Bass Institute – University of South Australia

Budget

The 2022–23 budget saw a continuation of the reduced contribution fee to the Steering Committee, reflecting the operating conditions caused by a number of factors such as the global pandemic, global supply and demand balance, and China trade restrictions. Each member contributed \$5,500 to the central budget. This reflected the inability to travel and the impact that caused on regular programming. This figure increases to \$15,000 for each of the Steering Committee members for 2023–24, with the exception of SAWIA which will continue at \$5,500.

Working Group Activity

Steering Committee members have played an active role in the Great Wine Capitals Global Network working groups. Following is a summary of the main achievements of each group during the past two years.

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 include:

- International Research Grant: After the successful round of applications in 2023, the working group intends to continue with an international research grant project. We set up the timeline for 2024 and suggested a small change in the selection criteria to introduce a focus on ESG practices and better define rights to publication.
- Profile Cards Project: The profile cards project has been finalised to show the great talents of our Network. It was decided that only GWC Delegates should be present in the corresponding section of the website and that the GWC Delegates' profile cards are to be updated on a regular basis.
- Best Of Wine Tourism Evaluation Survey: This initiative is to continue to learn about the impact of the contest on the Best of Wine Tourism Award winners and to elevate participant satisfaction. Therefore, the WG will continue conducting the survey annually with See Marketing.
- AGM 2024 Conference: The working group put forward the topic idea for the conference about attracting new young customers to the wine industry. Verona to inform on the deadline to invite speakers by the end of November 2023.
- International Sponsorship: The Network needs to find new resources and bring new contributors and sponsors to our activities. Porto is in touch with a consultant who identified the difficulties in the GWC organisation form (neither private nor public) and suggested focusing on what the Network is willing to offer to potential sponsors.
- Wine Tourism Definition: An article defining a mutually agreed definition on Wine Tourism provided by Jacques-Olivier Pesme and Claudia Bazzani was accepted to be published. The subcommittee requested Claudia Bazzani to share the book chapter when possible.

Branding and Communications

In 2022-23, Adelaide, South Australia was represented on the Branding and Communications working group by Bodhi Edwards of the Department of Primary Industries and Regions. His contributions included:

- Onboarding a new communications agency, Hatch Communications from Cape Town
- A review of the communications strategy to better align with the network's goal
- Rebranded social media content
- A content calendar for the global e-newsletter
- Enhanced promotion of the Best Of Wine Tourism Award winners

Membership

Adelaide, South Australia was represented on the Membership working group by Brian Smedley, Chief Executive of the South Australian Wine Industry Association (retired June 2023), and Bodhi Edwards of the Department of Primary Industries and Regions. Their contributions included:

- Assessment of the application from Hawke's Bay, New Zealand to join the Great Wine Capitals Global Network
- Welcoming Hawke's Bay as the 12th member of the Great Wine Capitals Global Network
- Release of the bi-annual cities report
- Refining the definition of greatness and the membership application criteria and assessment process

Internal Collaboration

The Internal Collaboration group was merged with the Activities and Partnerships group to increase collaboration opportunities across the network. This has led to the establishment of two sub-groups to manage the work and reporting of the group.

Elected Officials

A new initiative that will be of lasting benefit to the wine and tourism-related industries across the Great Wine Capitals Global Network was introduced at the 2022 Great Wine Capitals Annual Meeting and Conference in Mendoza, Argentina. The Elected Officials working group was suggested by Napa Valley County Supervisor Alfredo Pedrosa.

The group, who meets virtually three times per year and then in person at the annual meeting and conference, works together to share knowledge on common challenges and opportunities, and their respective policies behind them. Jo Collins, Chairperson of the Adelaide, South Australia Great Wine Capital Steering Committee is Adelaide's representative.

In 2023 the group addressed the key area of resilience and risks from natural disasters. Jo Collins presented to the group at the International Olympic Committee headquarters in Lausanne, Switzerland as part of the Great Wine Capitals Annual Meeting and Conference. The South Australian presentation focused on the suite of resilience initiatives developed in partnership with industry following the 2019/20 summer bushfires.



Adelaide, South Australia Steering Committee Chairperson Jo Collins on stage in Lausanne



2022 Activities

Wine Communicators of Australia 2022/23 Wine Media Cadet



Tijana Laganin 2022/23 Wine Media Cadet

The Wine Media Cadetship is a Great Wine Capitals initiative, funded through Great Wine Capitals and delivered by Wine Communicators of Australia. The Cadetship is designed to support and develop aspiring and ambitious communicators specialising in the wine sector. The initiative is in its sixth 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 2022/23 Wine Media Cadet was Tijana Laganin, a wine marketing consultant from Langhorne Creek. Throughout her cadetship, Tijana embarked on an extensive program, honing her skills in wine sensory evaluation, wine media writing, and engaging with wine industry bodies. Her contributions were featured on the Adelaide, A Great Wine Capital of the World website and Wine Communicators of Australia's social media platforms and website.

The outputs of Tijana's endeavours as the 2022/23 cadet were noteworthy: she presented a comprehensive profile documenting 25 years of fine wine production in the Adelaide Hills, shedding light on the region's rich viticultural history. Additionally, her work showcased a profile on the Grapes for Good collaboration, an initiative that earned worldwide recognition with the prestigious Global Best Of Wine Tourism Awards.

Tijana's writing also delved into the vibrant celebrations of the Bushing King in McLaren Vale, capturing the essence of the event and bringing it to life for her readers. Her unique perspective and storytelling skills contributed to the promotion of South Australia's wine industry.

Australian Wine Industry Technical Conference

Held in Adelaide from 26-29 June 2022, the Australian Wine Industry Technical Conference tackled the technical and business issues as well as opportunities facing the grape and wine sector. Great Wine Capitals through the Government of South Australia was the event's principal government partner.

The Conference was attended by over 1,200 delegates from across Australia and around the world, with a further 2,500 industry members visiting the trade exhibition to see the latest grape growing, winemaking and packaging technology on display.

Several scientists from the Department of Primary Industries and Regions' research arm, the South Australian Research and Development Institute, presented or convened workshops at the Conference. This included:

- Dr Peter Hayman, who presented on making the most of scarce water resources
- Dr Marcos Bonada, who spoke on potential vineyard management practices to counteract heatwaves
- Dr Mark Sosnowski and Dr Paul Petrie, who convened workshops on fungicide resistance in Australian viticulture, building climate resilient vineyards and AgTech that is vineyard ready.

The Australian Wine Industry Technical Conference is the premier technical event for the Australian wine industry, held every three years since 1970.



Wine Industry Technical Conference attendees

Great Wine Capitals Industry Forum

As the wine industry emerged from the challenges of COVID-19, the inaugural Great Wine Capitals Industry Forum presented a timely opportunity for sector leaders to come together to discuss priorities, opportunities and challenges.

The forum, held on 18 August 2022, was attended by state and regional wine industry leaders, key wine tourism stakeholders and Steering Committee members.



Great Wine Capital Industry Forum in action

In addition to reflecting on the benefits of Adelaide, South Australia's membership of the Great Wine Capitals Global Network to-date, guests at the forum were also able to share their thoughts on the activities, partnerships and collaborations that they believed would maximise the value of network membership over the next five years. The program was headlined by two international speakers:

- Linsey Gallagher, Visit Napa Valley President and Chief Executive Officer, who outlined the benefits Great Wine Capitals Global Network membership had delivered to her region, particularly in the area of Destination Development
- James Streeter, Sustainable Wine Roundtable Board of Trustees Chairperson, shared his thoughts on how the wine community could take its place as a leader on the world sustainability stage through clarity, collaboration and consensus

One of the most engaging presentations at the forum came from Munda Wines founder Paul Vandenberg. Munda Wines is one of Australia's first Indigenous-owned wine brands, and seeks to use proceeds to create opportunities for First Nations Australians to train, study and work in the wine sector.

A significant outcome from Paul's presentation was an introduction to South Australian Wine Industry Association President Nick Waterman, which resulted in a contract with Australian wine merchant Negotiants.

Facilitated roundtable workshops provided a valuable opportunity to gather detailed information on the key challenges, opportunities and areas for collaboration across the Great Wine Capitals Global Network in the areas of:

- Wine tourism and destination development
- Supply chain resilience / market access
- Wine education, research and development



Munda Wines from Adelaide, South Australia

2023 Best Of Wine Tourism Awards

The Best Of Wine Tourism Awards remain a highlight of the Great Wine Capitals program. Thirteen wineries and wine tourism experiences from six wine regions – Adelaide Hills, Barossa, Clare Valley, Fleurieu Peninsula, Langhorne Creek and McLaren Vale – were shortlisted for the 2023 Best Of Wine Tourism Awards. The shortlisted entries were then evaluated by award judges –tourism expert Helen Edwards AM and well-known wine writers Tony Love and Nick Ryan.

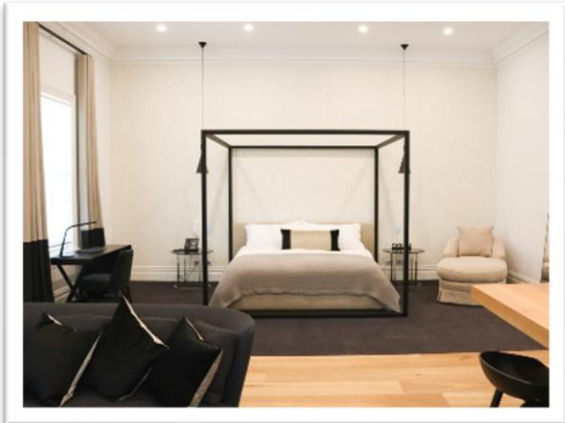
The 2023 awards had an enhanced focus on sustainability, with additional criteria added to the application process to reward businesses going the extra mile to protect the environment. This shift reflected the importance of sustainable practices in wine grape growing, production, packaging and tourism.

The winners were revealed at a ceremony at the opening night of Cheese Fest – Gather and Graze on 14 October 2022, with the Hon Clare Scriven MLC, Minister for Primary Industries and Regional Development presenting the awards.

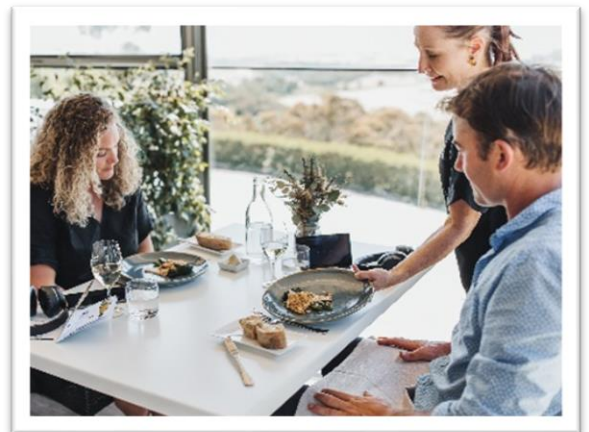


The Hon Clare Scriven MLC, Minister for Primary Industries and Regional Development presenting the Best of Wine Tourism Award for Tourism Collaboration Excellence to Grapes for Good & Zoos SA, Langhorne Creek

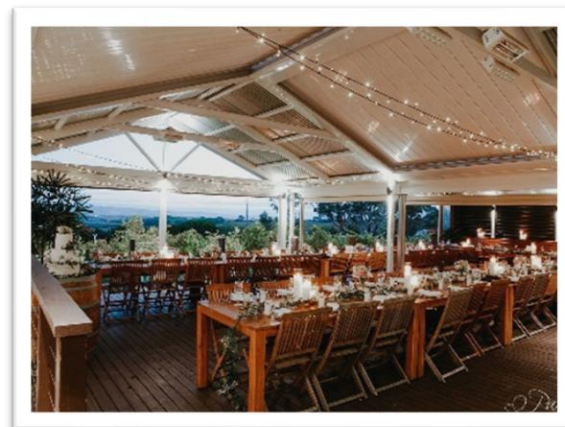
The 2023 Best Of Wine Tourism Award winners were:



Accommodation – Beresford Estate, McLaren Vale



Innovative Wine Tourism Services – Paulett Wines, Clare Valley



Sustainable Wine Tourism Practices – Beach Road Wines, McLaren Vale



Wine Tourism Restaurant – Sidewood Estate, Adelaide Hills



Wine Tourism Services – Oliver's Taranga Vineyards, McLaren Vale (joint winner)



Wine Tourism Services – Torbreck Vintners, Barossa (joint winner)

Pictured on previous page is the Tourism Collaboration Excellence Award winners.

Adelaide 500

V8 Supercars returned to the streets of Adelaide in November 2022, with the VALO Adelaide 500 attracting huge crowds.

As a marquee event for the state, the Department of Primary Industries and Regions provided sponsorship which saw “Turn 13” of the racetrack transformed into an Urban Cellar Door with the Adelaide, South Australia – A Great Wine Capital of the World bar and hospitality space, all open to the public.

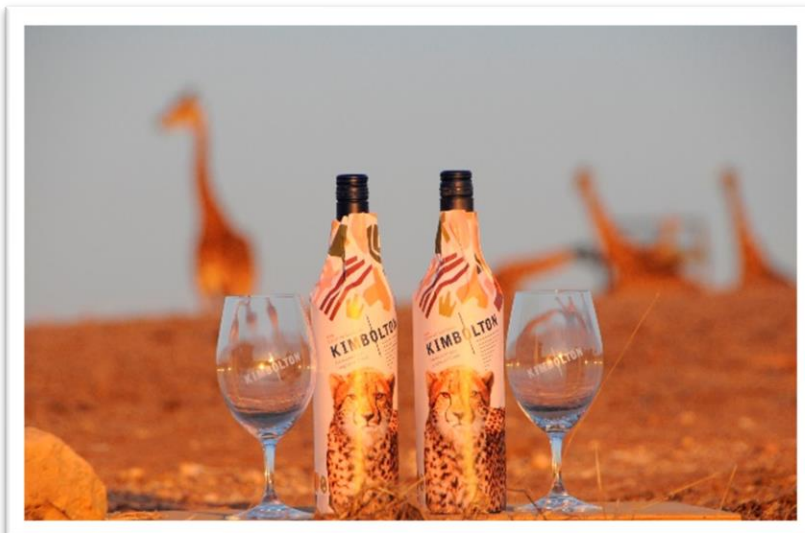
This sponsorship also saw the exclusive serving of South Australian wines across the entire venue, the result of considerable negotiation with the V8 Supercar caterers. Accordingly, over 3,300 bottles of wine from Best Of Wine Tourism Award-winning wineries were sold and consumed, both in the GWC-branded bar and across the corporate suites, throughout the weekend.



Great Wine Capitals branding at the Adelaide 500 event

2023 Global Best Of Wine Tourism Awards

In November 2022, Grapes for Good, a collaboration between Zoos South Australia and six Langhorne Creek wineries, was recognised as a 2023 Global Best Of Wine Tourism Award winner. Grapes for Good uses South Australian wine to highlight the plight of endangered animals.



Grapes for Good collaboration with Zoos SA

Each of the six participating wineries – Bleasdale, Bremerton, Kimbolton Wines,

Lake Breeze, The Winehouse, and Vineyard Road – donate part proceeds of a limited-edition wine to conservation work for a different threatened species through Zoos SA. Artwork on the bottles features the threatened species supported by each wine, including the Ring-tailed Lemur, the Plains Zebra, and the giraffe.

The 2023 Global Best Of Wine Tourism Awards were presented at a gala dinner in Mendoza, Argentina as part of the 2022 Great Wine Capitals Annual Meeting and Conference.

2023 Best Of Wine Tourism Awards – People’s Choice Awards

Adelaide, South Australia achieved its maiden People’s Choice Award win in late 2022, with Oliver’s Taranga Vineyards at McLaren Vale taking out the Wine Tourism Services category. Oliver’s Taranga Vineyards is a sixth-generation



Oliver's Taranga Vineyards

family-owned business in the heart of McLaren Vale. The Oliver family produce a collection of small batches, handcrafted wines from their 100-ha property, hosting guests in their heritage cottage cellar door.



2023 Activities

Cellar Door Fest 2023



Cellar Door Fest at the Adelaide Convention Centre. Credit: Cellar Door Fest

On 3-5 February 2023, Adelaide, South Australia's membership of Great Wine Capitals was on show at the first Cellar Door Fest since the pandemic, through the GWC-branded Great Wine Capitals Discovery Space showcasing Best of Wine Tourism Award winners. The Department of Primary Industries and Regions was the Major Event Partner for the popular wine and food event that attracted 7,000 visitors to the Adelaide Convention Centre.

In addition to highlighting up-and-coming wineries and distilleries in the Emerging Producers zone, the 2023 festival shone a spotlight on the Riverland region to support producers and growers affected by recent flooding along the River Murray. Exhibitors in this space included Chalk Hill Wines, Elderton Wines, Hentley Farm, Paulett Wines, Sidewood Estate, Unico Zelo and Grapes for Good – the group of Langhorne Creek wineries which won a 2023 Global Best of Wine Tourism Award.

The event produced positive outcomes for wine lovers and wine producers alike: 83% of visitors purchased products at Cellar Door Fest, while 91% plan to visit the regions and/or producers they discovered at the event.

Mid-term meeting

Adelaide, South Australia was represented at the Great Wine Capitals Mid-term Meeting held in Bilbao, Spain, on 16 June 2023 by Chairperson Jo Collins who attended virtually. The primary topics for discussion were welcoming Hawke's Bay as the 12th Great Wine Capital to the network, and the acknowledgement of the importance of sustainability to the wine and tourism industries, necessitating their addition to the Great Wine Capitals 2030 Strategy. Collaborative projects between GWC members were also explored, with the topic of water supply being of particular interest to Adelaide as well as Hawke's Bay, Porto, Bordeaux, and the Cape Winelands.

La Cité du Vin partnership renewal

The signing of a Memorandum of Understanding (MOU) on 5 August 2023 with Bordeaux wine museum and cultural icon La Cité du Vin has created invaluable opportunities for South Australian winemakers to showcase their premium wines in a world-class venue.



The Hon Clare Scriven MLC, Minister for Primary Industries and Regional Development signing the MoU with La Cité du Vin

Through this partnership, South Australian winemakers will be able to work with the museum, which attracts almost 500,000 visitors a year, to make their wines available for tastings, and to hold events and masterclasses. The signing took place during a visit to prestigious and well-known wine destination Bordeaux by Primary Industries Minister Hon. Clare Scriven MLC and Department of Primary Industries and Regions Chief Executive Prof Mehdi Doroudi. The visit to La Cité du Vin by the Minister and Chief Executive was marked with tastings from top South Australian premium wine producer, Penfolds.



The Hon Clare Scriven MLC, Minister for Primary Industries and Regional Development (2nd from right) and Department of Primary Industries and Regions Chief Executive Prof Mehdi Doroudi (right) with La Cité du Vin representatives

Launch and delivery of Outbound Knowledge Exchange

A virtual program launch was held in July 2023 with state and regional wine industry organisation representatives to build awareness about the benefits of GWC membership and upcoming opportunities for their members – namely the Outbound Knowledge Exchange program, as well as Best Of Wine Tourism Awards. The launch marked the Outbound Knowledge Exchange program’s return for the first-time post pandemic, and played a key role in attracting interest in both initiatives. It was very well received and reduced queries during the application process.

Post-meeting, a stakeholder pack was distributed to each of the regional wine organisations to encourage them to promote the Knowledge Exchange (and Awards). This included an Outbound Knowledge Exchange application form guide and official guidelines, as well as individual newsletter articles and social tiles (and a prospectus and application form guide for the Awards).

The Outbound Knowledge Exchange program sees local wine industry professionals, researchers and academics traveling to other Great Wine Capitals to learn directly from international experts in their field, and share their experiences and learnings upon their return to Adelaide, South Australia at regional and industry events, helping to build capability within their area of interest and maximising the benefit to our wine industry more broadly.

Originally, only three bursaries were planned, but due to the high standard and volume of applications, additional funding was granted to expand the number to nine bursaries worth \$6,000 each, maximising the benefit to the local industry.



Outbound Knowledge Exchange recipients

The nine 2023 recipients were:

- Thomas Bartholomaeus, Torbreck Vintners, Barossa Valley. Thomas will travel to Verona, Italy where he will observe the technique in much older vines.
- Caitlin Davies, Jericho Wines, Adelaide Hills/McLaren Vale. Her travels will take her to Mendoza, Argentina where she will explore the premium positioning of the Malbec grape variety in the region, and how that success can be adopted in the Adelaide Hills where Chardonnay is the hero variety. [Note, Caitlin has since been employed by the South Australian Department of Primary Industries and Regions and subsequently did not take up the bursary.]
- Shirley Fraser, Sorby Adams Wines, Barossa Valley. Shirley will attend the International Women in Wine Conference in Portugal in 2024.
- Yanina Giordano, University of Adelaide. Her travels will take her to Rioja, Spain in November, where she will present at the International Congress on Grapevine and Wine Science. She will then travel to Verona, Italy where she will collaborate with the University and present research to winemaking students in that region.
- Tony Hoare, Beach Road Wines, McLaren Vale. Tony plans to travel to San Francisco/Napa Valley, USA to observe irrigation practices and technology being used to irrigate winegrapes in a desert climate with scarce and expensive water resources.
- Dr Marcell Kustos, Marcell Kustos Wine Concierge, Adelaide. He will travel to Porto, Portugal and Cape Town/Cape Winelands, South Africa to study winery cellar door experiences and destination development.
- Charles Matheson, Riverland Wine, Riverland. Charles will travel to Cape Town/Cape Winelands, South Africa and San Francisco/Napa Valley, USA to study sustainability in viticulture and the impact on market access.
- Syuzanna Mosikyan, University of Adelaide. She plans to visit Bordeaux in France, Mainz in Germany and Verona in Italy to engage with research collaborators, wineries, industry stakeholders and decision makers who are driving climate change adaptation solutions and focussing on novel varieties.
- Ashley Ratcliff, Ricca Terra Wines, Riverland. Ashley will travel to San Francisco/Napa Valley, USA to explore technology and novel solutions to enhance sustainability during drought and extreme heat.

Best Of Wine Tourism Awards

The Best of Wine Tourism Awards continue to celebrate industry gamechangers. A number of enhancements were made to the program based on feedback and learnings, including the introduction of a prospectus and a downloadable application form, refreshed communications and programming, and slight changes made to award categories.

Announced by the Hon Clare Scriven MLC, Minister for Primary Industries and Regional Development at the National Wine Centre on 4 October, the seven winners were selected from an incredibly competitive field of 19 shortlisted entrants.



Art & Culture Award winners Grapes of Mirth at the Awards event

The South Australian Best Of Wine Tourism Award Winners are:

- Accommodation – Alkina Wine Estate, Barossa
- Architecture and Landscape – Yangarra Estate, McLaren Vale
- Art and Culture – Grapes of Mirth, Multi-regional
- Innovative Wine Tourism Experience – Sidewood Estate, Adelaide Hills
- Wine Tourism Restaurant – Mt Lofty Ranges Vineyard, Adelaide Hills
- Wine Tourism Services – Pindarie Wines, Barossa
- Sustainable Wine Tourism Practices – Gemtree Wines, McLaren Vale

With wine tourism continuing to play an important role in driving visitors to South Australia's regions, the Best Of Wine Tourism Awards provide an invaluable opportunity to celebrate high achievers in this field.

The seven award winners went on to represent Adelaide, South Australia at the Global Best Of Wine Tourism Awards, which were presented in Lausanne, Switzerland on 26 October as part of the Great Wine Capitals Annual Meeting and Conference.

2023 Annual Meeting and Conference – Lausanne, Switzerland

The Great Wine Capitals Annual Meeting and Conference was held in Lausanne, Switzerland from 22 to 26 October 2023. This event marked the first time Lausanne hosted the General Assembly for the international Great Wine Capitals network, with 120 delegates in attendance.

The conference day took place in the Olympic Museum, offering a unique setting dedicated to sport, art, and culture, with a focus on wine tourism in Switzerland from tradition to innovation.

Lausanne, the capital of the Swiss canton of Vaud, is known for its compact city centre steeped in history and its close proximity to vineyards, reflecting the variety of Switzerland's wine regions. The city is enthusiastic about developing wine tourism, with major projects supported by the Swiss Confederation and attractive facilities in the neighbouring vineyards.

The region's winegrowing that is certified as using organic methods makes up 350 hectares or 11% of Lausanne Region's vineyards, and a third of the winegrowing area is registered as a location promoting diversity.



Executive Committee delegates at the Annual Meeting and Conference including Adelaide, South Australia's Jo Collins

The conference provided an opportunity for delegates to discover Swiss vineyards and explore the country's blend of innovation and tradition. Additionally, the event included a private guided tour of Lausanne, a gala dinner at Beau-Rivage Palace, and the opportunity to experience the local wine culture.

The Great Wine Capitals Annual Meeting and Conference in Lausanne showcased the city's rich wine heritage, its commitment to wine tourism, and its recognition of excellence in the global wine industry.

Adelaide, South Australia was represented in the delegation by:

- Jo Collins, Chairperson of the Adelaide Steering Committee
- Armando Corsi, Chair of the Activities and Partnerships Working Group
- Bodhi Edwards, Local Coordinator and member of the memberships working group
- Mark Krstic, Managing Director of the Australian Wine research Institute

Signing of the partnership agreement

The opening ceremony of the conference was held in the Vaud parliament chamber overlooking the city of Lausanne and Lake Geneva. It was here that the 12 members of the executive committee signed a new partnership agreement affirming the collective commitment to the Great Wine Capitals Global Network and its objectives.

Executive Committee Meetings

The opening ceremony was preceded by the first of two executive committee meetings held throughout the week. This meeting commenced the completion of statutory tasks as well a presentation of member activities over the last twelve months. Nominations were also heard from three capitals for the role of President and Vice-President of the Great Wine Capitals Global Network.

The final executive committee meeting was held on Wednesday 25 October where the work program and association budget for 2024 was decided. At this meeting, the committee agreed to appoint a Treasurer to support the President, Vice-President and the Permanent Secretariat.

Working Group Meetings

The three working groups met on Monday 23 October in all-day sessions at the Carlton Hotel, Lausanne. The groups worked well together with strong cooperation and collaboration between the groups and network members. All groups set a target of activities and initiatives to be delivered over the next 12 months for the benefit of the network and its members.

Grand Tasting Event

South Australian wines were featured at the Grand Tasting Event held on Tuesday 25 October at the exclusive EHL Hospitality Business School. Adelaide was proud to showcase Paulett's Polish Hill River Riesling from Clare Valley, Kimbolton 'Grapes for Good' Fiano from Langhorne Creek, Sidewood Pinot Noir from the Adelaide Hills, and Oliver's Taranga Shiraz from McLaren Vale to over 200 delegates and local wine trade and media from Switzerland.



Adelaide, South Australia Steering Committee members showcasing local wines at the Grand Tasting Event

Great Wine Capitals Conference

The conference on Thursday, October 26, at the Olympic Museum in Lausanne was a dynamic exploration of Switzerland's image as a travel destination, combining tradition and innovation. The morning session featured insightful presentations from key figures in Swiss tourism. Viviane Grobet discussed marketing strategies, emphasising innovation and inspiration.

Alexandre Edelmann delved into the diverse images of Switzerland abroad, from Heidi to the Federal Institutes of Technology. The unique tradition of the Fête des Vignerons, spanning over 200 years, was explored by Nicolas Gehrig, providing a historical perspective. Wine tourism took centre stage with discussions on both traditional and innovative approaches by experts like Johanna Dayer, Marie-Thérèse Chappaz, and Jean-Laurent Spring.

After a standing lunch and networking session, the afternoon session, moderated by Marc Checkley, addressed the humanisation of digital platforms. Pierluigi Orunesu explored this theme, followed by presentations on targeting Swiss Women Winemakers' Fair, media strategies, and innovative approaches to wine tourism by global experts.

The day concluded with a thought-provoking discussion on harmonising wine tourism definitions, combining gastronomy and tourism, and a closing ceremony led by Catherine Leparmentier. The event fostered networking opportunities, leaving participants inspired and informed about the evolving landscape of Swiss tourism and viticulture.

New Vice-President elected

At the conclusion of the conference, Jo Collins, Chairperson of the Adelaide, South Australia steering committee was announced as the elected Vice-President of the Great Wine Capitals Global Network, a role she will fulfil for the next two years. This significant appointment reflects Jo Collins' proven dedication and commitment to Adelaide, South Australia's membership of the network through her service as a GWC Executive Committee Member and chair of the Adelaide Great Wine Capitals Steering Committee. It also reflects Adelaide, South Australia's standing within the global network.

2024 Global Best Of Wine Tourism Awards

The final event on the Great Wine Capitals Annual Meeting and Conference program in Lausanne, Switzerland – the Gala Dinner - was held at Beau Rivage Palace. The Adelaide delegation was joined by Her Excellency Elizabeth Day, Australian Ambassador and the Honourable Zoe Bettison MP, Minister for Tourism. Ms Day was called to the stage to present a Global Best Of Wine Tourism Award to Adelaide, South Australia's Alkina Wine Estate from the Barossa Valley.

Alkina Wine Estate was recognised for its luxury accommodation which comprises a meticulously restored cottage and homestead.

The award was accepted by Minister Bettison on behalf of Alkina. The award was then presented to Alkina back in Adelaide, South Australia at Parliament House by Minister Bettison and Hon. Clare Scriven MLC, Minister for Primary Industries and Regional Development.

During the visit to Lausanne by South Australia's Minister for Tourism, Zoe Bettison, the Minister took the opportunity to meet with La Cité Du Vin Head of Wine Partnerships & International Patronage, Florence Maffrand to discuss the importance of wine tourism and the shared values between the two Great Wine Capitals of Bordeaux and Adelaide South Australia.

Also in the meeting was PIRSA Executive Director Industry, Strategy & Partnerships and Chairperson Adelaide South Australia Great Wine Capitals Steering Committee, Jo Collins, as well as PIRSA Senior Industry Adviser, Industry, Strategy & Partnerships and Local Coordinator Adelaide South Australia Great Wine Capitals Steering Committee Bodhi Edwards.

The meeting strengthened the relationship between the South Australian Government and La Cité du Vin following the signing of a Memorandum of Understanding (MOU) on 5 August 2023, imparted information on South Australia's strengths in wine tourism, and discussed the role the National Wine Centre of Australia plays in showcasing and celebrating the country's rich wine heritage.



Alkina accepting their global award at Parliament House in Adelaide, South Australia

Attracting 2026 International Masters of Wine Symposium to Adelaide

In July 2023, the Department of Primary Industries and Regions together with partners Department for Trade and Investment and the South Australian Tourism Commission was successful in securing hosting privileges to the International Masters of Wine Symposium to Adelaide, South Australia in 2026.

As such, Adelaide will host the 11th International Masters of Wine Symposium in November 2026, bringing together around 500 delegates from premier wine importing nations around the world. The international wine event will be a wonderful opportunity to showcase the best of Adelaide, South Australia premium wine to a global audience of masters of wine, major wine buyers and retailers, sommeliers and other wine industry leaders. Most are expected to hail from Australia's biggest trading partners including the UK, US, Europe, and South East Asia.

Adelaide was due to host the conference in 2022, however it was cancelled due to COVID and replaced by Wiesbaden, in Germany, in 2023. The Department of Primary Industries and Regions will support Wine Australia in delivering the symposium, which aside from generating wine sales will also generate international tourism, and support the local convention economy.



McLaren Vale vineyard

Australian Tourism Export Council – Meeting Place event

The Australian Tourism Export Council (ATEC) held its annual Meeting Place event in Adelaide for the first time in 2023, supported by the State Government through the South Australian Tourism Commission, one of the Adelaide, South Australia GWC Steering Committee members. Held on 30 October to 1 November, the three-day trade event brought together around 500 delegates including 130 inbound tour operators for business-to-business (B2B) meetings, networking events, and a conference program.



Adelaide, South Australia's Gemtree and Paulett's Wines at Meeting Place

An ATEC Meeting Place welcome function was held at Adelaide Oval on 30 October which provided an opportunity to showcase South Australian wine and wine tourism experiences to delegates in attendance – putting wine and wine operators in front of key travel buyers who “sell Australia to the world”.

Through the Adelaide, South Australia Great Wine Capitals membership, the SATC and PIRSA extended Expressions of Interest to wineries across the state to have their wine featured through a sponsorship arrangement. Opportunities it provided included brand exposure and awareness through digital and physical signage, wine featured on the exclusive SA wine list, and activating wine tasting stations throughout the event which enabled networking and discussions to promote their wine and wine tourism experiences. Wineries which participated covered several wine regions and included some Best of Wine Tourism Award winners, with those participating including: d’Arenberg, Gemtree, Wirra Wirra, Kimbolton, Alkina Estate, Raidis Estate, Paulett Wines, 818 wines, and Unico Zelo.

Feedback from operators and delegates in attendance was overwhelmingly positive, with wine operators pleased to have the opportunity to network with key travel buyers and delegates enjoying the ‘value add’ of learning about wine tourism experiences on offer across SA prior to the trade event officially commencing.

Wine Industry Impact Conference 2023



Hon. Clare Scriven MLC, Minister for Primary Industries and Regional Development addressing conference delegates

On 28-29 November 2023, Adelaide, South Australia played host to the Wine Industry Impact Conference at Adelaide Oval. Great Wine Capitals through the Department of Primary Industries and Regions provided sponsorship to support bringing two esteemed international speakers to Adelaide for the event. The speakers Andre Morgenthal from the Cape Winelands and Hamish Saxton of Hawke's Bay (both Great Wine Capitals also) addressed the audience of wine industry stakeholders on the topic of embracing change and adapting quickly in the face of difficult market conditions. The Hon. Clare Scriven MLC, Minister for Primary Industries and Regional Development addressed the stakeholders at the Wine Industry Impact Awards gala dinner, held on the first evening of the event, congratulating all the winners on their achievements.

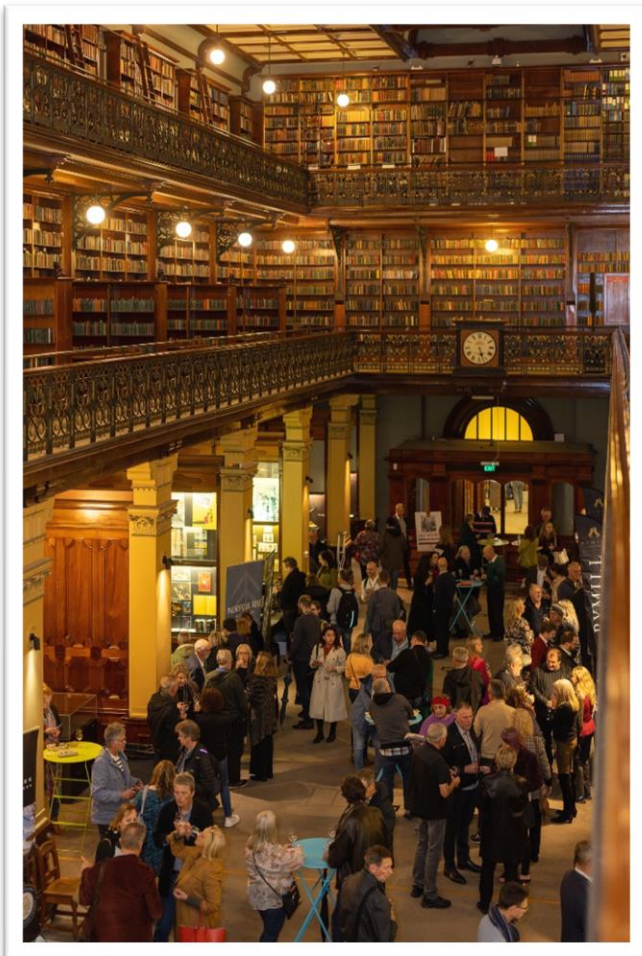


L-R: Dr Mark Krstic, Managing Director, Australian Wine Research Institute; Great Wine Capitals local chapter representatives Armando Corsi of University of Adelaide and Jo Collins of the Department of Primary Industries and Regions; the Hon. Clare Scriven MLC, Minister for Primary Industries and Regional Development; and international guest speakers Andre Morgenthal of Cape Winelands and Hamish Saxton of Hawke's Bay

Leveraging SA Wine Industry Association consumer wine events

One of the members of Adelaide, South Australia's membership of the network, the South Australian Wine Industry Association, ran a series of four consumer-facing tastings held at four outstanding Adelaide venues and offering a range of South Australian wines accompanied by local produce to visitors. The GWC membership was showcased through "Adelaide, a Great Wine Capital" branded glassware being used as a marketing opportunity throughout the tasting experience. The four events held by SAWIA this year were:

1. A Taste of Wine History – State Library of South Australia – 5 May 2023 – 220pax – Part of the SA History Festival
2. Reserved – South Australian Museum – 23 June 2023 – 350pax – Museum, reserved, special release or aged wines
3. Wine Debut – Adelaide Zoo – 6 October 2023 – 400pax – New release and 2023 vintage wines
4. WineLab – MOD. – 10 November 2023 – 245pax – A blend of wine, art and science at the Museum of Discovery



Left, the State Library of South Australia and above, the South Australian Museum

Visiting newest GWC member Hawke's Bay

President of the Adelaide, South Australia Great Wine Capitals Steering Committee Jo Collins visited the Hawke's Bay region to officially welcome Hawke's Bay on behalf of the GWC global network members to the prestigious network.. Jo also attended a range of industry events and conducted several media interviews, detailing the benefits of GWC network membership and promoting Adelaide, South Australia's credentials as a Great Wine Capital. Having Hawke's Bay joining the network will create unrivalled opportunities for the South Australian wine industry to collaborate and share knowledge with our counterparts across the Tasman, further increasing the benefits of our membership.



Adelaide, South Australia Steering Committee Chair Jo Collins welcoming Hawke's Bay

Great Wine Capitals glass polishing cloths

Adelaide, South Australia developed GWC-branded glass polishing cloths as a promotional tool to highlight our membership, and to promote all members. The cloths have been successfully for inbound and outbound delegations.

Fruitful biosecurity dialogue with GWC member San Francisco - Napa Valley

Adelaide, South Australia leveraged its connections to other member cities through knowledge sharing beyond wine tourism to topics such as vineyards and biosecurity. President of the Adelaide, South Australia Great Wine Capitals Steering Committee Jo Collins and members of the Department of Primary Industries and Regions' Biosecurity team met with GWC member San Francisco - Napa Valley's Agriculture Commissioner and Californian plant health officials to exchange expertise on dealing with fruit fly. We were able to provide knowledge on compliance and San Francisco – Napa Valley shared knowledge on genetics.



Great Wine Capitals members Adelaide, South Australia and Napa Valley sharing knowledge



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