



ADELAIDE 26-29 JUNE 2022

**18th AUSTRALIAN
WINE INDUSTRY**

Technical Conference
& Trade Exhibition



Workshop Program Booklet

Business Workshops

Tuesday, 28 June 2022

All Business Program workshops will be held across two sessions on Tuesday, 28 June 2022 and will run for a duration of 90 minutes each.

Tuesday, 28 June 2022 | Session 1: 08:30 - 10:00

Code	Workshop Title	Theme	Type	Price	Page
W31	Legal update: trends, challenges and opportunities for international and local wine markets	Business/Marketing	Seminar	\$120	1
W32	The social license problem	Health/Regulatory	Seminar	\$120	3
W33	Industry push and consumer will to mitigate the climate crisis	Business/Marketing	Seminar	\$120	4
W34	Integrated wine and food strategy	Business/Marketing	Seminar	\$120	5

Tuesday, 28 June 2022 | Session 2: 10:45 - 12:15

Code	Workshop Title	Theme	Type	Price	Page
W35	Digital supply chain record-keeping	Health/Regulatory	Seminar	\$120	6
W36	The 'S' word - what does sustainability really mean to small, medium and large wine producers?	Business/Marketing	Seminar	\$120	7
W37	Low and no-alcohol (NOLO) wines: market and regulatory insights	Business/Marketing	Seminar	\$120	8
W38	Dealing with mental health in the wine industry	Health/Regulatory	Seminar	\$120	9

[Click here to view the Technical program for Sunday, 26 June 2022](#)

W31

Date: Tuesday, 28 June 2022
Time: Session 1: 08:30 - 10:00
Theme: Business/Marketing
Type: Seminar
Ticket Price: \$

Legal update: trends, challenges and opportunities for international and local wine markets

As the Australian wine industry waits to see the impact of China's imposition of deposit tariffs and duties on wine, it's looking to fill the void by diversifying into new markets. New markets will require different strategies, each carrying varying levels of risk and reward. This presentation will analyse the EU & UK free trade agreements and discuss the opportunities and risks that arise from those agreements. In particular, it will discuss the AUS-EU FTA that is currently under negotiation and highlight the opportunity that the FTA presents for a new Geographical Indications (GI) framework in Australia. A possible new GI right could extend protection to products other than wines and grape products and have an impact on trade between Australia and several of its trading partners. After attending this session, businesses will better understand the red flags to avoid when developing and implementing strategies to succeed in new environments.

This session will also analyse the impacts of China's decision on mergers, joint ventures and acquisitions. As the loss in revenue starts to bite, an increasing number of transactions are expected to occur. It will be critical for businesses to understand the basic legal requirements for facilitating a successful commercial outcome to a complex transaction.

Finally, DW Fox Tucker's legal experts will provide an update on current legal issues, such as employment and safety, labelling, trademark considerations and governance, that will impact operations in the Australian market.

This session will benefit businesses across the entire spectrum of the wine industry supply chain. They will learn about market opportunities and how to safeguard themselves when tackling international markets. The workshop will also enhance the understanding of Australian laws that businesses must comply with to avoid costly liabilities that can hinder a business's ability to achieve sustained success.

Primary convenor:
Amy Bishop, DW Fox Tucker
Lawyers

Amy is an experienced commercial lawyer with broad, complementary knowledge of tax, wine and intellectual property (IP).

As a registered Trademark Attorney, she can assist clients with trademark registrations, both nationally and internationally, and negotiate disputes of copyright and trademark infringements. Her specialist IP knowledge can help small to medium businesses, such as those in the wine industry, gain valuable IP protection right from the outset.

Some of the other areas where Amy can advise include negotiating commercial arrangements, licensing, labelling and ACL compliance, managing risk, protecting business assets, and wine supply and distribution arrangements. Clients also rely on Amy's corporate law experience for general company dealings, share structuring, officeholder changes, drafting and updating constitutions and compliance requirements.

Amy is a Board Member at WISA and a member of the Intellectual Property Society of Australia and New Zealand committee.

Secondary convenor:

Brett Thorneycroft, DW Fox
Tucker Lawyers

With almost 30 years of experience providing legal advice on major projects, mergers and acquisitions and complex contractual documentation, Brett sits amongst the upper echelon of Australia's M&A transactional and commercial practitioners.

Brett has particular expertise in managing complex transactions, due diligence and the drafting of sale/purchase documents and has acted in numerous significant transactions, often involving national and international entities. He also provides general commercial advice and guidance in relation to the preparation and review of a wide variety of contractual documentation and the handling of regulatory issues.

Brett is widely recognised by his peers and the broader market as one of Australia's best corporate lawyers. The Australian Best Lawyers Listings have recognised Brett for 'Corporate/Governance Practice' and 'Mergers and Acquisitions Law' since 2009. Doyle's Guide to the Australian Legal Profession has also recognised him for corporate and commercial law.

W32

The social license problem

Date: Tuesday, 28 June 2022

Time: Session 1: 08:30 - 10:00

Theme: Health/Regulatory

Type: Seminar

Ticket Price: \$

Consumers and society in general are becoming far more health conscious and careful about what they put into their bodies. The effects of alcohol on physical health are subject to increasing scrutiny and continued research.

Maintaining community trust as a sector is vital to our ongoing prosperity. Emerging issues relating to problem drinking, human health and well-being and the health of the planet could seriously undermine our social license credentials. Without these, the Australian grape and wine sector will struggle to retain its valued reputation. Our ongoing success will rely on strategies that address these risks and our ability to proactively work with government and community to transparently demonstrate our product's legitimacy in society.

The sector needs to be an active and open contributor to discussions about issues of community concern.

The workshop will aim to be a thought-provoking insight into the future environment and what this means for grape and wine producers. The content will reflect the strategic objectives of Vision 2050 with a focus on health and welfare, as well as current affairs of potential impact.

Participants will go away with a better understanding of industry trends and solutions that they can implement in their own businesses to protect their own reputation as well as the social license of the sector.

Primary convenor:

Anna Hooper, Australian Grape and Wine

Anna Hooper joined the national peak body for the wine sector, Australian Grape & Wine, after a long career as a grower and producer of wine in Australia and overseas. Anna's role in policy and advocacy involves promoting economic and environmental policies and strategies that improve resilience and preparedness for threats. She works closely alongside the AWRI and Wine Australia on the Sustainable Winegrowing Australia program, with a particular interest in mitigating against the risk of social license loss. She has been a director on a number of private and government boards relating to wine and natural resource management including Australian Vignerons where she later became CEO. She currently sits on the board of Landcare Australia. Her tertiary qualifications include agricultural science, agribusiness and law.

W33

Date: Tuesday, 28 June 2022

Time: Session 1: 08:30 - 10:00

Theme: Business/Marketing

Type: Seminar

Ticket Price: \$

Industry push and consumer will to mitigate the climate crisis

Australian Grape and Wine along with Wine Australia have made a carbon zero wine industry a major goal by 2050. There is a possibility that the industry can become carbon zero by then or hopefully more quickly if we understand the customer and consumer demand for low and carbon zero wine products and the industry's desire to push towards that goal. This workshop will explore carbon zero adaptation mechanisms across the whole supply chain for wine. We will present recent research on consumer acceptance of alternate low carbon packaging. We will also provide the views of the retail sector as well as experts in viticulture, wine making and the packaging industry for the best ways to adapt to a carbon zero future. This workshop is designed to challenge the industry goal and commitment to zero carbon by 2050, by outlining the processes that will be required to achieve carbon zero. The workshop will begin with a review of the carbon footprint of wine, from grapegrowing through winemaking and transport, to purchase and disposal of packaging by the consumer. Consumer motivation as part of their reduced carbon lifestyle will be critical, and will be explored. Experts in low-carbon technologies will discuss how carbon footprints of grapegrowing and winemaking can be reduced. There will also be focus on the retail sector, since it is key to implementing low-carbon packaging and recycling. The workshop is intended to present a range of activities that can help the Australian wine sector become a world leader in low-carbon wine. It is important to canvass and discuss the options necessary to achieve the industry's goals in a timely manner.

This workshop brings together all aspects of the wine supply chain including the view of world-leading sustainability retail from the Systembolaget in Sweden.

Primary convenor:

Larry Lockshin, University of South Australia

Dr Larry Lockshin is Emeritus Professor of Wine Marketing and former Head of the School of Marketing at the University of South Australia. He has published more than 120 academic articles, more than 250 trade articles and a book on wine marketing, This Little Pinot Went to Market.

His research interests are consumer choice behaviour for wine including how extrinsic and intrinsic factors interact. He also works on packaging and shopping behaviour for consumer goods. He is currently working on sustainability in the wine business, particularly alternatives to glass packaging, and in-store and online shopping behaviour.

Secondary convenor:

Armando Corsi, The University of Adelaide

Dr Armando Maria Corsi is an Associate Professor in Wine Business at the University of Adelaide. His key area of research is the analysis of consumer behaviour, particularly in relation to wine and other premium foods and beverages. Dr Corsi has been chief investigator of major projects funded by Wine Australia examining the effects of non-price promotions in store, tracking the ever-changing Chinese wine market, improving techniques to describe wines to Asian consumers and exploring the most effective ways to teach them about wine. More recently, Dr Corsi completed another two projects about the perceptions of Australian wine and its key competitors in the US and the UK. He is a member of the Editorial Board of Food Quality and Preference, the International Journal of Market Research, and Wine and Viticulture Journal.

W34

Integrated wine and food strategy

Date: Tuesday, 28 June 2022

Time: Session 1: 08:30 - 10:00

Theme: Business/Marketing

Type: Seminar

Ticket Price: \$

This workshop looks at the rapidly evolving world of direct-to-consumer (DtC) sales at cellar door and shows how to expand your business via off-site events and the on-premise market.

It will:

- examine global best practice.
- give particular focus to creating 'events' and 'experiences', incorporating food and other educative elements, designed to sell wine and build unforgettable brands simultaneously.
- look at the evolution of wine from being a 'branded at-table beverage' to a 'gastronomic accompaniment'.
- show how and why this is driving the success of leading wine regions and wine-producing countries globally.
- conclude with how the most successful DtC businesses leverage learning at cellar door, create powerful integrated wine and food strategies and build their brands via off-site events and in the on-premise market.

We will then have a live (or remotely presented) case study from perhaps the world's finest exponent of using wine and food as an educational product to build a brand – Creation Wines, South Africa.

Annabel Mugford will then lead us through 'taking your gastronomy brand global' referencing all of the good work she is doing at Food SA and via the regional and other wine industry bodies she consults to.

DtC and distribution strategy are often viewed as almost entirely separate.

This program is designed to show participants how every element of your sales, marketing and communications strategy can leverage off each other.

We show - using examples of global best practice - how wine businesses are using integrated wine and food strategy to drive sales at cellar door, create unforgettable experiences and build brands that can succeed anywhere.

Primary convenor:

Peter McAtamney, Wine Business Solutions

Peter McAtamney is the founding Principal of Wine Business Solutions (WBS), one of the only businesses globally whose sole focus is providing strategic advisory and management consultancy services to wine business owners and senior managers.

To inform best-practice advice, WBS produce the only research into what is on wine lists in 6 of the 7 largest markets for imported wine as well as Australia, New Zealand and South Africa. WBS also benchmarks DtC wine business across Australia, New Zealand and South Africa and compares this information directly with the same questions asked of US wineries. WBS is one of the only private providers of wine business education in the Southern Hemisphere. More than 1,400 wine business owners and senior managers have attended WBS' wine business workshops during its 18 years of operation.

Peter is regularly a presenter at wine conferences across the globe.

Secondary convenor:

Annabel Mugford, Food SA

Combining two roles (Export Hub Manager for the South Australian Food and Beverage sectors plus advising the Barossa on special projects) gives Annabel Mugford unique insights into how best to support and build two of South Australia's key industries in export markets.

W35

Digital supply chain record-keeping

Date: Tuesday, 28 June 2022

Time: Session 2: 10:45 - 12:15

Theme: Health/Regulatory

Type: Seminar

Ticket Price: \$

Datahash is an Australian data company, building distributed ledger technology (DLT) on Hedera Hashgraph. Hedera is the third generation of what is commonly called 'blockchain'. Generation one (Bitcoin) and two (Ethereum) are traditional blockchains. Hedera is also a public ledger, but overcomes the challenges of time, cost and energy consumption.

Over the past two years Datahash has built an immutable distributed ledger (DLT) on Hedera. Hedera is owned by 25 of the world's largest technology companies, including Google, IBM, Boeing, LG, Deutsche Telekom, Nomura, Standard Bank and eftpos. Hashgraph is an alternate DLT protocol to blockchains; it is patented and the only authorised ledger is Hedera Hashgraph.

Currently, agricultural supply chains comprise a vast collection of analogue systems (notepads, carbon paper, emails and spreadsheets) and disconnected centralised databases. A significant challenge in supply chains is moving data from one owner's server to another. It is slow, expensive and machines cannot trust the data because it is often poorly formatted, so data reconciliation, translation (or migration) is a very expensive challenge.

Datahash has run two wine trials (wine alpha [2020] and wine beta [2021]) with 15 Clare Valley wineries and Wine Australia, based on the Label Integrity Program (LIP). In September 2021, Australian Dairy Farmers and GS1 released the Australian Dairy Traceability standard. In 2021, Datahash conducted dairy alpha, based on these standards.

The wine industry does not have open source traceability standards. Datahash is a member of GS1 and participates in discussions with GS1, Wine Australia and major wine companies on the potential development of these standards.

This workshop will demonstrate a digital ledger technology that will save time and money recording movement of grapes and wine (for Label Integrity Purposes) and remove the need for onsite auditing. This technology will benefit the wine industry as it can significantly reduce administration costs, mitigate fraud and substitution and allow (future) paperless export and transaction documentation. Lower costs and greater transparency will benefit producers, consumers and regulators.

Primary convenor:

David Travers, Datahash

David Travers is a fifth generation farmer's son in the Clare Valley. He has always been interested in technology, an interest which began with building (and destroying) things on the farm. His mum told him he wasn't allowed to be a farmer until he'd got a qualification and had a 'real job'. He started as a Fairfax journalist, becoming editor-in-chief of the Stock Journal, before corporate life took him to London as South Australia's Deputy Agent General. Later he became Head of Department of University College London's School of Energy and Resources, the founding COO of UNSW's Silicon Quantum Computing company and founding chairman of Sundrop Farms. He is an alumnus of Harvard and Flinders Universities and has lived and worked in the UK, the Middle East, Russia and the US.

Secondary convenor:

Rob Allen, Datahash

Rob Allen is a chartered engineer and innovation and blockchain expert. He is the former Entrepreneur in Residence at eftpos and currently is Senior Vice President of Hedera's HBAR foundation.

W36

Date: Tuesday, 28 June 2022
Time: Session 2: 10:45 - 12:15
Theme: Business/Marketing
Type: Seminar
Ticket Price: \$

Primary convenor:
Mardi Longbottom, The
Australian Wine Research
Institute

Secondary convenor:
Liz Pitcher, The Australian Wine
Research Institute

The 'S' word - what does sustainability really mean to small, medium and large wine producers?

Sustainability may be the word of the moment but what does it really mean and why is everyone talking about it? 'Sustainability' resonates along the entire wine value chain and has implications for growers, winemakers, trade and consumers. Workshop participants will hear from a range of small, medium and large wine producers about the importance of sustainability to their businesses, from the grass roots to their boards. Insights will also be provided from the finance, insurance and business sectors and the latest consumer perceptions of sustainability will be presented.

Representatives from the AWRI, Australian Grape & Wine and Wine Australia will provide updates from Sustainable Winegrowing Australia, including the approaches being taken to ensure strong stakeholder engagement and continuous improvement to ensure that market demands are continuing to be met.

The wine industry will gain new understanding of the importance of sustainability along the value chain, including both domestic and international insights.

Dr Mardi Longbottom began her career in the wine industry in the early 1990s helping to establish her family's vineyards in Padthaway, South Australia. Shortly afterwards she gained her viticultural degree and held technical and vineyard management positions spanning numerous Australian wine regions. Mardi returned to The University of Adelaide in 2002 where she completed a Master's and PhD in Viticulture and was a Lecturer in Viticulture. For the past ten years, Mardi has focused on research and extension of wine industry sustainability projects including regional climate risk analyses, benchmarking greenhouse gas emissions from vineyards, and the management of corporate water assets. She currently manages the Australian wine industry's sustainability program, Sustainable Winegrowing Australia. Mardi is a graduate of the SA Governor's Leadership Foundation Program and a former director of Australian Grape and Wine Inc and the Australian Society of Viticulture and Oenology.

Liz Pitcher has qualifications in both Agricultural Science and Applied Science (Viticulture) and twenty years of wine industry experience. Her work experience includes various roles within small, medium and corporate wine industry businesses, incorporating grapegrowing, winemaking and research. Liz worked for five years in SA's Langhorne Creek and Adelaide Hills regions as a Grower Liaison Officer for Treasury Wine Estates and, for seven years prior to joining the AWRI, she held the role of Technical and Organic Manager at Chalk Hill Viticulture in McLaren Vale. Liz has had extensive experience implementing sustainability and organic certification systems. She has a key role in administering Sustainable Winegrowing Australia and is a director of NASAA Organic.

W37

Date: Tuesday, 28 June 2022

Time: Session 2: 10:45 - 12:15

Theme: Business/Marketing

Type: Seminar

Ticket Price: \$

Low and no-alcohol (NOLO) wines: market and regulatory insights

The wine sector and consumers alike will soon become very familiar with low and no-alcohol (NOLO) wines. Wine Australia (2020) reports that the Institute of Wine and Spirits Research calculated that NOLO wines grew globally by 3% and 12% in value and volume respectively since 2015 and will continue to grow at this rate until 2023. It is, therefore, vital for Australian wine operators to take a proactive approach to this phenomenon, so as to be able to drive it, rather than being subdued by it. The aim of this workshop is to provide attendees with tools to navigate the NOLO world through a series of presentations covering the latest insights from regulatory and market perspective. The workshop will also share insights on two major projects conducted on the barriers to and triggers for the adoption of NOLO wines in Australia and on consumer responses towards the perceived health and wellness of NOLO wines.

Data show that NOLO wines represent a range of products that both consumers and trade operators will soon become very familiar with. However, the information currently available on this topic is still limited and scattered over a range of sources, thus making it hard for wine operators to form a clear picture of the current scenario, as well as the opportunities and threats NOLO wines pose to the status quo.

The workshop intends to group together the key information available on NOLO wines and lay the foundations for the development of a roadmap Australia should follow to be a world leader in this field, rather than chasing its competitors.

Workshop attendees will also have the opportunity to interact directly with the workshop facilitators, hence developing a network of industry operators interested in NOLO wines, who might be willing to collaborate in the future to advance knowledge in the field. It is also the intention of the workshop facilitators to summarise the content of the workshop in the form of one or more industry articles to be shared with the broader wine community soon after the workshop, thus extending the insights on NOLO wines even further.

Primary convenor:

Armando Maria Corsi, The University of Adelaide

Dr Armando Maria Corsi is an Associate Professor in Wine Business at the University of Adelaide. His key area of research is the analysis of consumer behaviour, particularly in relation to wine and other premium foods and beverages. Dr Corsi has been chief investigator of major projects funded by Wine Australia examining the effects of non-price promotions in store, tracking the ever-changing Chinese wine market, improving techniques to describe wines to Asian consumers and exploring the most effective ways to teach them about wine. More recently, Dr Corsi completed another two projects on the perceptions of Australian wine and its key competitors in the US and the UK. He is a member of the Editorial Board of Food Quality and Preference, the International Journal of Market Research, Wine and Viticulture Journal and Economia e Diritto Agroalimentare.

W38

Date: Tuesday, 28 June 2022
Time: Session 2: 10:45 - 12:15
Theme: Health/Regulatory
Type: Seminar
Ticket Price: \$

Primary convenor:
Will Taylor, Finlaysons

Dealing with mental health in the wine industry

Mental health was already a serious issue in the wine industry in normal times, it being an agricultural industry with its inherent risks. However, it has become much more of a problem in recent years with the stresses of drought, bushfires, COVID-19, hailstorms, floods and the demise of the China market.

Poor mental health destroys not just individuals but also families and businesses. It is a commercial issue, as well as a human one.

The objectives of this workshop are to:

- give individuals some tools to assist them to deal with stress and maintain and improve their mental health
- give employers some tips as to how to assist employees who are dealing with challenges and help them maintain a mentally healthy workforce.

Mental health is a serious issue for the industry, not just for the individuals concerned and their families, but also so far as it impacts wine business performance. We hope to highlight the issue and help some individuals and their employers to deal with it.

Will Taylor is Chair of Partners and Leader of Finlaysons Wine Group, which he established in 1993. Will acts for some of the world's largest beverage companies, a number of medium-sized wine businesses and a whole mass of small family wine businesses, as well as some growers and other suppliers to the industry and industry bodies. A full bio is available at www.finlaysons.com.au.