



ADELAIDE
SOUTH AUSTRALIA

*A great wine capital
of the world.*



Information Sheet



Government
of South Australia

INFORMATION SHEET

This Summary provides you with an understanding of Adelaide, South Australia's Great Wine Capitals Global Network membership, in order to assist with promotional efforts in Australia and abroad. By using these key messages and providing a consistent, unified story about our standing in the world of wine, we simultaneously elevate our reputation and trigger transformational change within our food, wine and tourism sector.

Key Messages - Background

- Adelaide, South Australia is now part of the prestigious Great Wine Capitals Global Network, joining nine other cities whose wine regions are recognised as significant economic and cultural assets.
- Membership acknowledges excellence in grape and wine production, a commitment to research and development, education and wine tourism services, and the way in which the wine industry is inextricably linked to the city's character, success and vision.
- There is only one member from each of the world's major wine producing nations. Adelaide's appointment was supported unanimously.
- The Network's other members are Bilbao / Rioja (Spain), Bordeaux (France), Cape Town / Cape Winelands (South Africa), Mainz / Rheinhessen (Germany), Mendoza (Argentina), Porto (Portugal), San Francisco / Napa Valley (USA), Valparaíso / Casablanca Valley (Chile), and Verona (Italy).
- The founding partners of Adelaide's membership are Primary Industries and Regions SA (PIRSA), the South Australian Wine Industry Association (SAWIA), the South Australian Tourism Commission (SATC) and Brand South Australia.
- Research shows that 'great food, wine and local cuisine' is a major factor in holiday decision-making.¹ Research also tells us that a good cellar door visitor experience influences ongoing wine purchasing behaviour both for the wine brand and the wine region for months after the visit.² This provides immense opportunity for South Australia in responding to this demand.

1 Tourism Australia Consumer Demand Project Food and Wine: http://www.tourism.australia.com/documents/Statistics/TA_

2 Australian Wine Industry Cellar Door Research Study 2013: <http://research.agwa.net.au/wp-content/uploads/2015/01/USA-1204-Stage-2-report2.pdf>

Key Messages - Why we are a Great Wine Capital

- South Australia is indisputably Australia's wine state, producing 50% of all bottled wine and almost 80% of premium wine.
- In 2015-16, South Australia's food and wine industry combined generated a record level of \$18.64 billion in revenue, with \$2.11 billion attributed to wine alone.
- South Australia has some of the oldest vines in the world, thanks to rigorous biosecurity measures that have kept us free of phylloxera, which has ravaged vines in many wine nations.
- There are 18 wine regions in South Australia, including the Adelaide Hills, Barossa, Clare Valley, Coonawarra, Langhorne Creek, McLaren Vale and Riverland.
- There are more than 200 cellar doors within an hour's drive of the city centre of Adelaide.
- A number of large wine companies have their production bases in South Australia.
- Adelaide is home to the National Wine Centre, and all national industry representative and research bodies, including Wine Australia, the Winemakers' Federation of Australia, Wine Grape Growers Australia and the Australian Wine Research Institute.

What does this mean for me?

Statewide:

- Membership significantly lifts the bar for Adelaide and South Australia in terms of international profile, because the Great Wine Capitals Global Network is synonymous with premium wine and wine experiences.
- The Network is genuinely collaborative. It aims to heighten the wine experience for everyone who visits its regions and cities, and to support Network members to make the most of their extraordinary culture, heritage and geographical virtue.
- Membership will strengthen Adelaide and South Australia's identity in relation to wine, food and tourism.
- The Network encourages travel, education and business exchanges and has led to significant joint research projects.

South Australian industry:

- Remember these messages when speaking to consumers, distributors, importers, retailers – anyone you work with – in order to get across the fact that Adelaide, South Australia is indeed on equal footing with the very best of the world's leading wine destinations. Train your sales and cellar door staff with these messages, make it part of your sales pitch.
- Something as simple as this Network endorsement gives your individual story greater credibility and status; it enhances your regional story, and your unique winery story. It tells the world we're very proud of our wine tourism industry, and gives buyers - whether consumers or trade - greater confidence in South Australia, which means they'll recognise and preference South Australian product in future.

- Simply being part of this network improves our ability to attract high end gastronomy tourists to visit South Australia and its regions. It gives you the opportunity to benefit from more direct-to-consumer interactions, and build a stronger customer database to form ongoing relationships, not only with those who visit, but their friends and family, through the power of word-of-mouth and its ability to create a feeling of positive awareness towards your brand.
- The Best of Wine Tourism Awards are an opportunity for wineries to benchmark themselves against international best practice and be inspired by industry colleagues globally. Local competition encourages our sector to innovate and diversify, growing our capability and raising our profile as an outstanding culinary destination. As well, success at the Awards has led to a major boost in visitation numbers for many past winners, and opens the door to a number of great marketing and promotional opportunities. Held annually, make sure you enter these awards to be in with a chance.
- We now have an international network at our disposal, listening and watching what we do. We also now have a dedicated team to distribute the wonderful and varied stories that come out of South Australia's food, wine and tourism sector. Send us your stories so we can make sure this good news gets out to our worldwide colleagues, showcasing the prestigious, innovative and charismatic qualities we're known for.
- The potential benefits are broader than the wine industry alone. They will flow to grape growers, winemakers, individual wine brands, culinary tourism operators, restaurants, food and wine event and conference organisers, and the broader community, as wine tourism becomes something we are reputed for, and grows.

South Australians:

- Linking closely to the I Choose SA campaign run by Brand South Australia, membership of the Network builds on South Australian pride, by reminding local consumers and business that when they choose South Australian products, and talk to their family and friends about the quality of our products, they become champions for our industry.
- The more we talk about the fact that we're part of the Network, the more recognition we get globally as a premium producer of food and wine, which means greater interest in South Australian exports and traveling here for holidays. This again gives our economy a great boost.