BAROSSA
Wine Vision

To position the Barossa as a world class region of fine wine endeavour based on a unique story of generations, inheritance and hallowed ground.

BAROSSA
Wine Mission

Winemakers and winegrape growers continue to grow Australia’s most vibrant and highly valued region by working collaboratively to produce and market wines of excellence, renowned for exceeding consumer expectations and derived through practices that are both environmentally and economically sustainable.

BAROSSA
Wine Sector Values

Commitment to:

• Maintain and nurture our culture and heritage
• Ongoing positive positioning of Brand Barossa
• Superior quality and best practices
• Environmental and economic sustainability
• Research and innovation
• Diversity of our region and its products
• Collaborate with our stakeholders to achieve common goals
• Our community and our people
**BGWA overview of the 2013 – 2014 year activities**

**July**
- BGWA Grower Breakfast at Nuriootpa Sports Centre (Barossa brand) – 30 attended
- Barossa Next Crop session 3 (value chains, developing Vision and Mission)
- BGWA advertorial in The Leader, featuring Next Crop profiles and the Barossa Grounds Shiraz Symposium held in May
- “Barossa Vineyards Costs of Production” communicated to growers
- $40,000 GWRDC grant approved for Barossa viticultural extension activities

**August**
- Barossa Next Crop session 4 (negotiation and communication)
- Negotiation skills workshop for growers at JCVC

**September**
- Savour Australia; regional participation in the Grand Tasting and in two regional visits
- Barossa Wine Show – 612 entries
- Taste of Spring Eden Valley Riesling Tasting
- Barossa Wine School Level 3 Visit; 14 people from Hong Kong and China
- Barossa Trust Mark Launch at Hutton Vale
- Annual General Meeting
- Barossa Next Crop session 5 (Creating Resilient Landscapes in the Barossa)
- Four “GrowCare” cropwatch weather stations installed in the Barossa
- BGWA Grower Breakfast at Tanunda Football Club (GrowCare) – 45 attended
- Two “GrowCare” alerts to growers for downy mildew

**October**
- British Columbia Liquor Distribution Board Barossa Visit
- James Busby Travel Visit
- James March visit to Hong Kong for Barossa Wine School Level 3 exam and graduation
- Barossa Wine School launch in Beijing
- Barossa Next Crop session 6 (business planning, succession planning)
- “GrowCare” newsletter to growers regarding frost events
- “Improving Soils Program” session 1
- PGIBSA risk assessment seminar at Vine Inn
- AWRI seminar on viticulture and winemaking research at JCVC – 40 attended
- GWRDC spray application workshop/field day at Nuriootpa Research Centre – 50 attended
- Features on “Barossa Next Crop” and “Barossa GrowCare” and spray application in Grapegrower Winemaker mag, Herald, Leader and ABC Radio.

**November**
- International Masters of Wine, Adelaide Education Seminar Group Visit to Barossa
- BGWA Grower Breakfast at Tanunda Football Club (WGCSA) – 40 attended
- Barossa Next Crop session 7 (Doing business in the digital age)
- “Improving Soils Program” session 2
- Barossa grower ‘network map’ completed
- “GrowCare” newsletter to growers regarding downy/powdery mildew
- BGWA advertorial in The Leader, featuring the Barossa Wine School in Hong Kong and China, Next Crop profiles, and the launch of the BGWA’s “Barossa GrowCare” cropwatch service.
December
- Barossa Generations Lunch
- Barossa Next Crop session 8 (De Bono’s Six Thinking Hats, local govt./meeting procedures)
- “Improving Soils Program” session 3
- Barossa Phylloxera Outbreak Plan and discussion paper (1st draft completed)
- “GrowCare” newsletter to growers regarding downy/powdery mildew
- BGWA “Grapes For Sale Register” reached 2000 views in 2013

January
- Barossa Next Crop Graduation at The Farm Function Centre
- James Lawther MW Visit focusing on Barossa Old Vine Charter for World of Fine Wine
- “GrowCare” newsletter to growers on preparing for heatwave/powdery mildew
- Barossa Grounds featured in Grapegrower & Winemaker Magazine and ABC Radio

February
- Ian Zander awarded Grape Barossa Grower Services Award
- Wayne and Scott Grope awarded Baron’s Vignerons of the Year Award
- Barossa Grounds small batch winemaking trial harvested

March
- Barossa Next Crop featured in Grapegrower & Winemaker Magazine and ABC Radio

April
- Eutypa workshop and field trip, featuring Dr Mark Sosnowski – 75 attended
- GWRDC China Insights workshop at Chateau Tanunda
- ‘Influencer and disengaged grower’ meetings with BGWA staff
- BGWA advertorial in The Leader, featuring the Barossa vintage report, Next Crop profiles, and the BGWA’s Eutypa workshop for growers.
- 2014/15 Operational Plan and KPIs set
- Regional tasting with the Association of Restaurant Managers Hong Kong and SA Brand Ambassador, Chef Wong

May
- James March visit to Hong Kong/China to continue Barossa Wine School programs
- BGWA supported the promotional efforts of Barossa Wineries exhibiting at Vinexpo in Hong Kong
- BGWA Grower Breakfast at Tanunda Football Club (soil health) – 70 attended
- GWRDC post-harvest care of grapevines/biosecurity workshop at Nuriootpa Football Club
- ‘Influencer and disengaged grower’ meetings with BGWA staff
- Barossa Grounds small batch winemaking completed
- Final Operational Plan and delivery review
- **Barossa. Be Consumed** Marquee at the Tasting Australia Town Square; featuring Barossa wine and food over 8 days in Adelaide
- Hong Kong Trade and Development Corporation Workshop in the Barossa

June
- Inaugural Barossa Pruning Expo at Nuriootpa Research Station – 120 attended
- Barossa Grounds report: “An analysis of climate, soil and topographic information to aid the understanding of Barossa terroir” completed by PIRSA’s GIS team.
Chairman’s Report

This year was about planning for a new operating regime. It began with a board strategy day in August 2013 that identified the need for improved coordination and delivery, taking a holistic view of the Barossa wine industry and letting go of past divisions that saw activities categorised as either grapegrowing or winemaking. Then in February 2014, preparation began for 2015 operational plans and budgets based on the four pillars of the association’s strategic direction (our bright future; our own backyard; our collection voice; our promise kept) as opposed to a wine plan and a grape plan.

Of course, it is still important for specific forums on particular grower or winemaker issues, but as a general principle, aligning our strategy and our structure to a whole of supply chain approach will deliver far more cohesive outcomes. It is a reflection of what is happening on the ground in any case, the maturity you’d expect from an organisation that is now seven years old and a region that has, in the words of others, really got its act together. Look at Barossa Grounds – a great project started by winemakers looking for sensory variations in Shiraz grown in the different Barossa ‘parishes’, and evolving to include growers and delivering a quantum leap over the past 18 months with further technical overlays and an annual tasting event showcasing the region in depth from the ground to the glass.

The advantages of this approach will become even more obvious as we continue to refine our organisational structure in the coming year to support the collective vision.

Reduced levy income from the low 2013 vintage required a keen focus on which programs and activities to pursue. The hard work of previous years to hone our direction around the four pillars made it far easier to prioritise resources and to still achieve clear progress towards our goals.

Clear highlights towards those goals are:

- The Barossa Trust Mark launch to media and trade at Hutton Vale followed by the adjudication and awarding of 25 inaugural Barossa Trust Mark licensees across food, wine and tourism
- Growth of the Hong Kong Barossa Wine School with strong enrolments and the school’s expansion into China, launching in Beijing in October 2013
- Significantly increased engagement from our grower members with numbers up at forums and workshops and a grower ‘one-on-one’ project by James and Nicki informing a more responsive approach to the needs of our grower community
- Savour Australia in September 2013 where Barossa was the standout in every way – best prepared, highest VIP guest attendances, most participation by wineries from a single region.

And you’ll note many more achievements as you read through the committee reports that follow.

In terms of finances, the association holds a strong balance sheet with members’ equity at year-end of $1,186,790 compared with $1,154,427 in 2013.

Barossa vintage 2014 was the lowest since 2007, and will have a significant impact on the association’s levy income. Your board has taken a risk- managed approach to our budget that has approved priority projects to a break even budget but gives opportunity to re-instate projects on hold as total income becomes clearer during the year and as funds become available, either through additional income-generation or through grants and external funding. There are a number of distinct possibilities for additional funding due to the relationships that have been nurtured with government agencies and the ‘runs on the board’ confidence they have in BGWA delivering outcomes.

Water, always a key issue, was further elevated this year due to the forthcoming renewal of the region’s water allocation. Early in this process, the board intervened at a political level to establish a more equitable development and facilitation mechanism and it is a standing item on the board’s agenda for the forthcoming year. We are very mindful of the difficulties encountered by individual members and the need to ensure outcomes that meet the needs of the environment, of productive land and livelihoods and of a vibrant, innovative community. There is further background in the Grape Barossa report.
And, after careful consideration, the board resolved to transfer the Vintage Festival to Tourism Barossa Incorporated (TBI) following TBI taking primary responsibility for the region’s event strategy of which the festival is the hallmark event. BGWA will retain the Wine Auction, Legend’s Behind the Barrel, Distinguished Vineyards and Barossa Grounds as events we run during the festival and we will work with TBI to ensure a successful and sustainable festival into the future.

I have a deep appreciation for the skills and commitment of my fellow board members and that of the chairs and members of our very important committees. One only has to look through the various committee reports to see the depth of outcomes delivered during the year. A number of members are retiring from committees, many after long terms of service and I would like to thank them most sincerely for such generous contributions of time and expertise. In particular I would like to thank John Hahn who is retiring from the board after seven years of dedicated service. John was part of the initial committee with the foresight to set up BGWA and he has undertaken his board role with a keen eye on financial rigour and unswerving advocacy for growers.

Barossa is very well positioned in the minds of external supporters due to the leadership of our CEO James March and his management team. Reduced resources means doing more with less, and to get the job done and keep up the high standard of delivery staff have followed the lead and standard set by James and worked tirelessly to deliver on those outcomes. On behalf of all members I express our appreciation to James and the team.

In summary – it was a year with tight budgets but that did not stop determined, measurable, progress towards our goals. 2015 will also be constrained financially but your board is confident BGWA will sustain that progress and continue to deliver exceptional outcomes to you, our members.

Linda Bowes
CHAIRMAN
BGWA Board
- Linda Bowes (Chairman)
- John Kavanagh, Hunt & Hunt Lawyers
- James March (Chief Executive Officer)

Grape Growing Representatives
- Matt Alexander
- James Rosenzweig
- John Hahn
- Adrian Hoffmann

Winemaking Representatives
- Brett McKinnon >10,000 tonnes
- Matthew McCulloch >500 Tonnes
- Fiona Donald >5000 Tonnes
- Jan Angas <500 tonnes

BGWA Staff 2013 – 2014
- James March
  Chief Executive Officer
- Nicki Robins
  Viticultural Development Officer
- Annabel Mugford – commenced October 2014
  Strategic Operations
- Ashleigh Fox
  Office Manager
- Annemaree Clementson
  Communications and Marketing Projects (part time)
- Rod McDonald
  Finance Manager (part-time) – until June 2014
- Brian Waples
  Finance Manager (part-time) – commenced April 2014
Delivering the keynote address to the Generations Lunch in December 2013 was a particularly proud moment for me.

The atmosphere was so positive. The BGWA team and a league of helpers and contributors had come together to pare back the format of the event in its fifth year, to simply deliver what is a natural forte of the region – a great lunch.

I felt an overwhelming sense of accomplishment on behalf of our community of grape growers and winemakers. Anyone present at the lunch that day would have felt it too. Cautiously optimistic, notwithstanding a keen awareness of the challenging financial conditions around the business of winegrowing and external pressures mounting, the Barossa had held firm.

On the day I spoke about many things, and I think that some of the themes are worth repeating here.

“I would also never seek to take for granted, or not appropriately acknowledge, the generations of effort of many that have come before us to build the reputation, and foundation of this great community. But just as the pace of change has accelerated in the modern era, I think we’re rising to that challenge and setting a destination goal and a roadmap that will see the Barossa recognised as Australia’s leading regional experience on the global stage.”

“This isn’t about reinvention, this is about rediscovery. Andrew Caillard left us with some sage advice at the Generations Lunch in 2010 that ‘you must simply believe in yourselves and what you stand for in order to succeed’. “My proposition to consider at this year’s gathering is that there is always value in coming together as a community. Sometimes it’s as simple as just downing tools and breaking bread that can help rekindle that sense of perspective, of remembering that the Barossa is an extraordinary place, where extraordinary things happen.”

The activities and highlights across brand promotion, encouraging best practice viticulture and winemaking in the region, and effective advocacy and lobbying for members’ interests is well documented throughout the Annual Report for 2013 – 14.

We had a massive spurt of activity in September and October 2013 and I’m exceedingly grateful for the effort of our small team to deliver above and beyond across the whole year, but especially so in those two hectic months. Savour Australia shone a spotlight on the Australian wine category to an international audience, and the Barossa appropriately stood tall.

The 2013 harvest was a low yielding one, and our spending was appropriately managed. We continued the drive of projects such as the Barossa Wine School, Barossa Grounds, extending the Barossa. Be Consumed campaign, tailored information for growers on critical topics such as Eutypa management, encouraging the Next Crop of Barossa’s viticultural advocates, and promoting the region internationally.

As at June 30 our operating year concluded with a moderate surplus of $32,363 against a FY13 surplus of $6121. Costs have been managed in line with budget and we’ve met our long term marketing objectives. All trade debtors and creditors are within trading terms. Current assets were $253,100 and current liabilities $160,593. Fixed assets remain similar to the prior year at $1,094,283.

Annabel Mugford joined the BGWA in the role of Strategic Operations in October 2013 and has made an immediate impact and strong contribution, bringing rigour, sharp analysis and considerable experience to the team. Her role complements the fantastic work of Nicki Robins, Ashleigh Fox and Annemaree Clementson, who all carried a big role during the year and rose to every occasion. I’d like to acknowledge Rod McDonald for always providing sound financial advice, and I welcome Brian Waples to the team and am confident he will play a very important role over the next phase of BGWA.

The Barossa is very lucky to have somebody of the calibre of Chairman, Linda Bowes, filling the role of head of the peak industry body. Linda’s sage advice, strong sense of governance, networks outside the region and supportive leadership have, and will continue to, deliver enduring benefit to the BGWA and our community.
I’d like to conclude with the parting words I shared at the Generations Lunch, which I believe are still very apt today. The BGWA is a highly effective agent and catalyst for positive change in the region. The 2013 – 14 year was full of energy, highlights and continued momentum, but I think our body of work considered over a longer period, will reveal the true value of members’ generous support and investment since 2008.

“We are not at a turning point, nor at a crossroad, but at a place in a journey that we have planned to be, and worked hard to arrive at. What is now required is no longer a ‘leap’ but a confident and purposeful stride.”

James March  
Chief Executive Officer
Grape Barossa Chairman’s Report

The seasons are moving so fast these days it’s once again time to reflect on what has been happening in the world of Barossa grape growing.

This season was another challenge for growers and winemakers alike, with many tough weeks of severe heat only to be faced with a couple of days of unseasonal rain.

Grape Barossa maintained a high profile in 2013/14, with regular columns and many positive articles featured in The Leader and Herald newspapers, Grapegrower and Winemaker magazine, WBM magazine, GWRDC and PIRSA publications, ABC radio, online media and social media platforms.

The Grape Barossa committee, staff and BVTG volunteers have been kept busy this year delivering more knowledge to the local grower to assist them create more premium, profitable and sustainable vineyard businesses whilst becoming more aligned with their winemakers.

The Barossa website again hosted the “Grapes For Sale”, “Bulk Wine” and “Contractors Register”, with Grapes for Sale receiving over 2000 views in 2013 from potential buyers looking for fruit. The BGWA has also incorporated into the website several pages dedicated to promoting the role of “Barossa Vine Improvement” (formerly Barossa Grape Grower Vine Selection Society).

The “GrowCare” crop watch service has continued, and the Barossa Grounds project involved growers keen to discover our diverse landscape and its influence on Barossa wines.

Continuing on from a successful first year, four grower breakfast information sessions were held in 2013/14 with topics of soil health, BGWA’s strategic direction, powdery and downy control, and the market outlook for the wine industry. These were followed up with in-field workshops on:

- “improving soil health”, run by Dr Belinda Rawnsley,
- identifying, preventing and managing Eutypa, and
- spray application.

The breakfast sessions are a very effective way of ‘keeping in touch’ with growers, and we see these continuing into the future.

The Barossa cost of production numbers were firmed up – based on sustainable economics of running of a wine grape growing business rather than basic input costs, thanks to the committee who persisted in achieving this level of detail and acceptance. On behalf of Barossa growers, I would like to thank winemakers who see sustainable growers as an asset, and model their intake and labels to suit.

The “Next Crop” leadership program for young vigneron started its second program in 2013 and 22 participants graduated in January 2014. The benefits in having these young people skilled up on leadership and management roles will filter through the region to guide and build the future direction for the Barossa. The year ahead will see the start of a mentoring program for young vigneron. More about that next year...

Around 120 people attended the inaugural Barossa Pruning Expo in June. The event showcased best practice examples of Eutypa management and pruning, coupled with a pruning competition and equipment tradeshow. Thanks to the BVTG members for a massive effort, to successfully organise and run this event and this would not have been possible without the generous financial support from sponsorship. Thanks to those companies.

BGWA staff James March, Nicki Robins and Annabel Mugford have embarked on a program of visiting Barossa growers at home or in their vineyard, to ascertain growers’ issues and talk about the BGWA’s strategic direction and activities. This has been well received, and has gone a long way to address any grower questions as to the benefits the BGWA is providing them and the region.
I will quickly touch on Phylloxera, something that should be a concern to us all. The BGWA is planning a “phylloxera outbreak simulation” exercise this year in order to deliver a “Barossa phylloxera outbreak management plan”. Details to come shortly.

Adapting to a changing climate, in 2014/15 the BGWA will be strengthening our focus on helping growers adapt to a changing climate through the following programs:

1. Barossa demonstration vineyards, fact sheets and cost benefit analysis to showcase a range of improved viticultural management practices.
3. Advocacy on local issues, water being at the top.

Regional Development Australia – Barossa has initiated three parallel studies on climate change adaptation and the need for greater water security for the region. BGWA is contributing to the advocacy of members’ interests in the lead-up to a new Water Allocation Plan. Growers also need to become more active in this area and not leave it up to others.

This is my first year as Chairman of the Grape Barossa committee, one I have enjoyed. I would like to thank Nicki Robins, the committee and staff for providing me with the support I needed to Chair effectively. Thank you to Adrian Hoffmann for continuing to be the GB spokesman and media contact, and in fairness this has really been a shared Chair role for the past year. The BVTG committee needs special thanks as they are volunteers and have played an active part in BGWA activities.

Finally, thank you to all the growers who have supported our activities by their attendance of the many seminars, symposiums and field trips, and their continued financial support through the levy. Together we are building a strong foundation for the next generation.

James Rosenzweig
Chairman

GRAPE BAROSSA COMMITTEE

- James Rosenzweig (Chairman)
- Adrian Hoffmann
- Matt Alexander
- Christine Canute
- Daniel Habermann
- John Hahn
- James March (BGWA)
- Anne Moroney
- Tim McCarthy
- Trina Thompson
- Dr Michael McCarthy
- Brendyn Hueppauff
- Nicki Robins (BGWA)
- Annabel Mugford (BGWA)
Wine Barossa Chairman’s Report

The objective of 2013/2014 was to deliver the 2013/2014 operational plan. Given that we are still in a period of global oversupply, financial turmoil and intense competition, the focus on wine marketing is more vital than ever. Further advancing the recognition and reputation of Brand Barossa is critical to both growers and winemakers alike in this time of oversupply. The Barossa is fortunate to have the strength of history, its grounds and quality on which to build.

To set the scene the Barossa represented 2% of Australian wine exports by volume in 2013 and this has been stable since 2008, where other regions have lost share. Source: Wine Australia

The Top 5 Barossa export destinations (by volume) in 2013 were:

1. China 32%
   - Prompted awareness of the Barossa Valley wine region was 41% in 2013
   - Prompted awareness of the Eden Valley wine region was 34% in 2013
2. USA 17%
   - Prompted awareness of the Barossa Valley wine region has risen from 9% in 2008 to 14% in 2013
   - Prompted awareness of the Eden Valley wine region has risen from 16% in 2008 to 20% in 2013
3. UK 13%
   - Prompted awareness of the Barossa Valley wine region has risen from 32% in 2008 to 42% in 2013
   - Prompted awareness of the Eden Valley wine region has remained static at 28%
4. Canada 9%
5. Hong Kong 5%

Source: Wine Australia and Wine Intelligence

The 2013/2014 Operational Plan promoted the Barossa wine region and its wine, with the goal of increasing the market value of wine made from Barossa-grown grapes through more effective marketing in the region’s top five export destinations via the following activities and initiatives.

Through a connection James March had made at ProWein in the previous year with Dr Josef Schuller, the Barossa was offered the opportunity to host a regional master class in partnership with the Wein Akademie of Austria. World of Fine Wine journalist, James Lawther MW, came to the region to write an article on the Barossa Old Vine Charter, and Caro Mauer MW was hosted and brought up-to-date on the latest news emerging from the region. The Barossa also participated in the Savour Australia regional itinerary for North American and European delegations who had an extraordinary Barossa immersion visit over 48 hours.

The Barossa Grounds project, a collaborative effort between grape growers and winemakers to identify and map the Barossa ‘grounds’ (potential sub-regions) is an ongoing project and a Barossa Grounds ‘roundtable’ was held in July to determine the next phase. This is a pleasing development to see the project move from a single focus tasting event, to a more holistic program of learning and promotion.

Our Brand Commitment: The Barossa Trust Mark, an aspirational marketing platform for the region, was launched in September 2013 to coincide with the international media guests attending Savour Australia. Since then the Barossa Trust Mark has been steadily rolled out and is proving to be another marketing opportunity for the region, speaking directly to consumers.

Our Bright Future: Since its inception, the Barossa Wine School has educated 186 Level 1 and 2 students in Hong Kong, 14 Level 3 students in the Barossa, and 59 Level 1 students in China. An extension of the agreement with Hong Kong service provider, AWSEC, was negotiated, and the BGWA facilitated mini-Barossa Wine School sessions at the Barossa Tasting Bar at Vinexpo in Hong Kong in May.
Our Collective Voice: The shared communication platform and digital media management and engagement were highly successful.

Our Own Backyard: The East coast domestic influencers program included extending the Barossa. Be Consumed campaign and supporting SATC domestic activity, facilitating a Dan Murphy’s buyer category review, conducting a Qantas in-flight staff tutorial, and supporting Barossa wineries participating in the capital city Good Food and Wine shows.

Through participation in Savour Australia 2013, the Barossa took advantage of the biggest promotional event in Australian wine for several years, and aligned the Barossa with Savour’s objectives to:

- create the ultimate convention of Australian wine that will draw significant trading partners from across the globe and showcase this country’s strong industry and product, and
- build the business case for Australian wine in overseas markets, particularly in the US, UK and Asia, and reignite their confidence in Australian wine leading to a positive impact on the supply chain.

This also involved coordination of famils for 18 visitors in two groups, one Chinese and one international, who spent two days in the Barossa. The Barossa had the greatest number of wineries, 31, present at Savour Australia. The amount of planning and coordination that went into Savour on behalf of the Barossa and the BGWA was simply outstanding, delivering a collegiate and impressive presence for the world to consider.

Tasting Australia involved coordinating 24 wine brands, participating over eight days, at the Barossa Marquee in Adelaide’s Town Square. Annabel Mugford worked with our partners in Tourism Barossa and Barossa Food to follow the example set at Savour and the response from consumers was fantastic. The aligned brand was becoming more fully understood by consumers and our own regional businesses and the amount of media attention and direct sales opportunities for all the participating brands were a direct result.

A major trade exhibition, Vinexpo Hong Kong featured 10 regional wine brands, on a co-branded Barossa stand, as part of the Wine Australia presence. This was a stong showing for the region and another tangible demonstration of our ability to present in a united fashion to the world. Six Barossa Chapter tastings were held, along with three Barossa Wine School mini-sessions.

Nearly 250 people attended the 2013 Barossa Generations Lunch. 4% were growers, 18% grower winemakers, 43% winemakers, 35% support services, industry and regional associations. The “Barossa Gift” was well subscribed to, with 24 people offering to ‘gift’ time. Positive feedback was received from attendees (despite the choice of MC...).

The BGWA delivered four Leader newspaper Advertisials, 17 BGWA Updates, and contributed to at least 28 media articles. And the “Barossa at Home” video was developed and delivered, incorporating images taken at Savour Australia, Barossa Wine School Level 3 and Next Crop sessions, the Masters of Wine visit, the Generations Lunch, Barossa Grounds grape-picking and vintage 2014 images.

During 2013/14, the Barossa also hosted visitors from BCLDB (Canada) and Wine Australia, and the James Busby tour group for a Shiraz master class. The BGWA attended a Tourism Australia industry briefing forum; supported PIRSA with the Ocean Park Delegation and Association of Restaurant Managers Hong Kong, and worked with Tourism Barossa on encouraging wine producers and cellar doors to get involved with Restaurant Australia. It is a testament to the work of the team at BGWA and the supporting committees and brands that so much has been accomplished.

Matthew McCulloch
Chairman
Wine Barossa Committee

Matthew McCulloch (Chairman)
Bernard Hickin
Rick Burge
Kevin Miller
Geoff Schrapel
Sam Holmes

Paul Turale
Toby Yap – until March 2014
Richard Sheedy
Ben Chipman
James March (BGWA)
Annabel Mugford (BGWA) – from October 2013
Barossa Viticulture Technical Group (BVTG)

The Barossa Viticulture Technical Group (BVTG) delivered a number of successful programs and workshops in 2013/14, with feedback from growers that the BGWA is delivering relevant, topical information that will help them create more sustainable, profitable vineyard businesses.

Over the past 12 months the BVTG – which comprises local growers, grower liaison officers, technical viticulturists, and agronomists – has provided BGWA Viticultural Development Officer Nicki Robins with vital technical advice from the ‘grass roots’, which has enabled the BGWA to deliver strong, best-practice viticulture information for growers.

Barossa Crop Watch
The ‘jewel in the crown’ has been the implementation of the “Barossa GrowCare” crop watch service, which involved the establishment of four automatic weather stations in Gomersal, Lyndoch, Ebenezer and Craneford, and linking in the Nuriootpa Research Station, to provide pest and disease ‘alerts’ to growers.

This service is provided in partnership with leading South Australian plant pathologist Peter Magarey, who prepares regular “GrowCare” messages throughout the growing season, with advice on how to prevent diseases such as downy and powdery mildew. These ‘alerts’ are emailed to the BGWA grower database via Nicki Robins.

BVTG members act as vineyard ‘scouts’ for Peter, who downloads the weather information at his Loxton base following ‘alerts’ from BVTG members on local rainfall events, and pests and diseases found in Barossa vineyards.

In 2013/14, the BVTG delivered two key programs funded by the Australian Grape & Wine Authority’s Regional Program.

Eutypa prevention and management
Eutypa dieback is a major disease affecting the long term sustainability and profitability of South Australian vineyards, with estimates of financial losses of up to $20 million annually. A 1997 survey revealed Barossa and Eden Valley vineyards were ranked highest for Eutypa incidence in South Australia, particularly given the significant old vine plantings in these regions.

In 2012/13, Grape Barossa pledged $17,500 over 3.5 years to support a further research project on Eutypa prevention and treatment, to be conducted by Australia’s leading Eutypa research scientist, SARDI’s Dr Mark Sosnowski.

A very successful Eutypa workshop/field day was held on 23 April, kicking off with a presentation by Dr Sosnowski and Project Leader Matthew Ayres and followed by a visit to “Heathvale” vineyard at Eden Valley where Trevor March and BVTG member Bruce Henderson demonstrated how they had improved yields by reworking the vineyard to reduce Eutypa.

The Barossa Eutypa workshop was oversubscribed, with over 70 Barossa growers in attendance.

Inaugural Barossa Pruning Expo
In early 2012/13, discussions within the BVTG highlighted the need for more information to growers about best-practice and sustainable vineyard pruning methods.

These discussions culminated in an event on 11 June – the inaugural “Barossa Pruning Expo”, held at the Nuriootpa Research Centre – attended by 120 grape growers, technical viticulturists, and viticulture trade and industry.
The Expo, organised by the BGWA and members of the BVTG comprised educational workshops, a pruning competition, and a trade show. The pruning competition, offering $10,000 worth of prizes, was hotly contested, and fifth generation Light Pass grower Jim Boehm took home the first prize of a pair of Electrocoup pruning shears in the Individual Rod & Spur event.

Not only was the Pruning Expo an opportunity to showcase best-practice pruning, it was also a great way to bring people together and boost morale within the Barossa grape growing community.

Barossa Grounds
In 2013/14, the BVTG also played an integral role in the Barossa Grounds project, including:

- input into defining the scope of the Barossa Grounds report, prepared by PIRSA’s Geospatial Information Services team (particularly Mike McCarthy, Chris Rogers, Nigel Blieschke and Bruce Henderson),
- involvement in a ‘roundtable’ of key players to develop pathways for ’next steps’ for the project,
- in September 2013, BVTG committee members Bruce Henderson, Chris Rogers, Nigel Blieschke, Anthony Scholz and Scott Grope hosted Barossa Wine School participants in a tour of Barossa vineyards to demonstrate the Barossa Grounds concept.

In December 2013, the BVTG was a vital link in the development of BGWA’s strategic planning for the 2014/15 Operational Plan around the core ‘pillar’ of “Our Own Backyard’. And in 2014/15, the BVTG will support the BGWA’s strategy to focus on best practice viticulture that improves soil health and Eutypa management – and helps growers adapt to a changing climate.

Watch this space...

Anthony Scholz
Chairman

BVTG COMMITTEE

Anthony Scholz (Chairman)  
Alistair Dinnison  
Bruce Henderson  
Scott Grope  
Nicki Robins (BGWA)  
Gavin Keller  
Di Stewart  
Dr Michael McCarthy  
Brooke Howell  
Evan Gobell  
Roger Maywald  

Chris Rogers  
Karl Schiller  
Nigel Blieschke  
Adam Hall  
Steve Schiller  
Ben Zander  
Dean Willoughby  
Kirsty Waller  
Ryan Fromm  
Simon Liersch  
Daniel Falkenberg
At a glance, recent highlights are:

- Completion of five years of the Shiraz Wine Trial. Thank you to all the contributors over this time. Now to ensure we get the most out of the data collected.
- Completion of a report and draft map bringing together the data on Barossa soils, climate and topography.
- Small batch wines produced from single vineyard sites made in controlled conditions.
- Round table meeting to discuss where to from here, with a very positive outcome.

We have reached the next phase with the Barossa Ground project. After five years of collecting and collating data from tastings of single vineyard Shiraz throughout the Barossa, we have an excellent range of descriptors to help describe the characteristics we find in wines according to where they are from. This data has been analysed and amazingly, given the trying vintages from 2009 to 2013, there are some interesting patterns forming. Having set sites on five years of tasting, we do not plan to hold the tasting again next year. Pending interest there might be an opportunity to hold a single vineyard Shiraz tasting for members.

Major progress has been made in the quest for an interactive map bringing together climatic data and soil information. PIRSA was engaged to do this and we have worked closely with them to create this map. The aim is to have a map to outline the Barossa at a glance, with its large area of immense diversity. We may be able to overlay the flavours typically found in wines from certain areas on this map. The map will be a very useful tool in helping people achieve a far greater understanding of the Barossa. Soon, more detailed versions of the map will be available online for members’ reference.

The planned small-batch winemaking project took place in vintage 2014. Nine vineyards were selected, and with willing owners, 250kg of grapes was picked from each of these vineyards and the wine made at the University of Adelaide under controlled conditions. The wines from this trial will be a useful addition to the data collected and an interesting comparison as all winemaking differences are eliminated.

In July, a ‘roundtable’ discussion was held, designed to bring together all the participants and interested parties in the Barossa Grounds project, in an effort to create a ‘road map’ for the future of the project. It was generally acknowledged that the Barossa Grounds concept is a very useful one and will be an important part of the Barossa as it develops and holds its place in the world of wine. The meeting generated several outcomes and actions that we are working on.

Julie Ashmead
Chairman

Barossa Grounds Committee

Julie Ashmead (Chairman)  
Nigel Blieschke  
Dennis Canute  
Dave Brookes  
Geoff Schrapel  
Ian Hongell  
Stuart Bourne  
Tim Smith  
Trent Johnson  
Dr Michael McCarthy  
Louisa Rose  
Chris Rogers  
James March (BGWA)  
Nicki Robins (BGWA)  
Sam Kurtz  
Scott Hazeldine  
Toby Barlow  
Wayne Ahrens  
Karin Akkerman  
Annabel Mugford (BGWA)
Barossa Wine Show Committee

The 2013 Barossa Wine Show Week was held from 16 to 20 September and received 612 entries from 105 exhibitors.
The medal tally was:
- 64 Gold
- 112 Silver
- 196 Bronze

The Chairman of judges, Nick Stock was pleased with the dimension of the show and made a commitment to expand on the opportunity. The presentation dinner was held at Wolf Blass Visitor Centre with 411 attendees. This was a great evening for the Barossa, showcasing its organisation, exhibitors, sponsors and community support. 2013 was the first year the committee adopted a “mini-AWAC” course for associate judges. In an effort to grow the base of local wine judges, participants were statistically and scientifically tested in their ability to judge and discuss wine. In all, 12 participants are selected and the top six go through to Associate Judging positions within the show.

The introduction of a Landmark Barossa Shiraz Masterclass on the Sunday before judging commenced as well as the Eden Valley Riesling tasting, helped frame the show judging in a really positive manner.

AWSEC Chief Executive, Stephen Mack, came to the Barossa for the week of the show as guest Associate judge having outbid many in the room at the Trophy Presentation dinner the year before for the privilege. He was a fantastic contributor to the Show’s activities and is a great ambassador for the region.

International judge James Suckling from Tatler publication and Jamessuckling.com also participated as a senior judge. James’ journalistic focus lies in Asia, Europe and North America.

In 2013 a greater focus was given to exhibitor connectivity, a reduction in exhibitor processing tonnages and minimum volumes made was implemented to be more inclusive of smaller makers.

The best wines of show were:
- Most Outstanding Barossa Table Wine, Premium Classes: 2008 Gatt Wines Eden Springs High Eden Riesling
- Most Successful Exhibitor – Small Producer: Head Wines
- Most Successful Exhibitor – Medium Producer: Sons of Eden
- Most Successful Exhibitor – Large Producer: Saltram Wine Estate

Ian Hongell
Chairman

Barossa Wine Show Committee

- Ian Hongell (Chairman)
- Shelley Cox (Vice Chairman)
- Tyson Bitter
- Natalie Cleghorn
- Stephen Dew
- Tim Smith
- James March (BGWA)
- Ashleigh Fox (BGWA)
- Andrew Quin
- Shavaughn Wells
- Sacha Bown
- Steve Clarkson
Cellar Circle Committee

Highlights of 2013/14

- The Fourth annual Cellar Circle Service Awards Dinner was held at the Chateau Tanunda in November 2013. Artisans of the Barossa won the Cellar Door of the Year and the Cellar Door Person of the Year was Jeanette Bates from Hemera Estate.
- It was a great networking year with several events that strengthened our ties with the other great South Australian wine regions of Clare Valley, Adelaide Hills, McLaren Vale and Coonawarra.
- A diverse range of monthly Cellar Circle events offered our members the opportunity to develop their knowledge in wine and the history of the Barossa region.
- The highlight event was an evening with Colin Gramp at the Jacob’s Creek Visitors Centre. He generously imparted his vast experience to a rapt crowd of Cellar Circle Members.
- Visitation of the monthly events continued to grow in 2013/14 with more staff from the Barossa’s Cellar Doors, Accommodation and Tourism industry attending each month.

The Cellar Circle continued to achieve its goal of developing the knowledge of Wine, Local History and Customer Service to the Cellar Door staff of the Barossa, this has helped provide exceptional experiences to visitors of the Barossa.

Jon-Paul Gaster
Chairman

Cellar Circle Committee

- Jon-Paul Gaster (Chairman)
- Tush Steinert
- Marion Wentriro
- Amy Goodsell
- Annie Rapley
- Michelle Lloyd
- Henry Goodwin
- Tom Teichert
BGWA would like to acknowledge our valued partners

A.P. John Coopers

Colloype Labels

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