

A photograph of a modern, curved outdoor bar and lounge area at dusk. A bartender in a black apron is serving drinks at a curved bar. Several people are seated at the bar and on a curved sofa. A large stone fireplace with a fire is visible on the right. The sky is a mix of blue and orange from the sunset. A large tree is in the background.

BAROSSA AUSTRALIA
ANNUAL REPORT
2024/2025

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WHAT WE STAND FOR



VISION

Barossa is a thriving and sustainable icon of wine, food and tourism.



MISSION

We help our members prosper by:

- Building and promoting a trusted, dynamic Barossa brand
- Creating more opportunities for the world to experience Barossa
- Strengthening local knowledge and capability
- Leading through collaboration and strong networks



VALUES

FOCUSED

We stay clear on our goals and invest energy where it counts.

INNOVATIVE & INFORMED

We grow through learning, insight and practical knowledge – and we share what we know.

COLLABORATIVE

We work genuinely with industry, community and government to create outcomes that benefit the region.

TRUSTED

We act with integrity, deliver on our word, and stay transparent in the work that we do.

PLACE ORIENTED

The strength and potential of the Barossa is at the centre of our work, supporting thriving industries, strong communities and sustainable landscapes.

OUR KEY PRIORITIES

SUSTAINABILITY

Alignment of intent, resource and outcome

CAPABILITY

Investing in our present and our future

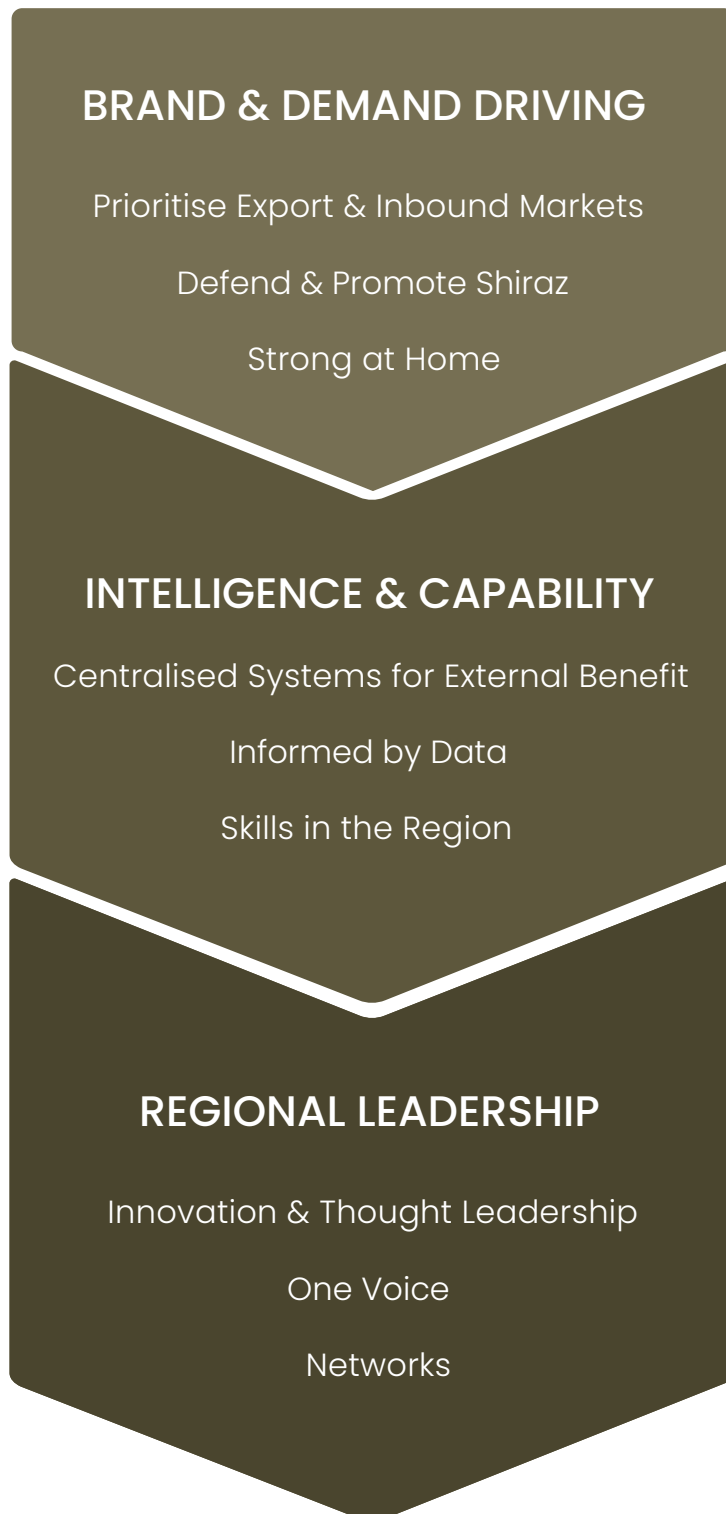
CONNECTIVITY

Participation and investment by our community and customers

STRATEGIC PILLARS

Barossa Australia's strategy is built around equally important pillars, each playing a critical role in achieving our long-term vision for Barossa.

These pillars reflect the core areas where Barossa Australia will focus its effort, investment, and leadership over the coming years.



CHAIR REPORT

Kevin Scarce AC, CSC, RAN (Rtd) Chair



I am once again pleased to report on the work and progress of Barossa Australia over the past year – a year defined by both challenge and achievement. Our region and industries continue to demonstrate remarkable resilience amid economic pressures, shifting consumer trends, and an ever-evolving operating environment.

In this context, the Board has remained focused on being informed, strategic, and disciplined in its decision-making, ensuring clear priorities, prudent investment, and measurable outcomes for our members.

A proactive international market development plan, together with opportunities to showcase the region through major events such as the Barossa Vintage Festival and AFL Gather Round, has been instrumental in keeping Barossa visible and competitive in key markets and driving awareness and demand for our region and its products.

The Board has also been active on issues of regional importance, including long-term water security, future growth and development in region, and continued efforts to explore opportunities to strengthen recognition of the quality and uniqueness of our region, its vines, and its wines.

In the face of rising costs, the Board continues to consider how best to maintain the organisation's capability and delivery, while also exploring additional avenues to ensure Barossa Australia's long-term financial sustainability.

Looking ahead, there will remain a need for us to be nimble in our planning, proactive in our decision-making, and strongly supportive of our members. The 2026 Annual Operating Plan – developed with strong industry input, provides a clear and considered roadmap of projects and programs designed to maximise opportunities for the region and its producers.

I remain confident that our current strategic approach and responsible allocation of resources will enable Barossa Australia to continue navigating the challenges ahead while delivering meaningful outcomes for members and the broader community.

My sincere thanks go to Scott, the Barossa Australia team, our volunteer committee members, and our stakeholder partners for their passion and dedication. Their collective efforts have delivered positive outcomes in a demanding environment.

Finally, I thank my fellow Board Directors for their guidance, expertise, and commitment. Together, we remain steadfast in advancing the long-term prosperity of Barossa's grape, wine, and tourism sectors, ensuring Barossa continues to thrive as a world-class wine region and visitor destination.

Kevin Scarce

CEO REPORT

Scott Hazeldine



As I prepare this report for 2024–2025, I reflect on a year that has demanded resilience, adaptability and focus from us all. The operating environment has remained dynamic and challenging for many across our industries and within our region.

While there have been clear highlights – including renewed export growth into the China market and the continued success of major regional events such as the Barossa Vintage Festival and the Barossa Wine Auction – persistent headwinds have required us to stay informed and agile as we navigate the best path forward for Barossa and our members.

Despite these challenges, the year has seen meaningful progress. The launch of the new regional website has united our digital presence and strengthened our ability to communicate Barossa's story with one voice. The Barossa Wine School expanded its global reach, welcoming new educators and students, while the revised Barossa Super 100 Wine Classification proved highly effective in reinforcing Barossa's position in the world of fine wine.

Our regional capability has been further enhanced through a diverse program of seminars, workshops and training opportunities – from commencing another round of the Next Crop leadership course to providing support in navigating the Sustainable Winegrowing Australia program, and hands-on sessions covering topics from soft pruning to succession planning and agritourism.

Innovation also continued through the completion of the Barossa Net Zero Carbon Bottle Project and the exploration of next steps in the Barossa's old vine story.

Financially, Barossa Australia achieved a provisional operating surplus of \$27,586, with a strong balance sheet and total equity of \$2.45 million. This result reflects prudent financial management and the ability of the organisation to continue to leverage additional funds from grants and other non-levy sources.

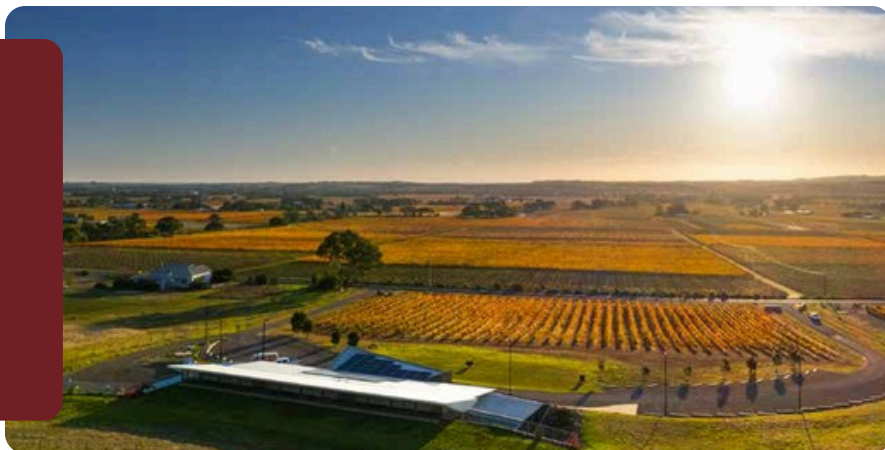
Recent months have also seen the organisation continue to refine our strategic and operational focus, strengthen relationships with key partners, and deliver an Annual Operating Plan for the year ahead that is both fiscally responsible and clearly aligned with our priorities. This work has us well placed to continue to deliver meaningful benefit for members and proactively navigate the challenges of the current operating environment.

A dedicated and skilled team has been central to this success. My sincere thanks go to the entire Barossa Australia staff for their professionalism, energy and commitment to delivering genuine value for our members. A particular mention to Ashleigh Fox who departed Barossa Australia after thirteen years of dedicated service and valuable contribution to the organisation.

Drawing on our shared resilience and connectedness, I am confident that Barossa will continue to emerge stronger – ready to seize the opportunities ahead and ensure a vibrant, sustainable future for our region and its people.

Scott Hazeldine

BAROSSA AUSTRALIA TEAM & BOARD



BAROSSA AUSTRALIA STAFF



Scott Hazeldine
Chief Executive Officer



Annabel Mugford*
Head of Education & International
Market Development



Nicki Robins
Viticultural Development Manager



Emma Rowe*
Finance Manager



Monica Hage
Office Manager



Ruby Stobart
Head of Brand & Demand Driving
Regional Tourism Manager



Justin Conceicao*
Partnerships Lead



Stoewie van den Bulk
Digital Marketer



Andy Ellis
Content & Communications Officer



Kate Growden*
Membership & Events Officer
(commenced July 2025)

Ashleigh Fox, Ben Patten and Ashleigh Hogan were also part of the Barossa Australia team in 2024-25.

*Denotes part-time

BAROSSA AUSTRALIA BOARD 2024-2025

Kevin Scarce AC, CSC, RAN (Rtd) – Chair

Stefan Jury – Special Appointment
Stefan Jury – Corporate Finance Lawyer

Marc Allgrove – Special Appointment
Evans + Ayers

Will Holmes – Grape
Woodbridge Farm

John Lienert – Grape
Lienert Vineyards

Amelia Nolan – Wine
Alkina Wines

Courtney Ribbons – Wine
Pernod Ricard Winemakers

Jon Durdin – Tourism
Seppeltsfield Road Distillers

Geraldine Frater-Wyeth – Tourism
Le Mas

FY24/25

YEAR AT A GLANCE





2024/2025: MAJOR ACTIVITIES

JULY 2024

- Operational viticulture work experience week for Year 10s
- Asian activation launched by Anson Mui – Asia Wine Ambassador
- Barossa CropWatch #1



AUGUST 2024

- Barossa Australia Member Open House
- Succession Planning Workshop for Barossa grape & wine families
- Finlaysons Roadshow
- Barossa Masterclasses x 2 in the Wine Australia China Roadshow
- Barossa table at Shine in Shenzhen
- Barossa Wine Weekend hosted by Pudao Wine Store, Shanghai
- Content Creators in region – Barossa. Be Curious



NOVEMBER 2024

- Barossa growers SWA certification training with AWRI (GrowStrong)
- Hosted wine journalist Christina Pickard in region
- Hosted Wine Australia UK/US trade visit with Emma Symington
- Migration to Zoho Forms
- Barossa Masterclass with F&B Managers in Shanghai
- SATC Barossa Update

SEPTEMBER 2024

- Barossa Wine Show
- Barossa Wine School (BWS) Level 3 immersion visit
- Barossa Grounds Tour with Kaesler for Sydney BWS students
- Barossa Zero Carbon Glass Wine Bottle Project
- SATC Global Managers Visit
- Grapefest, Texas – 6 Barossa wineries represented
- Barossa Growers BBQ at Corryton Park
- Barossa CropWatch #2
- Simonit&Sirch pruning session for growers (GrowStrong)



OCTOBER 2024

- Barossa Growers Frost Recovery Workshop
- Migration to Zoho CRM & Campaigns
- Taiwan Ace Wine Awards
- Barossa x Knowbie App launched globally
- Australia Blind Tasting Competition in Sydney
- CropWatch #3
- South Australia Tourism Awards – Winner – Barossa. Be Curious marketing campaign



DECEMBER 2024

- DTI China Famil – SAWAC
- International Market Development update by Anson Mui
- Barossa CropWatch #4



2024/2025: MAJOR ACTIVITIES

JANUARY 2025

- Restructuring Barossa Vineyards Workshop with Colin Hinze
- Tour Down Under – Tanunda
- Barossa Regional Round Table



APRIL 2025

- AFL Gather Round
- Barossa Vintage Festival
- Barossa Wine Auction
- 3 x Barossa Wine School Visits
- Grower SWA certification training with AWRI (Climate Smart)
- Grower group training for SWA Audit preparation (Climate Smart)
- UoA and RBS “business fundamentals” training (x2) for growers (GrowStrong)
- Launch of brand-new Barossa.com
- Barossa Super 100 Classification launched in Taiwan and Macau
- Barossa Table at the Austrade Premium Produce Showcase in Taiwan
- Barossa Booth at the Taiwan Wine and Spirit Fair Taipei
- Hosted Minister for Tourism Hon Zoe Bettison in region



FEBRUARY 2025

- BCLBD visit to The Barossa Cellar – speed tasting
- Barossa Regional Round Table Meeting
- BA Grower Services Award to Graeme Wellmann at Declaration of Vintage
- Barossa CropWatch #5



MAY 2025

- UoA and RBS “business fundamentals” training (x6) for growers (GrowStrong)
- Grower SWA certification training with AWRI (Climate Smart)
- Grower group training for SWA Audit preparation (Climate Smart)
- Simonit&Sirch pruning school for growers (GrowStrong)
- North America Round Table update
- 2 day changemaker leadership course run by Rural Leaders and BA
- Next Crop module 1
- Barossa Wine Assessment Course
- Implemented Zoho Projects task management tool
- Barossa Super 100 Classification launch in South Korea and Japan
- Australia Tourism Exchange (ATE), Brisbane
- International Media Marketplace, Brisbane

MARCH 2025

- Barossa Super 100 Classification launched in Chengdu
- Restructuring Barossa Vineyards 1:1 sessions with Colin Hinze
- 2024 Qantas Tourism Awards Barossa. Be Curious – bronze



JUNE 2025

- Next Crop module 2
- Barossa Growers First Aid Training (GrowStrong)
- International Market Update ASIA
- Barossa growers SWA certification training with AWRI (Climate Smart)
- Grower group training for SWA Audit preparation (Climate Smart)
- Dedicated Winter in Barossa campaign
- Barossa Super 100 Classification launch in Hong Kong
- Barossa Master Graduation Pinning Ceremony and dinner in Hong Kong
- Barossa Winter Campaign (June – August)



Celebrating Barossa's
Ultra-Premium Wines



GRAPE GROWING





GRAPE BAROSSA REPORT

EVAN GOBELL



In 2025, Barossa wine growers cannot remember an earlier start or finish to a vintage, with many wrapped-up before the end of March – and even later sites and varieties harvested before Easter in early April.

The Barossa Valley crush was 53,593 tonnes, 5% above the five-year average. Eden Valley yielded 6,343 tonnes, 7% below the five-year average.

For the second year in a row, Barossa did not receive soaking winter and spring rains, so drought conditions prevailed.

After a dry autumn, June and July had average rainfall but August only 50%. Spring saw 70% normal rainfall, with budburst 2–3 weeks earlier than usual and some early sites bursting in late August. Dry conditions meant clearer skies, and nighttime temperatures plummeted to below zero on 13, 17 and 18 September, causing widespread frost damage. However, many vineyards recovered and, overall, many achieved 80 to 90% of normal crops of high quality.

Overall, the 2024 calendar year received 302mm (BV) and 446mm (EV) rainfall, which was 69% of average, after the dry 2023 at 74%.

The value of the Barossa crush was \$114 million, up 8.5% on 2024. Price dispersion data showed 41% and 51% of red grapes in BV and EV respectively were purchased at \$2000 per tonne or above (similar to 2024).

Some highlights in 2024–25 included:

In the past 12 months, over 275 growers have participated in best practice viticulture, leadership and business skills training (co-funded) and implemented by Barossa Australia, including:

- SWA certification training with AWRI (GrowStrong and Climate Smart)
- Group and 1:1 SWA audit preparation support with VineScout and N Rudd Consulting (Climate Smart)
- Soft pruning schools with Simon&Sirch (GrowStrong and Wine Australia)
- Business skills training with University of Adelaide and Rural Business Support (GrowStrong)
- First Aid training with St John (GrowStrong)
- Mental Health First Aid Training with St John (Barossa Australia Wellbeing Fund)
- Succession planning workshop and 1:1 sessions with Halpin Wealth
- Vineyard redevelopment analysis workshop with Pinion Advisory
- Frost recovery workshop with AWRI, Colin Hinze, Barossa VitiTech Group, Adrian Hoffmann (Wine Australia).

- 80% of Barossa's 14,222 ha is under Sustainable Winegrowing Australia (SWA) membership (+15% year-on-year). Over 241 Barossa vineyards and wineries are active in SWA, with 133 third-party certified.
- Barossa's 4th "Next Crop" leadership program for young people working in Barossa grape growing kicked off with 23 participants, heading towards 90 graduates since 2012 (co-funded by Wine Australia).
- Fifteen Year 10 students participated in Barossa Australia's "Operational Viticulture" work experience week (30 students commenced school-based apprenticeships with Barossa growers in the past 5 years).

GETTING GROWERS TOGETHER

The Grape Barossa committee continued its series of "Barossa Grower Get Together and BBQ" events, with John Lienert hosting an event at his shed in Shea Oak Log. We will continue these in 2026 – and look forward to more growers joining this opportunity to connect in these challenging times.

Evan Gobell

Chair, Grape Barossa

GRAPE BAROSSA COMMITTEE 2024/25

Evan Gobell

(Chair)

John Lienert

(Deputy Chair)

Darren Westlake

Julie Ashmead

Carol Riebke

Paul Thomas

Jack Scholz

Trent Burge

Brad Currie

Adrian Hoffmann

(Invited as Barossa Rep & Chair of WGCSA)

Nicki Robins

(Barossa Australia)

Scott Hazeldine

(Barossa Australia)



GRAPE GROWING KEY STATISTICS

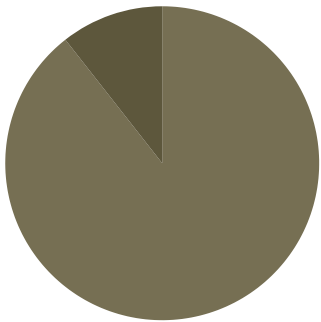
BAROSSA AUSTRALIA 2025 VINTAGE REPORT

Barossa’s 2025 winegrape crush was 59,936 tonnes. Barossa Valley at 53,593 tonnes was 7% above the 5-year average, and Eden Valley at 6,343 tonnes was 5% below.

The value of the Barossa crush was \$114 million, up 8% on 2024, and 5% below the five-year average of \$120 million.

Wine Australia’s 2025 National Vintage Report revealed the Australian winegrape crush was 1.565 million, up 11% on last year. The crush value was \$1.13 billion, 14% up on 2024.

BAROSSA WINE ZONE TOTAL CRUSH 59,936 TONNES*



Barossa Valley
53,593 Tonnes*
(up 7% on 5-year average)

Eden Valley
6,343 Tonnes*
(down 5% on 5 year average)

Data source: 2025 Wine Australia National Vintage Report

*Due to an approximately 10% non-response rate, the total Barossa wine grape yield reported in the National Vintage Report is regularly 10-15% lower than the actual crush determined by the Barossa levy collected by the Primary Industries Funding Scheme.

2025 BAROSSA VALLEY AVERAGE PRICE per tonne (% up or down, compared to 2024 vintage)

Shiraz	\$1905	+2%
Cabernet Sauvignon	\$1865	+6%
Grenache	\$2135	-9%
Mourvedre	\$2237	-2%
Chardonnay	\$960	+9%

2025 EDEN VALLEY AVERAGE PRICE per tonne (% up or down, compared to 2023 vintage)

Shiraz	\$2733	+1%
Cabernet Sauvignon	\$2491	+6%
Grenache	\$2459	-19%
Riesling	\$2058	+2%
Chardonnay	\$1835	+5%

Crush (tonnes)
59,936
+7%

Shiraz ave. per tonne
\$1,905
+2%

Total crush value
\$114M
+8.5%

Percentage of total
Australian tonnes
4.2%

BEST PRACTICE VITICULTURE 2024-25

GrowStrong and Climate Smart funding to support SWA certification

Barossa Australia was successful in securing an additional \$280,000 funding via state and federal grants [GrowStrong](#) and [National climate-smart funding](#) for Barossa grape growers (April to June 2025) to help support:

- SWA certification training with AWRI (60 growers)
- Group and 1:1 SWA audit preparation support with VineScout and N Rudd (80 growers)
- Soft pruning schools with Simon&Sirch (40 growers)
- Business skills training with University of Adelaide and Rural Business Support (21 growers)
- First Aid training with St John (15 growers)

Next Crop leadership program

Barossa Australia was successful in securing an additional \$55,000 from Wine Australia to co-fund Barossa's 4th "Next Crop" leadership program for young people working in Barossa grape growing. The 9-month program kicked off in May 2025 with 23 participants (90 graduates since 2012).

Barossa CropWatch

Barossa Australia delivered five "CropWatch" bulletins to growers on 24 July, 18 September, 21 October, 4 December and 4 February, providing vineyard management advice following spring frosts, and prevention of downy and powdery mildew. 2024/25 was Barossa Australia's 12th year providing a crop watch service to Barossa growers.

Vineyard redevelopment workshop

In January, 30 growers attended Barossa Australia's workshop with viticulturist/business planning specialist Colin Hinze's to look at Cost of Production and Return on Investment scenarios for changing management of vineyards (including reworking, grafting, pulling out unviable blocks).

Barossa Growers Frost Recovery and Management Workshop

In early October, following the spring frosts of 13, 17 and 18 September, 80 growers attended Barossa Australia's "frost recovery and management workshop" at The Barossa Cellar. This featured presentations from AWRI's Dr Mardi Longbottom and Pinion Advisory's Colin Hinze; a Barossa VitiTech Group panel session, and a field visit to Adrian Hoffmann's frost-affected Ebenezer vineyard.

Succession planning workshop

In August, 10 Barossa grape and wine families participated in a Succession Planning Workshop with Michael Hart of Halpin Wealth.

Operational Viticulture

In July, Barossa Australia hosted 15 high school students on its "operational viticulture work experience week" for Year 10s, bringing the total alumni to 73 students since 2019. Barossa growers have taken on 30 school-based apprentices since the program kicked off five years ago.

Barossa's 2024/25 Sustainable Winegrowing Australia report

- 241 Barossa members (up from 183 last year). Includes 202 vineyard sites and 39 winery sites.
- 133 Barossa certified members (up from 100 last year).
- 80% (11,309 Ha) of Barossa's total 14,222 Ha of vineyard area is now under Sustainable Winegrowing Australia membership (up from 9,861 Ha last year).



1. Barossa's 4th "Next Crop" leadership program kicked-off with 23 young grape growers at The Barossa Cellar in May.

2. 30 school-based apprentices have been "matched" with Barossa growers in the past 5 years, starting with Barossa Australia's operational viticulture work experience week every July.

3. 60 Barossa growers completed Simonit&Sirch pruning training in 2024/25, with extra funding from GrowStrong and Wine Australia.

4. 80 Barossa growers attended the Barossa VitiTech Group's frost recovery workshop in October.

WINE

Grenache





G.V
Shiraz



WINE BAROSSA REPORT

COURTNEY RIBBONS



The Wine Barossa Committee serves as a key link between Barossa Australia and the regional wine community – representing industry interests, identifying opportunities for innovation, and advising on marketing, policy, and practice.

Early in the year, the Committee reviewed its structure to ensure focus and effectiveness, confirming three priority areas: Market Development, Capability and Innovation, and Industry, Advocacy and Sustainability.

The Committee continues to play an important advisory role, helping shape Barossa Australia's domestic and international market engagement strategy to best strengthen Barossa's position in premium global wine markets.

Committee members Matt McCulloch and Ben Chapman provided valuable guidance on export strategy, particularly in Asia and North America. Their insight, along with input from wider industry focus groups, has helped inform Barossa Australia's export initiatives – from trade shows and masterclasses to the continued development of the Barossa Super 100 Classification – ensuring Barossa remains visible and relevant in key markets.

Closer to home, the 2025 Barossa Wine Auction provided a welcome opportunity to reinforce Barossa's quality credentials in the domestic market, and its ongoing success and evolution remain key priorities.

The Committee also continues to foster collaboration across emerging areas of interest for our winemakers, including alternative packaging, no-alcohol innovation, and carbon capture. Work has begun on a program of industry site visits focused on these themes to drive shared learning.

Completion of the Barossa Net Zero Project marked a major milestone, with the Committee now considering next steps to further advance regional sustainability leadership.

Congratulations to Tim Pelquest-Hunt and the Barossa Wine Show Committee for delivering the 48th Barossa Wine Show in September 2024. With 723 entries and 419 medals, the new awards lunch format at Seppeltsfield Wines was a successful evolution of this long-standing regional celebration. The looming 50th anniversary of the Barossa Wine Show in September 2026 provides a unique opportunity to further celebrate our regional winemaking excellence.

Lastly, the Committee remains active in and around some key regional priorities. These have included advancing Barossa's "old vine" message to ensure the region's heritage and uniqueness are recognised globally as well as contributing to key advocacy discussions on strengthening export support for producers, proposed updates to container deposit schemes and the Dr Craig Emerson Independent Review of Australian Wine Policy.

Sincere thanks are extended to all Committee members for their time, expertise, and commitment and the Committee looks forward to continuing to provide a voice for the region's winemakers and working constructively to deliver added value for them in these challenging times.

Courtney Ribbons
Chair, Wine Barossa

THE WINE BAROSSA COMMITTEE 2024/25

Courtney Ribbons

(Chair)

Matt McCulloch

Ben Chapman

(Deputy Chair)

Andrew Cockram

Belinda Hughes

Jean McIntyre

Mitch McKenzie

Lauren Mudge

Tim Pelquest-Hunt

Scott Hazeldine

(Barossa Australia)



WINE KEY STATISTICS

The Barossa Australia International Market Development Strategy is a three-year strategy and plan guiding Barossa Australia’s international wine market activities.

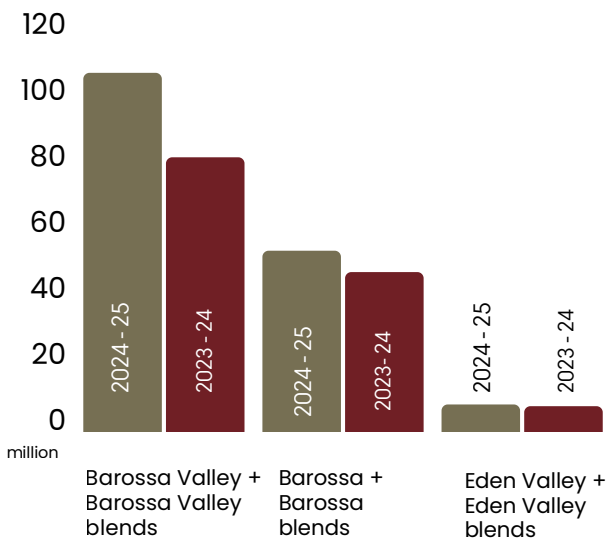
2024-2025 was the first full year post the lifting of the China tariffs. Barossa wines have flowed back into China with the value of exports increasing by 111.3% to AU\$67.4m, making China Barossa’s top export market again. Although this is still well below the peak of wines exported into China in 2018-2019 of AU\$117.9.

Barossa Australia continued to work with our in-market ambassador, Anson Mui, to support the sell-through of stock in China as well as supporting diversification into other Asian markets with 16 different activations. Many of these activations were delivered in partnership with our in-market Barossa Wine School educators. Partnering with Wine Australia and the South Australia Wine Ambassador Club has enabled us to further diversify the Barossa reach.

We also continued to explore opportunities in the USA and Canada through partnerships with GrapeFest in Texas and Knowbie in Canada.

BAROSSA ZONE EXPORTS MAT** Growth to June 2025

Exports by Geographical Indication (\$AU value)



**MAT = Moving Annual Total
Data source: 2025 Wine Australia Export Report

Exports by variety, top 5 (value)

Shiraz	\$106.7M	+23%
Shiraz blend	\$21.6M	+28%
Cabernet Sauvignon	\$11M	+19.6%
Grenache blend	\$6.1M	+48.8%
Chardonnay	\$2.9M	+20.8%

Destination market, top 5 (value)

China	\$67.4M	+111.3%
UK	\$17.5M	+10%
New Zealand	\$15.0M	-5.7%
Hong Kong	\$12.7M	+5%
USA	\$8.6M	-22.5%



Export volume
11.2M Litres
+25.6%



Export value
\$164.2M
+23.4%



Average price per litre
\$14.62
-1.7%



Percentage of total
Australian volume
1.8%
+28.5%

BAROSSA WINE SCHOOL 2024-2025

- 35 licenced Barossa Wine School educators in 16 countries delivered a total of 45 classes with 543 participants
- BWS Level 1 = 32 classes with 390 participants
- BWS Level 2 = 10 Classes with 125 participants
- BWS Level 3 Immersion Visits in the Barossa = 3 groups with 28 participants*
- BWS Online registrations = 89
- Helen & Grant Burge appointed as Inaugural Barossa Wine School patrons

* Across the visits, the guests connected with 49 grape and wine producers and 20 tourism businesses resulting in a total visitor spend of \$307,000.

Through the RDA BGLAP event impact calculator, the impact of these visits for the Barossa region has been calculated as providing; an additional output of \$408,000, an additional value-add of \$210,000 and 4 additional annual jobs locally.

Thank you to all the grape and wine producers and tourism businesses who made these visits possible.

A Barossa Master Graduation and Pinning Ceremony was held in Hong Kong at the end of June, with 100 guests attending.

Other activities delivered by BWS educators = 20



Inaugural Barossa Wine School Sponsors, Grant & Helen Burge, with Barossa Wine School Level 3 Graduates – The Barossa Cellar

BAROSSA WINE AUCTION

The 2025 Barossa Wine Auction reinforced its role as a strategic platform for showcasing the Barossa's premium and collectible wine offerings in Australia and internationally. Partnering with LANGTONS, the auction was held in two parts; in the Barossa in April linked with the Barossa Vintage Festival and in Sydney in June.

Key Achievements:

- 36 Barossa wineries contributed 68 total lots. Included in these lots are the four unique Barossa Collections that an additional 40 wineries also contributed to.
- 384 guests attended across the two auctions.
- From the auction net proceeds, a \$50,000 charitable donation was made to both Foundation Barossa and Barossa Vintage Festival.

Barossa Live Auction – 4 April 2025 – powered by LANGTONS

- 152 guests attended at the Old Redemption Cellar, Peter Lehmann Wines
- 73% of lots auctioned in the Barossa were won by bidders from outside of the Barossa.
- 48% of lots auctioned in the Barossa were won by Barossa Wine School guests, demonstrating the importance of linking Barossa Wine School visits with the Barossa Wine Auction.
- 98% clearance rate.

Top Lots

- PENFOLDS Bin 111A Clare/Barossa Shiraz Imperial 2016 \$35,000
- HENSCHKE Hill of Grace Single Vineyard Shiraz and Mount Edelstone Single Vineyard Shiraz, 750ml, 10 bottle set \$26,000
- ROCKFORD Basket Press Shiraz 12 bottle set vintage vertical in a wooden display case \$18,000

Sydney Live Auction – 10 June 2025 – presented by LANGTONS

- 232 guests attended at Crown Sydney, Pearl Ballroom
- Sponsored by Barossa Australia, Vintec, Riedel, Robb Report
- 97% clearance rate

Top Lots

- HENSCHKE Hill of Grace Single Vineyard Shiraz Imperial 2018 \$17,500
- SAMI-ODI Hoffmann Dallwitz Syrah 19 bottle set 2007-2023 Shiraz \$10,500
- ROCKFORD Basket Press Shiraz Imperial 2005 in a hand-crafted wooden display case \$7,500



65
Lots Sold



384 Guests
across two
events



73% lots won by
bidders outside
of Barossa

"The Barossa Wine Auction is one of the highlights on the LANGTONS calendar, affording guests and bidders unrivalled access to the rarest collections, verticals and large format cuvées from the region's most talked about producers. The majority of these lots are purely created for this sole auction and as we saw in the Barossa and Sydney, reach astonishing prices,"

Michael Anderson, Head of Auctions and Wine Consignment at LANGTONS

INTERNATIONAL MARKET DEVELOPMENT

Asia Market Activations

Working with Anson Mui, Barossa Australia Asia Ambassador, we delivered the China and Asia Program. 16 Activations were held with 976 attendees across the Activations.

- Three updates held. July 2024: 18 winery representatives attended in person and 25 digital engagement. December 2024: 18 winery representatives attended. June 2025: 39 winery representatives attended.
- Wine Australia China Roadshow – Barossa Masterclasses x 2
- Austrade Shine in Shenzhen – Barossa table
- Barossa Wine Weekend – Pudao, Shanghai
- Ace Wine Awards – Taiwan
- Barossa Masterclass with Shanghai F&B Managers
- Barossa Super 100 Classification Launch in Chengdu, with launch event, masterclass and walk around tasting
- Taipei Wine & Spirits Festival
- Austrade Producer Showcase in Taiwan – Barossa Masterclass and Barossa Table
- Barossa Super 100 Classification events in Macau, Seoul, Tokyo and Hong Kong

North America

GrapeFest Texas, USA – September 2024

- Barossa Australia co-ordinated six wineries to attend GrapeFest Texas, USA, in a designated Barossa area in the International Wine Experience.
- 5000+ attendees in the International Wine Experience area.
- 106 dozen wine sold to GrapeFest that were then onsold to attendees via a token system, used in masterclasses and enjoyed in hospitality areas.
- Two Barossa masterclasses were held, hosted by Dean Hewitson, with 82 guests attending.
- 78+ million Total Potential News Reach through:
- 5 radio appearances
- 6 TV studio appearances
- 3 live on location broadcasts
- Shared between Dean Hewitson and Vanesa Lambert
- Barossa x Qantas promotion attracted 7000 qualified entrants.

Barossa x Knowbie App Collaboration (free interactive training module)

- Launched in Vancouver, Canada in October 2024 with James Lindner co-hosting the launch event.

North America Round Table – May 2025

- 21 Barossa winery representatives attended plus five people followed up with separately.

Buyers and Media

- In partnership with Wine Australia three international buying groups hosted from Finland, Canada and US/UK with a total of nine people.
- In partnership with the South Australian Wine Ambassadors Club (DSD) two groups hosted from China and Asia with a total of 19 people.
- Hosted tastings for six wine critics/writers with articles, blogs and online posts resulting from all tastings.
- Hosted five national and international wine and lifestyle media in region with articles, blogs and posts resulting from all visits.



Get Knowbie x Barossa launch – Vancouver, Canada

BAROSSA WINE SHOW 2024



723
entries

Arla Gardens was awarded Best Barossa Wine for its 2022 Ironstone and Quartz Garden Shiraz at the 2024 Barossa Wine Show Awards Presentation Lunch, held on Friday 13 September 2024.

The 2022 Ironstone and Quartz Garden Shiraz received six trophies in total, highlighting the exceptional quality of Shiraz produced in the region. Small Wine Producer Adam Clay remarked, "We are very proud and excited to showcase the amazing quality of Shiraz grown in Moppa."

The Chair of Judges for the 2024 Barossa Wine Show was Adam Wadewitz.



81
gold medals
awarded

Chair of Judges: Adam Wadewitz

Panel Chair Judges: Peter Kelly, Adam Walls, Rob Diletti

Judges: Emma Norbiato, Sophie Otton, Ben Thoman, Brett Smith, Bec Wilson, Fongyee Walker MW

Associate Judges: Ollie Thomas, Ally Gossen, Steven Soper, Lauren Hutton, Angus Davidson, Michelle Li

Wine of Provenance Judges: Adam Wadewitz, Fongyee Walker MW, Brock Harrison, Peter Kelly

Committee: Ashleigh Fox, Nathan Gudsell, Alexey Doumbouya, Tim Dolan, Katelin Boase, Scott Hazeldine, Belinda van Eyssen, Tim Pelquest-Hunt



93
silver medals
awarded

MAJOR TROPHIES

Best Barossa Wine

Arla Gardens 2022 Ironstone and Quartz Garden Shiraz

Best Barossa Red Wine

Arla Gardens 2022 Ironstone and Quartz Garden Shiraz

Best Barossa White Wine

Sons of Eden 2024 Freya Eden Valley Riesling

Most Outstanding Red Wine of Provenance

Saltram Wine Estate Mamre Brook Shiraz – 2022, 2017, 2010

Most Outstanding White Wine of Provenance

Peter Lehmann Wines Wigan Riesling – 2017, 2011, 2007

Best Single Vineyard Wine

Arla Gardens 2022 Ironstone and Quartz Garden Shiraz
Viticulturist: Adam Clay

Best Small Sized Winery

Liebichwein

Best Medium Sized Winery

Chaffey Bros. Wine Co

Best Large Sized Winery

Peter Lehmann Wines



245
bronze medals
awarded



2024 Barossa Wine Show Judges



2024 Best Barossa Wine, Arila Gardens



AP John Coopers



Kym Teusner - Vintage hands



Barossa Super 100 Masterclass in Chengdu



2025 Barossa Super 100 Masterclass, China

TOURISM





TOURISM BAROSSA REPORT

PIPPA MERRETT (DEPUTY CHAIR)



FY24/25 marked a modest return to growth for Barossa's visitor economy. The year brought renewed momentum, deeper collaboration and a shared focus on shaping the future together.

Despite broader cost-of-living pressures, Barossa remained one of South Australia's top regional performers. South Australia Tourism Commission (SATC) data to December 2024 recorded \$287 million in visitor spend – 99% of the region's 2025 target – with 244,000 overnight visitors and 898,000 day trips.

While overnight visitation eased slightly, overall spend rose 27% on pre-Covid levels of 2019, reflecting the value placed on premium, place-based experiences. Tourism continues to support around 1,700 jobs across the Valley.

The Barossa. Be Curious campaign engaged 3.26 million Australians and was recognised with a National Bronze at the Qantas Tourism Awards whilst the Winter in Barossa seasonal campaign featured 50+ local operators, drawing 58,000+ visits to Barossa.com.

The relaunch of Barossa.com in April 2025 was a key achievement – merging four legacy sites into one dynamic platform. With 1.3 million page views annually, and 80% of listings integrated via ATDW, it now serves as a vital tool for bookings, storytelling, and trade engagement.

The Barossa Vintage Festival 2025 drew over 57,000 attendees and delivered \$16.3 million in regional impact. Committee member Michael Kruger served a dual role on both the Tourism and Festival Committees thus ensuring strong alignment and connection.

April's AFL Gather Round saw matches hosted in the new Lyndoch precinct, drawing thousands and shining a national spotlight on the region. Both events affirmed Barossa's strength as a host of major cultural and sporting experiences.

The committee was actively involved in the review of Localis visitation data, helping ensure insights reflect real-world visitor patterns and industry needs. The Committee will continue this work alongside the Barossa Australia team in the coming year to identify future regional data needs are met to help inform key strategic and business decision making in region.

Regional transport remains a concern. Improved connectivity is essential for sustainable growth, visitor experience, and community safety, and remains a priority for advocacy.

The committee has paid close attention to the SATC State Tourism Plan Review currently underway, with Geraldine Frater-Wyeth representing Barossa on the SATC Chair's Committee. As that process continues through 2026 and beyond, the committee will continue to remain engaged and advocate through the State Destination Management Plan (DMP) process, ensuring regional voices shape the next chapter.

The expanded Barossa Circle Group engaged over 200 operators across six sessions, building capability and stronger sector connection and adding to our industry engagement.

We thank outgoing Chair Lisa Anderson and members Ben Patten and Ashleigh Hogan for their contribution, and acknowledge the support of The Barossa Council, Light Regional Council, Regional Development Australia Barossa Gawler Light Adelaide Plains. and SATC.

As we look to FY25/26, our focus remains on strengthening data-informed decision-making, broadening the visitor experience, and supporting a vibrant, community-connected Barossa.

Pippa Merrett

Deputy Chair, Tourism Barossa Committee

THE TOURISM BAROSSA COMMITTEE 2024/25

Lisa Anderson

(Chair - retired July 2025)

Bridgette Hastings

(Chair August 2025 -)

Geraldine Frater-Wyeth

Pippa Merrett

(Deputy Chair)

Chad Elson

(Retired May 2025)

Jenny O'Brien

Michael Krueger

Tony Tscharke

Zoe Wilde

Ben Patten

(Barossa Australia until May 2025)

Scott Hazeldine

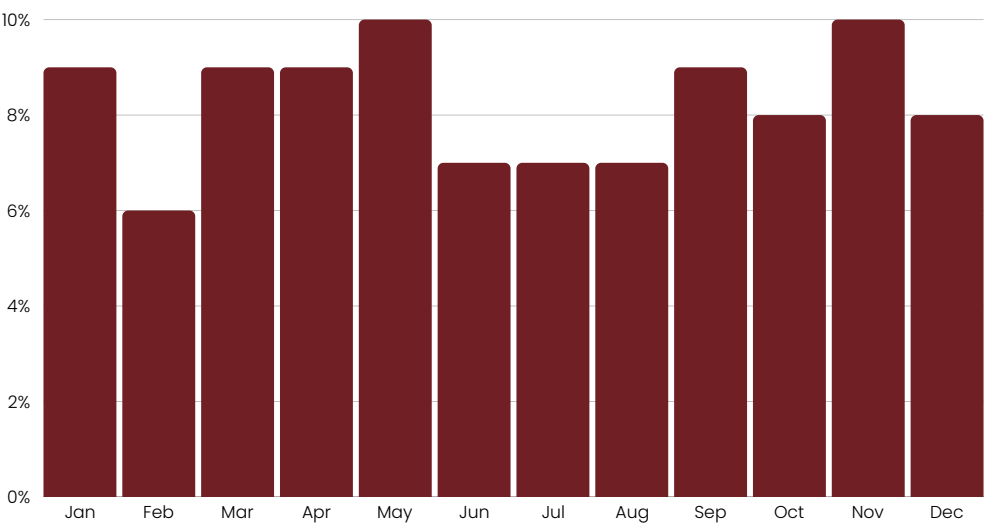
(Barossa Australia)

TOURISM KEY STATISTICS

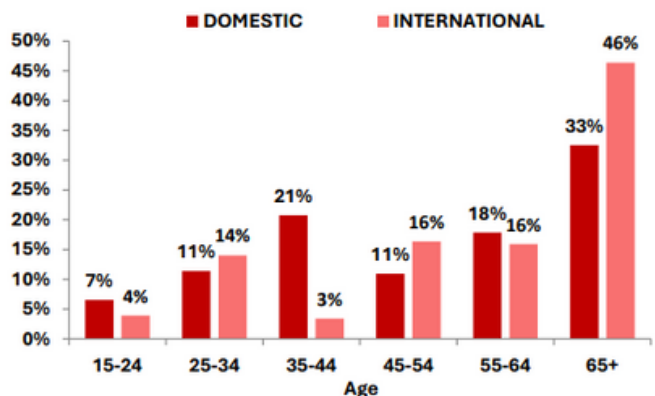
Year Ending December 2024: South Australian Tourism Commission, Barossa Regional Profile 2024



SEASONALITY OF DOMESTIC OVERNIGHT VISITORS TO BAROSSA 2024

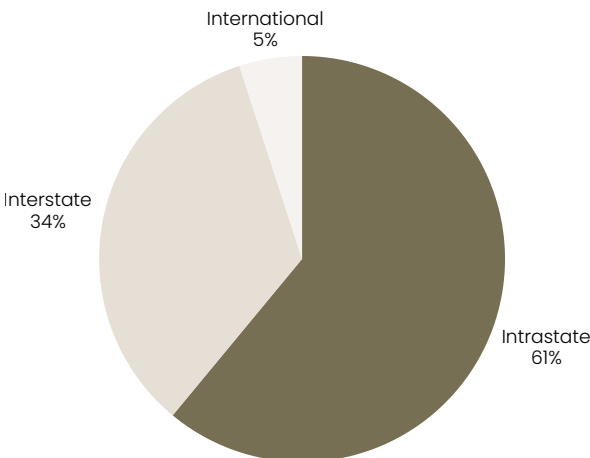


AGE OF VISITORS TO BAROSSA



- Overnight domestically peak in the 35-44 and the 65+ age group with 25 per cent and 33 per cent of visits.
- 46% of international visitors are aged 65+.

OVERNIGHT VISITORS SOURCE MARKETS YEAR ENDING DEC 2024



TOURISM KEY STATISTICS – LOCALIS



HOTEL

Annual Occupancy

51%

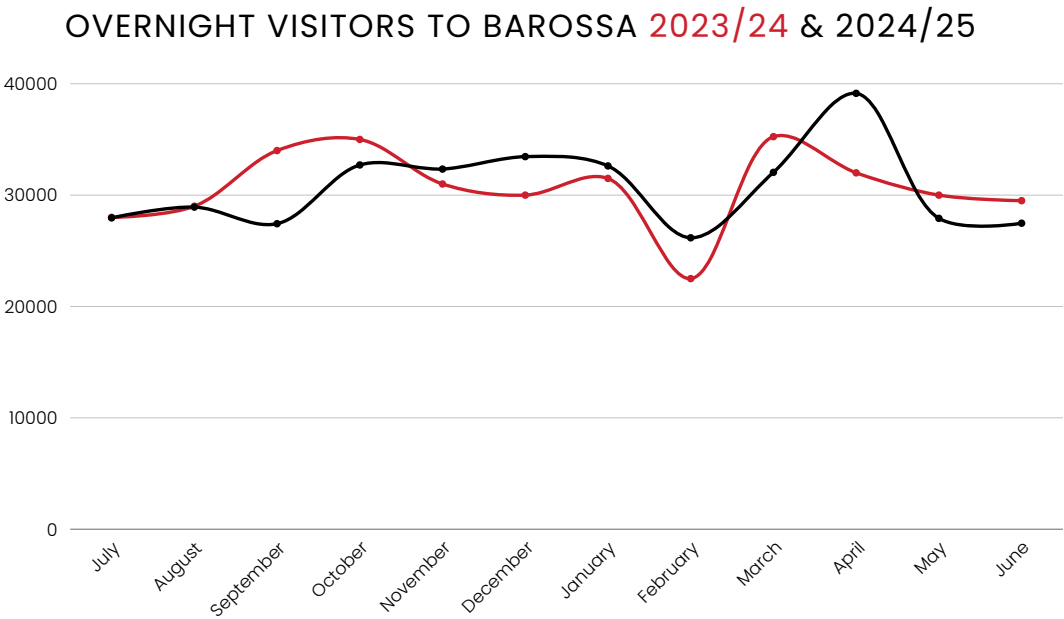
-12% YOY



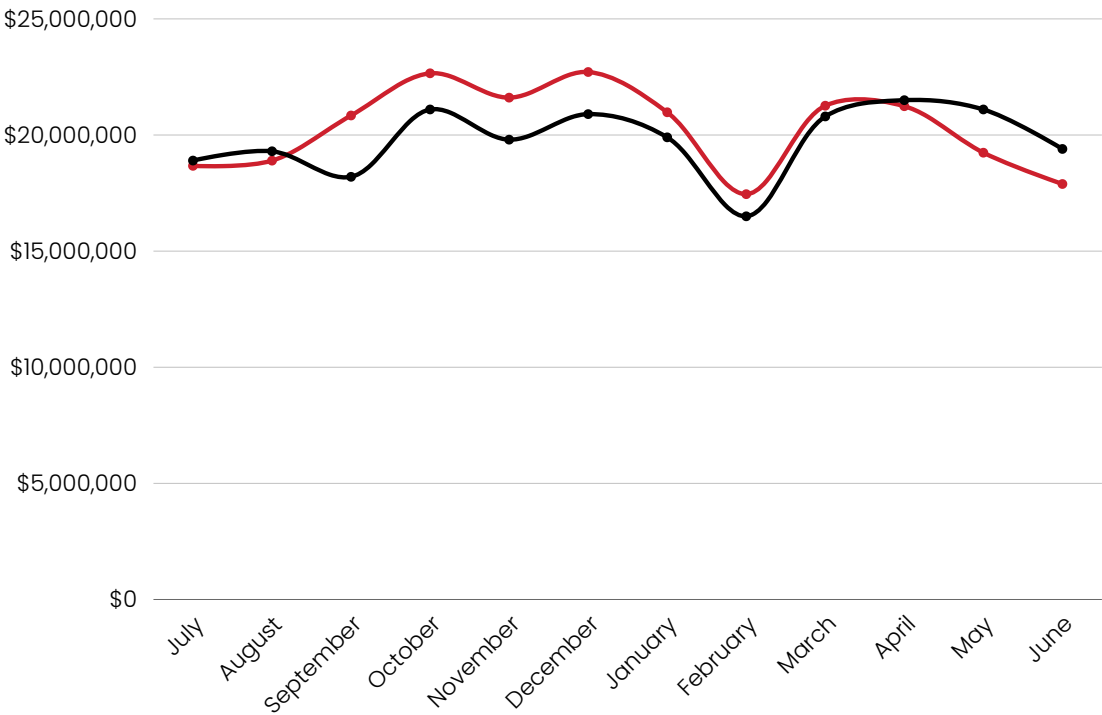
Average Daily Rate

\$298

+8.8% YOY



BAROSSA TOURISM EXPENDITURE BY MONTH 2023/24 & 2024/25



Barossa Source Markets



Intrastate

89%

-5% YOY

Interstate

11%

+5% YOY

Data source: Localis Data and Analytics 2024-2025
Spend data reflected in the table above was introduced in October 2024, but allows the ability to backcast.

BAROSSA VINTAGE FESTIVAL

Led by Festival Co-Directors Maz McGann and Rebecca Reynolds, the 2025 Barossa Vintage Festival reaffirmed its place as Australia's oldest and most loved wine, food and culture celebration.

Held across 19 Barossa townships, the Festival delivered 94 events, drawing 57,000 attendees and generating an economic impact of \$16.3 million – up 10 % on the previous event.

- 94 events delivered across 19 Barossa townships, showcasing the diversity of wine, food, heritage, arts and community.
- 42 community and not-for-profit organisations hosted events, supported by a strong volunteer network.
- New hallmark experiences introduced, including Touchdown Taste-Off, Club Vintage, Run Around the Vines and the Barossa Big Sing.
- Much-loved traditions returned, including the Grand Parade, Grape-Stomping and Party at the Oval.
- The first 'Friends of the Festival' initiative established, creating a sustainable funding and engagement model.
- 4.35 million media reach achieved through integrated marketing, paid digital, influencer content, radio, print and TV coverage.
- Website users increased to 62 000, with audiences spanning Adelaide, Melbourne and Sydney.
- Festival messaging centred on "Celebrating the Vintage – Your Place, Your Party" and "Australia's Oldest and Best Wine, Food and Culture Festival."
- 95 % of stakeholders indicated they are likely to participate in future festivals.

Plans are already underway for the next chapter in 2027, building on the momentum of this year's success. The Festival's collaborative spirit, strong community foundations and creative leadership continue to shape an event that's proudly Barossan, rooted in tradition, yet always evolving.

With local organisations, volunteers and supporters behind it, the Barossa Vintage Festival is not just a celebration of vintage, but a shared story that grows richer with each passing year.



\$263K
Box Office
revenue



57,200
Attendees



\$16.3M
Economic
Impact





2025 Gather Round weekend in Tanunda – Food & Wine Village



2025 Barossa Vintage Festival Grapestomp



Barossa Australia Gold Winner – SA Tourism Awards – Barossa. Be Curious campaign



2025 Santos Tour Down Under – Tanunda



Barossa Circle Networking – Lou Miranda & Lou's By Horizon



2025 Festival of Footy – Barossa Park

MARKETING





Stallholder

- Avon Bros
- Mild Sourdough
- Parm Larder EL
- The Farm Barn
- Barossa Valley Co
- Witch's Noodles
- Gully Gardens
- Jacka's Kitchen
- Dan's Loves Co
- Barossa Village
- Dairy Good Sides
- Quarrel's Cakes
- Donkey's Honey
- Frankie & Co
- Apex Bakery
- Tamanda Food
- My Sweet Food
- Tamanda Food

Willkommen
to
Ziegenmarkt!
April 24th 2025 - 8am-12pm
Live Auction Times:
9am - 9:45am + 11am
#Ziegenmarkt #mybarossa

BAROSSA VINTAGE FESTIVAL
FAMILY WINES
TEA
2



MARKETING & PROMOTIONAL PROGRAMS

Member Engagement and Industry Support

Barossa Australia's communications and engagement activities continued to inform, connect and support members across grape, wine and tourism sectors.

- 48 Member EDMs sent to 1 293 recipients (average open rate 49.2%).
- Member Facebook followers 1 078 (reach 3 000); LinkedIn followers 2 608 (impressions 15 381).
- Four Barossa Circle networking sessions and two capability workshops delivered, engaging around 200 participants across the year.
- Gather Round event readiness workshop attended by ~80 participants.
- Localis visitation and spend data used to inform member, Board and stakeholder planning.
- 152 responses received for the Annual Member Survey, informing the FY26 Annual Operating Plan.
- 74 brands nominated for the Barossa Super 100 Classification II; 57 qualified, 127 wines (refer to International Market Development page 27).

Trade and Market Development (summary)

Barossa's international and domestic trade presence continued to grow through coordinated activity and collaboration with key partners.

- Representation at Grapefest Texas 2024 and the Asia Program (16 activations, 976 attendees).
- Three international buying groups (Finland, Canada, US/UK) and two Asia delegations hosted in partnership with Wine Australia and the South Australian Wine Ambassadors Club.
- Tastings hosted for six wine writers and five media visits, generating national and international coverage.
- Representation at Australian Tourism Exchange (ATE) 2025 – 90 trade appointments – and International Media Marketplace – 23 media appointments.
- Visit Barossa consumer newsletter launched, distributed to 6 756 subscribers (average open rate 30.3%).
- 25 000 Barossa Touring Maps reprinted to meet visitor demand.
- 25 percent increase in events hosted at The Barossa Cellar.



MARKETING & PROMOTIONAL PROGRAMS

Global Partnerships and Representation

Barossa Australia continues to strengthen its global networks and share regional expertise through key alliances and programs.

- Ongoing participation in the Wine Origins Alliance and Great Wine Capitals Network.
- Great Wine Capitals Bursary awarded for research into luxury wine tourism and direct-to-consumer sales.
- Support for SATC and ATEC initiatives, including Explore SA / Destination Showcase (FY26 hosting) and the ATEC Tourism Trade Ready Program.

Digital and Marketing Platforms

A strong focus on digital transformation and coordinated marketing improved Barossa's reach and visibility.

- New Barossa.com launched (April 2025), consolidating four legacy sites and recording 215,000 visitors and 1.3 million page views in FY24/25.
- Around 80 percent of content powered by ATDW plugin, enhancing member visibility and referrals.
- Combined social media reach: Facebook 903 000; Instagram 128 000 (MyBarossa + BarossaWines).
- Barossa Visitor Guide re-issued.
- Barossa Super 100 Classification II collateral produced (posters, flyers, stickers, media wall, web and social content).
- Winter in Barossa campaign delivered across paid and organic channels featuring seasonal member experiences.
- Santos Tour Down Under, AFL Gather Round and Barossa Vintage Festival amplified through digital promotion (50 + events featured).
- Transition to Zoho One completed, integrating CRM, communications and project management systems.

Signature Events and Campaigns

Barossa's signature and collaborative events continued to showcase the region's people, produce and experiences.

- Barossa Wine Show 2024: 723 entries (39 Wines of Provenance class); 230 guests at awards lunch.
- Barossa Vintage Festival 2025: 94 events delivered; influencer hosting generated 150 000 impressions in 36 hours; livestream to China via SATC Weibo.
- Barossa Wine Auction 2025: two events (Barossa and Sydney); 384 guests; 68 lots sold; national media coverage including Gourmet Traveller.
- Winter in Barossa 2025 campaign (Jun 2025 – Sept 2025) was a dedicated winter visitation campaign, generating 1.2+ million social impressions and 57,000 website visitors. Three EDMs achieved up to 36% open rates, and influencer visits produced 48+ posts and reels reaching 630,000 viewers with an estimated \$12.6K in earned media value.
- Qantas Tourism Award – Barossa. Be Curious campaign (State Winner, National Bronze)

Gather Round



Visitor spend
\$2.02 million



Dining spend
\$2.3 million



Attendance
~43,000

Barossa Vintage Festival



Economic
Impact
\$16 million



Registered
events
94



Attendance
~57,000

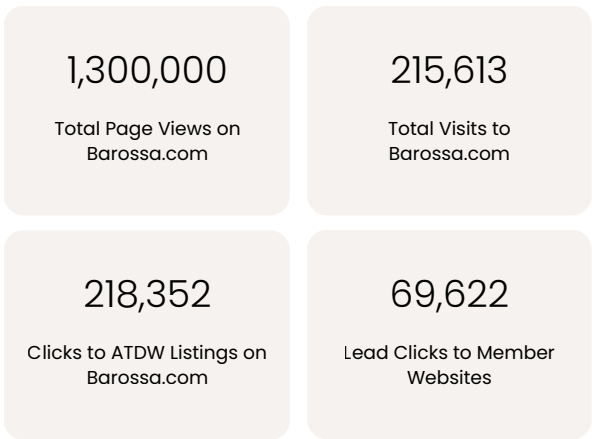
MARKETING & PROMOTIONAL PROGRAMS

This year saw the successful launch of the rebuilt Barossa.com – consolidating four legacy websites into one unified, user-first platform. The new site is designed to be agile, flexible and intuitive, allowing for quick updates and seasonal content shifts that better meet the needs of today’s travellers and local audiences. Underpinned by a custom API and deeply integrated with ATDW listings, the rebuild delivers a more streamlined experience for visitors while reducing duplication and admin for operators. Modular content design ensures stories, events and experiences can be updated easily, keeping the platform fresh, relevant and responsive.

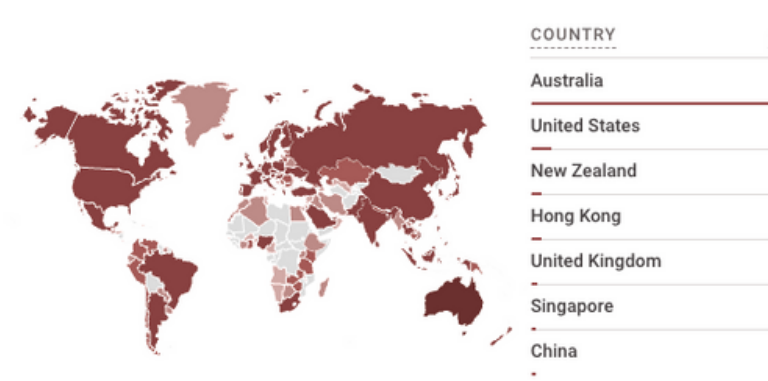
The result is a smarter, simpler digital experience that supports Barossa’s tourism, wine and events ecosystem – all in one place, and always ready to evolve.

Key Highlights of Barossa.com analytics

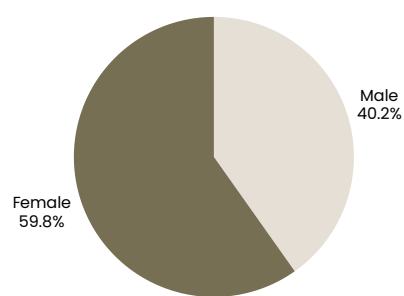
Barossa.com by Numbers



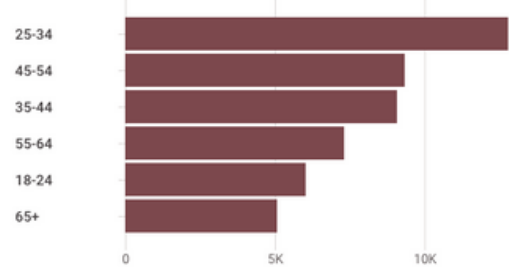
Barossa.com Visits by Country



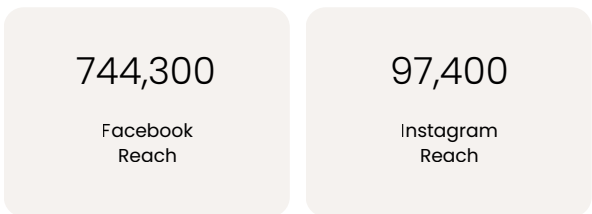
Barossa.com Visits by Gender



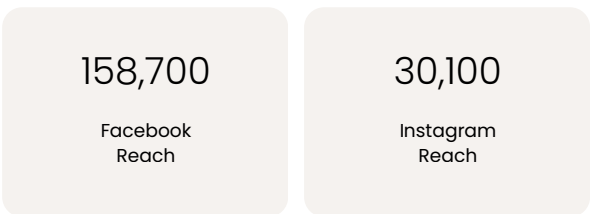
Barossa.com Visits by Age



Barossa Facebook & Instagram



Barossa Wine Facebook & Instagram



ACKNOWLEDGEMENTS

Barossa Australia would like to acknowledge our valued partners for their long-term support and commitment to the region.





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We acknowledge the Ngadjuri, Kurna and Peramangk peoples as the traditional owners of the landscape many of us know as the Barossa. We recognise their continuing connection to land, water and community and we pay our respects to elders past and present.

This information has been made available to assist in the understanding that Barossa Australia is not rendering professional advice. The information is not legally binding and is not intended to be a substitute for legal advice. The information is based on Barossa Australia's understanding regarding the requirements of the market at the time. Barossa Australia does not accept responsibility for the results of any actions taken on the basis of this information nor for the accuracy or completeness of any material contained in it. Barossa Australia expressly disclaims all and any liability and responsibility to any person in respect of the consequences of anything done in respect of reliance, whether wholly or in part, upon this information.

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