

Schedule of Social Program
18 September 2020 @ 9:00 – 10:30

**A virtual Field Trip to South Australia wine regions:
 implications and learnings from COVID-19**

Chaired and curated by:
Professor Marianna Sigala, University of South Australia

WINE REGION IN SOUTH AUSTRALIA	PRESENTERS – DISCUSSION TOPICS
Clare Valley	<p>Lucy O’Brien, General Manager, Clare Valley Wine & Grape Association, clarevalleywine.com.au</p> <p>Lucy is talking about <i>The Clare Valley Gourmet Weekend</i>, an annual event which due to COVID-19 was delivered online in May 2020. Lucy talks about the rationale and the challenges of doing the festival online, the online participation of wineries and other tourism organisation and their future plans.</p> <p>The following video-interviews also provide further insights about the online offerings and the benefits that specific wineries obtained by virtualising their participation at the online festival.</p> <p>Chrissy van der Jeugd, Eldredge Sales & Wine Club, www.eldredge.com.au</p> <p>Marnie Roberts, Winemaker, Matriarch & Rogue, www.matriarchandrogue.com.au</p> <p>Tania Matz, Knapstein Wines, www.knapstein.com.au</p> <p>Ali Paulett, Owner and Director, Paulett Wines, www.paulettwines.com.au</p>
Barossa	<p>Emily Hay, Marketing and Communications Officer, Barossa Grape & Wine Association (BGWA), https://www.barossawine.com/</p> <p>From a wine destination perspective, Emily Hay talks about how the BGWA has used technologies and social media to virtualise the association’s services to its key stakeholders such as, wine makers and grape growers, wine trade professionals and the Barossa wine visitors.</p>

	<p>Mitchell McKenzie, Chateau Tanunda, https://www.chateautanunda.com/</p> <p>Mitchell talks about the history of Chateau Tanunda, the wine experiences offered at the cellar door and the contribution of the winery to the wine region of Barossa.</p>
<p>McLaren Vale</p>	<p>Melissa ‘Milli’ Oosting, Cellar Door & Telesales Manager, Hugh Hamilton Wines, www.hughhamiltonwines.com.au</p> <p>Milli mainly talks about the virtual offerings of Hugh Hamilton during the COVID-19 period and their future plans for the post COVID-19 period. More information can also be found at</p> <ul style="list-style-type: none"> - Great for photos of your 6 generations : https://hughhamiltonwines.com.au/bloodline/ - Reference to tastings & experiences : https://hughhamiltonwines.com.au/cellar-door/ - During COVID: Black Sheep UNI - https://hughhamiltonwines.com.au/black-sheep-uni/ - https://hughhamiltonwines.com.au/join-black-sheep-uni/ - https://issuu.com/hughhamiltonwines/docs/14_day_provision_guide_booklet - Community page for the winery club members : https://www.facebook.com/groups/blacksheepflock/?ref=share <p>Chester Osborn, Chief Winemaker & Viticulturalist, The D’ Arenberg Cube, d’ Arenberg, https://www.darenberg.com.au</p> <p>Chester (a charismatic and creative mind, designer and conceptualiser of The Cube, the iconic cellar door in McLaren Vale and South Australia) talks about the concept design and the wine experiences offered at the Cube, the impact of COVID-19 on the cellar door and his experiences by going online during the pandemic.</p> <p>Lisa McNicol, Wirra Wirra Cellar Door & Tourism Manager , Wirra Wirra www.wirrawirra.com</p> <p>Lisa talks about the impacts of COVID-19 on the re-design of the cellar door operations, servicescape design and operations, as well as the wine tourism experiences offered at Wirra Wirra and the core values and principles of their design (e.g. links and support to local tourism and other suppliers, accommodation future plans, combination of food and wine).</p>
<p>Riverland</p>	<p>Andrew, Riverland Wine Centre, www.riverlandwinecentre.com.au</p> <p>Andrew is the founder and manager of the Riverland Wine Centre. An innovative and must-needed concept to promote and represent local wines and wine makers,</p>

specifically the small ones not having a cellar door. Andrew describes his efforts through the wine centre to create a wine (tourism) brand name and recognition of the Riverland, as the region has been for long known and specialising in grape growing rather than wine making (80% of grapes in South Australia come from this wine region). Andrew is an innovative mind trying to expand and enrich the wine tourism experiences offered at the wine centre by developing nature-based tourism (wine centre located next to a wet land). Andrew highlights the need to develop more links between the wine and grape growing industry with the tourism stakeholders.

Kayla Mudge, Cellar Door manager, Banrock Station Wines, Accolade Wines, <http://www.banrockstation.com.au/>

Kayla gives an overview of the wine tourism experiences offered at the Banrock Station Wines, a cellar door located within a beautiful wetland full of birds and native animals. Kayla talks about the basic principles and values of the cellar door and its efforts to contribute to a sustainable (tourism) development.