



# THE RIVERLAND WINE INDUSTRY BLUEPRINT IMPLEMENTATION PLAN

The Blueprint was prepared by the  
Riverland Wine Industry Blueprint Steering Committee  
and is supported by the following funding partners:



Wine  
Australia



# RIVERLAND WINE INDUSTRY BLUEPRINT – IMPLEMENTATION PLAN

The board of Riverland Wine will work in conjunction with the identified Key Partners on the implementation of the Riverland Wine Industry Blueprint.

## Immediate Action

Item	Title	Activity & Outcome	Key Partners
1.1	<b>Social and well-being services</b>	Prepare for increased for social services and wellbeing support for Riverland grape growers to minimise health effects and social dislocation during industry adaptation. Specifically, more RBS.	PIRSA, Federal Gov., CCW, RBS, RDAMR
1.2	<b>Grower break-even analysis</b>	Practical financial tools to determine minimum grape prices at varying scales and locations of production so growers can complete a more informed break-even analysis.	Wine Australia, AWRI, RBS, IWRA
1.3	<b>Lower stock/sales</b>	Investigate opportunities to utilise surplus wine stocks and rebalance supply/demand.	PIRSA, Producers
1.4/1.5	<b>Exiting with dignity</b>	Minimal reduction in available irrigation water in the region. Assist orderly transition to more productive cropping systems. Improved irrigation efficiency.	SA Government (DEW), RIT, CIT, RBS
1.6	<b>Water transition</b>	Partner with the One Basin CRC research to identify the factors required for the transition and assist with planning.	Wine Australia, Local Gov
1.7 (&2.1)	<b>Grower resilience</b>	Identify and promote flexible vineyard management practices that can be used to enable more adaptable and resilient grape production, such as resting vineyard systems.	AWRI/SARDI, Wine Australia, CCW
1.8 (&2.1)	<b>More efficient production</b>	Promote alternative farming systems and new production models to increase production efficiency.	PIRSA, AWRI/SARDI
1.9	<b>Trade support to meet regions needs</b>	Trade facilitation, export assistance, and exporter capability services and assistance tailored to Riverland wine producer's needs to increase participation by region in trade activities.	DTI, TradeStart, Wine Australia, Austrade, AGW, SAWIA, WGCSEA
3.1 (5.3, 5.9)	<b>Raised local and global awareness</b>	Continue to develop global interest and awareness in the region's stories, wines and tourism and trade participation of regions producers. Riverland Branded wine active in trade.	Destination Riverland, Local Gov.
3.2	<b>Riverland Wine Tourism growth plan</b>	Develop and implement a Riverland Wine Tourism strategy to grow, promote and support existing wine tourism activities and attract new investment.	Destination Riverland, SATC
4.4	<b>Local school leavers into wine industry</b>	Investigate opportunities for local schools to deliver vineyard, wine-making and wine tourism courses that lead into locally delivered viticulture and hospitality TAFE courses and increased regional capability/resilience.	Wine Australia, State Government
5.1	<b>Sustainable production and businesses</b>	Accelerate the uptake of Sustainable Winegrowing Australia accreditation for all Riverland wine industry participants to meet growing market requirements.	AWRI (WA, AGW)
4.1	<b>Diverse &amp; engaged region</b>	Establish working groups for growers, wine processors, tourism operators, to investigate and recommend initiatives to manage industry issues.	CCW
	<b>Annual review of priorities</b>	Constantly align to regions needs. Constantly review performance.	Range of Partners, CCW, DR, Producers

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## Short-term

Item	Title	Activity & Outcome	Key Partners
2.3 (2.1 & 5.2)	<b>Attuned to international markets and trends</b>	Access and disseminate data and information on global wine trends and host regular local and international market insights events to support market driven wine style and varietal mixes and improved sales opportunities.	Wine Australia, DTI
2.2	<b>Efficient regional wine value chain</b>	Improve the transparency of the value chain for wine grapes including supply and demand, final market pricing, discounts, and quality penalties for improved decision-making. Focussed and relevant R&D to improve value chain.	Wine Australia, AWRI
4.3	<b>Levy equity</b>	Advocate for fairer distribution of producer levies to warm inland regions to better reflect best practice production systems and current market challenges.	ACWP, Wine Australia, AGW, IWRA
4.4/5.6	<b>Improved capability</b>	Increase the number of Riverland wine industry participants in state and national capability development programs. Immediate development of marketing capabilities within local winery brands and capability to move up the value chain.	Wine Australia, WCCSA, SAWIA, PIRSA, DIIS, UofA, StudyAdl., TAFE
5.4	<b>Creation of new wine brands &amp; businesses</b>	Increased number of wine processors that produce Riverland-branded wine products.	RDAMR, PIRSA

## Mid-term

Item	Title	Activity & Outcome	Key Partners
4.5	<b>Career / business opportunities</b>	Promote employment and investment opportunities in the Riverland Wine Industry.	SA Government, RDAMR

## Long-term

Item	Title	Activity & Outcome	Key Partners
5.7	<b>Wine tourism growth</b>	Investigate establishing funding programs to stimulate in world class Riverland Cellar Door experiences. Increased number of wine tourism experiences.	PIRSA, SATC
5.5	<b>Contract capability</b>	Collaborative contract crushing capacity and investigate the opportunity for a small run packaging operation for smaller regional wine processors.	RDA, Wine Producers

### Based on critical, effective information flows:

2.1 Support transition to grape varieties and wine styles that meet market demand and are suited to the climate (Information flows from WA, AWRI and SARDI).

5.2 Drive new product development to grow new consumer recruitment and demand (Information flows from WA, AWRI, Adelaide University)

5.8 Demonstrate and promote the uptake of emerging technologies to improve vineyard productivity and profitability (information flows from AWRI, SARDI, PIRSA, Wine Australia).

# Key Partners

<b>ACWP</b>	Australian Commercial Wine Producers
<b>AGW</b>	Australian Grape & Wine
<b>Austrade</b>	Austrade, Australian Government
<b>AWRI</b>	Australian Wine Research Institute
<b>CCW</b>	CCW Co-operative
<b>CIT</b>	Central Irrigation Trust
<b>DR</b>	Destination Riverland
<b>DIIS</b>	Department for Industry, Innovation and Science
<b>DTI</b>	Department of Trade and Investment
<b>Federal Government</b>	
<b>IWRA</b>	International Water Resources Association
<b>Local Government</b>	
<b>PIRSA</b>	Department of Primary Industries and Regions, South Australia
<b>RBS</b>	Rural Business Support
<b>RDA</b>	Regional Development Australia
<b>RDAMR</b>	Regional Development Australia Murraylands & Riverland
<b>RIT</b>	Renmark Irrigation Trust
<b>SA Government (DEW)</b>	Department for Environment and Water, South Australia
<b>SARDI</b>	South Australian Research & Development Institute
<b>SATC</b>	South Australian Tourism Commission
<b>SAWIA</b>	South Australian Wine Industry Association
<b>State Government</b>	
<b>StudyAdl</b>	StudyAdelaide
<b>TAFE</b>	
<b>TradeStart</b>	
<b>UofA</b>	University of Adelaide
<b>WGCSA</b>	Wine Grape Council of South Australia
<b>Wine Australia</b>	



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