

# South Australian Wine Grape Growers Summit

*(Finalised program as at 14 June 2017)*



Presented by Wine Grape Council of SA and Barossa Grape & Wine Association

Barossa Arts & Convention Centre, Tanunda - Friday 28 July 2017

8.15am	Registration and refreshments	
9.00am	Welcome to the Summit	<i>Heather Webster, Chair, Wine Grape Council of South Australia</i>
9.05am	Welcome to the Barossa	<i>Adrian Hoffmann, Barossa grower &amp; Board Member, Barossa Grape &amp; Wine Association</i>
9.10am	Introduction to Summit/Proceedings	<i>Phil Reedman MW, Summit MC</i>
9.15am	Sponsor messages	<i>Nathan Gogoll, Winetitles Trent Milford, Peats Soils</i>
<i>Session 1: Grower advocacy: The future of your state wine grape grower representative body</i>		
9.25am	Wine Grape Council of South Australia: -WGCSA's value to SA wine grape growers -an update on renewal of the state levy	<i>Adrian Hoffmann &amp; Heather Webster, Wine Grape Council of South Australia</i>
<i>Session 2: Market analysis of the Australian wine industry – current trends and outlook for the future</i>		
9.45am	The implications of: -Australia's 2017 harvest on track to exceed 1.8 million; -below average harvests in Chile, Argentina, France; -trends in top export markets for Australian fine wine: are they growing, stable, reducing? China (23% share of export value); US (21%); UK (16%); Canada (9%); HK (5%); -how are our competitors performing in these markets? -the impact of US/China domestic production; - consumer trends.	<i>Rabobank – Tim Hunt, General Manager Research Food and Agriculture</i>
10.10am	-What varieties, products, and price points are selling?  -What are wineries' plans for the future in these markets?  -Who is having success in China - and why?  -What are the cultural challenges with China?	Facilitated session by Summit MC - the view from senior executives of: <i>-Pernod Ricard Winemakers - Brett McKinnon, Global Operations Director -Treasury Wine Estates - Kirstie McCosh, Global Head of Marketing Services, Insights &amp; Innovation -Seppeltsfield – Warren Randall, Proprietor, Managing Director</i>
11.00am	Morning Tea	

<i>Session 2: Thinking outside the square for your business. Innovative examples of successful business models.</i>		
11.45am	<i>Understanding the profit drivers in your business: The top performing grain growers in SA are retaining 30% of turnover as net profit, while the average is retaining closer to 10%. What are the top 20% of businesses doing differently to achieve this?</i>	<b>Rural Directions Pty Ltd, James Hillcoat</b>
12.15pm	<i>Business support tools for wine grape growers</i>	<b>Rural Business Support, Nigel Robinson</b>
12.30pm	<i>Structures and processes family farming businesses can utilise to ensure sound decisions are made.</i>	<b>Pinery grain grower and 2015 Nuffield Scholar, Derek Tiller</b>
12.50pm	<i>Better the devil you know? Loyalty: The pros and the cons of sticking with the status quo for your agri-business services.</i>	<b>Dimchurch Vineyards, Barossa, Adrian Hoffmann</b>
1.10pm	Q&A session	Summit MC
1.25pm	<i>The other way to Bank: A different way of looking at your assets and liabilities</i>	<b>Beyond Bank, Andrew Woodrow</b>
1.35pm	Lunch	
<i>Session 4: When times are tough, succession plans get shelved, postponed; even abandoned, where profits are not attainable. But when profitability returns, capital owners and families readjust their focus to reconsider what they do, why they do it, how long they will do it, and who will do it next.” (Tilbrook Rasheed CA)</i>		
2.50pm	<i>Are you on the right track for the successful succession of your vineyard business?  Exploring different models for succession of a family vineyard business.</i>	<b>Mutual Trust, Brad Simmons</b>  <b>Finlaysons, Will Taylor</b>
<i>Session 5: Strengthening our regional communities. Is your region’s future your concern?</i>		
3.30pm	<i>Case Study: Barossa Grape &amp; Wine Association’s 2015 grower survey revealed 30% of Barossa growers are exiting the industry now - or in the next 5-10 years? Are we ready for this? What’s the plan? What lessons can be learned from the past to make sure we succeed in the future?</i>	<i>Facilitated session by Summit MC: Reflections of older and younger generations of Barossa growers</i> <b>Christine Canute, Adrian Hoffmann, Fiona Habermann &amp; Ed Schild</b>
<i>Session 6: Wrap up:</i>		
4.15pm	-Main take-outs from today’s Summit -Regional dates for local workshops on succession and business structures -Checklist for succession planning action -Vote for WGCSA levy renewal	<i>Summit MC and Heather Webster</i>
4.30pm	Drinks and nibbles and networking with the “Next Generation”	<i>Presented by Faith Lutheran School and Nuriootpa High School students in the Faith Wine Centre (adjacent to Summit conference room).</i>
5.30pm	Summit close	