

# 'Some Like it Hot' seminar 2009

Having developed an enviable reputation in its 7 years, the annual Some Like it Hot seminar is set to run again on 5<sup>th</sup> November. The program has been developed to take a serious look at the industry and provide a strategic outlook for those who are committed to forging a future in the Riverland wine industry.

The seminar aims to buck the trend and *explore positive solutions* that will carry the region forward.

[Register online here](#)

**Date:** Thursday, 5th November 2009  
**Venue:** Chaffey Theatre, Eighteenth Street via Seventeenth Street, Renmark, SA  
**Cost:** \$50.00

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|-------|---|--|
| 9:00  | Welcome   |  |
| 9.05  | Data collection and what does it tell of the future?  | Lawrie Stanford, Australian Wine & Brandy Corporation                                  |
| 9.55  | The commodity wine market; can the Riverland sustain a position?<br>The impact of the private label       | Phil Reedman MW, Former Senior Wine Product Development Manager with UK retailer TESCO |
| 10.35 | Morning Tea   |  |
| 11.00 | Emerging markets: Asia the next frontier  | Ali Hogarth, Australian Wine & Brandy Corporation                                      |
| 11.40 | Value chains & industry restructure: can growers become more than price takers?                           | James Parsons, 2008 NZ Nuffield Scholar  |
| 12.30 | Lunch   |  |
| 1.20  | Grape growers the unsecured creditors; clarifying how the law views winegrape growers' retention of title | Stuart Andrew  |
| 1.50  | Alternate varieties forum   | Chaired by: Ashley Ratcliff<br>Tom Newton, Mark Krstic, Phil Reedman                   |
| 2.40  | Questions   |  |
| 2.50  | Close   |  |

**Please note:** While many of the seminar speakers have been confirmed, the above program is a draft

A digital version of the presentations will be available to delegates providing a USB device at the seminar.

Payments are made through the online booking service at <http://www.riverlandwine.org.au> – with online bookings you may pay by; Visa, MasterCard, by cheque or direct deposit (payment instructions will be included with your tax invoice). Please note: the registration is non-refundable.

It is preferred that you book directly on-line, however if this is not possible, please complete details below and include a cheque or money order made to "Some Like it Hot", c/- RWIDC, PO Box 953, Renmark SA 5341.

Name(s)

Business Name

Postal Address

Telephone

E-Mail

Questions or queries,  
contact:

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Some Like it Hot is an initiative of the RWIDC and the RVTG. It is proudly sponsored by;

**Grape and Wine Research and Development Corporation – Elders –  
Rabobank – JMA Engineering**

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## Session 1 – *Data collection and what does it tell of the future?*

A regular at Some Like it Hot, Lawrie Stanford, Manager Information and Analysis at the Australian Wine and Brandy Corporation (AWBC), returns again to highlight the industry's plight from a statistical perspective.

Most are familiar with the problem of oversupply within the industry. Lawrie's job is to delve a little further, analyse the nature of the oversupply and provide forecast for the industry based on historical data and modelled outcomes. The information provided by Lawrie provides a platform for decision making and continues to be a must for the strategic thinkers within the industry.

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## Session 2 – *The commodity wine market; can the Riverland sustain a position?*

Phil Reedman is a Master of Wine and a consultant to the wine industry, his background in sourcing and selecting wines for TESCO, a major UK retailer, has him well placed to offer commentary on the state of the industry and Riverland's ability to compete.

As a Senior Wine Product Development Manager, Phil was based in Australia with TESCO but also sourced wines from New Zealand, South America and USA. Phil understands the wine business, has seen the retail sector consolidate and become a powerful player in the supply chain. The dynamic at play has seen the retailer owned 'private labels' grow, wines become a commodity and competition from around the world increase markedly; how will this affect the way we do business?

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## Session 3 – *Emerging markets; Asia, the next frontier*

Ali Hogarth, AWBC Regional Manager – Emerging Markets, joins the team of presenters at Some like it Hot and is tasked with offering commentary on the emerging markets of Asia. A reduction in tariffs (2004) has seen a greater penetration of imported wines into China and the Australian wine presence has grown. Like many Asian markets, the cultural aspects of business are vastly different to those of the western world. Ali will use her wealth of knowledge and experience to paint a realistic picture of the opportunities and challenges presented by the emerging markets of Asia.

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## Session 4 – *Value chains and industry restructure: can growers be more than price takers?*

It's no secret; the Australian wine industry has its problems. The conduits we have to market are failing to sustain all involved in the supply chain.

James Parsons is a farmer, Director of the NZ Meat Board and also Director of Meat and Wool NZ who recognised his industry had a problem and decided to do something about it. Winning a 2008 Nuffield Scholarship, James travelled the world looking at 'value chains' and the role they might play in industry restructure. The observations made during his time away provide some benchmark strategic thinking for growers and farmers across all agricultural pursuits.

James articulates the behaviours and culture of current supply chain arrangements and explains why growers will continue to suffer if they don't work collaboratively to establish a more powerful position within that chain.

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## Session 5 – *Grape growers the unsecured creditors; clarifying how the law views winegrape growers' retention of title*

Just like many other farmers, wine grape growers are vulnerable when ownership of their grapes passes to the processor and they are left standing on the weigh bridge as unsecured creditors.

Although the Wine Grape Industry Act prescribes terms of payment there are many pitfalls between the weigh bridge and the money being in the bank especially when the industry is exposed to such severe financial pressure as it is this year.

Stuart Andrew, well known Berri Lawyer, has been agitating for reform for some years to avoid the sort of distress experienced by so many growers after the collapse of various processors (not just wineries) over the past decade. Stuart will explain why growers are unsecured creditors and what reforms are needed to enable growers to retain ownership until they are paid in full.

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## Session 6 – *Alternate variety forum*

Ashley Ratcliff (Yalumba), Tom Newton (Constellation Wines Australia), Peter Clingeffer (CSIRO), Phil Reedman MW and Bruce Bassham (Riverland winegrape grower) come together in a forum session to discuss the alternative varieties, the strategy industry should take to ensure the sustainable development of market opportunities, the mistakes of the past and the opportunity they may present to reposition the Riverland.

This session presents an excellent opportunity to engage in the debate and explore the opportunities that may be available to the Riverland. Can we produce an iconic wine?