



Clare Valley Wine &
Grape Association

CLARE
VALLEY

2022 – 2023

ANNUAL REPORT

Tim Davies - Vineyard in Summer Clare Valley

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CLARE VALLEY WINE & GRAPE ASSOCIATION

Established in 2018, through the amalgamation of the Clare Valley Winemakers Inc. and the Clare Region Winegrape Growers Association, CVWGA's vision is to position Clare Valley wines so they are widely known and selling strongly, with a reputation for quality, and to tell the unique story of the wine community and the landscape in which it thrives.

OUR PURPOSE

To ensure the prosperity and sustainability of our member businesses and the Clare Valley Community.

OUR BOARD

HON MARTIN FERGUSON AM

Independent Chair

ALI PAULETT

Paulett Wines

GRANT CARR

Braeside Vineyards

PENNY LION

Bourke & Travers

HILARY MITCHELL

Mitchell Wines

ANNETTE HOVEY

Independent Member

MATT SCHULTZ

Taylors Wines

OLIVIA HOFFMANN-BARRY

Jim Barry Wines

OUR VALUES

Commitment to:

- Decisive Leadership
- Collaboration throughout the value chain
- Quality of our grapes, wine and experiences
- Lifelong learning and career opportunities
- Sustainability of our industry and environment
- Continuous improvement
- A community of leaders and contributors

OUR TEAM

ANNA BAUM

EXECUTIVE OFFICER

BELINDA HEINRICH

MARKETING & EVENTS COORDINATOR

RACHEL TRENGOVE

EDUCATION & ENGAGEMENT OFFICER

JORDAN MARTIN

COMMUNICATIONS &
ADMINISTRATION OFFICER

FROM THE CHAIRMAN



The wine industry reminds me more than ever of the roller coaster nature of tourism and hospitality to which the industry is becoming more and more aligned at a local level.

Every time the industry turns a corner and starts to think positively about the future, another challenge confronts it.

Just think about tourism and hospitality over the last couple of decades. They have had to confront and survive everything from the pilots' dispute of the 1990's to the "Recession that we had to have", SARS, bird flu, the Global Financial Crisis, COVID, geo-political tensions and volatility of global and domestic economic conditions. In addition to these difficulties, there is also an ever-present question of the weather, from floods to bushfires and droughts.

Having come out of COVID lockdowns, with the breaking of the drought, things were looking rosy for the Valley but now the environment has changed so dramatically to yet again challenge grape growers and wine makers. China's tariffs have killed 33 percent of Australia's wine exports, with demand for our shiraz grapes falling dramatically and now challenging international and domestic economic conditions are curbing discretionary expenditure dramatically. At the same time, exports to the United Kingdom have dropped as have the value of all Australian wine exports by 33 percent over the last two years.

Despite these setbacks, the Association has continued to work in a professional and determined way to promote and develop the unique and diverse attributes of the Clare Valley. Since the last Annual General Meeting, it has continued to promote the industry through a combination of domestic and international wine tasting events. In many ways, these marketing activities were well reflected in the

highly successful east coast promotion and celebration of 21 years of Clare riesling in screwcap, which also attracted great media interest, generating 74 media stories reaching 1.7 million people.

The Endeavour Group Clare Valley Wine Show was again a success, whilst also enabling the industry to join together post-COVID pandemic to celebrate its success and relax in a convivial environment after two years of government-imposed lockdowns.

Pleasing to the industry is the on-going success of members, such as; though not exhaustive, Colin McBryde and Jennifer Gardner being awarded Vineyard of the Year in the Young Gun of Wine Awards, James Halliday recognising five Clare Valley rieslings in the Top 100 Wines and Jim Barry receiving the Wolf Blass AM BVK Award.

On the hospitality side, the Watervale Hotel has also received state and national recognition in the Australian Hotel's Association Annual Awards for its exciting food and wine experiences.

This year's Clare Valley SCA Gourmet Week saw a new branding reflecting the region's beautiful natural landscape, commitment to fresh and innovative food and the fantastic wines. Despite the weather, the event over 10 days saw a visitation of 10,000 people making it the most successful in its 39-year history. Members and the local community are to be congratulated and thanked for the manner in which they all pitched in to make it a success.

From a policy perspective your Board and staff have been rigorously pursuing a wide ranging and comprehensive agenda.

First and foremost has been the issue of water and the Kellogg Brown and Root (KBR) preliminary report on water supply, demand and future security of supply, following consultation with members. This report is now in the hands of the SA Government with our Water Sub-Committee awaiting an official government response, the priority being the development of a climate independent water solution to secure the economic future of the region.

Related to this has been the Board's focus on the all-important issue of sustainability with the Association

recently approving a strategy framework to focus on continuous improvement of our grape growing and production sustainability performance. This is important as consumer and hence distribution agents and retailers are paying more and more attention to these issues in a competitive consumer world, both domestically and internationally. As part of its work, a number of workshops and training programs have been pursued to help members improve practices such as pruning, spray application and the National EcoVineyards Program.

Representations were also made to the SA Government on the ever-present challenge of 'spray drift' and the Association worked with the education industry to try and encourage young people to pursue rewarding careers in the wine industry. This also involved the Association working to encourage the younger generation working in the industry to participate in the Next Crop program aimed at helping them assume leadership roles in the industry.

Just as the Association has sought to improve its marketing efforts through the relaunch of the 'Breathe It In' brand it has also supported a new Grower Engagement and Education Officer to work more closely with the growers.

Looking at the immediate future the industry faces a range of uncertainties, many related to the state of the economy including increasing costs. No one can safely predict how the domestic and international economies will perform over the next twelve months. Consumer spending is already slowing down, and it is getting more and more difficult to pass costs on. It is to be hoped that Australia avoids that narrow path to recession and that commodity prices in mining, petroleum and agriculture can still prop up our economy. Government must also stop spending or we will soon face further taxes at a state and federal level.

Having been invited to Chair the Association in September 2019, I thank members for the privilege of working with them and the opportunity to participate in the Clare Valley wine and grape family.

The past four years have not been without their challenges from drought to COVID and labour cost increases but the Association is now in a sound organisational position, with strong governance and a relatively sound financial position.

I congratulate Mitchell Taylor on his appointment as the new Chair. With his leadership, experience and industry connections you can take the Valley to its next level of development, hopefully finally resolving the long-standing challenge of water security and lifting the profile of the region as an outstanding place to live and visit, with the best of high-quality food and wine.

In conclusion, thanks on behalf of all members to our Board Members who freely give of their time to work tirelessly on your behalf, Ali Paulett, Penny Lion, Annette Hovey, Grant Carr, Olivia Hoffman Barry, Matt Schultz and Hilary Mitchell.

To our staff, Anna Baum, Belinda Heinrich, Jordan Martin and Rachel Trengove I simply say thank you for your dedication to the task at hand and your wonderful work.

I hope that the 2024 Hall of Fame Anniversary Dinner is a raging celebration of the 40th anniversary of Clare Valley SCA Gourmet Week.



Hon Martin Ferguson AM
Chairman

FROM THE EXECUTIVE OFFICER



This annual report marks five years since the Clare Valley Wine & Grape Association (the Association) formed, following the amalgamation of Clare Valley Winemakers Incorporated and Clare Region Winegrape Growers Association. Over this period, the Association has worked hard to promote the interests of its members, providing collective opportunities and a unified voice, in collaboration with wine producer, grape grower and associate food members, industry stakeholders and the local community.

As the industry faces strong head winds, the Association continues to assess its priorities to maximise benefit to members and where possible provide some financial relief. Negotiating regional rates for wine parcel delivery, has provided savings to member businesses, particularly for businesses with low parcel volumes. Delivering two subsidised WSET Level 2 courses in the region has provided support for businesses developing the capabilities of cellar door, bar and waiting staff and a 75% subsidy on Sustainable Winegrowing Australia certification training has also been of value to 23 wine producing and grape growing businesses.

The Association continues to deliver on its strategy 2022-2025, prioritising investment and activity under three strategic pillars – promotion, sustainability, and innovation and education.

Promotion

The delivery of the CVWGA Marketing Plan in September outlined a strategy to drive visitation to the region and increase sales of Clare Valley wine to both retail and trade customers. This year promotion will focus on building brand awareness by revitalising the regional brand positioning and introducing a storytelling element which communicates a clear, compelling singular story about

Clare Valley in three distinct chapters - the Founders, the Landmarks and the Future Makers and uses the following four narratives to define us as a wine community and tell our brand story.

1. Our Wine
2. Our Landscape
3. Our People
4. Our Shared Table

Profiling our growers takes priority this year as we build the narrative of 'Our People' and their stories through a series of podcasts. We all know that making of great wine starts in the vineyard and we look forward to capturing the backstory of our grape growing history.

In 2022, the Endeavour Group Clare Valley Wine Show recognised that it was an exceptional year for Riesling with 85 per cent of 2022 Rieslings receiving a medal, including 12 golds. A series of tastings were held in October 2022 to mark the 21st anniversary of the Clare Valley Screwcap Initiative, also capitalising on the exceptional spring Riesling release. Turning Point – A Celebration of Clare Valley Riesling gave 61 key trade and media in South Australia, Melbourne and Sydney a rare opportunity to taste 2002, 2012 and 2022 vintages of wines from nine producers. The tasting was a testament to Clare Valley Riesling's ability to age and a great way to celebrate the innovation of a group producers who have influenced the industry in the past two decades. The coverage of this event led to a Clare Valley Riesling tasting in the US which amplified the message of how well Riesling ages under screwcap.

There is no denying that we are the heart of Australian Riesling and we need to continue to drive this message. But there is also a commitment to elevate our red wine story and celebrate the current success we are having nationally with red varieties.

Activity to raise brand awareness began by reactivating the regional brand positioning line Breathe It In. A took kit was launched on 28 February, in collaboration with the Regional Tourism Manager, with a campaign, which was developed in June, scheduled to run during August and September 2023.

Building on the success of the 2023 Clare Valley SCA Gourmet Week, the 2023-2024 budget includes a

significant investment in the 40th anniversary of Clare Valley SCA Gourmet Week, to be held in conjunction with an induction into the Clare Valley Wine Hall of Fame which celebrates our history, heritage and the most significant contributions to the industry. The nomination process for inductees will begin before Christmas, following the guidelines produced in 2014. We are expecting many worthy candidates will be put forward by our members for consideration.

Consultation with members has resulted in increasing investment into trade and media activity which, in 2023-2024 will include a red wine familiarisation built around the annual Benchmark Tasting and a familiarisation for Flinders tourism operators. Opportunities to be involved will be advertised soon.

Sustainability

A secure and affordable long-term water resource continues to be a high priority for the Clare Valley Wine & Grape Association Board (the Board). Since amalgamation, the Board has overseen the delivery of several investigations to explore and identify options. A review was undertaken in 2018 of all strategic water reports, leading to the Association commissioning a pre-feasibility study which recommended options for further investigation. This was used to secure Commonwealth funding for the Clare Valley Water Preliminary Business Case (PBC), undertaken by business advisors Kellogg, Brown & Root (KBR) in 2022. The findings of this work were presented by KBR on 21st October at a public meeting at Watervale with four options being recommended for further investigation in a detailed business case. The Association was a partner in this project, led by the Department of Primary Industries and Regional Development, and is currently waiting for a response from the State Government indicating whether it will support further investigation to secure a reliable and affordable water resource, and adequate distribution, to underpin the region's future. The Board has sent a clear message to Government that the region's priority is for a climate-independent solution and the Government is accountable for giving thorough consideration to all options.

In the past two years, the wine industry has seen rapid growth in the adoption of the national Sustainable Winegrowing Australia program. In August 2022, a small group of emerging leaders, noted that the Clare Valley was lagging behind most other regions, with only two members certified and only 12 of the 150 Association members

signed up to the national sustainability program. A regional target was set to increase the Sustainable Winegrowing membership to 40 and certification to 20 Clare Valley wine and grape businesses. At the end of June 2023, we had 38 registered Sustainable Winegrowing members and 11 certified members, with six more indicating they will have completed the certification audit by the end of the year.

In June 2023, the Board endorsed a high-level framework for a sustainability plan. The plan will align our priority areas with the United Nations sustainable development goals and targets and clearly address why we are driven to address sustainability, what the problems are which we need to overcome and how we will do this. Like the marketing plan, this will provide the strategy on which to prioritise measurable objectives and targets for investment in the 2024-2025 horizon.

Innovation and Education

We have taken a two-pronged approach to innovation and education.

The first is a focus on education and innovation of our members, their staff and businesses. This is focussed on building the capabilities of our people. The centrepiece of this pillar in 2022 was designing and delivering the Clare Valley Next Crop Leadership Program which ran over two financial years. Wine Australia provided \$45,000 funding to support the program, investing in the development of 21 emerging leaders in the Clare Valley, by building leadership and business capabilities and fostering participation in the wine industry.

The other key training program was subsidising two regional WSET Level 2 courses, focussed on upskilling cellar door staff and bar and waiting staff from our associate food member businesses. This program will continue to be run regionally in 2023 with one course planned to be held in November.

A series of viticulture workshops will be held through the growing season to address management issues identified by the technical committee and the long-standing regional crop watch service will continue this growing season but in a new form. I wish to thank consultant viticulturist Chris Rogers for his participation in several viticulture projects and programs in recent years. Chris has managed the demonstration vineyard field trials at Kirrihill's Old Schobers Vineyard and Kilikanoon's Morrison's Block, overseeing

the trials and the analysis of the results. He has also organised the scoring for the pruning competition, has been the author of the Vitiwatch crop watch service for the past three years and has supported the regional adoption of Sustainable Winegrowing Australia, presenting at the information session in August 2022.

The second focus has been developing pathways with local schools, to raise awareness and interest about careers in the wine industry, through participation in the Clare High School careers program and a national viticulture pilot of the Excited for Careers in Agriculture Program.

Member Engagement

A member engagement plan was introduced in 2023 to guide more comprehensive engagement with members. Eight forms of member engagement are outlined, including the introduction of advisory panels this year. Three Member Advisory Panels were convened this year to provide feedback on Chairman selection; a Board review of the strategic plan; and the draft marketing plan.

Financial Overview and Acknowledgement

The Association's financial performance for the 2022-2023 Financial Year continues to be consistent, reflecting the measured and prudent approach to the Association's financial management. In this same period, the Clare Valley Wine Industry Fund (WIF) experienced small growth in its retained earnings to more than \$250,000 as at 30 June 2023. The Association was able to withdraw \$270,000 in Levy revenue from the WIF, which was leveraged and supplemented through grant, sponsorship, and other contributions to achieve a total budgeted income of over \$600,000. The financial result after expenditure on operations, projects and services was a small deficit of less than \$1,000. The Financial position remains consistent with Net assets at just over \$170,000, including \$145,000 cash on hand.

The Board has taken a responsible approach to staffing, endorsing an incremental increase in the headcount over the past two financial years. At amalgamation the Association was operating with 1.5FTEs but contracted to 1FTE for the majority of the 2020-2021 financial year. In August 2021, we increased to 1.7FTE with the creation of the marketing and events coordinator position and in May 2022 the addition of a communications and administration position took us to 2.1 FTEs.

I would like to thank Marketing & Events Coordinator Belinda Heinrich for working hard to increase the sponsorship and grant funding that underpins our two big events, the Endeavour Group Clare Valley Wine Show and Clare Valley SCA Gourmet Week. This has been no mean feat and continues to be challenging and we navigate strong headwinds. I would also like to recognise her natural flare in creating unique opportunities to promote Clare Valley wine and food offerings and to tell our story.

I would also like to acknowledge the tireless efforts of Communications and Administration Officer Jordan Martin who has been amplifying our message and sharing our members success through our social media channels, and ensuring the website is up to date, professional and functional. Jordan has finessed the members' newsletter over the past year, to ensure the format and content are as user-friendly as possible. She has designed many of our documents in-house to give them a professional look and feel.

In February 2023 we engaged contractor Rachel Trengove to provide regional support for the Sustainable Winegrowing Australia Program and extension services including organising grower workshops and information sessions. Rachel is engaged two days a week, to provide individual support and engagement for Sustainable Winegrowing and assisting with educational activities including several workshops and coordinating the inaugural Clare Valley Sustainability Forum. Her background in agricultural extension and viticulture provides her with a unique combination of skills to support our members.

Finally, I would like to thank the Board for all their support and give particular thanks to Chairman Hon Martin Feguson AM for guiding the Association through an uncertain period of establishment. Together we strive to serve our members and promote your interests by listening and responding and delivering outcomes that add value to your business.



Anna Baum
Executive Officer

KEY HIGHLIGHTS

PROMOTION



52 Gold Medals awarded at the 2022 Endeavour Group Clare Valley Wine Show.



\$4 million expenditure attributable to Clare Valley SCA Gourmet Week.



260 wines submitted in the Halliday Wine Companion in-region tasting.

85%

of 2022 Rieslings received a medal, including 12 golds at the Endeavour Group Clare Valley Wine Show.



61 key trade and media attended the Riesling Trade Events in Clare, Melbourne and Sydney.



The Riesling Trade Events generated 74 media stories reaching an audience of 1.7 million.

SUSTAINABILITY



More than 50% of members attending the biological farming workshops are planning to adopt composting techniques and utilising regenerative methods in their vineyard.



Clare Valley Water preliminary business case completed and considered by government.

95%

of the Association's regional target for membership to Sustainable Winegrowing Australia program has been reached.



4 Clare Valley EcoGrowers announced.



55% of participants are more likely to implement knowledge and skills on regenerative agriculture as a result of the Clare Valley Sustainability Forum.



23 CWVGA member businesses have undertaken Sustainable Winegrowing Australia certification in region.

INNOVATION & EDUCATION



21 Graduates of the Next Crop leadership Program.



5 VitiWatch Bulletins.



30 Students passed their Level 2 WSET Award in Wine.



5 educational workshops.

ENGAGEMENT



More than 1000 attendances at CWVGA information sessions, workshops, general meetings and member social events.

PROMOTIONS

ENDEAVOUR GROUP CLARE VALLEY WINE SHOW 2022 – OCTOBER 11 - 14

The Wine Show was led by experienced chair of judges and winemaker Steve Pannell and saw, for the first time since the pandemic, the return of an international judge, German-based British wine critic and Riesling expert Stuart Pigott. The trophy presentation and luncheon were held in the new St Joseph's School Auditorium with wine writer and commentator Nick Ryan master of ceremonies for the event. The sponsors' networking event, supported by and held at the Sevenhill Hotel, continues to grow as a networking opportunity for exhibitors and sponsors. The "guess the Best Wine of Show" competition has become an annual favourite for those who attend.

KEY HIGHLIGHTS FROM THE EVENT:

- 469 entries, with 52 gold medals awarded.
- 85% of 2022 rieslings received a medal, including 12 golds.
- 28 sponsors and partners
- 230 guests at the Trophy Presentation



Good Food and Wine Show Sydney - Clare Group

OUR JUDGES IN 2022 WERE:

- Chair of Judges: Stephen Pannell Chief Winemaker, SC Pannell
- International Judge: Stuart Pigott, Wine critic and senior editor, James Suckling
- Panel Chair: Erin Larkin Wine Reviewer, Wine Advocate
- Panel Chair: Andrew Quin, Chief Winemaker, Hently Farm and Quin Wines
- Judge: Kelly Wellington Winemaker, Wirra Wirra
- Judge: Michael Downer Winemaker, Murdoch Hill
- Judge: Steve Baraglia Chief Winemaker, Pikes Wines

PROWEIN

Leveraging international judge Stuart Pigott's participation in the 2022 wine show, the Association engaged him to host a Clare Valley Riesling Masterclass in March 2023 at Prowein, Germany. Four members were involved in the tasting event with Wine Australia reporting it was one of the more popular classes with solid attendance.

IN-REGION HALLIDAY WINE COMPANION TASTINGS

Clare Valley tasting team reviewer for Halliday Wine Companion, Mike Bennie, evaluated wines for the 2023 wine companion in region. As a result of his visit, Mike also wrote a feature piece on Clare Valley for Halliday Wine Companion magazine and their online platform.

RIESLING TRADE EVENTS

The adoption of screwcap packaging by Clare Valley winemakers in 2000, changed the landscape for wine closures globally. A staggering 99% of all white table wine in Australia is now bottled under screwcap. In October 2022, we celebrated the anniversary of this milestone along with the 2022 release Rieslings with trade events in Clare, Melbourne and Sydney. Key media and trade attended these events, tasting 2002, 2012 and 2022 rieslings, with the 2002 strategically cellared by the association for this purpose 20 years ago.

KEY HIGHLIGHTS FROM THE EVENT:

- 61 key trade and media attended the three events
- Generated over 74 media pieces, reaching an audience of 1.7 million

Riesling Tasting - Clare Booklets



Riesling Tasting

Clare Valley Autumn Vineyards - Matt Turner



BREATHE IT IN CAMPAIGN

Reactivation of the Clare Valley regional brand was a priority of the CVWGA's Marketing Plan. On February 28, a new 'Breathe It In' toolkit, created in collaboration with Regional Development Australia Yorke & Mid North, was launched at the Clare Valley Business & Tourism Association bi-annual Business Mixer with 76 people in attendance. The toolkit encourages businesses to leverage the brand, use the regional voice and outlines best practice for social media. The Association contributed funds to a regional digital campaign, running in August and September 2023.

COMMUNICATIONS

The introduction of a communications and administration position has resulted in streamlining and improvement in all channels, with a major focus on the website layout and functionality, and the members' newsletter. Website metrics illustrate increased engagement with 49 members signing up to access the Members Portal in FY2023 compared to 7 in 2022. Member achievements have been celebrated via our social media channels, and this year the Gourmet Week social media accounts were managed by CVWGA, achieving over 160 000 impressions. ATDW support has been provided to members to improve their online presence on the Clare Valley Wine, regional Clare Valley, and South Australian websites, as well as assisting with Clare Valley SCA Gourmet Week event listings.

CLARE VALLEY SCA GOURMET WEEK 2023

This year marked the 39th year of the Clare Valley SCA Gourmet Week, the Mid North's premier food and wine event. The event ran from May 19 to 28 in three sections, Festival Weekend, Breathe It In and Land of the Long Lunch and featuring over 80 unique events organised by 38 members. The official launch event took place at Paulett Wines, opened by Hon Minister Bettison, State Minister for Tourism with invited VIP's, members and sponsors in attendance.

THE EVENT WAS SUPPORTED THROUGH PARTNERSHIPS WITH:

- Southern Cross Austereo – television and radio advertising campaign
- Honeycomb.Design – branding
- Blis Web Agency – website
- littlelion – public relations
- SAFM – dedicated metro-Adelaide radio campaign
- RAA – bus promotions



Major Sponsors, SCA at the Clare Valley SCA Gourmet Week

MEMBERS WERE SUPPORTED THROUGH:

- ATDW workshop for event listings
- Brand launch and guidelines
- Coordinated purchase of glasses and toilet hire



Clare Valley SCA Gourmet Week

FUNDING WAS RECEIVED FROM:

- South Australian Tourism Commission through the Regional Event Fund
- Clare and Gilbert Valleys Council through the Community Event Support Program

KEY HIGHLIGHTS FROM THE EVENT:

- More than 9,500 individuals with over 21,000 attendances
- More than \$3 million in expenditure for the Clare Valley, with an additional \$1m expenditure for South Australia
- Average spend per head per day at the event increased by \$12.74 compared with 2022 to a total of \$181.96pp
- Value of littlelion PR – advertising sales value of more than \$350,000 with a reach of more than 280 000 (from captured channels)
- Value of SAFM – advertising value of \$13,296 with a reach of more than 182 000
- SCA Sponsorship – advertising value more than \$250,000 with a potential audience of 132,000 in Spencer Gulf and Broken Hill

PERFORMANCE OVERVIEW

PROMOTION PILLAR OBJECTIVE:

Clare Valley wines and food widely known, selling strongly and profitably, growing in reputation for its quality.

INDICATORS	PERFORMANCE
Lead a regional call to action to lift perceptions and strengthen the reputation of Clare Valley offerings (inside & outside the Valley)	<ul style="list-style-type: none"> • Turning Point, A Clare Valley Riesling Celebration – A series of tastings celebrating 21 years of the screw cap revolution. Nine producers from the original screw cap initiative shared 2002, 2012 and 2022 Rieslings with trade and media in Clare Valley, Melbourne, and Sydney, proving that Riesling ages well with a screw cap closure. • 2022 Spring Release Rieslings in Melbourne and Sydney, 15 brands. • Endeavour Clare Valley Wine Show 2022. 469 entries. 283 Medals: 52 golds, 93 silver 138 bronze. Sponsorship \$45,600 + inkind. <ul style="list-style-type: none"> - Sponsor Networking Event, 40 attendees - Exhibitor Tasting, Friday, 14 October - Wine Show Lunch, Friday 14 October, 230 attendees - German based British wine critic, and Riesling expert, Stuart Pigott judged at the 2022 Clare Valley Wine Show • Clare Valley Reisling Masterclass at Prowein in Germany, hosted by Stuart Pigott. • Mike Bennie in region for Halliday Tasting, 1-3 November 2022.
Advocate and lobby for member and wider region's needs, conveying a regional view with a unified voice.	<ul style="list-style-type: none"> • Provide submission to EU Wine Geographical Indications Public Objections Process re Prosecco • Collective arrangement providing reduced rates for members for Australia Post wine parcel delivery.
Facilitate & support collaborative projects to enhance the region.	<ul style="list-style-type: none"> • Breathe It In brand reactivation campaign & toolkit, presented at a CVBTA Business Mixer with 76 people in attendance. • Stakeholder in the revision of Clare Valley Destination Management & Marketing Plan. • Collaboration with CGVC to enhance the Gourmet brand. • Support for the Rotary Art Show and CGVC Photography Competition
Build brand awareness of a unifying Clare Valley wine brand story through consistent positioning and messaging	<ul style="list-style-type: none"> • Launched CVWGA Marketing Plan in September, which introduced a brand story with four narratives. • 'Drink & Eat Clare Valley' listings advertised in visitor guide. • Working with Clare Valley Tourism on regional website refresh • Clare Valley fact sheet resource for members.
A clear understanding of the target markets for Clare Valley visitation and wine sales, with aligned approaches developed & delivered	<ul style="list-style-type: none"> • Support for our members attending Cellar Door Fest and Good Food and Wine Show Expos, investment in GFWS Clare Valley entrance arch and sign. • Updated Clare Valley Cellar Door Map • Clare Valley SCA Gourmet Week – attracting 9500 individuals resulting in \$4 million expenditure. Attendees, 20% young SINKS & DINKs, and 25% families. <ul style="list-style-type: none"> - Value of PR – advertising value \$350,000, reach 280,000 people (from recorded channels). - SCA sponsorship – advertising value \$250,000, potential audience 132,000 in Spencer Gulf and Broken Hill - SAFM advertising – advertising value \$13,000, reach 182,000

SUSTAINABILITY

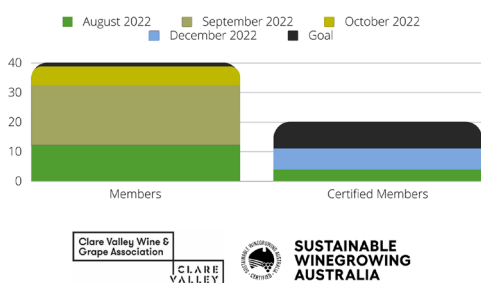
SUSTAINABLE WINEGROWING AUSTRALIA

The 2022 Next Crop of emerging leaders identified low adoption of the national program Sustainable Winegrowing Australia (SWA) as a challenge for the region and set about developing a plan to address this. The result was a regional adoption program, supported by Northern & Yorke Landscape Board funding, subsidising certification training for more than 30 members and ongoing support for individual businesses preparing for certification.

The Association set a regional goal of 40 Sustainable Winegrowing members with 20 certified by vintage 2024, beginning the challenge with 12 members of which two were certified.

As of June 2023, there are 38 members and 11 certified members, over halfway to our goal.

Sustainable Winegrowing Australia Clare Valley Membership Challenge



AUSTRALIA POST

Australia Post's wine parcel delivery service became the only option for Clare Valley wine producers following the withdrawal of a competing service from the region in November 2022. High parcel delivery rates for small producers had a significant impact on members' businesses. The association successfully negotiated competitive rates for all member businesses, including businesses with low parcel volumes, making CVWGA membership more attractive to small producers.

WATER SECURITY

In 2022, the Association partnered with the South Australian Government in the Clare Valley Water Preliminary Business Case, investigating water supply and delivery options to provide security for existing and new Clare Valley water users. This project, which received \$800,000 in Commonwealth funding, was led by Department of Primary Industries and Regional Development.

A demand assessment was undertaken, capturing 67% of the area of wine grapes in the Clare Valley, with likely demand ranging between 0.6GL and 6.1 GL, including substitution and growth water, and generating a customer capital revenue of up to \$24 million.

Key findings were presented to Clare Valley water users in October 2022 at a meeting in Watervale, as follows:

- The likely demand for new water is in the order of 3GL, depending on price.
- Two infrastructure solutions were shortlisted, both from the River Murray with marginal benefit cost ratios.
- Four options were put forward for further investigations in a detailed business case:
- Clare Valley Water Supply Scheme Upgrade with storage and new distribution network (shortlisted, BCR 1.18)
- Bundaleer Reservoir with supplemented supply (shortlisted, BCR 1.05)
- Bolivar recycled water
- Lower cost Clare Valley Water Supply Scheme Upgrade of current distribution network
- A key challenge is affordability for a 3GL demand.

NATIONAL ECOVINEYARDS PROGRAM

The Association continued its commitment as a regional partner of the EcoVineyards Program as it launched nationally in July 2022. The program broadened its focus from functional biodiversity to also include soil health and ground covers. Four new EcoGrowers announced in May include:

- Taylors Wines
- Braeside Vineyards
- Skillogalee Wines
- Morella Vineyard

Each EcoGrower will develop a demonstration site which focusses on one or more of the three priority areas.

Composting Workshop



BIOLOGICAL FARMING WORKSHOPS

On May 5-6 the Association hosted Dr. Cole for a series of workshops on composting and microscope use, with support from the EcoVineyards Program. These interactive workshops helped participants achieve a basic understanding of the complexity of soil biology, soil organic matter and the roles of bacteria and fungi in soil health.

Participants built a thermal aerobic compost ring that can be made on their own enterprise on any scale. This compost is of the quality required for making compost tea. Fifteen CVWGA members attended the composting workshop. Five members extended their knowledge and skills further by attending Dr Cole's one day course to learn how to use a microscope correctly, looking at soil compost & compost tea biota under a microscope.

- Over 50% of attendees are planning on adopting composting making techniques and utilising regenerative agriculture methods in their vineyards.

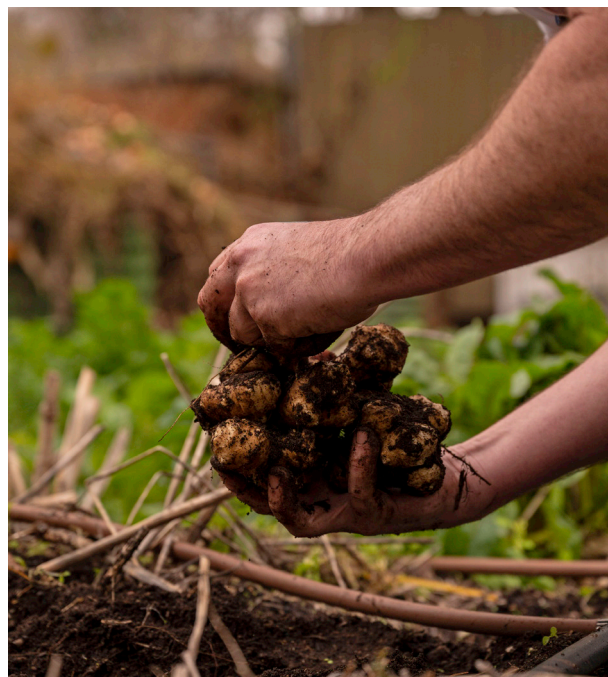
SUSTAINABILITY FORUM

The Association hosted an inaugural Sustainability forum on 9th May to address environmental, economic and social sustainability for the Clare Valley wine industry. Forty CVWGA members attended. The forum featured a keynote address by Dr. Mary Cole, a well-known academic and plant pathologist from Victoria, who specializes in biological farming and land stewardship. A range of sustainability-focused projects and initiatives were presented across the day by a diverse line-up of speakers providing insights to local winegrowers. Wine Australia and AWRI set the scene on sustainability on a national and global scale and viticultural experts from around South Australia shared their experiences in regenerative agriculture and wine industry innovations.

KEY HIGHLIGHTS FROM THE EVENT:

- Expectations were met by 100% of attendees
- 90% of forum participants considered their knowledge and skills had increased on topics presented at the forum
- 55% of participants are more likely to implement knowledge and skills on regenerative agriculture as a result of the forum.
- Anecdotal evidence and verbal feedback suggests several members have actively adopted regenerative agriculture practices as a result of concepts and ideas presented at the forum

Breathe It In - Terroir Produce



PERFORMANCE OVERVIEW

SUSTAINABILITY OBJECTIVE:

A sustainable future, nurturing our people, profit and the planet.

INDICATORS	PERFORMANCE
Support our members to increase biodiversity, reduce their carbon footprint and mitigate climate change.	<ul style="list-style-type: none"> Regional partners 2022-2025 for National EcoVineyards Program, annual sponsorship, announcement of four new EcoGrowers. EcoVineyards regional launch and soil health seminar, 22 attendees, Mid-row management trial comparing permanent fescue and medic swards with a traditional cover crop (final year). Clare Valley Sustainability Forum, 9 May 2023, attended by 40+, focussing on regenerative agriculture applications in the vineyard. Biological farming workshop series by Dr Mary Cole, 5-5 May, 20 attendees, focussing on compost and microscope use.
Promote business sustainability through strong value-chain principles.	<ul style="list-style-type: none"> Completion of the Next Crop Leadership Program
Effectively advocate for our grape grower and winemaking members on matters that threaten or challenge their business sustainability. e.g. chemical trespass	<ul style="list-style-type: none"> Advocacy on spray drift to government, cross-commodity, and grains industry organisations on the impact on grape vines of spray drift caused by temperature inversion. Represented CVWGA at Chemical Trespass Roundtable held by PPSA, 26 September 2022. Annual baseline chemical residue testing Annual sponsorship of Mid North Mesonet
Support our members on their Sustainable Wine Australia (SWA) journey through education.	<ul style="list-style-type: none"> Regional support program for adoption of Sustainable Winegrowing Australia by Clare Valley wineries and growers. <ul style="list-style-type: none"> Information session 2 August 2022, attended by 30 members Set a regional target of 40 SWA members and 20 certified by vintage 2024. Held a SWA certification training day in the Clare Valley, attended by 32 people representing 23 member businesses. 35 people received a subsidy on certification training. Engaged Rachel Trengove to provide individual support to member business preparing for SWA certification (10 CVWGA member businesses to date).
Advocate for a sustainable water security solution for the Clare Valley, (representing our members' views for the best possible outcome)	<ul style="list-style-type: none"> Industry and regional partner in the Clare Valley Water preliminary business case, led by PIRSA and delivered by advisors KBR. Clare Valley Water PBC industry and community update, 20 October 2022, 33 attendees. Regular communication with SA Water on matters pertaining to the Clare Valley Water Supply Scheme and transportation agreements. Expanded membership of water sub-committee to broaden the representation of water users. CVWGA Board briefed by Flinders Peak Water, 23 April 2023, on the VineSecure SA recycled water proposal. Ongoing advocacy to Government for a regional water security solution that is climate independent, Minister Scriven, 17 February 2023.
Define the desired future state of Clare Valley, and determine what will be needed to underpin sustainable growth of our industry	<ul style="list-style-type: none"> A high-level framework for a CVWGA Sustainability Plan was endorsed by the Board on 20 June 2023.

INNOVATION AND EDUCATION

NEXT CROP LEADERSHIP PROGRAM

The Clare Valley was one of two regions nationally to deliver Wine Australia's regional Next Crop Leadership Program in 2022. The content was designed by CVWGA, facilitated locally, and covered a broad range of topics to develop leaders in our industry organisations and member businesses. The outcome is a motivated cohort of twenty-one emerging leaders ready to step up.

Through the program, groups of participants worked on projects addressing industry challenges and opportunities, including:

- Sustainable Winegrowing Australia (SWA) adoption and engagement in the region,
- reducing the incidence of spray drift through education,
- developing careers in the wine and tourism industries,
- building scholarships to encourage skilled industry professionals to work in the region,
- a taste of Clare Valley in Champagne,
- beautifying the Clare Valley.

These topics were then presented to the CVWGA Board, with a number of participants intending to continue work on these projects.



Next Crop Leaders Graduation



Next Crop Leaders - McLaren Vale Bus Trip Group Photo

CLARE VALLEY NEXT CROP 2022 GRADUATES:

- | | |
|------------------|---------------------|
| • James Arnold | • Ben Mitchell |
| • Olivia Barry | • Annika Parish |
| • Luke Broadbent | • Belinda Pink |
| • Ben Castine | • Brenden Pudney |
| • Thomas Darmody | • Simon Richardson |
| • Hayley Day | • Denika Sandeman |
| • Mick Harrold | • Matt Schultz |
| • Skye Hopgood | • Jarrad Steele |
| • Bradd Kelly | • Alexandra Wardlaw |
| • Andrew Kenny | • Jon Young |
| • Sarah Lavelle | |



Spray Application Workshop

WSET LEVEL 2

Offering wine education regionally for cellar door and sales staff was a key priority of our members, reflected by the fully subscribed program offered in 2022. A total 30 participants graduated from the WSET Level 2 course, which was delivered locally through TAFE SA. In response to members' enquiries, planning is underway for another course to be held in the region in 2023.



2022 WSET Graduates

BENCHMARK TASTING

This year's Benchmark Tasting continued our focus on Riesling. The event attracted 38 participants, two sponsor representatives and three panel guests. Decanter wine writer Tina Gellie joined the benchmark tasting during a visit to the region, and we were delighted to continue our partnership with naming rights partner Beyond Bank.



Riesling Tasting - Clare

MEMBER EDUCATION WORKSHOPS

Several workshops were held through the year. A highlight was the Riesling vineyard walk and tasting which visited Naked Run, Grosset Wines and Jim Barry's Florita vineyard. The discussion of managing Riesling vineyards was filmed and videos of each site visit are available on the CVWGA website. A spray application workshop focussing on reducing spray drift and a bus tour to the Barossa on soft pruning techniques were also popular.

DEVELOPING CAREERS PATHWAYS

The Association was invited to take part in an Excited for Careers in Ag viticulture pilot program involving three schools, three vineyard/winery visits and an industry networking session. CVWGA continues to support the Clare High School careers program, participating in the careers' expo in September and the agriculture curriculum.



Excited4Ag - Students in Barrell Hall

VITIWATCH CROP WATCH SERVICE

Vitiwatch bulletins continued to be highly valued by grape growing members, providing essential vineyard management advice with a focus on pest and disease management based on local weather and soil moisture data.

PERFORMANCE OVERVIEW

INNOVATION & EDUCATION OBJECTIVE:

Foster innovation and education across the region to create a culture of life-long learning.

INDICATORS	PERFORMANCE
Facilitate opportunities to inspire and support new entrants into the industry.	<ul style="list-style-type: none"> Entered a CWWGA stand at the Clare High School Careers Day Hosted an Excited for Careers in Ag viticulture pilot program involving three schools, three vineyard/winery visits and an industry networking session.
Increase levels of education (technical and business) across the region to enhance future leadership capability and engagement.	<ul style="list-style-type: none"> Ran the Clare Valley Next Crop Leadership Program, April -December 2022, for 21 graduates. Reisling benchmark tasting for members held on 30 November 2022, 40 attendees including Tina Gellie, Decanter Magazine, UK
Improve the ability of our members to innovate within their businesses and improve quality.	<ul style="list-style-type: none"> 'Clare Valley Vitiwatch' crop watch service provides disease and seasonal updates for members, 5 bulletins distributed from October – December to 150 members. Simonit & Sirch soft pruning field trip to Barossa – 25 attendees, 21 October 2022 Spray application workshop for members focussing on fungicide, 17 November 2022, 26 attendees. ATDW workshop to assist members with Gourmet event listings, 18 January 2023. Hosted an Australian Grape & Wine Best Practice Winegrape Assessment Workshop at Kilikanoon, 31 January 2023, 15 attendees. Riesling Vineyard Walk and Tasting, 28 February 2023, visiting Naked Run, Florita and Grosset Wines to explore how Riesling is managed in these vineyards. Video resources produced. 25
Connect members with educational opportunities, promoting a Valley-wide culture of lifelong learning.	<ul style="list-style-type: none"> Subsidised two WSET Level 2 wine education courses in the region, 30 participants in total. May- August 2022. Assisted with the SA Pruning Championships, June 2023. Leigh Victor & Ghulam Mohammadi 3rd in team event.

TIMELINE OF ACTIVITIES

PROMOTION | SUSTAINABILITY | INNOVATION & EDUCATION | ENGAGEMENT & ADVOCACY

2 - SUSTAINABLE WINEGROWING
AUSTRALIA INFORMATION SESSION

15 - CVWGA BOARD BRIEFED BY KPR

AUG
2022

8 - SUSTAINABLE WINEGROWING
AUSTRALIA CERTIFICATION TRAINING
SESSION

26 - ATTENDED PPSA CHEMICAL TRESPASS
ROUNDTABLE

29 - GENERAL MEETING OF MEMBERS

SEP
2022

10 - CLARE RIESLING TRADE EVENT

11 - 14 CLARE VALLEY WINE SHOW WEEK

13 - EXHIBITOR & SPONSOR NETWORKING

14 - EXHIBITOR TASTING AND TROPHY
PRESENTATION LUNCHEON

17 - MELBOURNE RIESLING TRADE EVENT

19 - SYDNEY RIESLING TRADE EVENT

19 - EXCITED 4 CAREERS IN VITICULTURE,
INDUSTRY NETWORKING EVENT

20 - CLARE VALLEY WATER PBC FINDINGS
PRESENTED TO MEMBERS

21 - PRUNING FIELDTRIP TO THE BAROSSA

OCT
2022

1 TO 3 - MIKE BENNIE HALLIDAY TASTING

2 - ECOVINEYARDS NATIONAL LAUNCH/
SEMINAR

8 - ROUNDTABLE WITH MINISTER SCRIVEN

17 - SPRAY APPLICATION WORKSHOP

22 - ANNUAL GENERAL MEETING

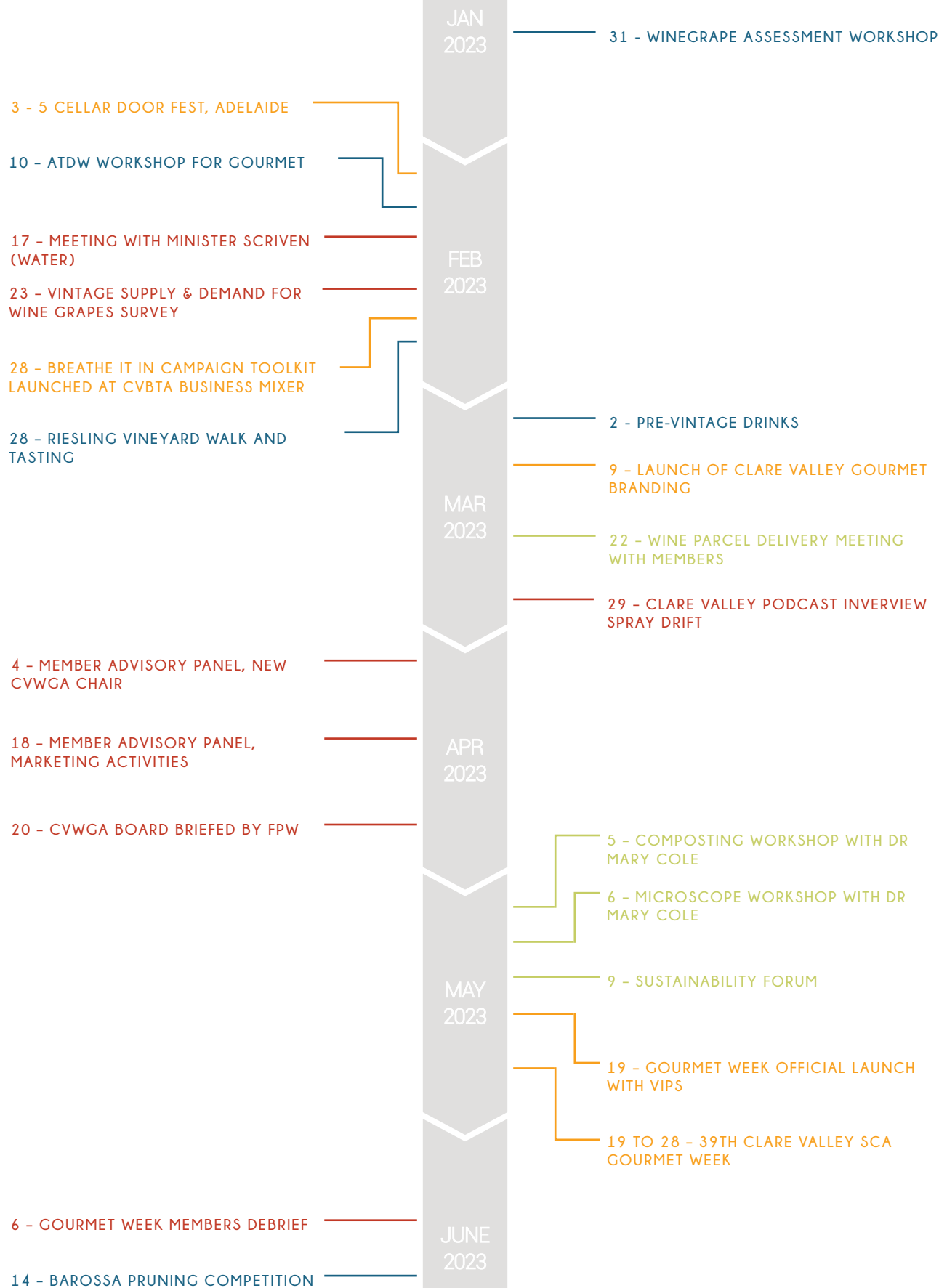
30 - 1 DEC: STATES AND REGIONS FORUM
WINE PARCEL DELIVERY SURVEY

NOV
2022

6 - NEXT CROP LEADERS GRADUATION

14 - CHRISTMAS PARTY

DEC
2022





MEMBER RESOURCES

The CVWGA Members Portal hosts an array of resources available for current members.

CVWGA DOCUMENTS

- CVWGA Strategic Plan
- Financial Reporting
- Marketing Plan
- 23/24 Member Prospectus

REGIONAL BRAND ASSETS

- Breathe It In Toolkit
- Clare Valley Brand pack
- Custom Clare Valley logos available

EVENT RESOURCES

- Sustainability Forum Videos
- Vineyard Walk and Tasting Videos
- Gourmet Week Brand Assets and Reports
- Wine Show Past Winners

MAPS

- Cellar Door Map

BUSINESS RESOURCES

- Australia Post Wine Delivery Service
- Clare Valley Fact Sheet (designed for consumer facing staff at cellar doors and restaurants)
- Sustainable Winegrowing Australia (SWA)
- Mid North Mesonet
- Marketplace – sale & purchase of grapes/wine
- Vitiwatch Bulletins
- Spray Drift Resources
- Eutypa Fact Sheets



Vineyard Walk Hosts

SPONSORSHIP AND FUNDING SUMMARY 22/23

Securing in-kind and cash sponsorship contributions is vital in supporting our initiatives and activities, enabling us to deliver valuable programs, events, and services to our members. We would like to thank the follow partners who have assisted in the delivery of quality and informative initiatives in the past year.

GOURMET WEEK

In-kind Sponsorship

- Southern Cross Austereo
- Honeycomb.Design
- littlelionPR
- RAA
- Blis Web Agency

Grant Funding: \$20,000

- SATC Regional Event Fund
- Clare & Gilbert Valleys Council Community Event Fund

RIESLING TRADE EVENTS

Sponsorship: \$5,500

- Orora

In-kind Sponsorship

- O'Leary Walker Wines

Grant Funding:\$25,000

- South Australian Wine Industry Association / Primary Industry and Resources South Australia

HALLIDAY TASTING

In-kind Sponsorship

- Watervale Hotel
- Jim Barry Accommodation

BENCHMARK TASTING

Sponsorship: \$1,500

- Beyond Bank

CLARE VALLEY WINE SHOW

Sponsorship: \$45,000

- Endeavour Group
- Mercurey Australia Pty Ltd
- Seguin Moreau Australia
- VAF Memstar
- BHF Technologies
- Commonwealth Bank
- Hahn Corporation
- Hood Sweeney
- Lallemand Australia
- Vinpac International
- AP John
- Ackland Vineyard Services Pty Ltd
- Clare Valley Enterprises
- Classic Oak Products
- Orora
- Seed Clare Valley
- Bottling Dynamics

In-kind Sponsorship

- Mercurey Australia Pty Ltd
- CCL
- Riedel
- AP John
- Wine Logistics
- Ragu & Co
- Jim Barry Boutique Accommodation
- Laffort
- Plains Producer
- Watervale Hotel
- Sevenhill Hotel

SUSTAINABILITY FORUM

Grant Funding: \$5,100

- Wine Australia Regional Program

SPONSORSHIP AND FUNDING SUMMARY 22/23

COMPOSTING WORKSHOP

Sponsorship: \$1,000

- EcoVineyards

In-kind Sponsorship

- Dr Mary Cole (AgPath)
- Jim Barry Accommodation

WSET TRAINING

In-kind Sponsorship

- Pikes Wines
- Knappstein Wines

Grant Funding: \$20,000 (previous financial year)

- South Australian Wine Industry Association / Primary Industry and Resources South Australia (FY22)

(SWA) SUSTAINABLE WINEGROWING AUSTRALIA

Grant Funding: \$16,995

- Northern and Yorke Landscape Board
- Wine Australia Regional Program
- Treasury Wine Estates

Sponsorship: \$2,500

MID ROW MANAGEMENT TRIAL

Grant Funding: \$2,795

- Wine Australia Regional Program

Dr Mary Cole Sustainability Forum Stu Nankivell



Riesling Tasting Eastern States

NEXT CROP LEADERSHIP PROGRAM

In-kind Sponsorship

- Rising Sun Hotel
- Terroir Auburn
- Curly Goose
- Pikes Wines
- Eldredge Wines
- National Wine Centre
- The Vale

Grant Funding: \$30,000

- Wine Australia \$30,000 rolled over from FY22

VINEYARD WALK AND TASTING

In-kind Sponsorship

- Sevenhill Hotel

VITIWATCH

Grant Funding: \$5,250

- Wine Australia Regional Program

Published: August 2023

Design:

HONEYCOMB  DESIGN

Clare Valley Wine &
Grape Association

CLARE
VALLEY

Website: www.clarevalleywine.com.au

IG: @clarevalleywine

FB: @ClareWineSA

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Photo Credit - Tourism Australia