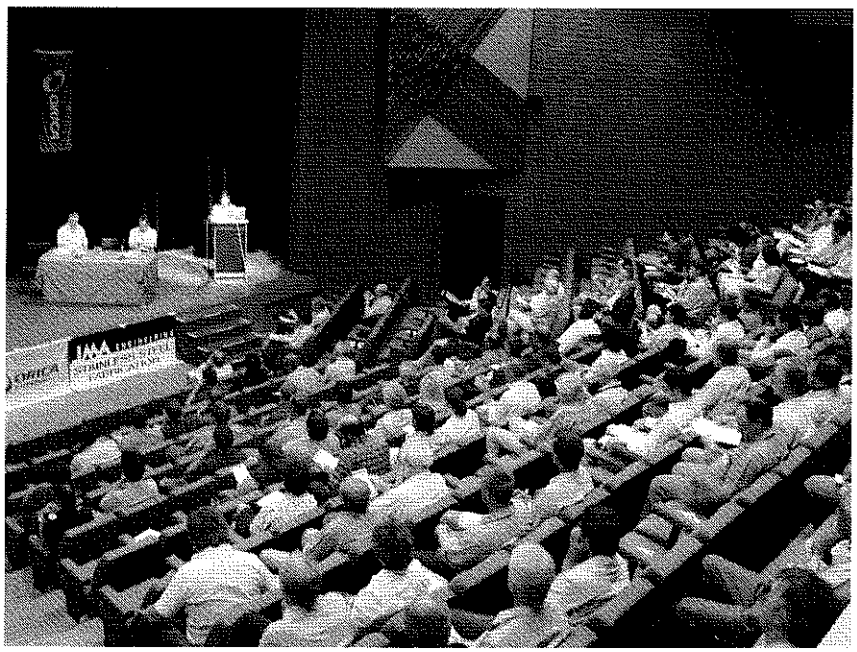
Riverland WINE SHOW

Riverland Wine Industry Development Council Inc.

Australian Government

Grape and Wine Research and Development Corporation

SOME LIKE IT HOT 2007
Riverland Wine Industry Technical Seminar



FINAL REPORT to

GRAPE AND WINE RESEARCH & DEVELOPMENT CORPORATION

Project Number: **RT 07/01-2**

Principal Investigators: **Cameron Hills and Sandy Iosefellis**

Research Organisation: **Riverland Wine Show Society Inc and Riverland Wine Industry Development Council.**

Date: **25 February 2008**

SOME LIKE IT HOT 2007 SEMINAR SUMMARY

The Riverland Wine Industry Technical Seminar - 'Some Like it Hot' was held at the Chaffey Theatre, Renmark on Thursday 11th October 2007.

An initiative of the Riverland Wine Show Society Inc, Some Like it Hot seminars provide a much needed forum for the dissemination of technical and business information pertinent to warm climate irrigated wine regions.

The main aims of the seminar organising committee are to:

- Provide the only 'whole of industry' forum in the Riverland to discuss technical and business issues pertinent to warm climate, irrigated wine producing regions.
- Provide the opportunity to disseminate important and up to date technical and business information to Riverland wine grape growers, wine makers and marketers.
- Provide clearer understanding to all stakeholders of the important role of the Riverland wine region in the Australian wine industry.
- Provide winegrape growers and winemakers with the knowledge to assist them in becoming more efficient producers and processors.
- Advance winegrape grower and winemaker communication.
- Improve stakeholder participation in regional activities.
- Increase awareness within the wine industry of the Riverland region's capabilities and strengths.
- Provide an environment for the sharing of knowledge, leading to greater understanding of the economic, environmental and quality impacts of different production techniques and business decisions.
- Encourage the adoption of new technologies by winegrape growers and winemakers.

Some Like it Hot seminars continue to grow in popularity, from seventy-five registrations 2003 in the first year the seminar was held, to a constant one hundred and fifty delegates in 2007 showing strong support for the relevance and credibility of the seminar.

A range of expert presentations examined the Australian wine industry's position in the world wine business, and explored some of the options available to maintain the industry's reputation for quality.

An impressive line of speakers was assembled, looking at the outlook for the industry – especially in light of the protracted drought conditions.

The objective of the 'Some Like it Hot' seminar was to provide attendees with a good 'global' view of the Australian wine industry and where it is heading - but also to provide some useful tools and 'take home' messages with real applications.

The 'Some Like it Hot' seminar was an affordable $30 per person to attend. Registration forms were downloadable from the Riverland Wine website at www.riverlandwine.org.au/slih.htm, or available by request from the Riverland Wine Industry Development Council on (08) 8582 2952. Wineries played an important part by including registration forms in their grower mailings. CropWatch - the Riverland winegrape industry's pest and disease management system - also highlighted Some Like it Hot. E-mail broadcasts, press advertising, and promotion through local news media were other tools used to attract awareness of the event.

Beyond the GWRDC's support, the seminar was proudly sponsored by; Orica Chemnet, JMA Engineering, Rabobank International, and the Riverland Wine Industry Development Council.

The presentations were;

- Pooling the data : Update of industry performance. Mr. Lawrie Stanford, Australian Wine and Brandy Corporation
- Charting a course : Directions for Australian wine. Mr. Robert Hill Smith, Yalumba Wine Company
- Up the creek? : The politics and policy. Mr. Ian Kowalick, South Australia's Independent Commissioner, Murray Darling Basin Commission
- Hot days, cool grapes : Canopy management tool for quality. Dr. Erika Winter, GrapeLinks
- Our drought : The international trade position. Mr. Paul Henry, Australian Wine and Brandy Corporation
- Berry to bottle : What happens after the crusher? Mr. Tony Ingle, Angove's Pty Ltd
- Managing the drought : Business decisions. Mr. Andrew Weeks, Jubilee Park Vineyards
- Locking the water in : An organic perspective on water use. Mr. Tim Marshall, TM Organics
- Just add water: The outlook. Panel session

The feedback forms indicated delegates recognise the importance for all players in the wine industry to broaden their appreciation of markets trends, consumer demands, global issues

along with precision viticulture, technological advancements and vineyard cost reductions, to secure and strengthen the future of the industry in the region.

The annual Some Like it Hot seminar will continue to position itself as a leading forum that presents relevant and current industry updates and trends for irrigated and warm climate regions.

With thanks to the dedicated organising committee Some Like it Hot is now firmly established as the principal technical forum for the Riverland Wine Industry and the committee is now working towards being the most recognised annual seminar for warm climate irrigated regions.

The Some Like it Hot organising committee also hosted an advanced wine tasting presented by renowned wine writer and judge, Mr. Nick Stock, with a feature on the wines of the Languedoc Roussillon region. The tasting looked at both Languedoc and Riverland wines produced from 'classic' varieties. 20 local and visiting winemakers participated in the advanced tasting held on the 16th of October 2007 providing rare insight to comparable wines from the northern hemisphere.

Contact details for seminar:

'Some Like it Hot' Seminar
C/O Riverland Wine Show Society Inc
PO Box 852, Berri S.A 5343
Phone: (08) 8582 2952
Fax (08) 8582 3309
Email: cameron.hills@riverlandwine.org.au
Web: www.riverlandwine.org.au

(CD of seminar proceedings and tasting notes attached to report)

Australian Government

Grape and Wine Research and Development Corporation

REGIONAL INNOVATION & TECHNOLOGY ADOPTION (RITA) RECONCILIATION

Project No. RT 07/01-2

Project Title

Some Like it Hot 2007 – Seminar and Tasting

- **Please ensure that all figures are inclusive of GST (if applicable).**
- The figures in the following table should reflect the approved GWRDC funding amount and any approved Variation after Project commencement.

Budget item	Approved Budget (current year)	Expenditure (current year)
Presenters' costs	6,600	6,040
Seminar proceedings	4,400	3,120
TOTALS (incl. GST)	**(a) $ 11,000**	**(b) $ 9,160**
Balance* (a) minus (b)	**$ - 1,840**	
Total GWRDC funding (whole project)	**$ 11,000**	

***Notes:**

- Approval must be requested from GWRDC to carry over funds to the following year.
- A full financial Reconciliation is required at the end of the project (to accompany the Final Report). Any unspent funds must be returned to the Corporation

I hereby certify that this Statement of Expenditure is true and correct.

Signature	Printed Name	Date
	CAMERON HILLS	25 FEB 08