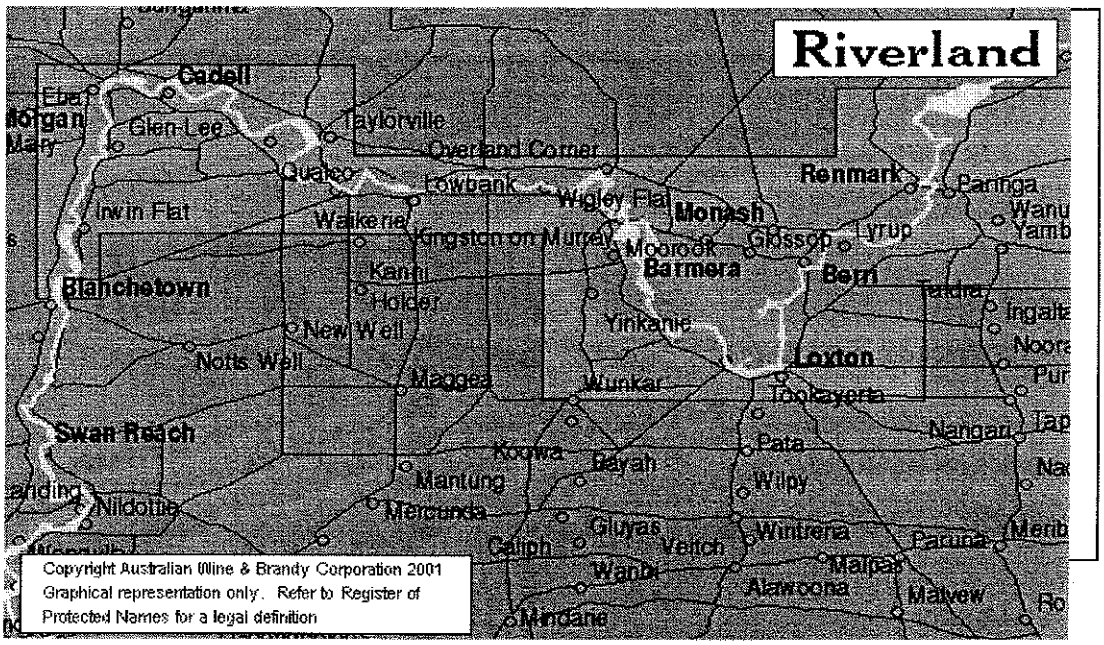
Riverland Wine Industry Development Council Inc.

Australian Government

Grape and Wine Research and Development Corporation

Riverland Regional Profile



FINAL REPORT to

GRAPE AND WINE RESEARCH & DEVELOPMENT CORPORATION

Project Number: RT 03/03-1

Principal Investigator: **Julie Sippo**

Research Organisation: **Riverland Wine Industry Development Council**

Date: 26 September **2005**

RITA Final Report: RT03/03-1 Riverland Regional Profile

1. Executive summary:

The Riverland Regional Profile is a report comprising information gathered in a recent survey of winegrape growers as well as numerous secondary sources of data. It draws on a number of industry and regional reports to provide an overview of the land, people, current situation and issues that make up the Riverland Wine Industry.

The survey has been developed by Riverland Wine Industry Development Council and Riverland Winegrape Growers' Association to gather data so that local extension programs can be planned against a background of knowledge about resources and local practices. In a general sense the profile will be a foundation for regional industry development, while highlighting the gaps in grower resources.

PIRSA (2005) estimates that the wine industry makes a direct contribution of $299 million to the Gross Regional Product of the Riverland and now directly employs in excess of 3,600 people. Renmark, Loxton, Berri and Barmera are the primary residential towns for employees in the wine industry, with very few employees residing outside the Riverland area, with the majority of employee expenditure also occurring within the region (Coakes & Fenton 2001).

The Riverland Wine Industry Strategic Plan 2003-2008 is recognised by 'Economic Growth Summit' (Department of Business, Manufacturing and Trade 2004) as "providing a high degree of certainty for the primary industry funding scheme".

The key issues identified by winegrape growers surveyed were clearly reflective of the current slump in prices, loss of contract security and water restrictions. All of the key issues will be entered into the Riverland "Priority Matrix" submitted in September to Riverlink to develop Research and Development projects for the winegrape industry.

2. Background:

The Riverland is best described as the 'engine room' driving the Australian wine industry. It is the largest wine region in Australia, making up a quarter of Australia's total crush (AWBC 2005). The 2004 crush for the Riverland was 440,121 tonnes; 264,531 tonnes of red grape varieties and 149,083 tonnes of white varieties, just under 48% of South Australia's total winegrape crush (PGIBSA 2004). The Riverland has 21,483 hectares planted to bearing wine grape varieties. The area now under vine represents 33% of the state plantings, and 14% of the nation's plantings.

Planning and capacity are critical components of any wine region able to meet customer expectations (customers include the primary customers, namely the winemakers, and the consumers in domestic and export markets). This regional profile document will provide a foundation to assist with planning and to clarify how the infrastructure as well as human capacity should be developed.

3. Objectives:

The initial objectives outlined in the Riverland Profile RITA application were:

- A convenient reference to the region for planning purposes.
- An indication of local R&D needs.
- Identification of services and capacities to deliver information and training.
- A framework for regional extension.
- Participation of a greater number of people in general activities as well as leadership roles.

The Riverland Regional Profile is a comprehensive document that has drawn together a range of existing documents relating to the Riverland Wine Region and industry, and has up-to-date data drawn from the input of two hundred and fifty Riverland winegrape growers.

The document will be used as a reference when planning directions and setting priorities, as well as being a framework for locally-funded extension activities. It will also provide a

process for identifying priority projects when considering applications submitted directly to our organisation for support.

4. Outcome/Conclusion:

Developing the Riverland Regional Profile was an enormous task. As the first region to undertake this type of project, a great deal of stakeholder time was spent identifying the key areas to be researched for the document, and formulating the grower survey. It is anticipated that in the future the RWIDC will add value to the Regional Profile document by conducting a similar exercise to gauge the needs of Riverland wineries and develop better communication between all industry stakeholders.

5. Budget reconciliation:

Budget	Funding required from GWRDC		Actual Expenditure
Project team	10,000		10,000
Production of Report	3,500		3502.96
Expertise for field activity	1,500		1,500
Administrative support	0		0
Total	15,000		15,002.96
Add 10% GST	1,500		1,500.30
Total funds requested from GWRDC	16,500	**Total Expended**	16,503.26
		Remitted to GWRDC	0