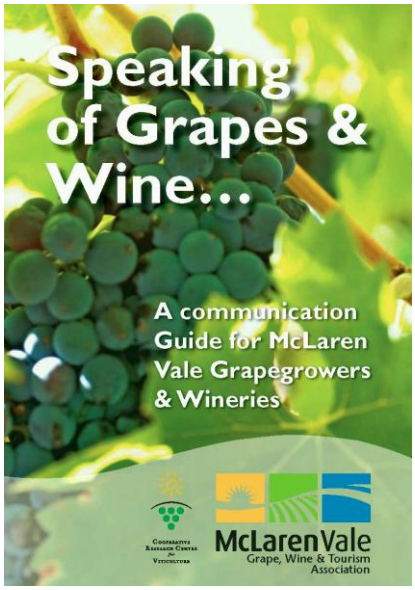
Speaking of Grapes and Wine – video format of common language between wineries and grape growers.



FINAL REPORT to

GRAPE AND WINE RESEARCH & DEVELOPMENT CORPORATION

Project Number: RT 06/05-3

Principal Investigator: Jodie Pain

Research Organisation: McLaren Vale Grape, Wine and Tourism Association

Date: 30 September 2010

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Jodie Pain
Viticulture Coordinator,
McLaren Vale Grape, Wine and Tourism Association

30 September 2010

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1. Summary

In 2007, the McLaren Vale Grape, Wine and Tourism Association (MVGWTA) in collaboration with the CRCV produced a booklet known as *Speaking of Grapes and Wine... A communication Guide for McLaren Vale Grapegrowers and Wineries.* The booklet aims to provide both wine grape growers and winemakers with beneficial information to better understand their production requirements and also suggest communication methods for wine grape growers to use both preceding and following vintage to solicit supply and wine grape quality feedback from grape purchasers.

To further explore the importance of interactions between wine grape growers and winemakers, funding was sought to produce a DVD demonstrating the important aspects of communication.

Using a humorous 'mocumentary' style, the *Speaking of Grapes and Wine* DVD demonstrates visually the importance of good communication, followed by a grapegrower and winemaker discussing the key points that need to be conveyed. Importance of mutual understanding of terminology is also discussed. Though using McLaren Vale scenery and members, the main messages of the DVD are relevant to all wine regions.

The *Speaking of Grapes and Wine* DVD was produced and directed by Miles Rowland from Higher Action. The DVD cast includes Briony Hoare from Beach Rd Wines and Jock Harvey from Chalk Hill Viticulture with contributions to the project from Corrina Wright, Olivers Taranga and Jodie Pain, MVGWTA.

2. Background

The *Speaking of Grapes and Wine... A communication Guide for McLaren Vale Grapegrowers and Wineries* booklet was produced in 2007 by the MVTWTA in collaboration with the CRCV. It was borne out of the need for clearer understanding of terminology in both grape growing and winemaking and to aid in the communication process.

This booklet proved to be very popular with the local wine industry, and out of 1000 copies produced only a dozen copies remain undistributed.

In order to extend the effectiveness of the booklet, a proposal for a video version was put forward to GWRDC under the RITA funding in 2007, with an original funding request of $5170.00 from GWRDC. After initial costing for the filming and production were undertaken and the existing funds found to be inadequate, a funding amendment was requested, and the funding allocated by GWRDC increased to $10,000.00.

An original proposal and script was drafted in 2008 but due to staff turnover and change in operations by the production company that the original proposal was undertaken by, the script was re-proposed and drafted by Higher Action in collaboration with members of the MVGWTA late in 2009. Filming and production followed after vintage in 2010 with the final edits completed by 22 September 2010 for its first viewing by members at an Information Night.

At present, the DVD is complete except for the insertion of the new MVGWTA logo.

3. Project Aims and Performance Targets

Project Output

In the original submission, the project output was to be a 30-50min video on 'Speaking of Grapes and Wine- common language and terminology between grape growers and wineries'.

Project Aim

The project aim was to improve the understanding of 'common language' and terminology between wineries and grapegrowers.

Performance Target

Production of a video of 'Speaking of grape and wine' made available to all McLaren Vale growers as a DVD, and greater Australian wine industry via downloadable computer media.

4. Method

A small project team was formed in 2008 to develop the project further and a proposal and draft script was formed. Unfortunately with staff turnover and a change in operations by the production company that the original proposal was undertaken by, the project remained dormant until 2009 when the project team was reformulated and a new production company engaged. The script was then re-drafted by Higher Action in collaboration with members of the MVGWTA late in 2009.

It was decided to use a 'mocumentary' style introduction to plainly show examples of good and poor communication. This is achieved through two grapegrowers (one 'real' and one actor) and two winemakers (one 'real' and one actor) meeting in the vineyard to discuss the upcoming vintage. The second half of the DVD takes the 'real' grapegrower and winemaker back for a documentary style discussion of key communication points as well as the importance of 'common language'. The *Speaking of Grapes and Wine... A communication Guide for McLaren Vale Grapegrowers and Wineries* booklet is referred to for further information.

Once the script was finalised, filming was undertaken following vintage in 2010 with the production and final edits completed by 22 September 2010 for its first viewing by members at an Information Night.

5. Results

The resulting DVD is approximately 20 mins in length, and can be divided into two parts, so that viewers may watch the second, more serious section several times without the need for re-viewing the first introductory section.

The DVD is currently awaiting the MVGWTA's new logo to be inserted and then will be available for viewing from the MVGWTA's website through a You Tube format.

A high resolution copy will be made available to GWRDC for their or other wine region's use.

Though using McLaren Vale scenery and members, the main messages of the DVD are relevant to all wine regions.

6. Outcome

The *Speaking of Grapes and Wine* DVD has achieved its original output, albeit with a slightly different format to the original proposal and with a shorter length. The performance target of production of a video of 'Speaking of grape and wine' made available to all McLaren Vale growers as a DVD, and greater Australian wine industry via downloadable computer media will be met, except all growers will not receive a DVD as it is felt that with today's computer savvy industry the DVD would be better accessed and viewed from the MVGWTA website.

We are hoping that showing the DVD at industry events, such as an upcoming workshop on 'Marketing your Business- tips for Growers' will increase its viewing and therefore its effectiveness.

7. Recommendations

We recommend that GWRDC utilises this DVD by making it available to other wine regions, and for download/ viewing from their website. Other wine regions may also consider their own version of the *Speaking of Grapes and Wine* booklet, as this has found to be a very useful tool for McLaren Vale, and has shown resurgence in interest with the first viewing of the DVD.

With the wine industry currently facing many difficult decisions, communication, relationships and understanding between grapegrowers and wineries is critical to move forward. It is hoped that the *Speaking of Grapes and Wine* DVD can assist this process in some way.

Appendix 1: Communication

1. Prior Communication

MVGWTA Members' Information Night

As part of the MVGWTA Members' Information Night on 22 September, the Speaking of Grapes and Wine DVD was viewed, with great feedback from members.

Growers' Voice September 2010

The following article appeared in the Growers' Voice, a newsletter produced by MVGWTA for its grape grower members. The September 2010 edition was distributed on 23 September 2010.

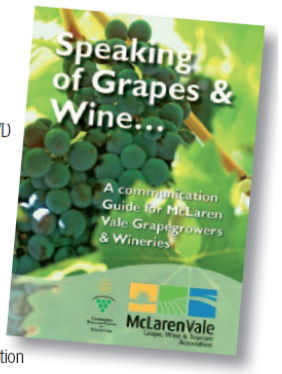
Speaking of Grapes and Wine DVD

In 2007, the McLaren Vale Grape, Wine and Tourism Association in collaboration with the CRCV produced a booklet known as *Speaking of Grapes and Wine... A communication Guide for McLaren Vale Grapegrowers and Wineries*. The booklet aims to provide both wine grape growers and winemakers with beneficial information to better understand their production requirements and also suggest communication methods for wine grape growers to use both preceding and following vintage to solicit supply and wine grape quality feedback from grape purchasers.

To further explore the importance of interactions between wine grape growers and winemakers, funding was sought to produce a DVD demonstrating the important aspects of communication.

Funded by the Grape and Wine Research and Development Corporation (GWRDC), and using a humorous 'mocumentary' style, the *Speaking of Grapes and Wine* DVD demonstrates visually the importance of good communication, followed by a grapegrower and winemaker discussing the key points that need to be conveyed. Importance of mutual understanding of terminology is also discussed.

The *Speaking of Grapes and Wine* DVD was recently shown at the Members' Information Night and will be available to view in the coming weeks from the McLaren Vale Grape, Wine and Tourism Association website **www.mclarenvale.info**



2. Intended Communication

Release of DVD on Website

Once the new MVGWTA logo is inserted into the DVD, it will be placed on the MVGWTA website for viewing. This will be communicated to all members via email and through the Weekly Bulletin.

Marketing your Business- tips for Growers Workshop

At the end of November, the MVGWTA is holding a workshop on 'Marketing your Business- tips for Growers' which will utilise the Speaking of Grapes and Wind DVD to demonstrate the importance of communication between growers and wineries.

Appendix 2: Staff

MVGWTA Staff

James Hook (previous Viticulture Officer)

Amy Richards (previous Viticulture Officer)

Jodie Pain (current Viticulture Coordinator)

MVGWTA Members

Jock Harvey (Chalk Hill Viticulture and MVGWTA Board Member)

Corrina Wright (Olivers Taranga and MVGWTA Board Member)

Briony Hoare (Beach Rd Wines)

Sami Gilligan (Gilligan Contracting)

Production and Direction

Miles Rowland, Higher Action