



# THE RIVERLAND WINE INDUSTRY IMPLEMENTATION PLAN



### PRIORITY 1: A rapid transition to more sustainable production levels

	Actions	Expected Outcomes	Lead agent	Supporting	Timeframe
1.1	Prepare for increased demand for social services and wellbeing support for Riverland grape growers as they leave the industry.	Minimise impacts on health and social dislocation during industry adaptation	SA Government (PIRSA)	Riverland Wine	Immediate
1.2	Promote the use of practical financial tools to determine minimum grape prices at varying scales and locations of production so individual growers can quickly complete a break-even analysis.	More informed grape grower decision making.	Wine Australia	Riverland Wine	Immediate
1.3	Investigate opportunities to utilise surplus wine stocks.	Contribute to rebalancing the stock to sales ratio.	SA Government (PIRSA)	Riverland Wine	Immediate
1.4	Investigate ways to retain permanent water entitlements sold by Riverland wine grape growers for future local production during the transition period.	Minimal reduction in available irrigation water in the Riverland.	SA Government (DEW)	Riverland Irrigation Trust (RIT) Central Irrigation Trust (CIT)	Immediate
1.5	Assist Riverland wine grape growers to transition into new production methods, alternative commodities, or other business prospects such as crop transition, improving water use efficiency and productivity, targeted research and development, and support to reduce the environmental and biosecurity risk of abandoned vineyards.	Orderly transition to more productive cropping systems and improved irrigation efficiency.	SA Government (PIRSA)	Riverland wine	Immediate
1.6	Partner with the One Basin CRC research project, "Water Futures" to deliver an action-	More secure economic future for the Riverland.	Local Government	Local Government/One Basin	Immediate

	focused case study which will identify the factors required for the transition and assist with planning.			Cooperative Research Centre (One Basin CRC)	
1.7	Identify and promote flexible vineyard management practices that can be used during periods of expected economic stress to enable more adaptable grape production such as resting vineyard systems.	Improved grape grower resilience.	Wine Australia	AWRI/SARDI	Immediate
1.8	Promote alternative farming systems to achieve increases in scale, for example amalgamating smaller vineyards or collaborative farming models.	More efficient grape production.	SA Government (PIRSA)	Riverland Wine	Immediate
1.9	Promote SA Government trade facilitation and exporter capability services to Riverland wine businesses and provide export assistance tailored to Riverland wine producers.	Increased exporter capability and participation in international trade activities.	SA Government (DTI)	Riverland Wine	Immediate

## PRIORITY 2: Become more adaptable to changing consumer and market trends

	Actions	Expected Outcomes	Lead agent	Supporting	Timeframe
2.1	Support transition to wine grape varieties and wine styles that meet market demand and including hot Mediterranean varieties which are suited to the Riverland climates. Improve the understanding of the most effective and economical methods to change existing grape varieties to these new varieties.	More adaptive and resilient grape production	Wine Australia	AWRI/SARDI	Immediate
2.2	Improve our understanding of the Riverland wine value chain, so we can improve the transparency of the value chain for wine grapes including discounts and quality penalties.	Priorities for research and practice change to improve the efficiency of the Riverland wine value chain.	Riverland Wine	AWRI	Short term
2.3	Access and disseminate data and information on global wine trends and host regular local and international market insights events to support production of market driven wine.	Improved understanding through the value chain of the grape supply and wine demand situation.	Riverland Wine	Wine Australia/DTI	Short term

### PRIORITY 3: Develop and promote a stronger regional identity

	Actions	Expected Outcomes	Lead agent	Supporting	Timeframe
3.1	Building upon the “Uprising” and “Riverland Runs Free” campaigns, continue to develop marketing stories that build interest in the region’s wines, stories, sustainability, and wine tourism opportunities throughout global markets.	Raised local and global awareness of the practices and capability of the Riverland Wine Industry.	Riverland Wine	Destination Riverland	Immediate
3.2	Develop and implement a Riverland Wine Tourism strategy to promote and support existing wine tourism activities and attract new investment in wine tourism experiences.	Riverland Wine Tourism growth.	Destination Riverland	SATC/Riverland Wine	Immediate

#### PRIORITY 4: Develop passionate leaders and a skilled workforce

	Actions	Expected Outcomes	Lead agent	Supporting	Timeframe
4.1	Establish working groups for growers and wine processors to investigate and recommend initiatives to manage industry issues.	More diverse and engaged regional wine body.	Riverland Wine		Immediate
4.2	Investigate opportunities for local schools to deliver introductory vineyard management and wine-making courses which lead into locally delivered viticulture TAFE courses.	More school leavers entering the wine industry.	Wine Australia	SA Government	Immediate
4.3	Advocate for modernisation of producer levies to better reflect best practice production systems and current market challenges.	More equitable regional levy contribution.	Australian Commercial Wine Producers (ACWP)	Wine industry bodies	Short term
4.4	Increase the number of Riverland wine industry participants in state and national capability development programs.	Improved industry capability.	Wine Australia	SA Government (PIRSA)	Short term
4.5	Promote employment and investment opportunities in the Riverland Wine Industry through existing bodies such as Study Adelaide.	Increased awareness of career and business opportunities in the Riverland.	SA Government	Riverland Wine	Mid term

### PRIORITY 5: Supporting agile wine businesses that are sustainable and profitable

	Actions	Expected Outcomes	Lead agent	Supporting	Timeframe
5.1	Accelerate the uptake of Sustainable Winegrowing Australia accreditation for all Riverland wine industry participants.	All Riverland Wine businesses implementing sustainable production and business practices.	AWRI	Riverland Wine	Immediate
5.2	Drive new product development using existing and new grape varieties and targeting new opportunities such as low and no alcohol beverages to grow new consumer recruitment and demand.	More innovative and market ready wine grape products attractive to new and existing consumers.	Riverland Wine	Wine Australia/AWRI/ Adelaide University/SA Government	Immediate
5.3	Increase the number of Riverland branded wine companies actively participating in targeted international and local trade events.	Increased number of Riverland wine companies" participating in trade events.	SA Government (DTI)	Wine Australia	Immediate
5.4	Support the creation of new Riverland wine brands.	Increased number of Riverland wine grape processors that produce Riverland-branded wine products.	Riverland Wine	Regional Development Australia(RDA) /PIRSA	Short term
5.5	Promote collaborative contract crushing capacity and investigate the opportunity for a small run packaging operation for smaller regional wine processors.	Increased number of Riverland wine grape processors that produce Riverland-branded wine products.	Riverland Wine	Regional Development Australia(RDA) /PIRSA	Short term
5.6	Fast track the development of marketing capabilities within local winery brands in areas	Improved marketing skills in Riverland grape and wine businesses.	SA Government (DIIS)	PIRSA	Immediate



	such as master brand development and broader direct-to-consumer marketing tactics.				
5.7	Investigate establishing funding programs to stimulate in world class Riverland Cellar Door experiences.	Increased number of wine tourism experiences.	SA Government (PIRSA)	SATC	Immediate
5.8	Promote the PIRSA Agtech demonstration farm and Wine Australia's Agtech Program. Demonstrate and promote the uptake of emerging mechanisation and digital technologies to improve vineyard productivity and profitability.	More responsive and productive grape growers.	SA Government (PIRSA)	Wine Australia	Short term
5.9	Develop education programs for grower businesses to move up the value chain and build wine-making businesses	Increased proportion of Riverland GI wines selling at higher price points.	Adelaide University	Riverland Wine/RDA	Short term

Immediate – within 2 years

Short term – within 4 years

Mid-term – within 6 years



