

Growing Wine Exports – Workshops

Adoption Impact

Overview and summary of impact

Wine Australia funded Hydra Consulting to design and deliver this comprehensive skill development program as part of the Australian Government's \$50 million Export and Regional Wine Support Package (\$50m Package).

The one-day 'Export Ready' sessions and two-day 'Export Plan' workshops are practical, wine-specific and heavily subsidised by the \$50m Package, offering tools, strategies and case studies to help business navigate markets with the largest growth potential – such as China where, over the last six years, the value and volume of Australian wine exports has grown considerably.



The situation

Many wineries would like to export but don't have the tools, skills or strategies to enable them to do that. The one- or two-day workshops provide a very hands-on and practical way to obtain those skills and to adopt the tools needed to be successful.

Connection with research and extension activities

The program was designed with a number of experts, drawing on various sources from research, consumer and market evidence to deliver a diverse range of topics:

- new tools and strategies for navigating export markets
- exporter case studies
- detailed market insights for identifying market suitability

- practical advice on protecting your brand and calculating risk
- a live video hook-up with Wine Australia's USA team
- a Chinese dining experience and insight into Chinese business practices
- advice on refining market intents and wine offer
- a review of key market analysis, and
- the ins and outs of identifying importers and distributors, mastering a brand pitch and preparing for a market visit.

The program claims the following skills will be learnt, delivering a clear promise to participants:

- preparing for a market visit
- pitching your brand
- finding a distributor
- outpacing your competitors
- navigating export laws
- pricing for profit, and
- maximising success in market.

Details of the impact

Between 2015 and 2019:

- total free on board (FOB) export value has increased by 47 per cent from \$1.9 billion to \$2.78 billion, with value growth in all price segments; and
- the average value per litre of bottled exports has increased by 27 per cent, from \$4.90 per litre to \$6.24 per litre FOB.

Exports are a crucial part of the market for Australian wine, being 45% by value and 62% by volume of all sales.

Naturally, it is not possible to attribute growth in exports to the workshops themselves. However, there are some output and attitudinal measures to provide some degree of confidence that the workshops are likely to have made a positive contribution to export.

In 2018/19, 58 Growing Export Markets and Growing Wine Tourism workshops were delivered face-to-face in 25 regions and also via webinars. Hydra Consulting claims that feedback on this program has been excellent, with a net promoter score of over 80.

A net promoter score (NPS) is a metric for assessing customer loyalty for a company's brand, products or services. The NPS is calculated as the difference between the percentage of 'promoters' and 'detractors'. The NPS is not expressed as a percentage but as an absolute number lying between -100 and +100. For instance, if you have 25% promoters, 55% passives and 20% detractors, the NPS will be +5. By way of example, in 2017 Apple had a NPS of 72.

The workshops have reportedly been successful because:

- the program is carefully designed before it starts
- the workshops contain simple messages
- participants learn by doing (they prepare a one-page export plan)
- participants get immediate feedback (not always pleasant), and
- participants walk out of the workshop ready to implement.

Relevance to others

The key features listed above are not only applicable to the Growing Wine Exports workshops, but to extension / adoption activities more generally:

- design the activity carefully up front, in collaboration with the target market
- create a 'promise' from attendance, that is, a clear statement about what participants will gain by the end
- maximise the use of hands-on learning / learning by doing, and
- ensure participants walk out 'ready to implement' the new practice.