

**Wine
Australia**

Wine Australia Update

**Event program (livestream)
Wednesday 21 July 2021**

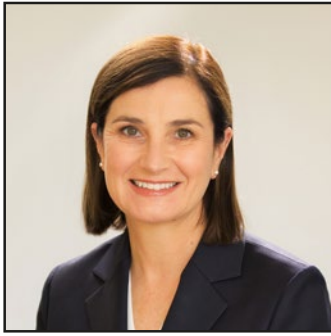


Program

ACT	AEST	AWST	
09:15	09:45	07:45	Livestream waiting room opens
09:30	10:00	08:00	Welcome Prue Adams Owner, Prue Adams Media
09:35	10:05	08:05	Opening remarks Dr Michele Allan Chair, Wine Australia
09:45	10:15	08:15	Supply and demand trends Peter Bailey Manager, Market Insights, Wine Australia
10:05	10:35	08:35	Regulatory and market access update Rachel Triggs General Manager, Corporate Affairs and Regulation, Wine Australia
10:20	10:50	08:50	RD&A update Dr Liz Waters General Manager, RD&A, Wine Australia
10:45	11:15	09:15	15 MINUTE BREAK
11:00	11:30	09:30	General marketing update Stuart Barclay General Manager, Marketing, Wine Australia
11:30	12:00	10:00	UK and Europe insights Laura Jewell MW Regional General Manager, EMEA, Wine Australia
11:45	12:15	10:15	North America insights Aaron Ridgway Regional General Manager, North America, Wine Australia
12:00	12:30	10:30	15 MINUTE BREAK
12:15	12:45	10:45	Q&A panel discussion Representatives of Wine Australia and Australian Grape & Wine Moderated by Prue Adams
13:00	13:30	11:30	Close



MC and moderator



Prue Adams

Owner, Prue Adams Media

Prue Adams is an accomplished and multiple award-winning presenter, interviewer and television presenter.

She is a sole trader, operating Prue Adams Media, providing event MC work, moderating of debates, podcasts, voiceovers and video production. She has a special interest in agricultural journalism and rural/regional Australia.

For more than three decades, she was a TV journalist at the Australian Broadcasting Corporation, spending almost 25 years as a reporting for the flagship rural affairs program, Landline. She was named the World's Best Agricultural Journalist in 2016 for a ground-breaking documentary on the disease Q-fever.

Opening remarks



Dr Michele Allan

Chair, Wine Australia

Michele is an experienced non-executive director and has a strong understanding of agribusiness, public policy and regulation within food and agriculture industries, R&D portfolio structure and management, enterprise risk management and science and innovation.

Michele currently chairs Apple and Pear Australia Limited, Defence CRC Trusted Autonomous Systems, the Food and Agribusiness Growth Centre and is Chancellor of Charles Sturt University. She is also a director of CSIRO, Smart Sat CRC, Dairy Food Safety Victoria, MJ Chicken and CRC Food Agility.

She has previously held chair positions with Meat & Livestock Australia and the Wheat Industry Advisory Taskforce and was a director of Wine Australia and the Grape and Wine Research and Development Corporation. Other prior board roles include Tasmanian Irrigation, Innovation and Science Australia, Forest and Wood Products Australia, William Angliss Institute, Callaghan Innovation (NZ) and Food Standards Australia and New Zealand.



Speakers



Peter Bailey

Manager, Market Insights, Wine Australia

As the Manager, Market Insights, Peter leads a team that keeps the Australian wine sector informed through the collection, presentation and dissemination of global wine sector insights.

Peter joined Wine Australia as Senior Analyst in 2006 and was promoted to Manager, Market Insights in 2010.

Prior to joining the wine sector, he spent a decade in the Australian energy industry, his last role being Manager, Commercial Analysis at Origin Energy.

He holds a Bachelor of Applied Economics and a Bachelor of Business (Honours EF) from University of South Australia and has also completed a Graduate Diploma in Applied Finance and Investment from the Securities Institute of Australia.



Rachel Triggs

General Manager, Corporate Affairs and Regulation, Wine Australia

Having previously held the role of General Counsel, Rachel is responsible for Wine Australia's strategy development and execution, market insights, external engagement, internal communications, and legal function.

Rachel also has responsibility for Wine Australia's market access and regulatory functions, including oversight of the Label Integrity Program, maintenance of the Register of Geographical Indications and Other Terms, and administration of the export controls. She is also a delegate to the International Organisation of Vine and Wine (OIV) and the World Wine Trade Group, a Member of the Presidential Council of FIVS, and the President of the Australasian Wine Law Association.

Prior to joining Wine Australia, Rachel worked as a corporate lawyer specialising in wine law. Before completing her Law degree, Rachel worked as a winemaker – predominantly in the Adelaide Hills, but also in the Clare Valley, Hunter Valley, Oregon and Tuscany.



Stuart Barclay

General Manager, Marketing, Wine Australia

Stuart joined Wine Australia in November 2014 and as General Manager, Marketing he has responsibility for Wine Australia promotional activities domestically and internationally. Stuart has more than 23 years' experience in the wine sector in the UK and Australia, including 10 years' experience managing buying, wine production, direct-to-consumer sales and marketing channels for the Cellarmasters Group and Woolworths Liquor Group.



Speakers



Dr Liz Waters

General Manager, Research, Development and Adoption, Wine Australia

Liz has responsibility for Wine Australia's research, development and adoption programs, working in collaboration with diverse research providers to deliver short- and long-term value for the Australian grape and wine community and to help the sector achieve sustained prosperity.

Liz was previously Senior RD&E Program Manager at the Grape and Wine Research and Development Corporation (GWRDC), one of Wine Australia's two predecessor organisations. Prior to joining GWRDC in 2011, Liz held senior research positions at The Australian Wine Research Institute and the Cooperative Research Centre for Viticulture and is internationally recognised as a leader in grape and wine research.

Liz has a PhD in Wine Science from the University of Adelaide and is a Graduate of the Australian Institute of Company Directors.



Laura Jewell MW

Regional General Manager, UK and Europe, Wine Australia

Laura joined Wine Australia as Regional General Manager for the UK and Europe in February 2015.

Laura is well-known and highly regarded by her peers in the wine trade community. Prior to working for Wine Australia, she spent 4.5 years heading up the wine development team at Tesco. She has spent 1 year with SPAR, and 4 years as Agency Director with HWCG.

Previously buyer for French and Fine wines at J Sainsbury, after moving in 2000 to buy Australia, NZ, Spain and Portugal for the retailer. Moved from position of wine buyer at the Waverley Group. Prior to that held the position of Marketing Manager Wine for the Waverley Group, the UK's largest wholesaler, based in Scotland. Specialities include UK Bottling, and all aspects of supermarket retailing, and marketing.



Aaron Ridgway

Regional General Manager, Americas, Wine Australia

Aaron joined Wine Australia as Regional General Manager for the Americas in July 2016. Prior to this, he worked for Negotiants USA as National Sales Manager.

A high-achieving wine sales and marketing executive, Aaron is a specialist in sales and distributor management, key account management, marketing strategy and execution. He also has exceptional knowledge of the US wine market.



Q&A panel

Wine Australia speakers will be joined by the Chief Executive of Australian Grape & Wine for the Q&A.



Tony Battaglione

Chief Executive, Australian Grape & Wine

Tony has had a distinguished career working in the research, policy and agri-political space. Since 1999, Tony has been a major driver of strategy for the Australian wine sector, including developing and implementing a comprehensive market access strategy, overseeing biosecurity, research and development and industry policy and strategy. A strong international focus has also resulted in developing key networks with competitors and other industries to further the interests of the Australian wine sector.

Tony has also played a key strategic role in restructuring the Australian wine sector through the development of Wine Australia, formerly the Australian Grape and Wine Authority, which has a significant role in directing the activities of the sector.

As Chief Executive of Australian Grape & Wine, Tony now leads the sector through advocacy, industry collaboration and strategy to create an environment for Australian grape and wine businesses to thrive and prosper.

