



FOR IMMEDIATE RELEASE – 27 June 2022

NEWS RELEASE

Wine conference opens with focus on global markets and a sustainable industry

After two years of COVID-related travel and operational restrictions, the Australian wine industry will come together in Adelaide today with the opening of the 18th Australian Wine Industry Technical Conference (AWITC), which also incorporates the Australian Grape & Wine Outlook Conference.

Today's Outlook sessions continue a strong partnership that brings the business and technical sides of the grape and wine community together. The conference is complemented by WineTech, Australia's premier exhibition of wine technology, equipment and services, delivered in partnership with Wine Industry Suppliers Association and managed by Expertise Events.

After a Kurna welcome to country by Michael O'Brien and a formal conference opening by Senator the Hon Murray Watt, Minister for Agriculture, Fisheries and Forestry, the first day of the conference will focus on global economic trends affecting the Australian wine industry, the wine sector's license to operate, focusing on sustainability and our legitimate role in a civilised society and consumer trends of alcoholic beverages across the globe.

Key speakers include renowned global economist, Saul Eslake; Special Representative for Australian Agriculture, Su McCluskey; Chief Executive of Australian Grape & Wine, Tony Battaglène; General Manager Australian Farm Institute, Katie McRobert; Chief Executive Officer of Drinkwise, Simon Strahan; ANU Institute for Climate, Energy & Disaster Solutions, Mark Howden; Executive General Manager, Markets National Australia Bank Limited, Drew Bradford; and The Demographics Group, Bernard Salt AM.

Previewing the Outlook sessions, Australian Grape & Wine Chief Executive, Tony Battaglène said "We have assembled a world class group of speakers that will provide an in-depth overview of the sector and its outlook. This is a must for all those with an interest in the sector".

AWITC Chair, Dr Mark Krstic said "Global economic and social trends are having an increasing influence on all aspects of our industry. Today's Outlook sessions provide an outstanding opportunity to delve deeply into many factors that will help shape our industry's future. In addition, to complement these sessions the AWITC for the first time includes eight business-focused workshops on Tuesday morning, 28 June to help continue these important conversations."

The conference continues until Wednesday 29 June, with further key themes including:

- Wine quality and innovation: where to next?
- Vineyard health and biodiversity
- Solving problems with technology
- A focus on carbon and water
- Looking to the future

AWITC by the numbers:

11 plenary sessions over three days
6 international speakers and 43 local speakers
39 workshops
143 posters
Near sold out trade exhibition (www.winetech.com.au)

ABOUT THE EVENT: The Australian Wine Industry Technical Conference (AWITC) is the premier technical event for the Australian wine industry. Held every three years since 1970, it combines an extensive program of plenary sessions, workshops, posters and social events with **WineTech**, the industry's most respected and extensive trade exhibition, presented in partnership with WISA and managed by Fair Events. The AWITC incorporates the **Australian Grape & Wine Outlook Conference** - a national policy conference that brings wine makers, analysts, exporters, marketers, retailers and politicians together to consider what actions are required to sustainably grow and future-proof the Australian wine industry.

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EVENT PARTNERS

