

South Australian Wine Industry Development Scheme

2017–18 Regional Wine Industry Association grant recipients (offered a grant)

In total, 12 grants for seven Regional Wine Industry Associations.

Recipient	Project
Adelaide Hills Wine Region, \$80,000	<p>Develop a data insights program to capture information and analyse visitor and sales trends at cellar doors and within the region.</p> <p>Develop a market development, called 'Immerse Yourself', aimed at improving cellar door collaboration, increase visitor numbers and creating a strong contemporary brand identity.</p>
Barossa Grape and Wine Association, \$125,000	<p>Create a 'Barossa Cellar' events facility and develop a marketing program called 'Barossa Brand Extension and Activation Project – China & Hong Kong', aimed at driving international visitation.</p> <p>Develop a business case for The Barossa Shiraz Trail, a 13 km bike and walking trail near Seppeltsfield Road.</p>
Clare Valley Winemakers Inc, \$32,750	<p>Showcase the region through a 'Breathe It In – Clare Valley' marketing campaign, which will create a series of promotional videos.</p> <p>Develop a red wine cellar door marketing toolkit to highlight and elevate red wine offerings to spark new interest in wine tourism.</p>
Coonawarra Grape and Wine Incorporated, \$29,350	<p>Build Brand Coonawarra through videos and photos to help build the reputation of the region as a premium wine, food and tourism destination.</p> <p>Create a Coonawarra Trail which will allow visitors to walk or cycle between some of the region's most popular wineries.</p>

<p>Kangaroo Island Food and Wine Association, \$48,500</p>	<p>Support cellar doors and wine producers to collaborate, attend and coordinate events on both Kangaroo Island and mainland South Australia under the Kangaroo Island Events project, which will build brand awareness and the Island's reputation as a premium wine producer.</p>
<p>Langhorne Creek Grape and Wine Inc, \$33,412</p>	<p>Reproduce a vintage caravan (named Alfred, after Alfred Langhorne) for regional promotions and events to enhance the visitor experience at food, wine and tourism events, and upgrade and landscape the Old School House as a wine industry, tourism and community hub of Langhorne Creek.</p>
<p>McLaren Vale Grape, Wine and Tourism Association, \$12,598</p>	<p>Undertake marketing and promotional activities under a campaign called 'Flat Mates', comprising 13 cellar doors, in and around McLaren Vale.</p>