

# Investing in innovation

It's tough to stay ahead of the pack – to drink upstream of the herd. If you're not improving your operations you are going backwards relative to your competitors. To stay competitive, it is essential to invest in the application of new technologies and the continuous improvement of production methodology.

Many cutting-edge technologies, critical for the continued sustainability of Australian grape and wine producers, are not adopted. Often, the barriers can be attributed to:

- > capital outlay and therefore risk for implementation is too large
- > reluctance to invest due to lack of understanding of benefits
- > lack of technical knowledge to support the new technology

Here is where we can help you.

By telephone, email and in person, technical assistance is available to Australian grape and wine producers across Australia. Using research findings combined with the benefits of working with producers, the Industry Development and Support (IDS) group provides advisory, communication and extension services, technical problem solving and emergency response.

Our Industry Applications group actively assists producers to apply the benefits of research findings in your own winery or vineyard.

Using this approach, we assist producers to adopt beneficial technologies by:

- > delivering technologies in an 'easy to use' format to reduce implementation risks and costs
  - > quantifying technology benefits to support investment decisions
  - > assist producers to improve their knowledge and understanding of new research outcomes and technology through extension activities – we consider it a 'body-contact' sport.

That's only part of the story.

The AWRI Commercial Services help grape and wine producers with their individual needs that lie outside the levy funded research charter.

These 'fee-for-service' support services include:

- > consulting services, providing access to the AWRI's technical expertise and capabilities
- > packaging development and assessment services
- > analytical services – across the entire grape to consumer value chain

These consulting services tailor the new technical knowledge to suit the specific requirements of individual producers. It's like having your own first-class R&D unit.

For those organisations who don't pay the grape and wine levy, including wine industry suppliers, they can also benefit from the AWRI's technical capabilities. We can conduct product development and proof of performance assessments, for example. Companies currently taking advantage of this include yeast manufacturers and packaging suppliers, amongst others.

And the benefits don't stop there. Any surplus funds from our commercial activities are injected back to support levy funded research.

*"Their willingness to seemingly drop tools when unexpected issues arise and help as problem solver is of enormous value to our industry. The AWRI's research flows out to wine producers and provides outcomes which, in many cases, we now take for granted in our day-to-day practices".*

Louisa Rose, The Yalumba Wine Company, SA



*"The AWRI are different from other research groups because they really understand they are there to work for the industry. They give practical advice based on the latest research as well as their own experience in real vineyard and winery situations. It's like having direct access to the best knowledge anyone has anywhere."*

Frank van de Loo, Mount Majura Winery, ACT



*"To simply view the AWRI as technical support undersells the value they can add. At Wirra Wirra we have experienced first hand the benefits of the R&D program through practical winemaking trials. The results are evident where it counts – in the bottle."*

Andrew Kay, Wirra Wirra Vineyard, SA

