

# Opportunities for the Australian Wine Sector in 2030, and beyond

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# My experience...

- I have been interested in vineyards and climatology for 48 years
- My first awareness of climate change was at Cornell University in around 1974
- I spoke to OIV General Assembly in Luxembourg in 1989 on "*Appellation and projected global warming*".
- I have suggested to OIV and GWRDC that there needs to be a concerted, international breeding program for new varieties for hot regions

# Putting today in **context.....**

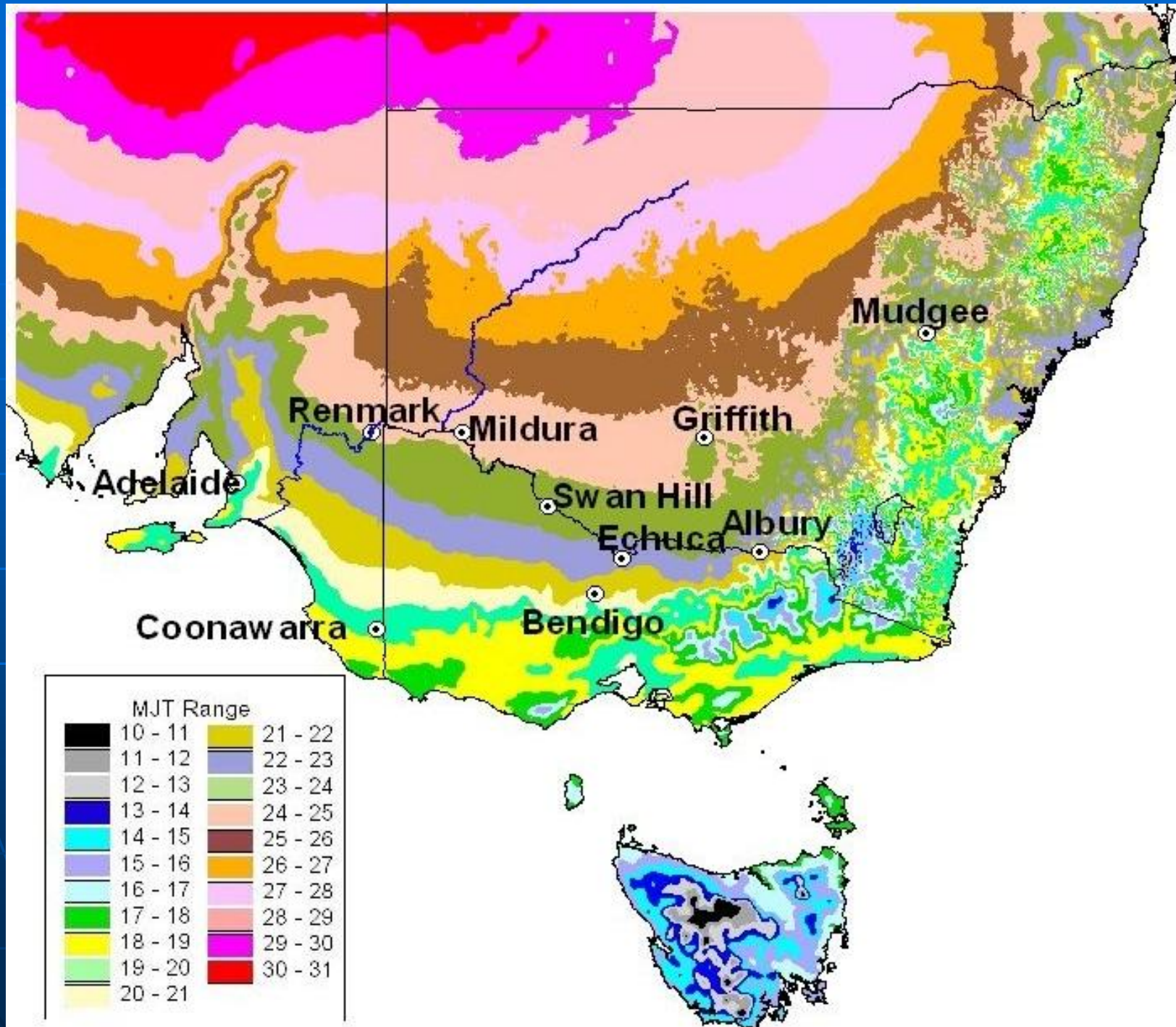
- Aim is to tease out opportunities
- (But the sector has no will, or ability?, to do strategic planning...

# We might consider

- Australia
  - Marketplace
  - Regions
  - Varieties
  - People

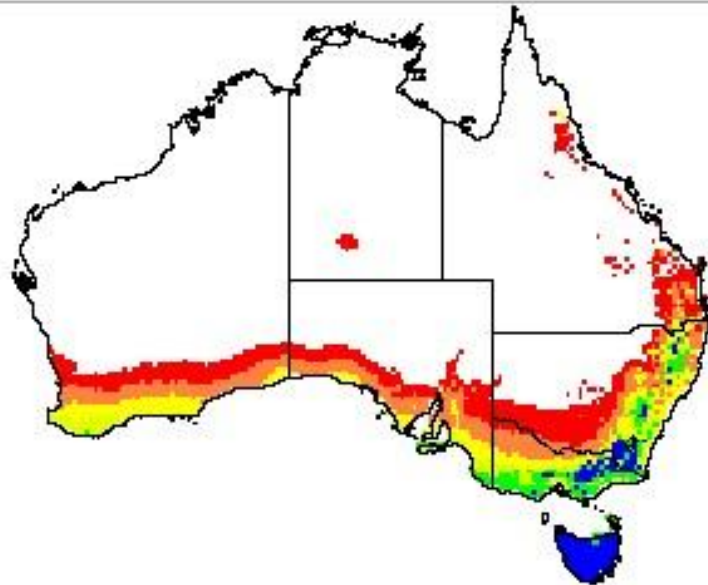
# Australia at the cross roads

- Australia needs a makeover...
- It is sliding into furthering a reputation as a second rate bulk wine producing nation, to the detriment of genuine fine wine production and export
- Much of Australia's wine production is from varieties grown "out of place"



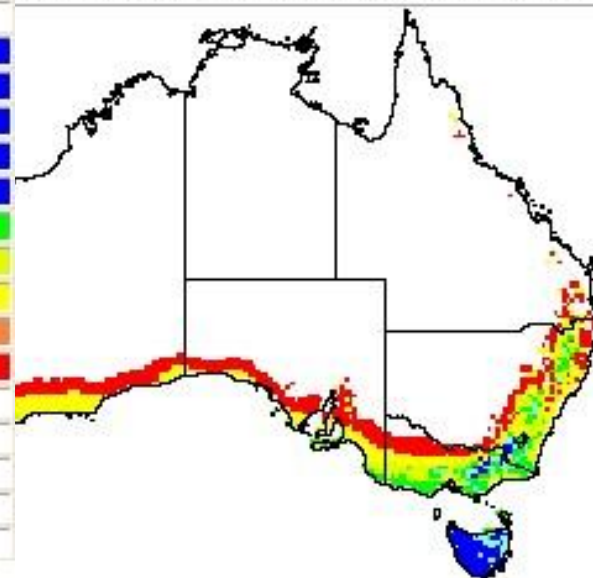
# THE SHRINKAGE OF THE AUSTRALIAN WINE SECTOR

Tmean: 1995, SRES marker scenario A1, 0.09C, CSIRO: Mk2



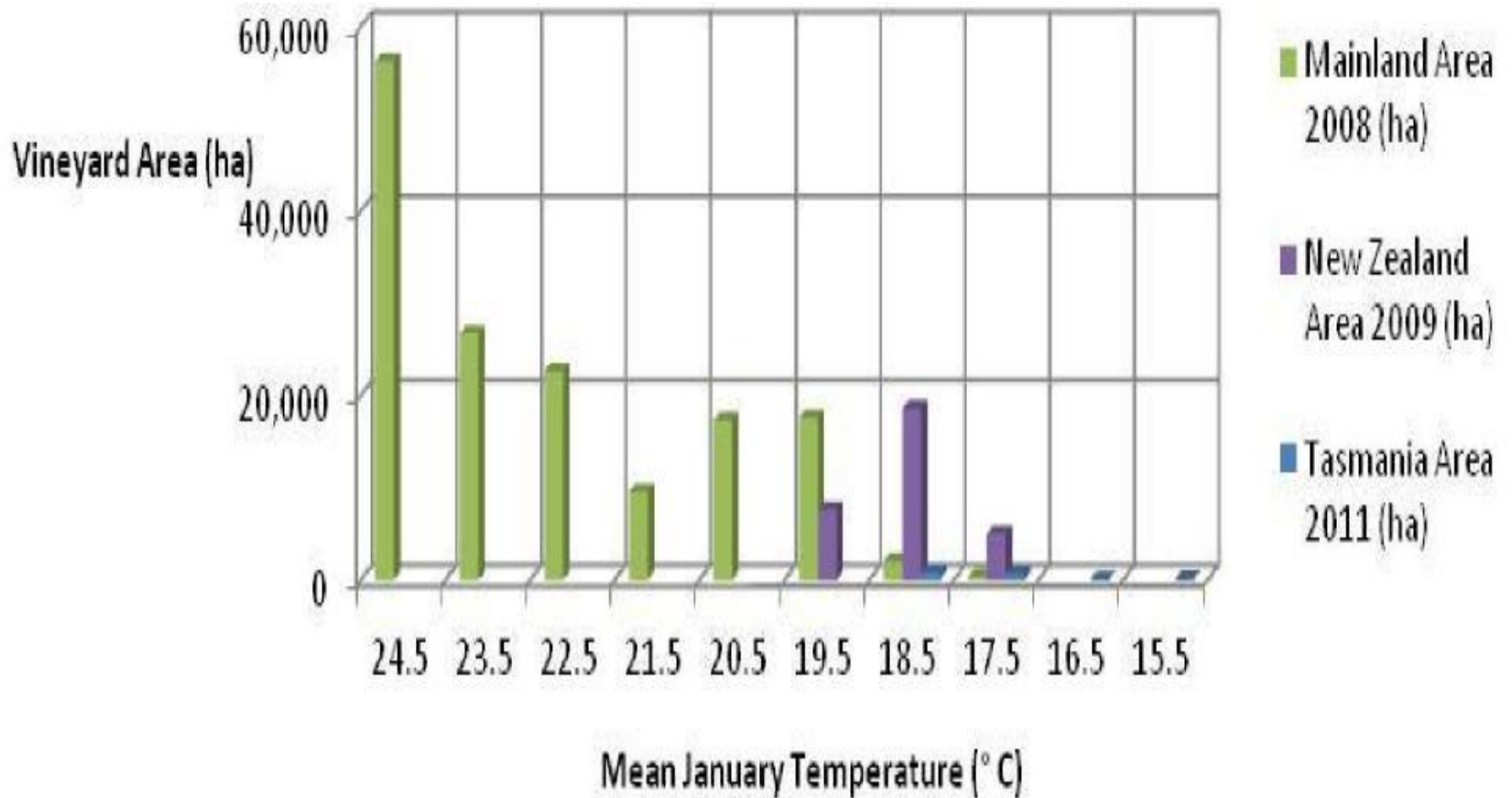
8.6 to 10.3  
10.3 to 11.9  
11.9 to 13.6  
13.6 to 15.3  
15.3 to 17.0  
17.0 to 18.7  
18.7 to 20.4  
20.4 to 22.1  
22.1 to 23.8  
23.8 to 25.4  
25.4 to 27.1  
27.1 to 28.8  
28.8 to 30.5  
30.5 to 32.2  
32.2 to 33.9

SRES marker scenario A1, 1.83C, CSIRO: Mk2



9.8 to 11.5  
11.5 to 13.3  
13.3 to 15.0  
15.0 to 16.7  
16.7 to 18.4  
18.4 to 20.2  
20.2 to 21.9  
21.9 to 23.6  
23.6 to 25.3  
25.3 to 27.1  
27.1 to 28.8  
28.8 to 30.5  
30.5 to 32.2  
32.2 to 34.0  
34.0 to 35.7

# COMPARISON OF VINEYARD AREA FOR MAINLAND AUSTRALIA, NEW ZEALAND AND TASMANIA



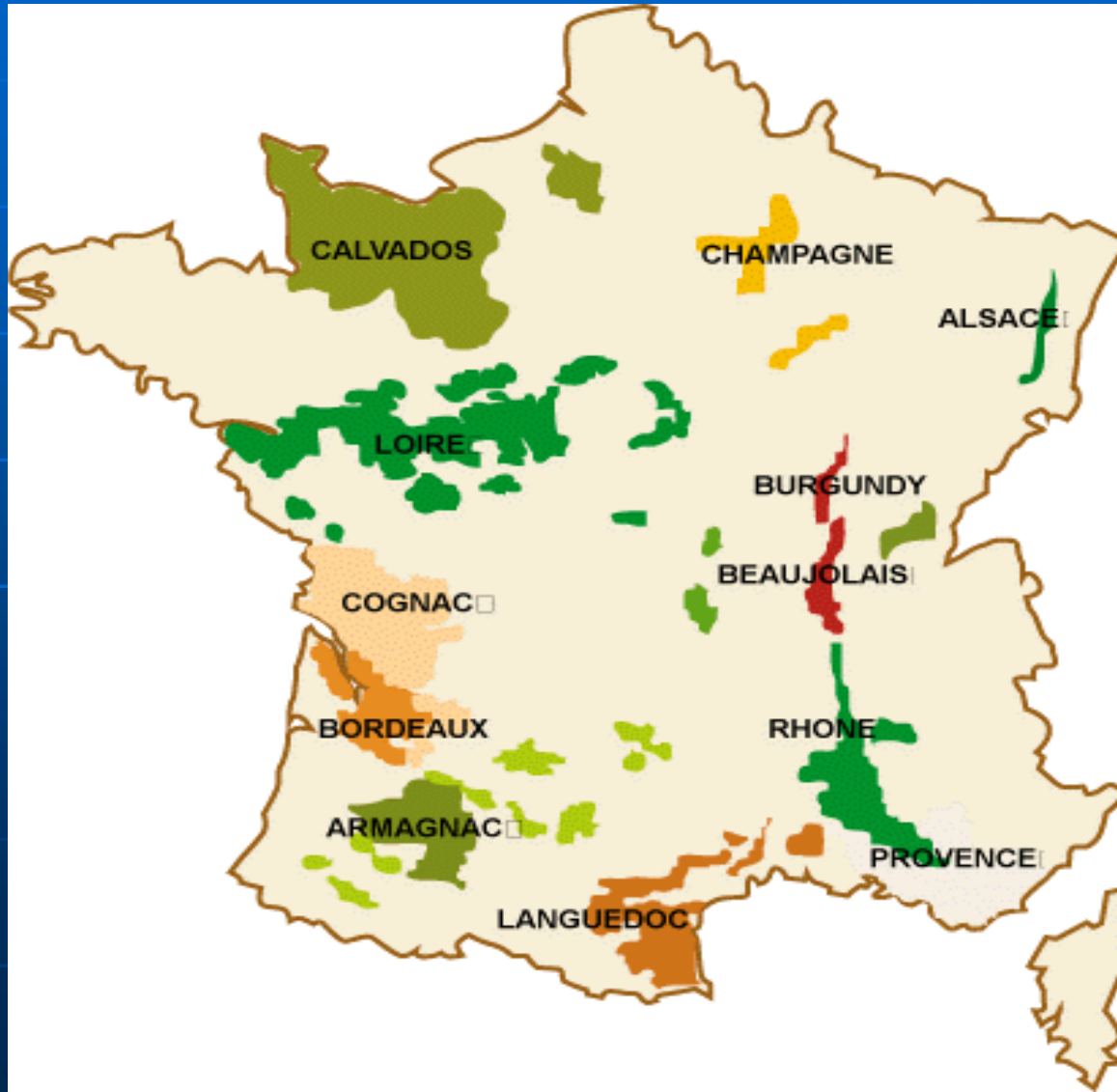


# Wine Business is Real Estate Business

- When you buy land, in fact you are buying the climate where it sits
- LAND VALUE = CLIMATE VALUE  
(for given variety or varieties)

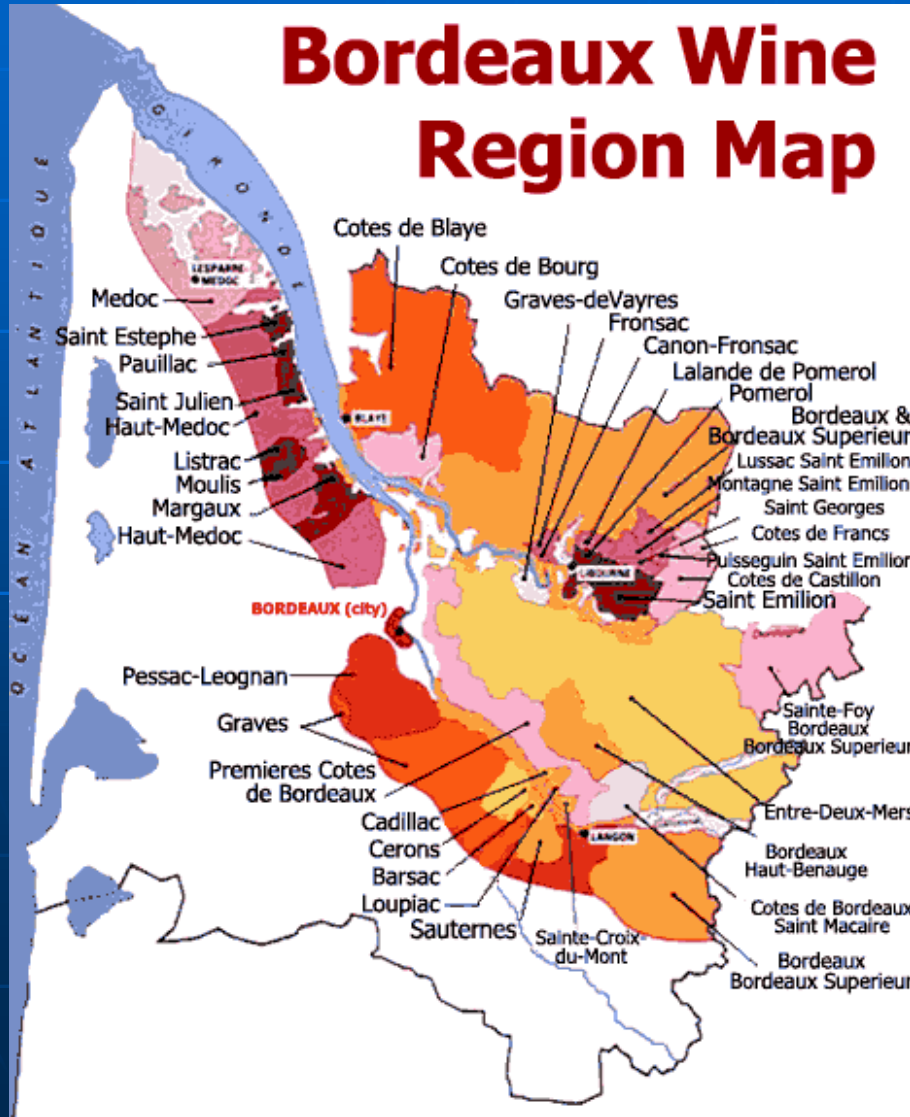
In time get development of **regional equity**

# THE PRESENT, AN EXAMPLE....FRANCE



Discrete  
regions due  
to  
temperature  
by variety  
interaction

# A FURTHER EXAMPLE...BORDEAUX WINE REGIONS



- Zones of speciality for Cabernet Sauvignon, Cabernet Franc, Merlot, Sauvignon, Semillon etc

Reputation gives tradition,  
infrastructure, services, investment,  
high land prices etc



# OPPORTUNITIES

- Change Variety, easy for some...
- Change Region, go south or up, more difficult.....

# CONCLUSION

Don't think

CLIMATE CHANGE

Think

CLIMATE CHOICE