



Design, produce and market a product for a high value segment

Vince O'Brien

Australia's Manufacturing Industry



The Australian Wine
Research Institute

❖ Perfect Storm

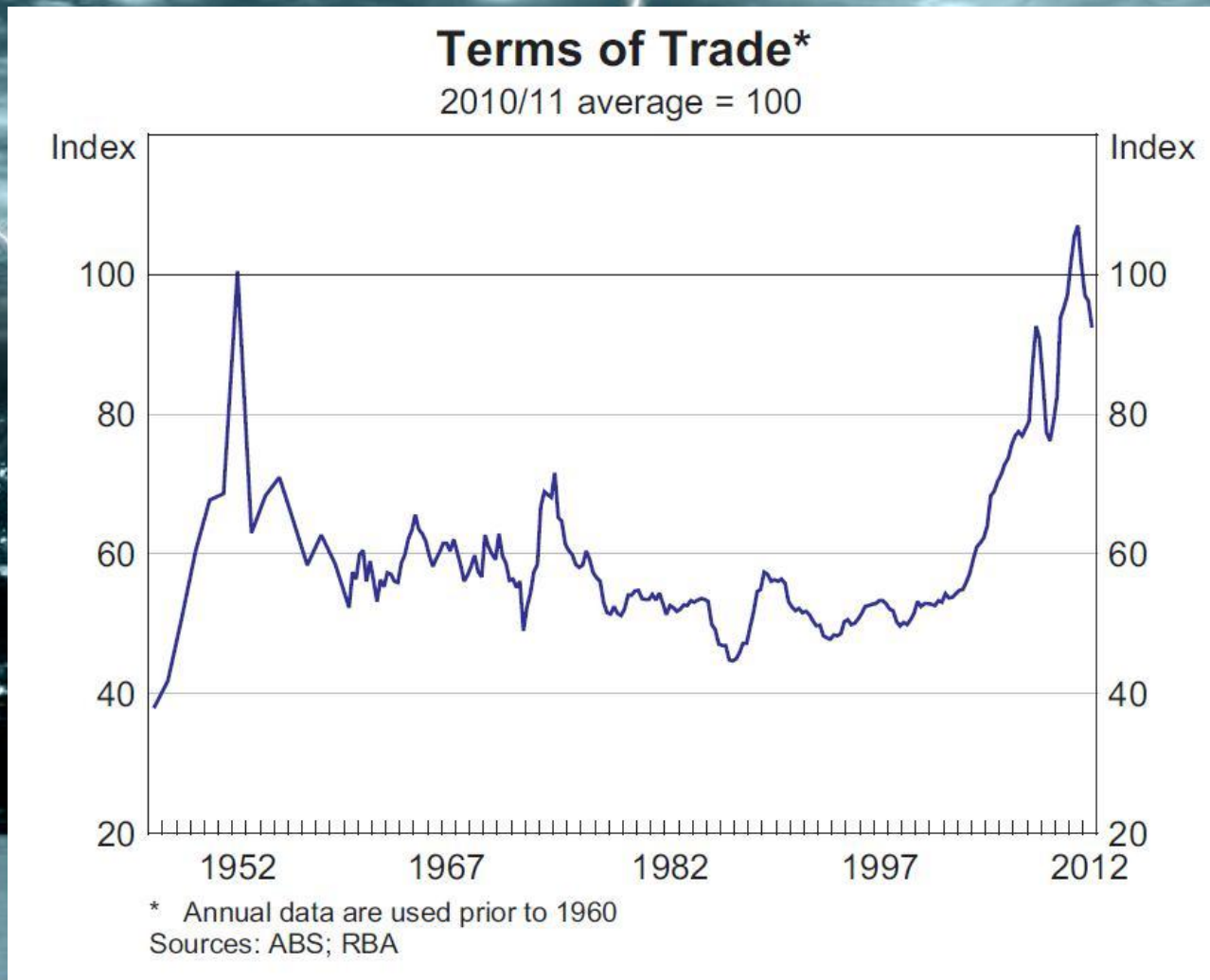
- GFC
- Exchange rates
- Climate change/carbon economy

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Figure: Dr Michael Green; Australian Government
Manufacturing Division 24/5/13

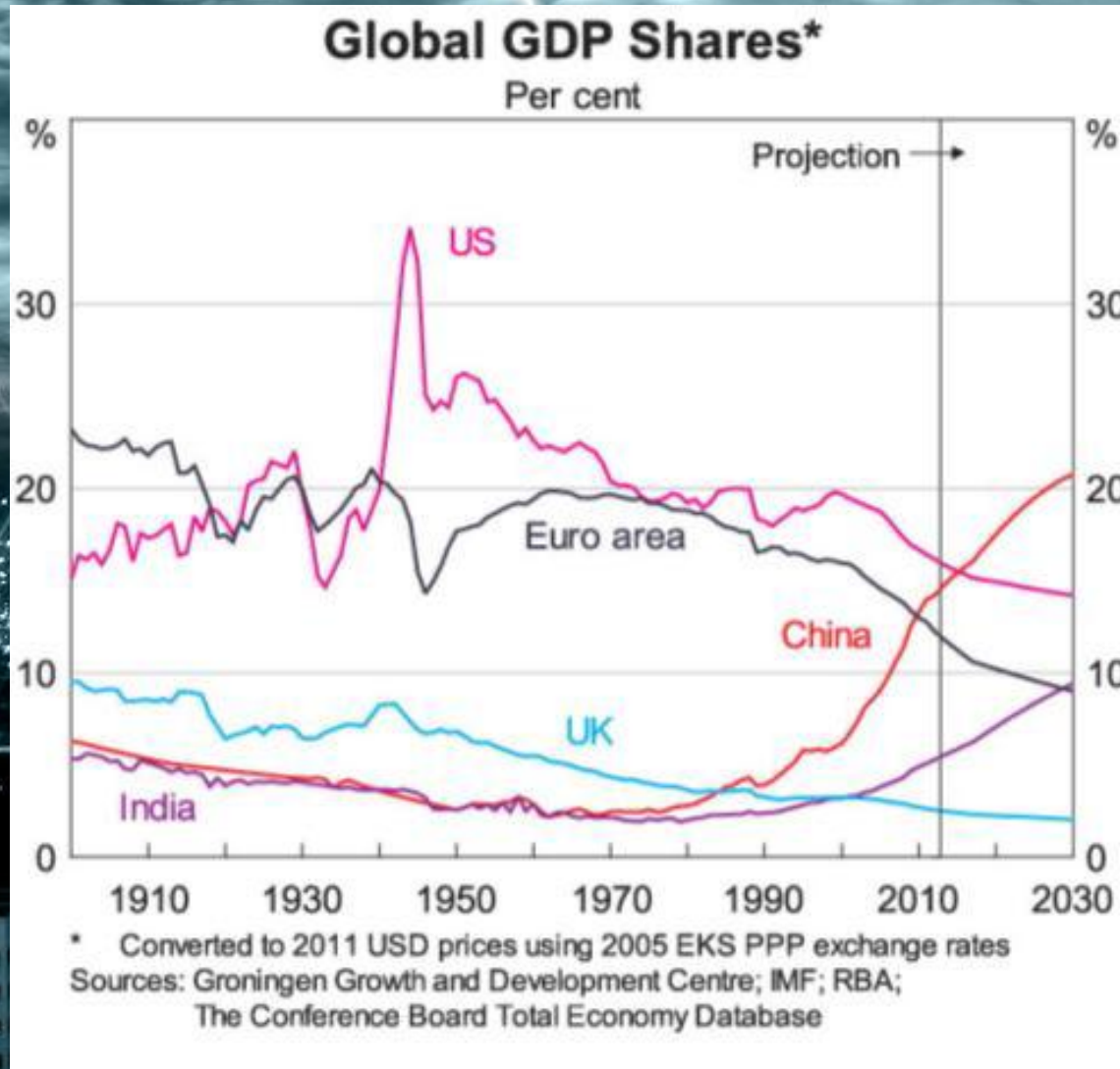


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Figures: Dr Michael Green; Australian Government
Manufacturing Division 24/5/13

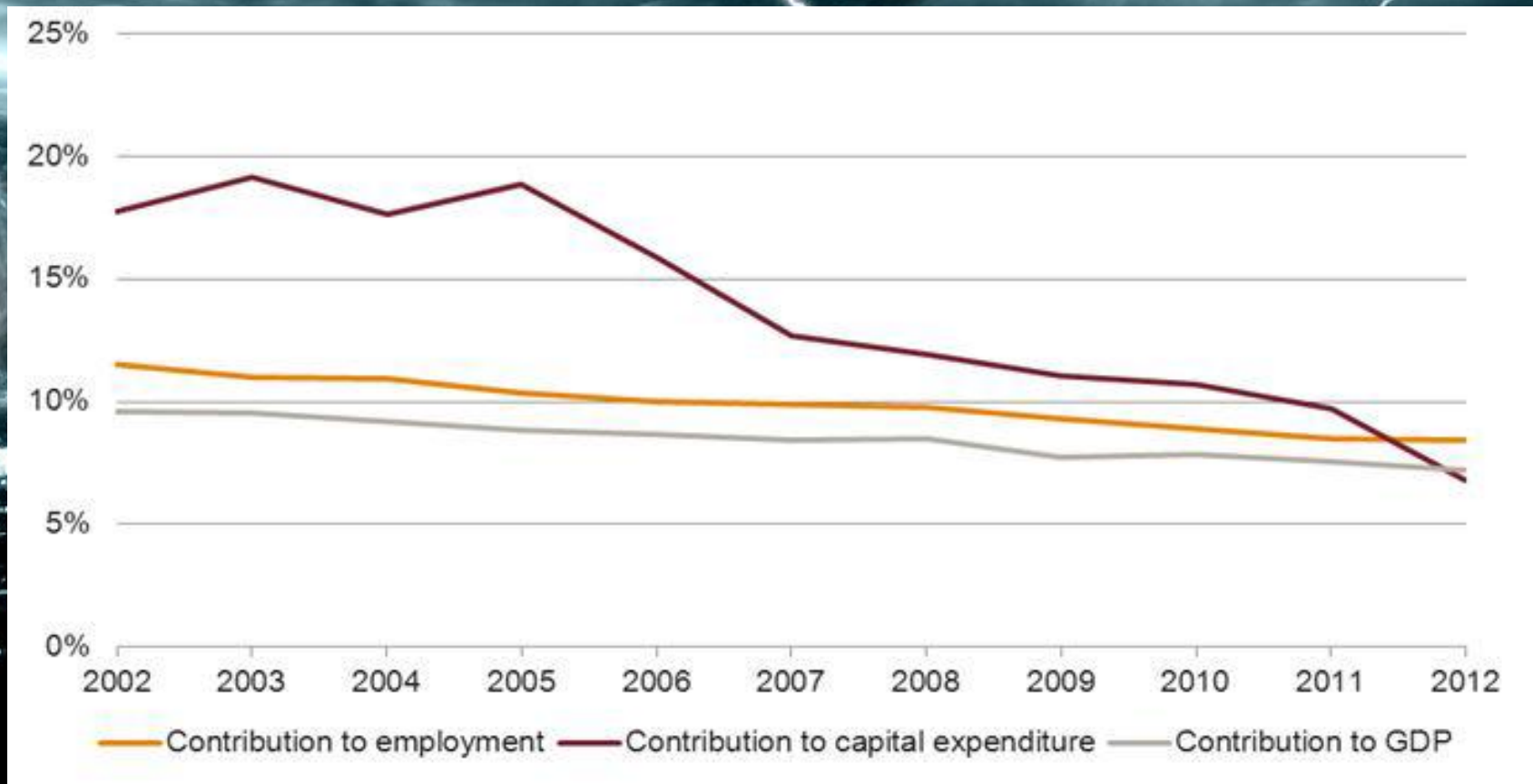


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Figures: Dr Michael Green; Australian Government
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Source: ABS cat. nos. 6291.0, 55.003, 5206.0, 5625.0

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❖ Wine Sector

- Trade exposed
- Emergence of low cost producers
- Wine oversupply
- Retail agendas

Ray of Hope



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- ❖ Manufacturing important to Australia
 - % GDP (8% Aust; 10% SA)
 - Employment (8.5% Aust = 4 x mining)
 - 1/3 Countries exports
 - GFC recovery
 - Many other industries dependent

- ❖ Manufacturing future
 - Innovation intensive
 - High value add
 - High skill
 - Export orientated (emerging growth economies)

High Value Winemaking



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Current State



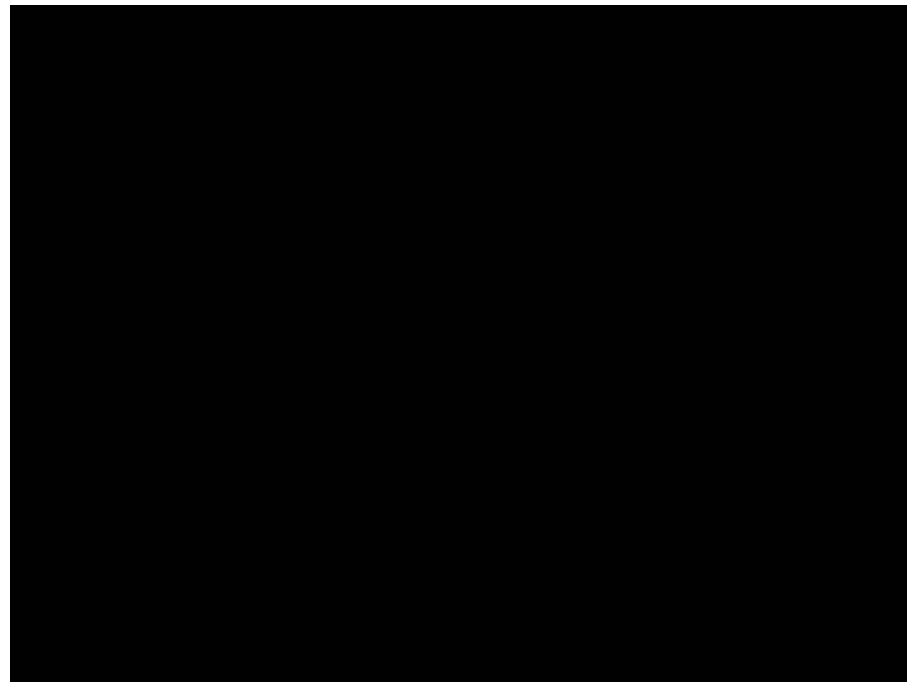
Future State

- Market orientated/consumer led
- Effective resource use/processes

Image Problems



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❖ Image problems

- Industrial revolution
- BMW – Design/Creativity

Effective Processes



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Agenda – session 1



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Time	Presentation title	Presenter(s)
13:30 – 13:35	The need for Australian industry to sell on value not price	Dr Vince O'Brien The AWRI
13:35 – 14:00	Creating high value products; balancing customer and company requirements	Dr Angela Paladino Melbourne University
14:00 – 14:25	Designing a new product to meet an indentified market need	Peter Kenny Colmar Brunton
14:25 – 14:45	Case study showing what can be done – Fowles Wines	Victor Nash Fowles Wines
14:45 – 15:05	Open discussion facilitated by Annabel Mugford	Vince O'Brien Angela Paladino Peter Kenny Victor Nash
15:30 – 15:45	Afternoon Tea	

Agenda – session 2



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Time	Presentation title	Presenter(s)
15:45 – 16:05	Where are the opportunities for Australian wineries	Prof Larry Lockshin & Dr Armando Corsi University of South Australia
16:05 – 16:15	Case studies highlight opportunities – Oenologic	Warren Roget Oenologic
16:15 – 16:25	Case study highlight opportunities – Chateau Tanunda	Annabel Mugford Wine Australia
16:25 – 16:50	Effective value chains	Annabel Mugford Wine Australia
16:50 – 17:00	Case study demonstrating effective supply chains – Taylors 80 Acres Range	Karl Forsyth The AWRI
17:00 – 17:10	Case studies demonstrating effective supply chains – Amorim/O-I	Tim Stead Amorim
17:10 – 17:30	Open discussion facilitated by Vince O'Brien	Larry Lockshin Armando Corsi Warren Roget Annabel Mugford Karl Forsyth Tim Stead