



Achieving High Value for Wine Businesses in McLaren Vale Through Consumer Oriented Design

The South Australian Government and the AWRI have created an opportunity for you to participate in Consumer Oriented Product Design. The goal of this program is to provide tools enabling the generation of innovative business initiatives and product concepts with commercial merit and then to demonstrate them in action.

Key personnel from 10 wineries in McLaren Vale will be up-skilled and work in collaboration with industry suppliers and researchers to build 2-3 tangible project outcomes. The program will consist of the following stages:

1. An introductory session to pitch the project to potential participants (Key note speaker Prof. Goran Roos, Chair of the Advanced Manufacturing Council and former S.A. Thinker in Residence)
2. A series of three workshops on Consumer Oriented Design to uncover customer insights and identify potential opportunities for innovation with commercial value. (Led by Prof. Sam Bucolo, University of Technology, Sydney – see attached bio). The workshops will help establish:
 - Analysis of your core business objectives
 - How your activities meet your objectives
 - Methods to help you identify :
 - Who are your best customers?
 - Your value proposition to these customers
 - Understanding their drivers behind purchasing decisions
 - A customer journey map including contact points and frustrations
 - Opportunities to add business value
3. A collaborative approach to identifying conceptual design solutions based on the customer insight of a working group including McLaren Vale winery personnel, industry suppliers, and researchers.
4. An implementation phase to produce tangible outcomes and investigate the potential for 2-3 Innovation Voucher grant applications to develop 2-3 concepts in parallel.
5. Promotion of results.

Target Outputs:

The goal of this program is to produce tangible outputs that demonstrate how to grow business value for the South Australian wine industry. Outputs could include the following:

- New business models
- New product categories
- New customer experiences

Program Summary

PHASE	Activity	Outcome	Keynote	Schedule	Funding
Stage 1	Briefing Session	Expressions of interest	Goran Roos	14 Nov 2013	DMITRE
Stage 2	Problem Definition	Workshops to identify core issues	Sam Bucolo	3 Sessions 26 Nov, 5 Dec, 17 Dec 2014 and 23 Jan 2014	DMITRE
Stage 3	Solution Development	Brainstorm possible solutions	T.B.A.	# Sessions T.B.A Feb 2014	Industry Participants
Stage 4	Implementation	Implement solution	T.B.A	Mar - Jun 2014	IVP / Industry
Stage 5	Showcase outcomes	Publicise the process, outcome & results	AWRI	Jul 2014 - Jun 2015	Industry

Presenter



Professor Sam Bucolo of the University of Technology Sydney, has 20 years of experience as an industrial designer working within academia, small companies and the corporate sector. Most recently Sam was the R&D Director of the CRC for Interaction Design, where he led projects within Australian & European-based organisations focusing on the role of design to create a strategic competitive advantage.