

CHARDONNAY
SYMPOSIUM 2024
AOTEAROA - NEW ZEALAND



HAWKE'S BAY WINE
NEW ZEALAND



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE



Telling the story of place

Robin Shaw - Wine Tourism Australia

27 September 2024



What are the facts?

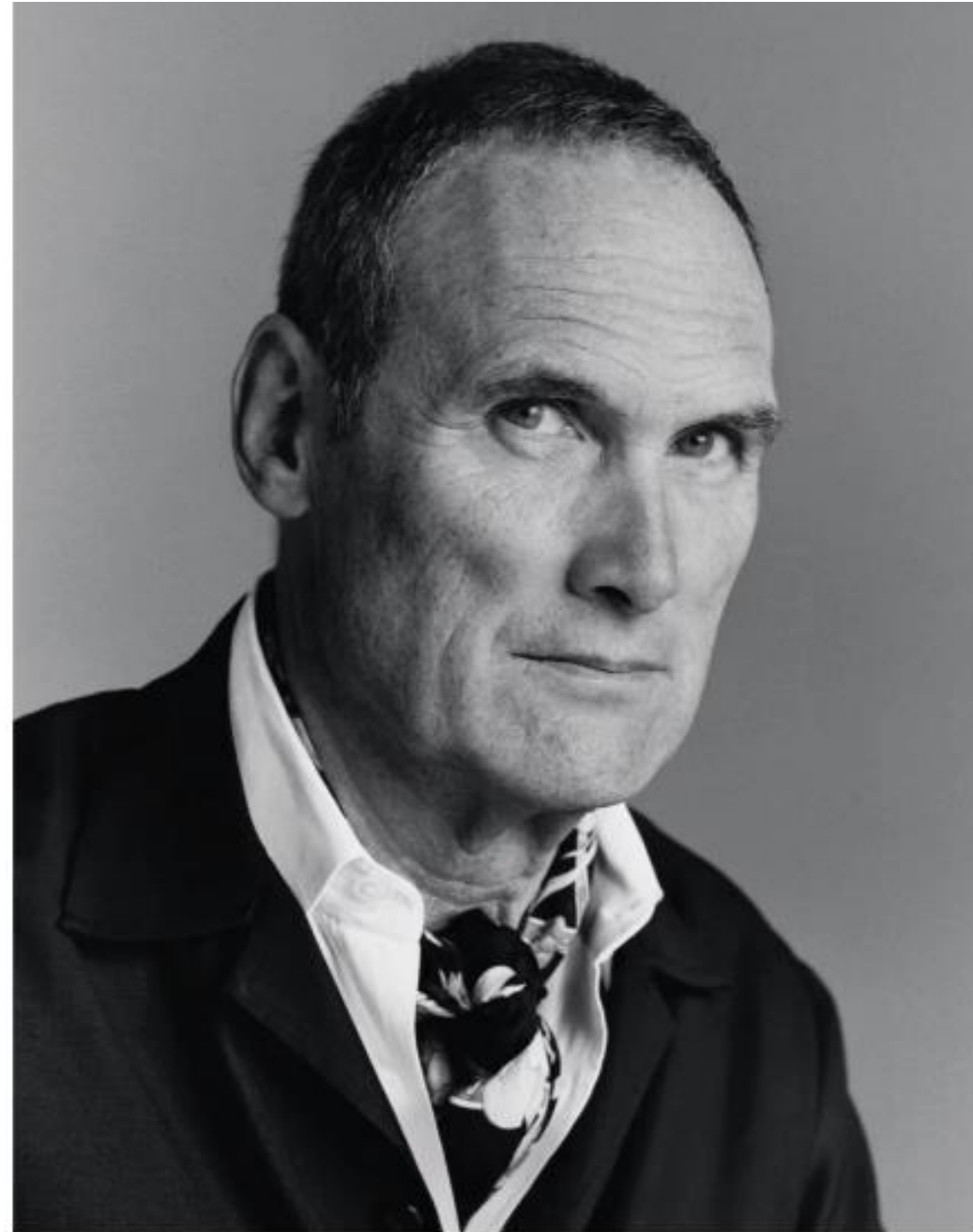
- The silt jetties are a deltaic tract known as a digitate delta of the Mitchell River.
- Composition of silt, clay and sands.
- It was formed due to the absence of tidal currents in Lake King.
- More than 8km long – longer than the Mississippi River silt jetties.
- The southern bank is habitable by humans.
- The northern bank – effectively an island now – is national park.
- The easternmost tip is the former settlement of Point Dawson.
- Families could live at the Rivermouth under Permissive Occupancy for 10 bob a year.
- The channel at Lakes Entrance was cut in 1889, allowing sea water in.
- By 1969 the fear of losing shacks to erosion drove most families out.
- The Gippsland Lakes is the largest navigable inland waterway in Australia.

What do they mean to ME?



Who was this man?

“I’d like to interview places. To treat a place as if it were a person, to go and listen to it, ask it questions, observe it the way you would interview a politician or a pop star.”



What is place?

In a tourism context:

- A place is where visitors realise their expectations and enjoy their leisure experiences.
- Activity based rather than a geographical location.
- Regions (or destinations) comprise individual places.



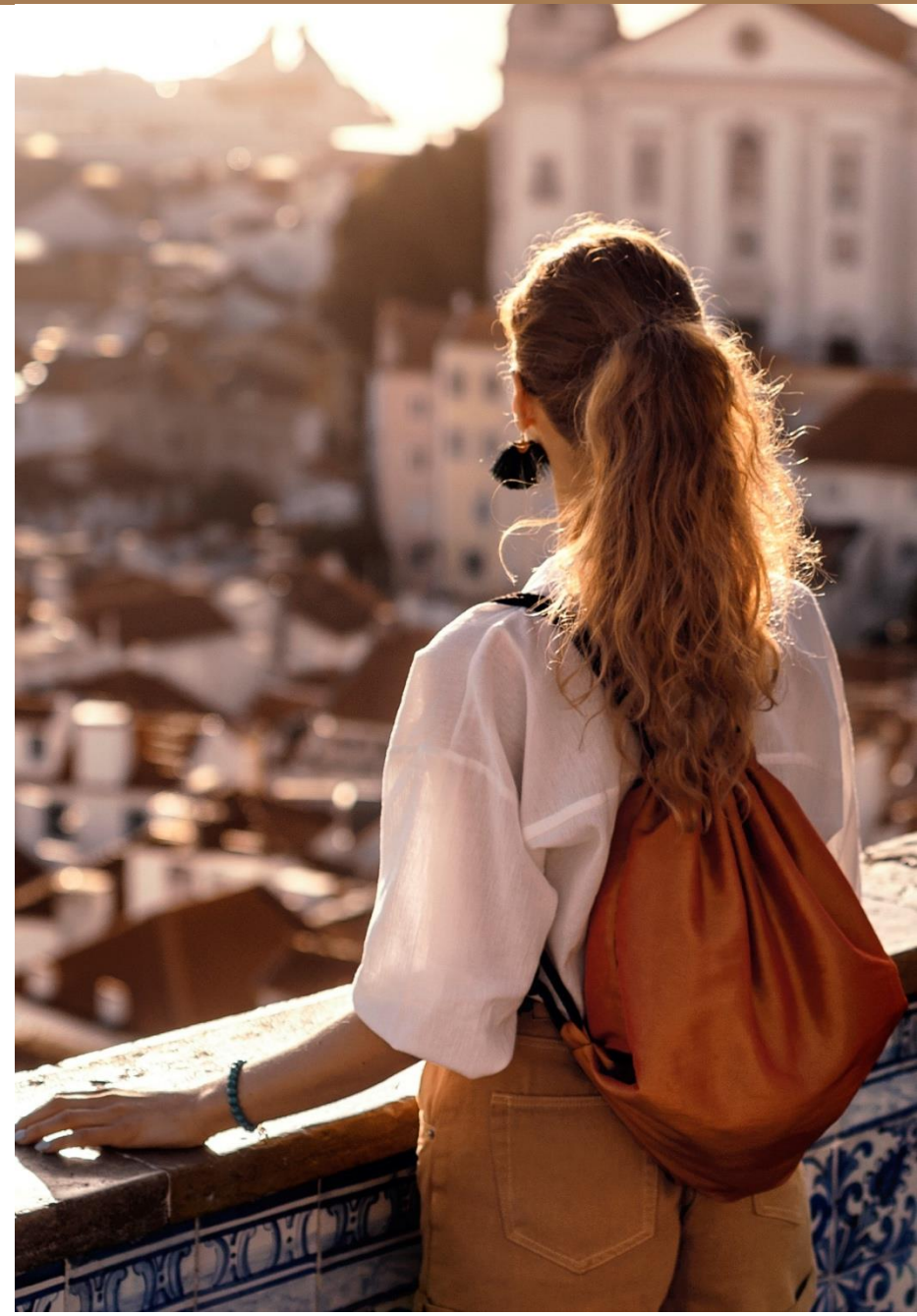
What is a 'sense of place'?

“The psychological **perceptions** emerging from **expectations** and **experiences** of individuals in their tourism leisure activities.”

Sense of place encompasses an understanding of the **meaning** bestowed upon a physical, geographical location by its residents and visitors.

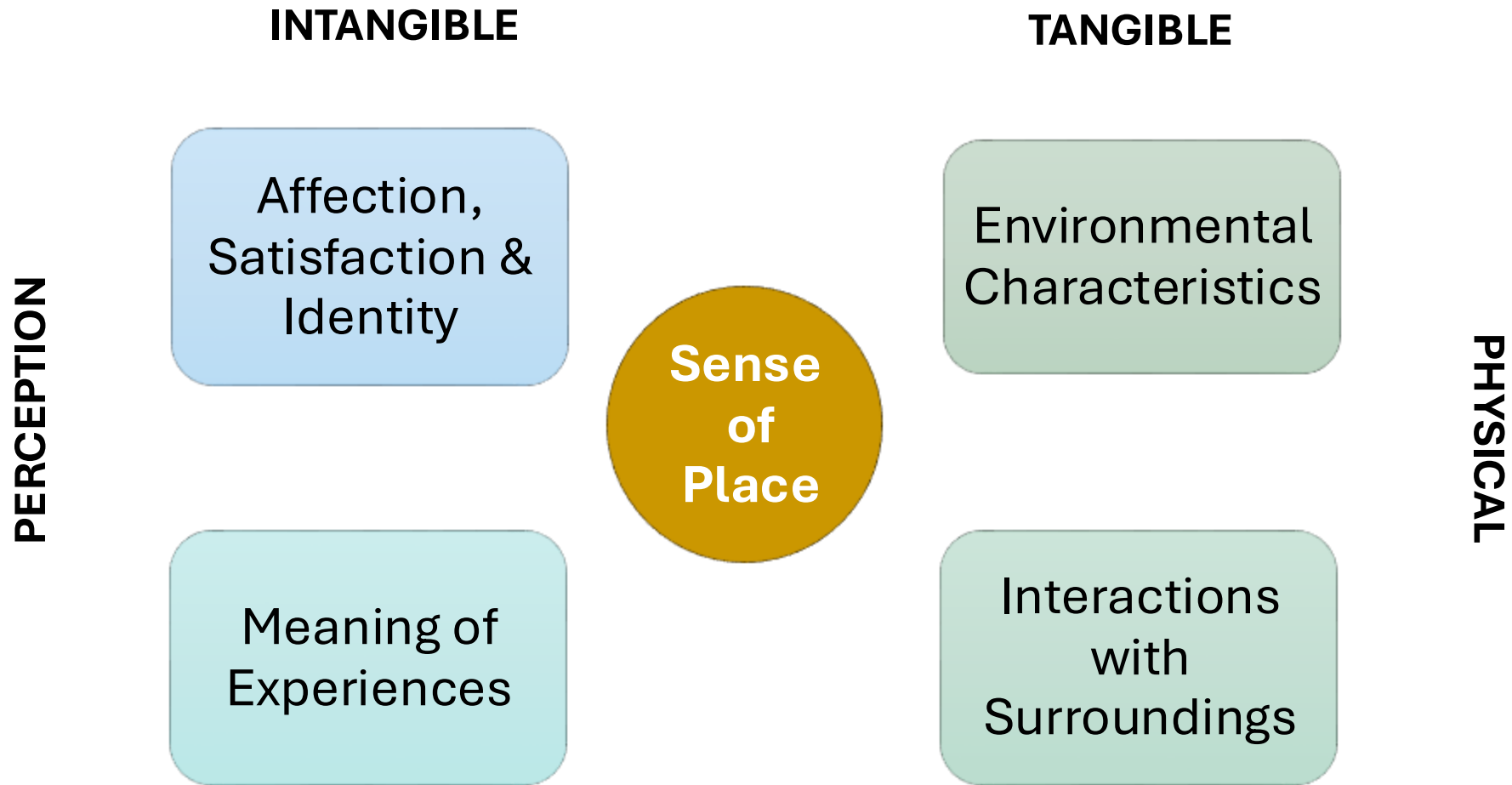
Preserving sense of place enables destinations to retain their **uniqueness** and **character**, and the host community to maintain a sense of **belonging**.

Source: D'Orey, Cardoso, Abreu (2019); Wong, Balvinder (2013)



A measurable, multi-dimensional concept

Four fundamental elements underpin Sense of Place



A measurable, multi-dimensional concept

Belonging

- **Continuing relationship of positive thoughts**
 - Experiences were important / had a big effect on the individual.



Affection

- **Alignment of emotions, beliefs, values, symbols.**
 - Expressions of love for a place, fervour to return and refer others.



Commitment

- **Readiness to take protective or supportive action.**
 - Recognition of self in the lifestyle/people; willingness to move or invest time/skills.

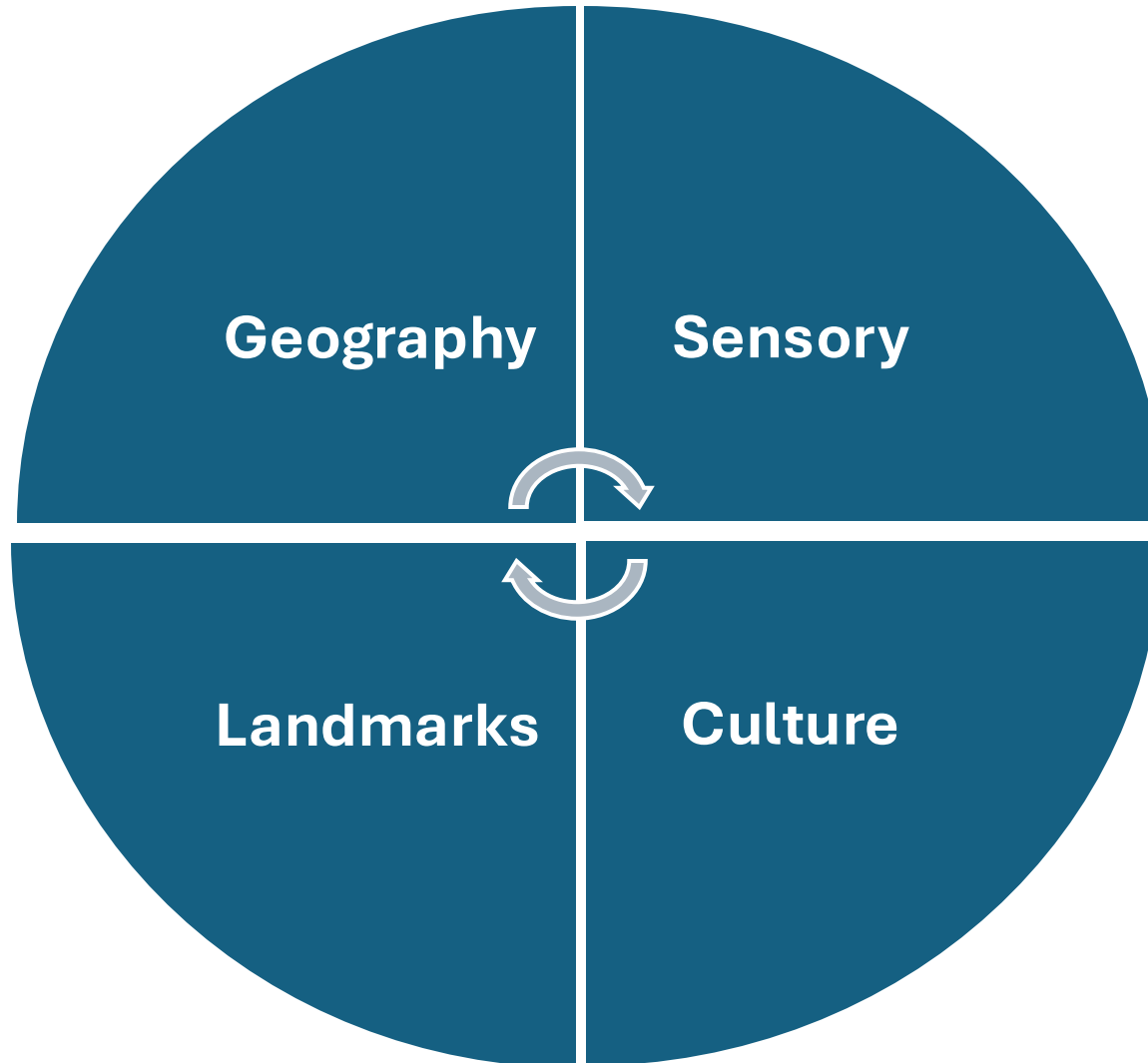
Identification

- **Progression from abstract to visceral that defines an individual's character.**
 - Feels the place is a part of them; ready to dedicate themselves body and soul to preserving the place.

A measurable, multi-dimensional concept

Landscape
 Navigability
 Seasonality
 Boundaries
 Urban Design
 Nature

Architecture
 Wayfinding
 Public Art
 Orientation
 Graphics
 Nodes



Sight
 Taste
 Smell
 Hear
 Touch
 Feel

People
 Traditions
 History
 Icons & Symbols
 Social dynamics
 Language

Experiences lead to memories





What are experiences?

Events that **change** the way you look at the world... that make you **think** and **feel**...

Your **interaction** with a place, its **stories** and its **people**.

Emotional engagement is the key.

Champagne Region

Architecture

Wayfinding

Public Art

Orientation

Graphics

Nodes

Affection

Commitment



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Belonging

Identification



Cape Winelands, South Africa



Breedekloof



Hemel-en-Aarde



Constantia



Cape Icons



Cape Icons



Cape Winelands, South Africa

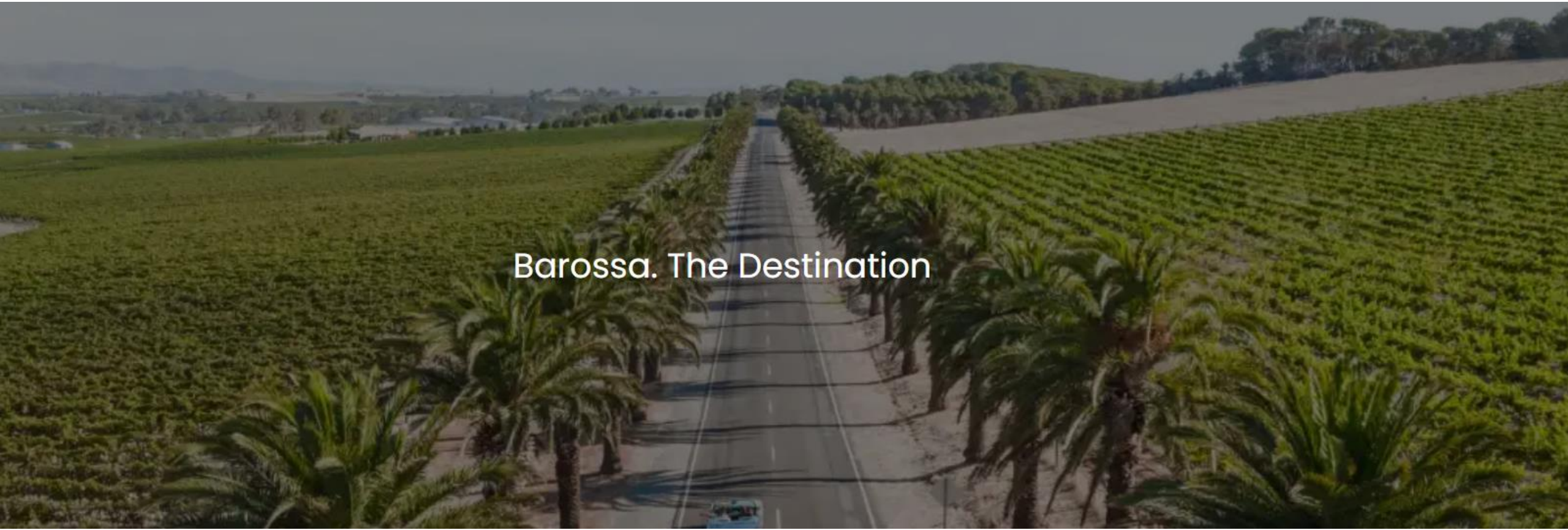




Great Wine Capitals
A WORLD OF EXCELLENCE



BAROSSA
AUSTRALIA



Barossa. The Destination

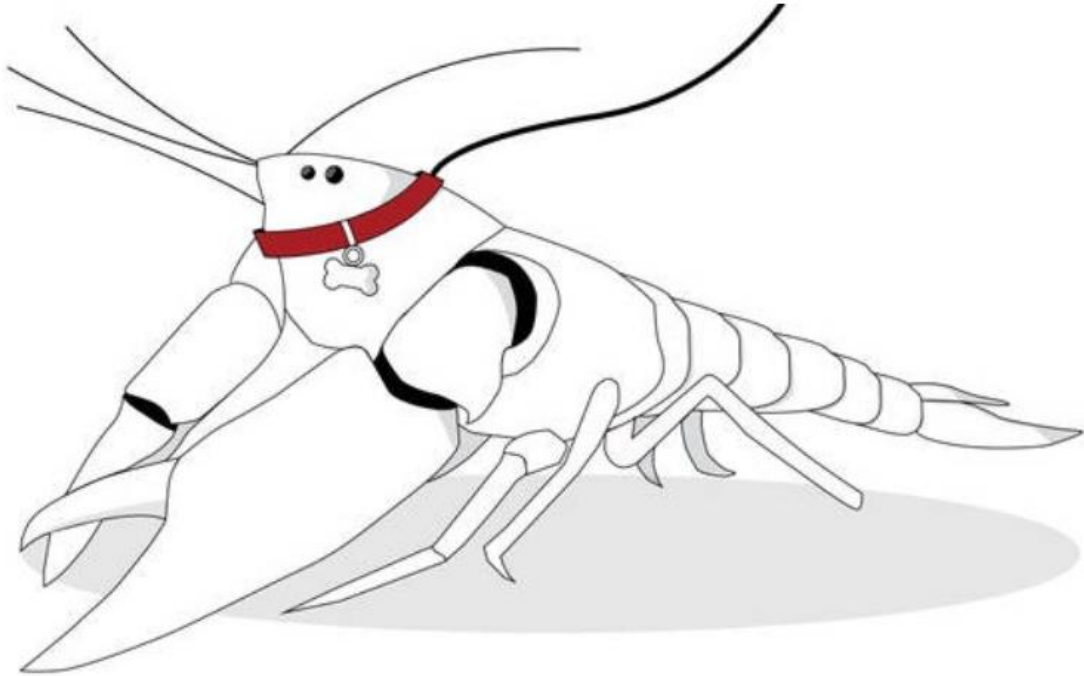
Barossa



Barossa is more than just shiraz and picturesque views. The true character lies in the way we break rules in the quest for mastery (or just to find out what will happen) the generosity that sees us offering 'just a little more' and the unapologetic way we embrace both evolution and tradition. It's a life we're proud to share and we look forward to welcoming you soon.

What makes Barossa, Barossa?

Yes, we're a region of fine wines, exceptional food and beautiful vistas, but it's our people that are the true hidden gems.



It's Just Us

The podcast sharing the stories, folklore and heart of Barossa. Nothing held back, lots of laughs, and everyone has a yabby story!



Humans of Barossa

2-minute reads, highlighting just a few of our regional characters and the real stories behind our region.

THE BAROSSA CELLAR

Embark on a riskless adventure

Discover Australia's most revered wine and food region.

CHARDONNAY



WINE ESTATE

WELTEVREDE

JONKER FAMILY ESTATE

‘From brokenness comes greatness.’



Key take outs

1. Create experiences

2. Sell some wine

3. Make memories



Shared stories create loyalty. What's YOUR story?

Thank you!

We help wineries sell more wine, to more people, more often for more profit.

Join our next Terroir & Tourism Study Tour to South Africa in April 2025.



VIN INNOVATIVE TRAINING
FOR CELLAR DOOR STAFF
TUITION

Cellar Door Staff Training

- Practical service skills
- Relationship selling skills
- Team management
- Operational management
- Independent evaluation



Wine Tourism Development

- DTC sales planning and onsite consultation
- Experience design and implementation
- Inspirational wine tourism study tours

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