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**Title:**

Speech opening Penfolds Wines marketing conference

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING PENFOLDS WINES  
MARKETING CONFERENCE. ADELAIDE.

15.8.73

MR. PENFOLD-HYLAND, MR. WEIR, MR. SCHUBERT, MR. WADDY, MR. NEILSON,  
LADIES AND GENTLEMEN:

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY TO OPEN YOUR MARKETING  
CONFERENCE. MAY I FIRST OF ALL EXTEND AN ESPECIALLY WARM WELCOME  
TO THE VISITORS FROM INTERSTATE AND NEW ZEALAND.

IT SEEMS, UNDERSTANDABLY ENOUGH, THAT OUR GREATEST SUCCESS TO DATE  
IN SELLING SOUTH AUSTRALIA AS A CONVENTION STATE HAS BEEN WITH THE  
WINEMAKERS AND SELLERS.

YOUR OWN IMPRESSIVE MARKETING CONVENTION FOLLOWS HARD ON THE HEELS  
OF A TECHNICAL CONFERENCE OF THE INDUSTRY IN THE BAROSSA WHICH WAS

2.

ATTENDED BY FIVE HUNDRED PEOPLE FROM ACROSS AUSTRALIA AND WHICH  
WAS, BY ALL ACCOUNTS, A HUGE SUCCESS.

I'M SURE YOU'LL AGREE WITH ME AFTER YOU'VE HAD A CHANCE TO SEE  
WHAT'S BEING DONE TO IMPROVE TOURISM AND CONVENTION FACILITIES HERE,  
IN THE VALLEY AND ELSEWHERE IN SOUTH AUSTRALIA THAT WE'RE WELL ON  
THE WAY TO BEING THE CONVENTION AS WELL AS THE WINE CAPITAL OF  
AUSTRALIA - AND THAT WE CAN EXPECT A SIMILAR MEASURE OF SUCCESS.

AS EXECUTIVES CONCERNED WITH THE DAILY PROBLEMS OF MARKETING WINE  
AND CREATING NEW OUTLETS FOR IT, I BELIEVE YOU'LL SHARE MY  
ENTHUSIASM FOR WHAT IS NOW TAKING PLACE IN THE BAROSSA VALLEY AND  
OTHER WINE AREAS IN THE PROVISION OF BETTER FACILITIES FOR VISITORS.

THE WINERIES - AND PENFOLDS HAS BEEN AN EXAMPLE IN THIS - HAVE  
TRADITIONALLY LED THE WAY AND ARE CONTINUING TO DO SO. NOW, THE  
NEW HOTEL AND RESTAURANT DEVELOPMENT TOGETHER WITH THE CAREFUL

EXPLOITATION OF THE AREA'S TRADITIONS ARE PROVIDING A REALLY EXCITING AND PLEASURABLE SUPPLEMENT.

I THINK THAT A LEISURELY TRIP THROUGH SOUTH AUSTRALIA'S WINE COUNTRY NOW PROVIDES ONE OF THE BEST HOLIDAYS THIS NATION CAN OFFER, AND ONE THAT WILL BE INCREASINGLY APPRECIATED BY OVERSEAS AS WELL AS AUSTRALIAN TOURISTS.

YOU MAY BE INTERESTED TO KNOW THAT THIS IS ONE OF THE KEY SELLING POINTS WE'RE USING IN OUR PROMOTION CAMPAIGN IN NEW SOUTH WALES THROUGH THE NEW SOUTH AUSTRALIA HOUSE IN SYDNEY, A FEATURE OF WHICH IS A WINE BAR.

THE INCOME THUS GENERATED IS OBVIOUSLY OF DIRECT BENEFIT TO THE TOURISM INDUSTRY, TO EMPLOYMENT IN THE AREAS CONCERNED AND TO THE STATE'S OVERALL ECONOMY.

IT'S ALSO, EQUALLY OBVIOUSLY, VERY GOOD FOR THE WINE INDUSTRY IN ITS EFFECT ON ENCOURAGING BROADER APPRECIATION OF WINE AND WINNING NEW CUSTOMERS. THE INDUSTRY'S AWARENESS OF THIS IS EVIDENT AND WE'VE BEEN GRATEFUL FOR THE SUPPORT WE'VE HAD IN SELLING THE WINERIES AS PART OF A SOUTH AUSTRALIAN HOLIDAY PACKAGE.

SUCCESSFUL AS WE HAVE BEEN SO FAR, I THINK THAT THIS IS ONLY A START. WE CAN, AND SHOULD, DO MORE, PROVIDED ALWAYS THAT IN EXPLOITING A REGION'S NATURAL BEAUTY AND HISTORICAL TRADITIONS WE DON'T DESTROY THEM IN THE PROCESS. THE STATE GOVERNMENT BELIEVES THIS CAN BE DONE AND THAT WE CAN CONFIDENTLY EXPECT THE SUPPORT OF THE INDUSTRY IN DOING SO.

THERE SEEMS LITTLE DOUBT THAT OUR, AND YOUR ACTIVITY, HERE WILL, BARRING UNFORESEEN CALAMITY, BE CONCLUDED AGAINST A BACKGROUND OF INDUSTRY PROSPERITY.

NOW THAT THE HORRORS OF THE WINE EXCISE ARE A THING OF THE PAST - AND I LEAVE IT TO YOU TO GIVE CREDIT WHERE IT MAY BE DUE - WE HAVE RETURNED TO A PERIOD OF EXPANDING DOMESTIC SALES.

ADDITIONALLY EXPORT PROSPECTS, NOTABLY IN THE SOUTH EAST ASIAN AND NORTH AMERICAN MARKETS, LOOK EXTREMELY BRIGHT. I WAS PLEASED TO SEE THAT PENFOLD'S ARE ONCE AGAIN SHOWING THE WAY AND THAT YOUR GRANGE HERMITAGE AND COONAWARRA CLARET BIN 128 TOOK FIRST AND SECOND PLACES AT A RECENT FUNCTION OF THE INFLUENTIAL VITNERS CLUB OF SAN FRANCISCO AGAINST STRONG CALIFORNIAN COMPETITION.

SUCCESS AT SUCH A FORUM ENHANCES THE REPUTATION OF SOUTH AUSTRALIAN WINES GENERALLY AND WILL BE A POWERFUL BOOSTER FOR INCREASED SALES IN THIS LARGE AND PROSPEROUS MARKET.

WINE PRODUCERS NATIONALLY CAN EXPECT INCREASED SALES OVER THE COMING YEARS. SOUTH AUSTRALIA, AS THE INDUSTRY LEADER PRODUCING SOME SIXTY FIVE PER CENT OF PRODUCTION, CAN LOOK FOR THE LION'S SHARE.

AND PENFOLD'S, I'M HAPPY TO BE ABLE TO ANNOUNCE TODAY, ARE GOING TO SEE THAT WE GET IT.

THE COMPANY IS ABOUT TO EMBARK ON A MAJOR EXPANSION PROGRAMME WHICH WILL MEAN AN INVESTMENT OF BETWEEN TWELVE MILLION AND FIFTEEN MILLION DOLLARS IN THE AUSTRALIAN WINE INDUSTRY.

THE PROGRAMME WILL TAKE BETWEEN EIGHT AND TEN YEARS TO COMPLETE AND WILL BE MAINLY CENTRED ON THE COMPANY'S SOUTH AUSTRALIAN OPERATIONS. THIS IS A DEVELOPMENT OF GREAT SIGNIFICANCE TO THE STATE AND ONE WHICH MY GOVERNMENT UNRESERVEDLY WELCOMES.

MR. PENFOLD-HYLAND TELLS ME THAT FEATURES OF THIS PROGRAMME ARE:-

- . THE DEVELOPMENT OF A RECENTLY PURCHASED PROPERTY ON THE MURRAY RIVER AT BRENDA PARK NEAR MORGAN, ABOUT EIGHTY MILES FROM ADELAIDE, PART OF WHICH WILL BECOME A NEW VINEYARD FOR PENFOLDS. BRENDA PARK HAS 720 ACRES OF DEVELOPED PASTURE IRRIGATION WHICH PENFOLDS INTEND TO CONVERT TO WINE PRODUCTION.

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- . A NEW WINE PROCESSING PLANT WILL BE DEVELOPED AT NURIOOTPA TO HANDLE ADDITIONAL PRODUCTION FROM BRENDA PARK AND TO TAKE OVER THE OPERATION OF THE PRESENT NURIOOTPA PLANT. THE BRENDA PARK AND NURIOOTPA DEVELOPMENTS WILL TAKE PLACE SIMULTANEOUSLY.

AT NURIOOTPA THE COMPANY WILL INSTALL THE MOST MODERN WINERY IN THE SOUTHERN HEMISPHERE WITH AN ULTRA-MODERN CELLAR, GREATLY ENLARGED STORAGE AREAS, MODERN WORKING AREA AND A COMPLETE BOTTLING, LABELLING AND PACKAGING OPERATION.

- . PENFOLDS HAVE ALSO BOUGHT TWO PROPERTIES NEXT TO THEIR KALIMNA VINEYARDS IN THE BAROSSA VALLEY EXTENDING OVER 100 ACRES. THIS WILL BE USED PURELY FOR PLANTING AND EXPANSION OF THE COMPANY'S TOP QUALITY VARIETIES TO

THESE EXPANSIONS FOLLOW THE RECENT DEVELOPMENT OF THE COMPANY'S COONAWARRA ESTATE AND WILL BRING IN TRAIN A SUBSTANTIAL INCREASE IN EMPLOYMENT IN SOUTH AUSTRALIA AND WILL INVOLVE THE COMPANY MORE CLOSELY STILL IN THE FUTURE OF THE STATE.

AN EXPANSION PROGRAMME OF THIS ORDER WOULD BE OF GREAT SIGNIFICANCE IN ITSELF AND THE MOST CONVINCING EVIDENCE OF THE INDUSTRY'S FUTURE GROWTH. WHEN IT'S CONSIDERED THAT THIS IS THE SECOND EXPANSION ANNOUNCEMENT BY A SOUTH AUSTRALIAN WINEMAKING FIRM THIS WEEK IT TAKES ADDED DIMENSION.

THE PRESENT AND THE FUTURE OF YOUR INDUSTRY LOOK ROSY INDEED. BUT PROSPERITY WON'T COME ABOUT OF ITS OWN VOLITION. THERE HAS TO BE AGRESSIVE AND IMAGINATIVE MARKETING AT AN INDUSTRY AND COMPANY LEVEL. THIS CONFERENCE IN ITSELF SHOWS THAT PENFOIDS KNOW THIS AND ARE INTENT ON GAINING THE PROMISED BENEFITS.

I HOPE ALL YOUR DELEGATES WILL FIND IT STIMULATING AND ENJOYABLE. ITS SUCCESS WILL HELP THE COMPANY AND ALSO SOUTH AUSTRALIA. I HAVE VERY MUCH PLEASURE IN OFFICIALLY DECLARING IT OPEN.

THANK YOU.