

Memorandum RE: Barossa Think Tank 2019 - Barossa: The Business

One of the characteristics of the Barossa that contributes to its success, is its history of bringing people together to share ideas and knowledge and to collectively plan for the future. This has long been the case and in recent years the [Wine Industry Impact Review 2004](#), The Barossa Grape & Wine Management Plan, and different editions of our Regional Roadmap are examples of documented conversations about the future.

In 2010, the region came together for a discussion on agricultural futures and getting the settings right for the changes, and growth, in our patch. We attach the [notes from that day](#), in the form of mind maps, to remind ourselves of the content and actions that followed that discussion. [The Barossa Living extract](#) gives an account of that day. Think Tanks followed in 2011 and 2016. Almost ten years on from then, it is time for another discussion. Given the impact of that 2010 conversation, we will bring Laura Lee back to the region, to help us through this process again, reviewing updated information, data and research and resetting our sights for the next 20 years. A summary of this review will be available prior to the Think Tank to those who register to attend the Think Tank. On the day we will present the findings of Barossa positioning in US and Chinese consumer markets undertaken by the Barossa First research.

The Think Tank will be in two parts: Session 1 (from 2.30 – 6.30 pm on 26 September followed by drinks) will pick up on some of the issues raised in the review and how t best address them. There will also be the opportunity to comment and contribute after the day, by email. We hope to identify the most important issues to take forward. Session 2 (from 8.30 – 12.30 on 27 September) will look at how we want to do this, who needs to be involved and the regional structures to carry this through. Session 2 gets us on the important “next steps” that people often leave such a forum wondering about.

For those who get in and book early, there is the opportunity to get together with the Barossa Community, and Laura, over a casual lunch at Ember. The lunch will cost you \$39 (must be pre-paid) and we ask that you bring along a bottle to share, if you are in the industry. There is limited seating capacity so we advise booking lunch as soon as possible.

The venue for the event is that traditional home of Barossa get-togethers, the basement of the Kaiser Stuhl Building at Beckwith Park Nuriootpa. Morning and afternoon teas, and drinks on the 26th, will be served at Barossa Campus, the Barossa's new multi-University Student Hub on the first floor of the Kaiser Stuhl Chateau building.

Your attendance and input into strategy development is imperative for the continued economic success of the region. We highly encourage you to attend and actively engage in shaping the future of Barossa.

And for those interested in a deeper dive into Water resources, including Eden Valley water resources, there will be a subsequent forum the following week, coordinated and hosted by Jane Evans.

Any questions about the Think Tank and content please email
Anne Moroney: anne@barossa.org.au or James March: james@barossa.com

To register please follow the link below:
<https://www.eventbrite.com.au/e/think-tank-2019-barossa-the-business-tickets-70232568503>