



Responsible Visitation Campaign (RVC)

FINAL REPORT: JUNE 2018

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RESPONSIBLE VISITATION CAMPAIGN (RVC) FINAL REPORT: 30 JUNE 2018

OVERVIEW

i *The Responsible Visitation Campaign (RVC) encourages tourists to consider the health of vines when visiting South Australian wine regions. Specifically, the campaign asks tourists not to walk amongst vine rows.*

Vinehealth Australia's Responsible Visitation Campaign (RVC) aims to educate tourists and wine tourism staff about their role in keeping vineyards healthy.

Tourist movement between countries, states, wine regions and vineyards creates opportunities for the spread of pests, diseases and weeds on tyres, clothing and shoes.

South Australia is phylloxera free, fruit fly free, and GM free. These credentials give South Australia a huge boost on the highly competitive world stage and support the State Government's 2017 economic priority 'Premium Food and Wine produced from our Clean Environment and Exported to the World'.

The South Australian wine industry is worth \$2.11 billion to the state's economy and the industry directly employs 8,700 South Australians in grapegrowing and winemaking, and has significant flow on benefits to regional communities, tourism and allied industries and suppliers.

The South Australian wine industry is passionate about the protection of its vines. The *Phylloxera Act 1899*, established the Phylloxera and Grape Industry Board of South Australia, a statutory authority dedicated to the protection of vineyards from phylloxera infestation. The Phylloxera Board – now Vinehealth Australia – has provided 119 years of continuous service.

This long dedication to biosecurity by South Australian grapegrowers and industry leaders is a shining light of industry collaboration.

But keeping South Australian vineyards free from phylloxera and other threats has never been more challenging. Biosecurity risks are intensifying. There are more opportunities than ever before for pests and diseases to reach Australia and establish in our vineyards.

Factors driving this change include increased global trade and tourism¹.

South Australia's expanding reputation as Australia's food and wine capital is drawing people to the state from all around the world.

Information from the South Australian Tourism Commission² shows that for the year ending December 2016:

- International visits to SA have grown by 5.8%.
- SA attracted 6.2 million domestic overnight visitors up by 6.1% – this growth rate is 2% above the national average.
- Visitors from Melbourne reached a record high of 746,000 in 2016, up 35 percent on the previous year. Note: Victoria contains Phylloxera Infested Zones (PIZ).
- South Australians made 3.9 million intrastate visits.

Over the past decade, the number of aircraft passengers into Australia has increased by 80%. Cruise ship numbers visiting Adelaide are also increasing. In 2016, there was a 300% increase in Chinese bookings for wine tours in Australia.

Added to this, the Australian Government's \$50 million Export and Regional Wine Support Package aims to showcase the nation's wine tourism offering and draw more tourists to our wine regions. Currently, there isn't a plan to manage the associated risk to the health of our vines.

With these upward trends set to continue, a campaign was developed to promote responsible visitation to South Australian wine regions. This campaign is particularly important for tourists coming from or via the Yarra Valley (containing the Maroondah PIZ) and other phylloxera infested regions in Australia and overseas, who could be responsible for spreading phylloxera into South Australia.

The Responsible Visitation Campaign was segmented into four main stages:

1. Research
2. Training
3. Activations
4. Awareness

The program is funded by Primary Industries and Regions South Australia (PIRSA) and Vinehealth Australia, with additional support from the South Australian Wine Industry Association (SAWIA) and the Winemakers' Federation of Australia (WFA).

¹ www.agriculture.gov.au/biosecurity/partnerships/nbc/intergovernmental-agreement-on-biosecurity/igabreview/igab-final-report

² <http://www.tourism.sa.gov.au/sa-tourism-reports.aspx>

STAGE ONE: RESEARCH

i *A research phase was conducted to better understand visitation to SA wine regions and explore tourist knowledge of biosecurity issues.*

Research conducted by Square Holes and Vinehealth Australia in September and October 2017 guided the development of campaign messages.

The research methodology included desk research, in-depth interviews with key wine tourism operators and an online survey of 200 SA residents who have visited wine regions in the past 12 months. The research explored wine region visitation, expectations and overall awareness of biosecurity.

Meetings were also held with key tourism and marketing experts, including Larry Lockshin (University of South Australia Marketing School Head), Wine Australia and the South Australian Tourism Commission, to discuss brand messaging, designs and communication methods.

Key findings of the research phase included:

- A quarter of visitors are aware of phylloxera (25%) and 44% are aware of biosecurity.
- Warning signs and brochures are the most recognised channels of the biosecurity and phylloxera message.
- 44% of female visitors and 28% of male visitors expect to be able to take photos amongst the vines as part of their wine tourism experience (refer to the graph on page 6).
- More than half the respondents (54%) believe biosecurity measures such as washing shoes or being told not to talk in vines would not impact their experience.
- The Barossa Valley is the wine region most tourists recall visiting (73%), followed by the Adelaide Hills (67%), McLaren Vale (63%) and Clare Valley (57%).
- When visiting a wine region, females are most likely to have lunch/dinner out, visit cellar doors and interact with vineyards through taking photos/walking through the vineyards/ having picnics. Males are more likely to use bike or walking trails in wine regions, pick grapes or physically touch the vines refer to the graph on page 6).
- When communicating about biosecurity risks, respondents indicated that being told not to enter vineyards (by visitor centre staff and cellar door staff) and signage near vines telling them not to enter vineyards would be the most effective. (refer to the graph on page 6).
- Cellar door staff and visitor information centre staff currently do not include biosecurity messages in their conversations with tourists.
- Respondents are slightly more concerned (42%) compared to feeling neutral (38%) about the risk of visitors such as themselves introducing pests and diseases such as phylloxera into wine regions. Males were more concerned about the introduction of pests and diseases such as phylloxera than females. The older age groups were also more concerned compared with the younger age groups.

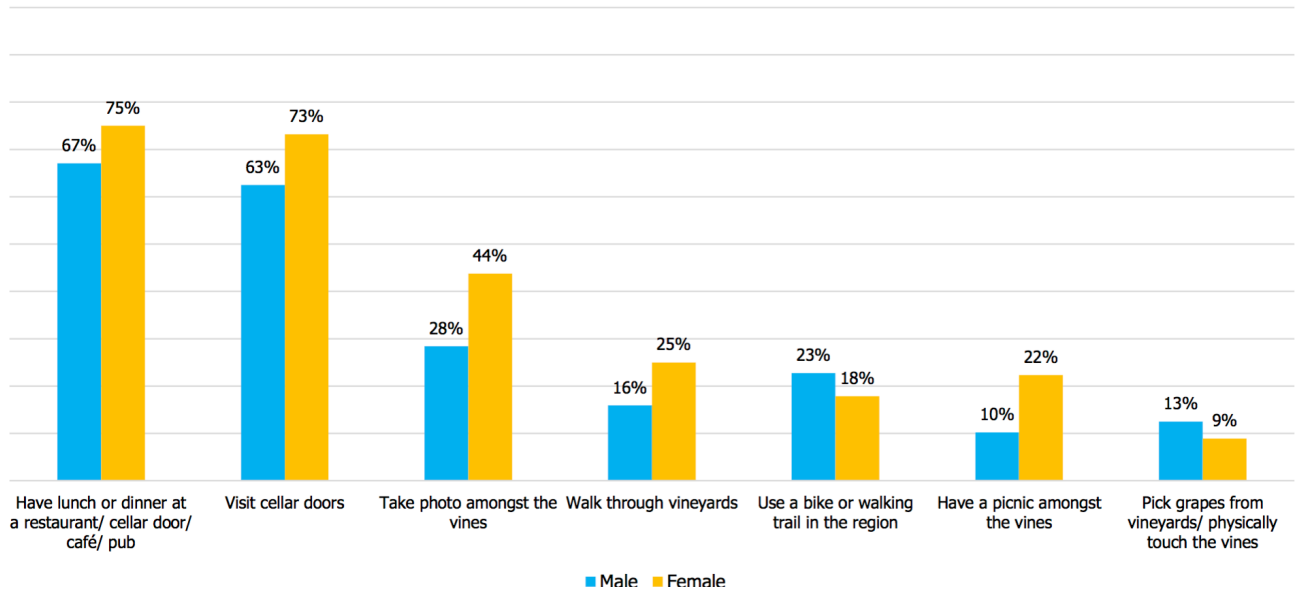
- Anecdotally, Chinese visitors are more likely to walk into vineyards than tourists from other countries. The most engaging biosecurity messages for Chinese tourists contain the words 'clean and green'.
- Wine consumers and regional visitors are diverse in language, behaviour and interests.

Following the research phase results, the need for the following activities became apparent:

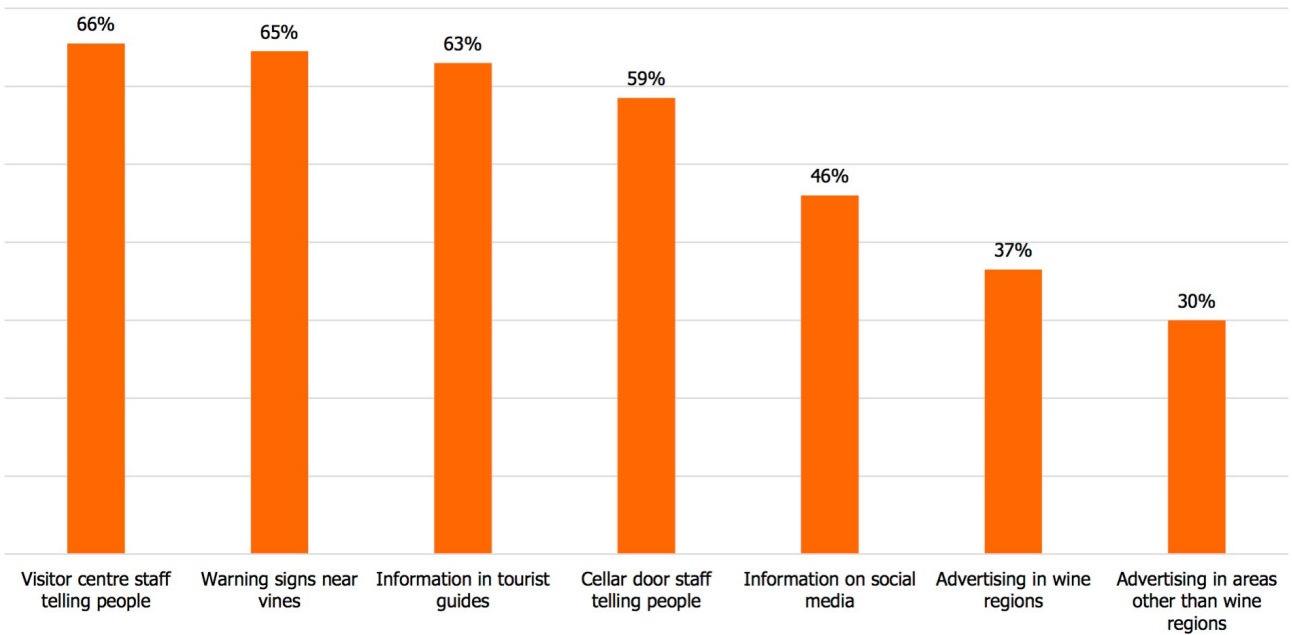
1. Clarifying the message for tourists about expectations for visitors when visiting a wine region. The wine industry's position is that visitors should not walk amongst vines unchecked, to minimise the risk of entry of pests and diseases in vineyards.
2. An education program for wine tourism staff to ensure they know what to say to tourists about keeping vines healthy.
3. The creation of tourist-friendly biosecurity signs for cellar doors, including signage in Mandarin for Chinese visitors, to direct and educate tourists.

Note: The full Square Holes research report is available to review on request to Vinehealth Australia.

Q11. Experience expectations by gender
[n=200]



Q27. What is the best way to communicate with visitors about protecting our wine sector from introduced pests and diseases?
[n=200]



STAGE TWO: INDUSTRY EDUCATION (TRAINING)

i *Education of frontline tourism staff in wine tourism biosecurity language, risks and management options was a vital step.*

The research phase highlighted that conversations about the health of vines are generally not occurring with tourists.

While viticulture and winemaking staff generally understand biosecurity risks to vines, tourism/sales/marketing staff are not trained in this area. But cellar door and tourism staff are the 'frontline' employees who talk to tourists every day.

It became clear that a critical first step in the Responsible Visitation Campaign was educating these frontline workers in wine tourism biosecurity language, risks and management options.

In response, a Wine Tourism Biosecurity Program for South Australian cellar door, marketing and tourism staff in wine regions was developed and rolled out in February and March 2018. The program offered individual site training at cellar doors with high tourist visitation numbers, group training in regions for smaller cellar doors and webinar training for staff who couldn't attend in person.

A Wine Tourism Biosecurity Program training manual was created by Vinehealth Australia, and a training manager was employed to deliver the training in regions.

A total of 229 participants from the Barossa, Adelaide Hills, Clare, McLaren Vale, Langhorne Creek, Coonawarra, Limestone Coast and Yorke Peninsula attended a free session. Participants included cellar door staff/managers, visitor centre staff/managers, regional association staff/executive officers and staff from other relevant wine and tourism organisations.

The program included:

- What are the key biosecurity risks for cellar doors?
- What should cellar door and tourism staff say to tourists about biosecurity?
- What simple biosecurity initiatives can cellar doors implement to reduce the risks?
- What tools can Vinehealth offer to support cellar doors?
- How can cellar doors make vine health part of the consumer experience?

The training manual includes a checklist of the key biosecurity activities cellar door managers and staff should consider for their business:

1. Include this biosecurity training in all new staff induction programs.
2. Make sure all cellar door staff are familiar with the latest phylloxera zones map and can identify risky locations (see map in pack and view at www.vinehealth.com.au).
3. Actively manage the movement of tourists on your property.
4. Assess your cellar door signage. Is it relevant? Is it in the right places? Does it draw tourists towards your vines, when it should deter them from entering the vineyard?

5. If needed, purchase Wine Tourism Biosecurity Signage and place near cellar door entrances, car parking areas and walkways to educate tourists. Use directional signage to control the flow of people around the cellar door.
6. Ask tourists not to walk or drive into vineyards without permission. Provide experiences away from vines.
7. Restrict access to vines where possible with fences, gates and hedges.
8. Provide gravel or sealed driveways, and hard pack carparks away from vineyards.
9. Educate tourists about their role in keeping your vines healthy.
10. Discourage activities like taking photographs amongst the vines or having picnics amongst the vines.
11. If you are going to allow tourists into your vine rows, follow best practice biosecurity guidelines. For example, find out where they've been in the three weeks prior, provide rubber boots, disposable shoe covers and footwear washing facilities. You can purchase a Vinehealth Cellar Door Kit containing shoe covers and disinfestation equipment.
12. Don't allow tourists to take away any vine material or soil as a souvenir.
13. For special events, biosecurity risk planning or any other vine health matters, contact Vinehealth Australia.

The manual includes a series of 'typical' wine tourism scenarios and suggested responses, and 'healthy vines' language staff can use in the cellar door environment.

Suggested language includes a basic 'cellar door welcome' of: "Welcome to our winery. We'd love you to explore our wines, our history and what makes us special. One of the things that makes us really special is our vines. Our vines are the foundation of our wine story. You can help to keep our vines safe by not walking into the vineyard. Your shoes, clothing, tyres, vehicles and equipment can pick up and spread pests, diseases and weeds, which can kill or harm our vines."

The training manual also includes ideas for creating an immersive cellar door experience without allowing vineyard access, pest and diseases facts and an up to date map of Phylloxera Management Zones in Australia. The training manual is available on request from Vinehealth Australia.

Vinehealth Australia has received interest from other states to deliver the training program to cellar door and tourism staff on a user pays basis. A national training program is being considered.



The team at Charles Melton Wines in the Barossa during their training session.

STAGE THREE: ACTIVATIONS

i *Activations included the establishment of six test sites to provide an example of signage designs and site placement, and to generate campaign content.*

Wine Tourism Biosecurity Signage

The research phase indicated that signage is one of the most effective tools for communicating with tourists.

In response, Vinehealth Australia developed a suite of 10 biosecurity signs for consumer-facing purposes such as cellar doors and cycling/walking tracks near vines. These signs were developed in consultation with regional wine associations and PIRSA.

Signs include Mandarin translations for Chinese visitors, developed in consultation with the Chinese Language and Cultural Advice Centre.

The large (900mm x 1200 mm) signs aim to build a partnership with visitors around vine health and protection. Many cellar doors are designed without biosecurity front of mind. For example, designated car or bus parking is often situated at the ends of vine rows with no barriers in between.

Throughout the campaign, we encouraged cellar door owners/managers to buy Wine Tourism Biosecurity signs and install them between car parking areas and vines, to prevent entry into vine rows.

The Wine Tourism Biosecurity signs carry a series of healthy vines messages aimed at tourists, such as 'We have some of the oldest vines in the world', 'Be part of our Australian wine story' and 'Enjoy our wines, protect our vines'.

All include the line 'Please don't walk amongst our vines', which is a key RVC tagline.

All signs also include a QR code that is linked to the tourist section of the Vinehealth Australia website: <http://vinehealth.com.au/tourism/>

Feedback to the signs has been overwhelmingly positive. Signs are being sold via the Vinehealth Australia website. More than 150 signs were sold during the Responsible Visitation Campaign.

See the following page for a snapshot of the sign designs.

Examples of signs



Cellar Door Kits

Vinehealth Cellar Door Kits were also created and are being sold via the Vinehealth Australia website. These disinfestation kits include key biosecurity information, posters, sign order forms, rubber boots, disposable shoe covers and equipment for setting up a footwash station.

Cellar Door Kits were demonstrated at Wine Tourism Biosecurity training sessions.

You can find the order form here: <http://vinehealth.com.au/tourism/operators/cellar-door-kits/>

Test Sites

Sharing messages of how visitors can help to keep vines healthy was identified in research as one of the most effective marketing methods.

In response, Vinehealth Australia established six 'best practice' cellar door sites in South Australian wine regions, with the purpose of demonstrating the healthy vines message in action.

The six test sites are:

1. Skillogalee Wines in the Clare Valley
2. Charles Melton Wines in the Barossa Valley
3. Golding Wines in the Adelaide Hills
4. Bremerton Wines in Langhorne Creek
5. Angove Family Winemakers in McLaren Vale
6. Zema Estate Wines in Coonawarra

Test sites were selected on the basis that they all experience 'typical' wine tourism biosecurity risks, such as vines located close to cellar doors, or unfenced vines near car parking areas.

Each test site was supplied with:

- Four to six free Wine Tourism Biosecurity signs to place strategically in traffic corridors that lead to vines (with the number of signs supplied dependent on the site of the cellar door).
- A free Vinehealth Cellar Door Kit, including flyers, rubber boots, disposable shoe covers and foot wash station materials.
- One-on-one Wine Tourism Biosecurity training for all members of the cellar door and marketing team, to ensure they know what to say to visitors about biosecurity.
- Advice on how to merge the healthy vines message with their own brand story.

The test sites were featured in campaign publicity through the RVC, for example:

- The launch of the Responsible Visitation Campaign was held at Angove Family Winemakers in McLaren Vale, with 'Phil the Phylloxera Guy' (see below) and Wine Tourism Biosecurity signage a feature.
- The 'Who's Hitchhiking With You?' campaign video (see below) was shot at Golding Wines.
- Case studies were written about the test sites and shared via Vinehealth Australia platforms and the media.
- Each of the test sites was mentioned in a campaign media release during the life of the campaign.
- Each of the test sites was given the RVC media kit featuring videos, images and written content to share on their own social media and communications platforms.
- Regional media were encouraged to contact the test sites in their areas for articles.

STAGE FOUR: AWARENESS

i *A social-change campaign to start a conversation about how tourists can play a role in keeping vines healthy.*

The public awareness campaign rolled out as part of the RVC aimed to build a partnership with tourists about the protection of South Australia's vines and wines. Specifically, the campaign aimed to:

1. Educate tourists about the importance of keeping vines healthy, in partnership with cellar door owners, managers and staff.
2. Promote South Australia's clean, green and phylloxera-free status.
3. Guide tourist behaviour, with the key directive being 'Please don't walk amongst our vines'.

A limited budget meant we needed a campaign that was memorable and shareable. **Phil the Phylloxera Guy** was born in the campaign titled, '**Who's Hitchhiking With You?**'

The campaign sees Phil, a human-sized yellow phylloxera bug, hitching a ride from vineyard to vineyard with various groups of tourists.



Who's Hitchhiking With You?

*Meet Phil. Phil's a phylloxera bug. Phil's not from around here.
Phil kills grapevines. And he loves to hitchhike.
Phil's a tiny bug – in real life you can't even see him.
If you walk or drive in vines, you could pick Phil up on your shoes, clothes or tyres.
Don't let Phil and his nasty pest friends hitchhike with you.
We don't have phylloxera in South Australia. Let's keep it that way.
Stick to the roads. Don't wander into vineyards.
Enjoy our wines. Respect our vines.
WHO'S HITCHHIKING WITH YOU?*

A suite of campaign materials was created based on the 'Who's Hitchhiking With You?' concept (see below). These materials were collated in the Responsible Visitation Campaign Media Kit, which was handed out on USBs at the RVC launch on 2 February 2018, and sent to media via a Dropbox link throughout February and March.

The campaign was carefully planned to ensure it enhances rather than detracts from the wine tourism experience.

Videos and Photos

The 'Who's Hitchhiking With You?' campaign video and accompanying images were shot at Golding Wines, a test site, in November 2017.

The video/photos capture a giant pest hitchhiking into vineyards on shoes, clothes and vehicle tyres. The key character is Phil the Phylloxera Guy, who is filmed 'sneaking' into vines with various groups of people and in various ways, including hitching a ride on a bus, in a car, with a group of wine tourists going to a cellar door, with a family enjoying a picnic, and with a man walking down a vine row.

Set to music and with a voiceover of the script outlined below, the videos and images share simple messages about biosecurity in a lighthearted way, to counter the seriousness of the issue.

The following collection of videos and photos was created:

- The 'Who's Hitchhiking With You?' key campaign video:
<https://www.youtube.com/watch?v=6zUYlwaMYF8>
- The 'Who's Hitchhiking With You?' campaign video with subtitles:
<https://www.youtube.com/watch?v=Au6FxwrAguA>
- The 'Who's Hitchhiking With You?' campaign video with Mandarin subtitles:
<https://www.youtube.com/watch?v=4WqW4dB8qvU>
- Seven 'Who's Hitchhiking With You?' 10 second vignettes:
 - <https://www.youtube.com/watch?v=pNLIpilKEQo>
 - <https://www.youtube.com/watch?v=xH2SF-lxD4A>
 - <https://www.youtube.com/watch?v=7gxdSe1kc-s>
 - <https://www.youtube.com/watch?v=T-enhRrDS34>

- <https://www.youtube.com/watch?v=TDtkDh1NTdM>
 - <https://www.youtube.com/watch?v=M05aOLg0mxg>
 - https://www.youtube.com/watch?v=J_Nd-a7N7js
- The Vinehealth Australia general biosecurity video: <https://www.youtube.com/watch?v=u50vsPBjzPo&t=7s>
- A range of high quality still photos used throughout the campaign.

Written Content

The following written content was created for use in Vinehealth Australia e-newsletters, on the Vinehealth Australia website, to use on Vinehealth Australia social media, to send to South Australian wine regional associations, to share with wine industry media and general media.

- The Responsible Visitation Campaign Overview: <http://vinehealth.com.au/projects/responsible-visitation-campaign/>
- Responsible Visitation Media Releases:
 - <http://vinehealth.com.au/wp-content/uploads/2017/12/Wine-Tourism-Biosecurity-Program-Announcement-15.1.18.pdf>
 - <http://vinehealth.com.au/wp-content/uploads/2017/12/Responsible-Visitation-Campaign-launch-Media-Release-1.2.18.pdf>
- Responsible Visitation Campaign website content:
 - Wine Tourism Biosecurity Program: <http://vinehealth.com.au/tourism/operators/wine-tourism-biosecurity-program/>
 - Wine Tourism Biosecurity signage: <http://vinehealth.com.au/tourism/operators/posters-signs/>
 - Tourist information: <http://vinehealth.com.au/tourism/>
 - Tourism Operators information: <http://vinehealth.com.au/tourism/operators/>
 - Hosting Visitors FAQs: <http://vinehealth.com.au/industry/resources/hosting-visitors/hosting-visitors-faqs/>
- Key Messages for industry:
 - Tourist-friendly messages for vineyards, wineries and cellar doors to use in their marketing: <http://vinehealth.com.au/tourism/operators/biosecurity-wording/>
- Test site case studies:
 - <http://vinehealth.com.au/2018/04/17/visitors-risks-solutions/>
 - <http://vinehealth.com.au/2018/03/16/charles-melton-giving-pests-boot/>
- Regular content about the campaign in the monthly Vinehealth Australia e-newsletters between November 2017 and May 2018: <http://vinehealth.com.au/news-2/newsletters/>
- Campaign info packs and briefs for the launch.

Advertising

Due to a limited budget, we restricted campaign advertising to six visitor guides in wine tourism regions:

- Adelaide
- Adelaide Hills
- McLaren Vale
- Barossa Valley
- Clare

The adverts carry the same messaging and design as the Wine Tourism Biosecurity Signs and include English and Mandarin messages about protecting vines from pests and diseases.

The general wine industry biosecurity text was also updated in all SA visitor guides and now says:

Keep our vines and wines safe

South Australia has some of the oldest winegrape vines in the world. Your shoes and clothing can pick up and spread pests and diseases, including phylloxera. Please don't walk amongst our vines. Help protect the vines that make our special wines. For more information about vineyard biosecurity visit www.vinehealth.com.au

We sent this messaging to vineyard owners via our e-newsletter, encouraging them to include the messaging in their own marketing materials.



Flyers

A significant investment was made in the design, print and distribution of two styles of campaign flyers:

1. A series of designs featuring Phil the Phylloxera Guy hitching into vines with the 'Who's Hitchhiking With You?' campaign messages.
2. A classic RVC design based on the Wine Tourism Biosecurity signage.

The flyers include the QR code that is linked to the Vinehealth Australia tourism website:

<http://vinehealth.com.au/tourism/>

45,000 flyers were printed and distributed by Tourism Brochure Exchange in brochure racks and shelves in tourist hot spots including transport hubs, markets, cafes and bakeries. The following regions were covered:

- Adelaide
- Adelaide Hills
- Fleurieu Peninsula
- Mount Gambier and surrounds
- Barossa Valley
- Riverland
- Port Lincoln
- Port Pirie
- Geelong VIC and surrounds
- Lorne VIC and surrounds
- Warrnambool VIC and surrounds

See the Appendix for examples of RVC flyers in situ.

Website

The Vinehealth Australia website was redesigned in December 2017 and new content was created in January 2018 to ensure the site provides an important resource for the wine tourism industry and tourists in general.

The website is now split into two sections:

- Industry: this is where vineyard owners and the wider wine industry can find practical information about vineyard biosecurity.
- Tourism: this is where the 'Who's Hitchhiking With You?' campaign lives, and includes links to handy information such as 'What to do when visiting a vineyard', 'Australia's vine story' and 'Pest and disease facts'.

<http://vinehealth.com.au/>

Media Liaison

Using the Vinehealth Australia media contacts database, media liaison was conducted before, during and after the campaign launch. The Vinehealth Australia media database is a powerful list of wine industry, tourism and general media.

Specific activities included:

- Distribution of two RVC media release to the database.
- One-on-one meetings and phone calls with selected wine and general media contacts including Australian and New Zealand Grapegrower and Winemaker Magazine, Daily Wine News, Australia's Wine Business Magazine, The Advertiser, Australian Gourmet Traveller Wine, newspapers in regional areas, etc.
- Media invitations to the RVC launch on 2nd February, distribution of media kits to media at the launch on USBs and follow up after the launch with all media in the Vinehealth Australia database sharing the RVC media kit via a Dropbox link.
- Test site contact details were supplied to media in the relevant regions.

Media interest in the campaign was strong. Please see Results for information about media coverage, and the appendix for a selection of media clippings.

Industry Liaison

In addition, significant industry liaison occurred through the life of the campaign:

- The RVC Media Kit was shared with South Australian regional grape and wine associations.
- RVC Media Releases were sent to regional associations to share with members and media contacts.
- The RVC Campaign Manager Cindie Smart contacted all regions regarding their touring maps and supplied text and images to ensure a 'healthy vines' message was added. Maps have been updated in the Adelaide Hills, Clare Valley and McLaren Vale so far.
- CEO Inca Pearce and Campaign Manager Cindie Smart have contacted regional associations about subsidising the cost of signs for cellar doors in their regions. Langhorne Creek Grape and Wine Incorporated and Coonawarra Vignerons have purchased signs on behalf of cellar doors in those regions, and other regions are looking at ways of contributing to sign costs for their members.
- CEO Inca Pearce and Campaign Manager Cindie Smart are holding ongoing meetings with tourism and wine industry bodies to discuss inconsistency in the way the wine industry is promoted. See Results for more information.

Launch

The Responsible Visitation Campaign was launched on Friday 2nd February 2018. The invitation-only event at Angove Family Winemakers in McLaren Vale included the launch of the 'Who's Hitchhiking With You' campaign, with Phil the Phylloxera Guy appearing in person during the speeches for additional impact.

The launch was an opportunity to share key campaign content with influential guests. The campaign was officially launched by Leon Bignell MP, former Minister for Agriculture, Food and Fisheries and Minister for Tourism.

Guests included wine industry VIPs, wine, tourism and biosecurity industry representatives, growers, winemakers and media. Speakers included Leon Bignell MP, Roseanne Healy (Vinehealth Australia Chair) and Richard Angove (Angove Family Winemakers).

All launch guests were given a USB containing campaign content to share. Campaign content was supplied under embargo to all media on Thursday 1st February.

The official launch was followed by finger food and drinks.



Richard Angove and Phil the Phylloxera Guy at the RVC launch.

Wine Tourism Biosecurity Signage

Please see page 8 for details of the Wine Tourism Biosecurity Signage developed during the RVC.

RESULTS

i *The Responsible Visitation campaign delivered increased knowledge and understanding of vineyard biosecurity to tourism staff and tourists.*

The Responsible Visitation Campaign achieved its goal of educating tourists and wine tourism staff about their role in keeping vineyards healthy.

Specifically, the Responsible Visitation Campaign:

- Identified a gap in industry knowledge among tourism/sales/marketing staff in biosecurity and vine health areas.
- Identified issues in the way the wine industry is promoted, i.e., with images of tourists in vineyards.
- Facilitated the development of a Wine Tourism Biosecurity training program for the wine industry that has national importance.
- Facilitated the development of tourist-friendly language that demonstrates Australia's commitment to biosecurity, which can be used to enhance the cellar door and vineyard experience, rather than detract from it.
- Delivered increased biosecurity awareness and capability among wine tourism operators. Created a blueprint for biosecurity awareness that can become a framework for national best practice.
- Facilitated the development of a range of tourism-friendly collateral for ongoing use by the wine industry, including signage, flyers, adverts, videos, images and written content.
- Promoted active discussion of the experiences wineries offer their tourists and the potential impacts on vine health.

Training Results

229 participants from the Barossa, Adelaide Hills, Clare, McLaren Vale, Langhorne Creek, Coonawarra, Limestone Coast and Yorke Peninsula attended a training session.

Surveys were conducted with Wine Tourism Biosecurity training program participants before their initial training session, and two months after their training session.

Participants were asked questions about:

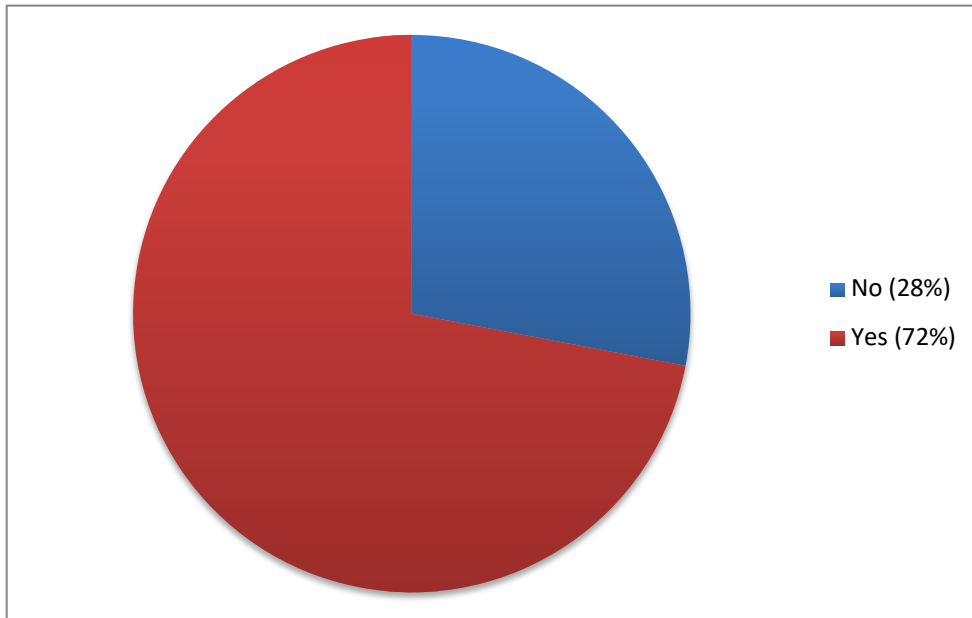
- Their biosecurity knowledge.
- Their opinion about the risk tourists pose to vine health.
- The biosecurity activities undertaken at their site.
- The discussions they have with tourists about vine health and biosecurity.

Educating tourists about their role in keeping vines healthy was identified as a priority by participants of the program, i.e., not walking into vineyards unchecked.

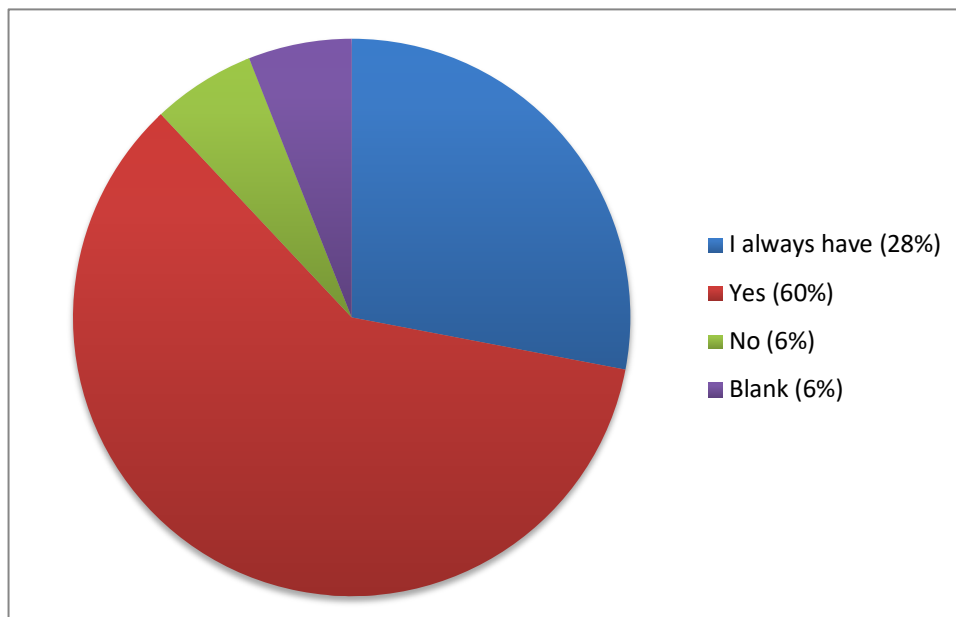
Following the training, discussions with tourists about biosecurity and vine health rose amongst training participants from 28% to 60%.

Key data from the surveys included:

Question 1: Following your training, has your opinion changed of the risk tourists pose to your vineyards and business by introducing pests and disease such as phylloxera into South Australian wine regions?



Question 6: Following the training, and thinking about the cellar door that you work at or manage, do you now discuss the importance of protecting your 'healthy vines' with tourists?



Participant feedback on plans or ideas for improving cellar door biosecurity included:

- Information in our accommodation local information guide.
- Closing gates.
- Brochures for our guests.
- Continued training for staff so that they feel confident in talking to people about biosecurity and asking people to leave the vineyard when they ignore the signs and go for a walk. Unfortunately, it still happens (although not as often).
- Signage around the vineyards and in the carpark.
- A shoe washing station and/or gumboots for visitors.
- More clearly defined walking trail paths as part of our redevelopment.
- Displaying the Phil the Phylloxera Guy video.
- Barrier between vines/carpark, e.g., fence, shrubs, etc.
- Support research into phylloxera (improving the detection of phylloxera).
- Talk about it more to raise awareness and gradually this will become common knowledge.

Participant feedback on the one thing that has stuck with them from the training:

- The life of the (phylloxera) bug – 21 days.
- How easily disease is transferred from one vineyard/region to another.
- Just how lucky we are to live and work in the beautiful, disease free Barossa Valley and how important it is to protect and value it.
- The importance of having signage to make tourist aware of the risk of infecting vines.
- The effect that Phylloxera bug can have and how easy it is transferred.
- That this can happen in South Australia and I was unaware it could travel on car tyres, shoes, etc from interstate.
- The size of the bug and how it travels with you on your clothing.
- Phylloxera is so small you cannot see it, which makes it even more difficult to manage.
- The importance of our making sure our staff are aware of the risks and to make sure they convey this in interactions with customers.
- That this initiative needs to be started at government level.
- The fact that tourists like to be photographed in vineyards and have no idea of the risks they pose.
- The best way to communicate with the guests about vine health.
- How incredibly easy it is for an entire wine region to be devastated by a microscopic bug.
- How much cleaning product and time it takes to kill the bug.
- What phylloxera can actually do to our vineyards.
- That we must be vigilant.
- How to screen visitors to determine whether they are safe to enter a vineyard.
- The importance of maintaining our phylloxera free zone and being reminded of other not so safe zones in Australia and New Zealand.
- That it's a whole region response and also a whole state response (all states because the more PIZs there are the bigger the threat). We need to share SA's resources with other states to encourage awareness.

Participant feedback through the surveys included:

- It has become clear to me that we are sending mixed messages to tourists by promoting the picnic in the vines/walk in the vines scenario but then asking them to refrain from doing it.
- All tourism operators should be working together and spreading the same message.
- It's not just the wineries' responsibility, but winery tour operators, B&B/accommodation to inform tourists.
- I've noticed more biosecurity signs outside of roadside vineyards, but I'm concerned that there are still so many vines without signage exposed to visitors – it's so easy for someone to pull their car over and go among the vines to get the 'money shot' for social media (the introduction of designated photography sites planted with resistant vines may alleviate this issue). It would be great to see an industry-wide collaborative effort supported by government funding to install multi-lingual signage along key routes, as well as biosecurity signs and fencing on all roadside vineyards. After all, the wine and tourism industries are key pillars of our state and national economies and far too precious to risk.
- We see tourists taking random photos of themselves in vineyards, while tourism operators look on, or take the photos.
- Some tourism operator do not warn guests about staying out of vineyards, which is important before guests come into the cellar door and we can discuss biosecurity.
- {The program} has made me more aware of bus operators not being aware. I had one tourism operator take customers into the vines for photos.
- Some cellar doors have their car parking amongst their vineyards, which could be of enormous threat to introducing pests.
- I think that the Barossa is already quite vigilant, but I think that the conversation and information can be shared with visitors in advance of their arrival – e.g. when taking a booking from a guest for a tasting/tour, send them a confirmation email with the phylloxera PDF attached asking them to read before arriving in the region. Likewise, with tourism guides/operators and accommodation venues/hosts.
- Whilst the cellar door training campaign was terrific, I feel the biggest threat comes from contractors/vineyard staff who move and contract between regions – this is the most likely way pests will be spread and there should be focus in this area on best practice and encouraging growers to use contractors who are aware and can demonstrate that they clean between jobs.

Sign Sales

More than 150 biosecurity signs were sold during the Responsible Visitation Campaign. Wine Tourism Biosecurity signs continue to be sold via the Vinehealth Australia website.

Several South Australian wine regional associations are subsidising (or considering subsidising) Wine Tourism Biosecurity Signs for cellar doors in their regions.

Media Coverage

While Vinehealth Australia doesn't have a media monitoring service in place, we know from our own searches that media coverage of the Responsible Visitation Campaign was strong across print, digital and radio platforms.

Highlights of media coverage included:

- A one hour interview about wine tourism and pest and disease risks on McLaren Vale radio Triple Z with campaign manager Cindie Smart.
- Inca Pearce Guest Editor column in Jan/Feb issue of WBM, discussing public events in or near vineyards: <http://vinehealth.com.au/wp-content/uploads/2017/12/WBM-JanFeb18-Full-4.pdf>
- Coverage of the RVC on ABC Country Hour.
- The Advertiser's campaign launch story: Selfie-ish visitors risking our fine vines: <http://vinehealth.com.au/wp-content/uploads/2017/12/The-Advertiser-Selfie-ish-visitors-risking-our-fine-vines-January-2018.jpg>
- Grapegrower and Winemaker Magazine significant campaign coverage:
 - <http://vinehealth.com.au/wp-content/uploads/2018/02/Grapegrower-and-Winemaker-Next-steps-for-vital-biosecurity-program-May-2018.pdf>
 - <http://vinehealth.com.au/wp-content/uploads/2018/01/Grapegrower-and-Winemaker-Whos-hitchhiking-with-you-March-2018.pdf>
 - <http://vinehealth.com.au/wp-content/uploads/2017/12/Grapegrower-and-Winemaker-RVC-January-2018.pdf>
- The Shout: campaign launch: <http://vinehealth.com.au/wp-content/uploads/2018/01/The-Shout-Vinehealth-Australia-launches-responsible-visit-campaign-5-Feb-2018.pdf>
- The Real Review: Who's Hitchhiking With You? <http://vinehealth.com.au/wp-content/uploads/2018/01/The-Real-Review-5-Feb-2018.pdf>
- Victor Harbour Times: <http://vinehealth.com.au/wp-content/uploads/2018/01/RVC-Victor-Harbour-Times-2-Feb-2018.pdf>
- WBM: <http://vinehealth.com.au/wp-content/uploads/2017/12/WBM-Online-Vinehealth-Australia-Rolls-Out-Wine-Tourism-Biosecurity-Program-31-January-2018.pdf>
- The Leader: <http://vinehealth.com.au/wp-content/uploads/2017/12/The-Leader-RVC-January-2018.pdf>
- The Islander: <http://vinehealth.com.au/wp-content/uploads/2017/12/The-Islander-Healthy-wines-for-tourists-17-January-2018.pdf>
- Barossa and Light Herald: <http://vinehealth.com.au/wp-content/uploads/2017/12/Barossa-Light-Herald-Campaign-to-protect-vines-15-January-2018.pdf>
- The Northern Argus: <http://vinehealth.com.au/wp-content/uploads/2017/12/Nothern-Argus-Tourists-to-snap-out-of-it-15-January-2018.pdf>

RECOMMENDATIONS

Following the Responsible Visitation Campaign, Vinehealth Australia recommends the following activities should be considered by the Australian wine and tourism industries.

1. Solve the issues in the way the wine industry is promoted, i.e., with images of people walking/picnicking in vines. Promotion of the wine industry should not encourage tourists to walk into vineyards unchecked.
2. Develop and roll out a national Wine Tourism Biosecurity awareness campaign to educate visitors not to walk into vineyards, potentially based on the Responsible Visitation materials and 'Who's Hitchhiking With You?' campaign.
3. Mould the existing Wine Tourism Biosecurity training program into a national cellar door training program, for tourism, sales and marketing staff. Roll out the training program in every wine region in Australia. Spend time with visitor centre staff in each region delivering the 'healthy vines' message.
4. Conduct a national 'tourism sector biosecurity audit' to ensure all tourism products carry consistent wine tourism biosecurity messaging. Solve the inconsistencies in promotion, e.g., remove images of tourists in vines, and remove references to walking amongst vines.
5. Roll out Wine Tourism Biosecurity Signage nationally. Print and supply signs to every cellar door in Australia.
6. Create a biosecurity plan for major events held in or near vineyards and train winery and event staff in biosecurity awareness and activities before, during and after the event.
7. Allocate a base amount of annual funding to maintain the Wine Tourism Biosecurity training capability in South Australia. Extend the training to tourism operators such as bus tour companies and ensure all regional grape and wine association staff are trained.

