



# Responsible Visitation Campaign (RVC) Two

FINAL REPORT: 30 JUNE 2019

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## RESPONSIBLE VISITATION CAMPAIGN TWO (RVC2) FINAL REPORT: 30 JUNE 2019

### OVERVIEW

**i** *Extension of the Responsible Visitation Campaign (RVC) in 2018/19 focused on education of cellar door staff, bus tour operators, regional councils and digital influencers and their audiences, to create behavior change.*

In 2017, Vinehealth Australia received funding from Primary Industries and Regions South Australia (PIRSA) to create and deliver a vineyard biosecurity educational program for tourists and the wine tourism industry.

The result was the Responsible Visitation Campaign (RVC), which ran from September 2017 to June 2018, with additional funding from the Winemakers Federation of Australia (now Australian Grape & Wine Inc) and the South Australian Wine Industry Association, and significant in-kind funding from Vinehealth Australia.

The original RVC was segmented into five main stages:

1. Research into tourist expectations when visiting wine regions; and the level of understanding in the wine tourism industry about biosecurity.
2. Creation of the campaign, including the Wine Tourism Biosecurity Training Program, Wine Tourism Biosecurity Signage and the Who's Hitchhiking With You? campaign.
3. Training of cellar door staff and tourism staff in visitor information centres, in how to talk to visitors about keeping vines healthy by not walking into vineyards.
4. Activations at six regional cellar doors, where Wine Tourism Biosecurity Signage was erected and staff training was carried out.
5. An awareness campaign, including delivery of the Who's Hitchhiking With You? campaign featuring Phil the Phylloxera Guy.

The highly successful campaign delivered a range of results and recommendations. [Read the Responsible Visitation Campaign June 2018 Final Report here.](#)

## RVC2

In June 2018, Vinehealth Australia received an additional \$100,000 from PIRSA for a new round of activities to run between 1 July 2018 and 30 June 2019.

The first step in RVC2 was reviewing the existing campaign materials, including the Wine Tourism Biosecurity Training Program.

The training program was subsequently refined, and a chapter on 'Communicating with Chinese Visitors' was added.

A new Vinehealth Australia Training Manager, Hayley Conolly, was appointed in October 2018. Hayley has delivered group and one-on-one training sessions to 120 cellar door, restaurant and marketing staff, tour operators, tourism organisations and accommodation providers in Coonawarra, Barossa, McLaren Vale, Adelaide Hills, Langhorne Creek, Clare and Riverland.

Training materials have been provided to a total of 527 cellar door and wine tourism staff around SA.

In addition to the state-wide training program, RVC2 included:

- Rolling regional visits by Vinehealth Australia CEO Inca Pearce and Campaign Manager Cindie Smart to discuss biosecurity priorities with local councils, regional development groups, wine industry associations and tourism groups. Across 26 individual meetings in regions, discussions covered biosecurity risks and solutions, regional development and biosecurity planning, fencing of vineyards near bike and walking tracks, and communication of 'healthy vines' messages with regional visitors.
- An educational campaign for South Australian bus tour companies, including creation and delivery of a Tour Operator Kit (letter, fact sheet and bumper stickers) posted to 135 operators who run 636 different tours in South Australia.
- Training of key bus tour operators in South Australia.
- 'Healthy vines' advertising in eight key regional visitor guides and tourism products throughout South Australia.
- Distribution of RVC materials including videos, images and articles, to regional councils, associations and media.
- Continuation of the Who's Hitchhiking With You? publicity campaign, featuring Phil the Phylloxera Guy, including public appearances at two events.
- An Instagram Influencers Campaign, including an event for 17 key influencers at Tapanappa cellar door.

## TRAINING PROGRAM

**i** *The Wine Tourism Biosecurity Training Program was reviewed, updated and delivered to 120 cellar door staff, bus tour operators and regional council staff.*

The second round of Vinehealth Australia Wine Tourism Biosecurity Training Program commenced in September 2018. The first step was reviewing the existing Wine Tourism Biosecurity Training Program, developed during RVC1. The training program was subsequently refined, and a chapter on 'Communicating with Chinese Visitors' was added.

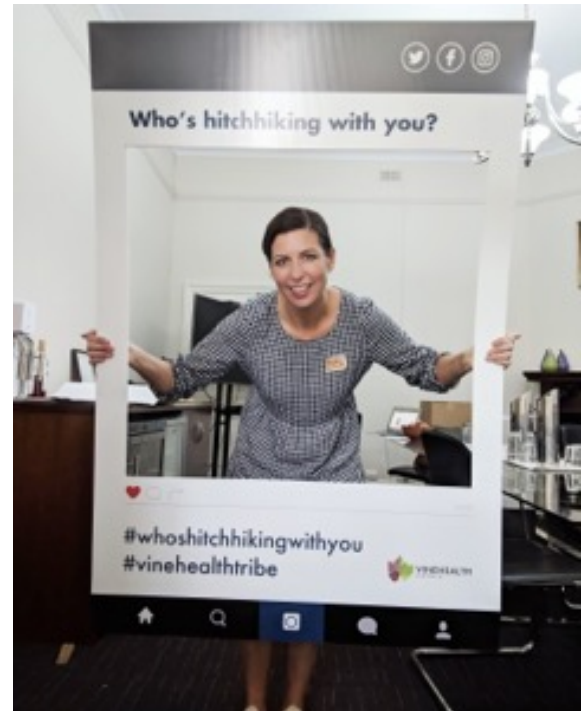
A new Vinehealth Australia Training Manager, Hayley Conolly (pictured right), was appointed in October. Hayley has delivered free training sessions to cellar door, restaurant and marketing staff, tour operators, tourism organisations and accommodation providers in Coonawarra, Barossa, McLaren Vale, the Adelaide Hills, Langhorne Creek, Clare, the Riverland, Victor Harbor and Adelaide.

A total of 120 people were trained across SA. When full training sessions could not be held, the Training Manager provided training materials and online resources to a total of 527 people. Following the completion of the RVC2 training sessions, we created a video file of the Wine Tourism Biosecurity Training Program, which we are sharing with selected members of the wine tourism industry.

The Training Manager worked with local wine and tourism associations in each region to promote the training sessions. As the associations did not provide a database of their members, Vinehealth Australia was required to develop its own contact list for each region and this was used to follow up via email and phone.

The Training Manager directly contacted hundreds of wine tourism businesses and other organisations to drive RSVPs and engagement. In each region, the Training Manager targeted previous participants with a 'thank you for attending' email and encouraged them to recommend the training course to their colleagues. This was successful – in each region there were new attendees from wineries and tourist associations who had previously sent a representative, including Henschke, Langmeil and Wirra Wirra.

For all regions, when an apology was received, the Training Manager offered to provide a training booklet and online resources, so that those who missed the training were still aware of the risks and the recommended measures. This was taken up by many, bringing the total number of training kits distributed to 527.



Each 90 minute training session covered:

- How pests and diseases, including phylloxera, can be spread by people on shoes, clothes and vehicle tyres.
- How to minimise the risk of spreading pests and diseases into vineyards, by asking tourists not to walk amongst vines.
- Dialogue to use when speaking to tourists about keeping vines healthy.
- Communicating with Chinese visitors.
- Tools and resources available.

In each of the regions, attendees were highly engaged and asked many questions. Reoccurring themes raised by participants included:

- Participants were thankful for the training and didn't realise how little they knew about phylloxera, despite having worked in the wine industry for years.
- Participants were fully supportive of the campaign and discussed ordering signage, incorporating key messages into employee induction materials and sharing content on their social media feeds.
- Participants asked if there was government funding available to roll out the Who's Hitchhiking With You? consumer campaign on advertising channels.
- Participants were interested to know if there would be any state government funding or subsidies for Wine Tourism Biosecurity signage (note, most wineries agreed signs are reasonably priced).
- Participants queried if the state government would be providing large 'healthy vines' signage at entrances to wine regions and at airports, with phylloxera given the same attention as fruit fly.
- Participants queried that if the issue was so serious, why weren't there penalties or consequences in place for operators who put vine health at risk, such as fines.
- Participants raised that images of tourists in vineyards on social media platforms and websites were an issue.

### **Coonawarra: 24-25 October 2018**

Vinehealth worked closely with the Coonawarra Vignerons Association, who were extremely helpful and supportive with contact information and suggested tour operators to target.

#### *Results:*

- Targeted follow up emails and phone calls: 52
- Attendees: 12
- Follow up training booklets dropped off: 10
- Follow up email with summary, recommendations to share with staff and consumers and online resources provided to ALL
- Email to attendees: 12
- Email to non-attendees: 40

#### *Comments/questions highlights:*

- Why is there not a 'healthy vines' message included on all tourist and wine maps produced?
- Walking trails that abut vineyards pose a significant risk in regions.
- The region needs larger warning signs, and wineries are particularly concerned about their proximity to Victoria and the threat phylloxera poses when there is nothing obvious to road-trippers.

## **Barossa: 27-28 November 2018**

Vinehealth worked closely with Barossa Grape and Wine Association, Barossa Tourism and Tanunda Visitor Information Centre to arrange and promote the training sessions. Bookings were late to come in and needed a significant amount of chase up from the Training Manager.

However, a healthy number of participants attended training and the Barossa was the most engaged and progressive region about biosecurity.

This was apparent by the high support from accommodation venues (including The Louise) and tourist operators who understood the concept that if there are no vines, then the Barossa has no wine story.

### *Results:*

- Targeted follow up email and phone calls: 197
- Attendees: 37
- Follow up training booklets dropped off: 20
- Follow up email with summary, recommendations to share with staff and consumers and online resources provided to ALL
- Email to attendees: 37
- Email to non-attendees: 163

### *Comments/questions highlights:*

- Many Barossa wineries are on the front foot with offering 'biosecure' experiences, such as high-end wine tours (e.g., Two Hands) with special clothing and disinfestation kits.
- Participants asked if Vinehealth could develop a template or recommended wording that could be included as part of the booking confirmation (whether that be a winery tour, accommodation booking or other wine tourism event booking) in the Barossa (i.e., we have some of the oldest vines in the world, your shoes and clothing can spread pests and diseases. Where have you travelled in the past 21 days?)
- Participants in every session asked what investment is being made by the government to communicate messages about keeping vines healthy and keeping phylloxera out.
- Participants are concerned about the mixed messages coming from tourism groups showing images of tourists walking through vines in marketing campaigns. Linked to this, participants are keen to see an influencer campaign, advertising to consumers about keeping vines healthy, especially at airports, on planes, and large, obvious signage in regions.

### **McLaren Vale: 4-5 December 2018**

Vinehealth worked closely with McLaren Vale Grape Wine and Tourism, and reached out to Fleurieu Peninsula Tourism and the City of Onkaparinga. While MVGWT was helpful, bookings were disappointingly low and late to come in and needed a significant amount of chase up from the Training Manager. The Training Manager made several attempts to set up individual sessions with larger wineries, which were declined. A decision was made to consolidate six sessions into three and despite the low attendance participants were highly engaged and already proactive.

#### *Results:*

- Targeted follow up email and phone calls: 13
- Attendees: 13
- Follow up training booklets dropped off: 16
- Follow up email with summary, recommendations to share with staff and consumers and online resources provided to ALL
- Email to Attendees: 13
- Email to Non-attendees: 90

#### *Comments/questions highlights:*

- Many participants already had several Wine Tourism Biosecurity signs installed but felt this was not enough to educate tourists or prevent them from entering the vineyards. It was a shared frustration and participants gave many examples of needing to pull over on the side of the road to ask tourists to come out of a neighbour's vineyard.
- Participants asked if large phylloxera signs could be installed at regional entry points.
- Participants are very concerned about the use of images of people in vineyards in tourism marketing and by social influencers.

### **Adelaide Hills: 12-14 February 2019**

Vinehealth worked closely with Adelaide Hills Wine Region who supported the program by emailing their members. Two group sessions were held, one in the north and one in the south (Golding Wines and Hahndorf Hill Winery). Two individual sessions at Pike and Joyce and Shaw and Smith were also held. Golding and Hahndorf Hill were very supportive.

#### *Results:*

- Targeted follow up email and phone calls: 64
- Attendees: 21
- Follow up training booklets dropped off: 4
- Follow up email with summary, recommendations to share with staff and consumers and online resources provided to ALL
- Attendees and non-attendees follow up emails: 84

*Comments/questions highlights:*

- Why is there not a 'healthy vines' message not included on Adelaide Hills Wine Region tourist and wine maps and website?
- Why are there not more measures in place (signage and education) around the Amy Gillett bikeway?
- Participants are alarmed that other wineries in the Hills are being careless with biosecurity.
- Participants reported that the South Australian Tourism Commission (SATC) is encouraging vineyard tours. SATC recently gave a social media training session to the industry and had a specific list of bullet points, saying we will share pictures that you post on social media if they include the following: people in vines, people near vineyards, etc.
- Attendees reported it was difficult to enforce biosecurity when there are conflicting messages from government.
- Participants would like to see more examples of the devastation that would occur should phylloxera come to South Australia
- Walking trails that abut vineyards pose a significant risk in regions.
- There was a suggestion to include a vineyard biosecurity question on the declaration forms used in customs.
- Overall, attendees were very concerned, but wanted to see more resources from government and industry bodies put towards signage and advertising.

**Langhorne Creek: 19th February 2019**

Vinehealth worked closely with Langhorne Creek Wine Region who helped by sending out to their database and chasing up individual wineries. They were very proactive in supporting and making introductions with wineries. One small group session was held at Kimbolton. Although the group was small they were highly engaged and very concerned about biosecurity.

*Results:*

- Targeted email and phone calls: 8
- Attendees: 4
- Follow up email with summary, recommendations to share with staff and consumers and online resources provided to ALL
- Attendees and non-attendees) follow up emails: 8

*Comments/questions highlights:*

- Due to the proximity of many of their vineyards to camping grounds, tourists pose a significant threat and regularly found in vineyards.
- There is apathy amongst some of the 'old-school' winemakers in the regions who do not employ any biosecurity measures. This is a risk.
- Signage on entrances to the region and around region would be very welcomed.



## **Clare Valley: 25-26 March 2019**

The Clare Valley proved to be a challenging region again. This can most likely be attributed to a general apathy in the region about biosecurity. We did receive assistance from the Clare Valley Wine & Grape Association to promote the workshops, but numbers were disappointingly low, resulting in three one-on-one sessions with Sevenhill, Pikes and the Clare Valley & Gilbert Council's Planning team.

The trainer dropped into 11 cellar doors with a copy of the training book and had a conversation with each about biosecurity. Many said they had not heard about the workshops.

### *Results:*

- Targeted email and phone calls: 55
- Attendees: 3
- Individual meetings and follow up books: 11
- Follow up email with summary, recommendations to share with staff and consumers and online resources provided to ALL
- Follow up emails to attendees and non-attendees: 53

### *Comments/questions highlights:*

- Sevenhill already runs walking tours and was about to roll out vineyard tours. They have been asked by SATC to create a package tour that specifically involves a vineyard tour
- Many raised the absence of biosecurity signage on the Riesling Trail and wanted to know what was being done about that.
- On the whole, the region was not as concerned about biosecurity as any of the other wine regions in South Australia.
- The Clare Valley & Gilbert Council was very positive about the training and said they would be mindful of this when approving building development plans.

## **Riverland 9-10 April 2019**

Vinehealth sought support from Riverland Wine in promoting training sessions in the region, but given the small number of cellar doors, we approached wineries directly.

### *Results*

- Vinehealth offered individual training to five Riverland VICs and seven cellar doors
- Targeted invitations via email and phone calls: 14
- Attendees: 4
- Individual meetings and follow up books: the Training Manager made a site visit to three VICs, one café bordering vineyards and a cellar door, leaving them with training books.
- Follow up email with summary, recommendations to share with staff and consumers and online resources provided to ALL
- Emails to attendees and non-attendees: 16

*Comments/questions highlights:*

- The Banrock Station team was supportive and engaged. Even with fencing and signs, they said they still struggle with unwanted tourists in restricted areas.
- 919 Wines and the Berri VIC staff were very concerned about the risk of tourists spreading pests and diseases in vineyards, particularly with the unfenced vineyards all over the Riverland.

**Victor Harbor Visitor Centre: 5 May 2019**

An individual session at Victor Harbor Visitor Information Centre was held. There were six highly engaged attendees. They were very grateful for the session as they make travel bookings for tourists in all of the state's wine regions. They suggested Vinehealth Australia put some flyers in the VIC's Mandarin brochure stand, which is targeted at Chinese tourists.

## BUS TOUR OPERATOR EDUCATION

**i** *Bus tour operators were educated in RVC2, as they can play a key role in tourist awareness during transit to regions.*

A key focus of RVC2 was educating bus tour companies about their role in keeping South Australian vineyards healthy.

Feedback from RVC1 indicated that bus tour providers were the ideal group to educate visitors about vine health, before tourists arrive at the cellar door. They can play a key role during transit.

In March, Vinehealth Australia launched a campaign to encourage bus tour operators to talk to their customers about vine health topics.

Educational kits containing an introductory letter, a fact sheet full of practical tips for keeping vines safe and 10 'healthy vines' bumper stickers for tour vehicles were posted out to 135 bus tour operators, who run 636 different tours in South Australia.

Additionally, 10 of the top bus tour companies were offered free Wine Tourism Biosecurity Training. Three individual training sessions were held with:

- The Tailor
- All Aboard Wine Tours
- Hand-picked wine tours

A Taste of South Australia and Adelaide Sightseeing (Sealink) are interested in training in Spring/Summer. We will follow up with these companies in August.

**PROUDLY KEEPING SA VINES SAFE**  
**PLAY YOUR PART: DON'T WALK OR DRIVE INTO VINEYARDS**



*The bus tour operator bumper sticker.*

## REGIONAL MEETINGS

**i We met with 26 local councils, regional development groups, wine industry associations and tourism groups to discuss responsible wine tourism.**

In RVC2, Vinehealth Australia CEO Inca Pearce and RVC Campaign Manager Cindie Smart conducted regional awareness activities, to educate professionals not directly working in the wine industry about vineyard biosecurity.

We met with 26 local councils, regional development groups, wine industry associations and tourism groups to discuss topics such as:

- Phylloxera and other biosecurity pressures.
- Regional development and biosecurity risk assessment and planning.
- Fencing of vineyards near cycling and walking tracks.
- Communication of ‘healthy vines’ messages with residents and tourists.

The timing of meetings was arranged to coincide with training sessions in regions, to maximise Responsible Visitation Campaign exposure.

Individual meetings were with:

1. Limestone Coast Grape and Wine Council
2. Coonawarra Vignerons
3. Wattle Range Council
4. Regional Development Australia: Limestone Coast
5. Local Government Australia: Limestone Coast
6. Barossa Grape and Wine Association
7. Tourism Barossa
8. Barossa Council
9. Regional Development Australia: Barossa
10. City of Onkaparinga
11. Victor Harbor Council
12. McLaren Vale Grape, Wine & Tourism Association
13. Adelaide Hills Wine Region
14. Adelaide Hills Tourism
15. Adelaide Hills Council
16. Mount Barker Council
17. Clare & Gilbert Valley Council
18. Regional Development Australia: Kadina & Mid North
19. Clare Valley Wine & Grape Association
20. Clare Valley Tourism
21. Langhorne Creek Grape & Wine
22. Alexandrina Council
23. Riverland Wine
24. Riverland Tourism
25. Berri Barmera Council
26. Loxton Waikerie Council

All meetings were extremely interesting and successful. We found:

- There is a low level of knowledge about biosecurity generally at the local government level, and therefore a lack of activity in this area.
- Councils are willing to consider biosecurity risks when planning/development applications are being assessed.
- Councils agree the SA Development Act should be updated to include assessment of biosecurity risk, particularly in wine regions.
- Councils and tourism groups are supportive of the ‘please don’t walk amongst our vines’ message and are helping us to promote this message to residents and tourists.
- Regional tourism groups are removing images of tourists walking in vineyards from their websites, social media platforms and publications.

Following each meeting, councils were supplied with healthy vines materials and resources, including wording to include on websites and forms.

For example, following our meeting with Adelaide Hills Council, their event manager added a note about biosecurity to their Event Application Forms. The application form now encourages organisers to consider vine health in their event planning and delivery phases. [You can view a copy of the form here.](#)

## PUBLIC AWARENESS CAMPAIGN

**i** *A social-change campaign to educate tourists about the role they play in keeping South Australian vines healthy.*

The public awareness campaign developed for RVC1 was continued in RVC2.

Specifically, the campaign aims 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’.



The campaign is called ‘Who’s Hitchhiking With You?’ and features Phil the Phylloxera Guy, a human-sized yellow phylloxera bug, hitching a ride from vineyard to vineyard with various groups of tourists.

A suite of campaign materials was created and collated in the Responsible Visitation Campaign Media Kit, which was distributed to media, wine industry associations, tourism groups, councils and regional development groups throughout the campaign.

The RVC Kit includes:

- The ‘Who’s Hitchhiking With You?’ key campaign video: <https://www.youtube.com/watch?v=6zUYlwaMYF8>
- Vinehealth Australia Biosecurity Introduction video: <https://www.youtube.com/watch?v=u50vsPBjzPo&t=12s>
- Please don’t walk amongst our vines video: <https://www.youtube.com/watch?v=q2brMWrJLS8>
- Communicating with Chinese visitors videos: <https://www.youtube.com/watch?v=wS3QUAgTEss>
- Who’s Hitchhiking With You? images
- Key campaign messages including wording for websites, forms and brochures.
- Wine Tourism Biosecurity Signs as printable PDF posters.
- Wine Tourism Biosecurity flyers as printable PDFs.
- Media releases and background information.

Regular content about the campaign has appeared in the general media, in regional e-newsletters and social media feeds, and in the Vinehealth Australia monthly e-news and social media feed.

## Public Appearances

During RVC2, Phil the Phylloxera Guy made two appearances to spread messages about keeping vineyards healthy to the public.

The first was at the 2018 Royal Adelaide Show where Phil appeared at the PIRSA stand in the Farm Expo Pavilion. He visited the wine tasting pavilion in the Cellar Door Experience stand, he was interviewed live on air by ABC Adelaide and he visited the Stock Journal stand. Phil also posed for dozens of selfies, including with the Governor of South Australia, His Excellency the Honourable Hieu Van Le (pictured).



Vinehealth Australia also conducted a mock interview with Phil the Phylloxera Guy at the PIRSA stand, which got the crowd laughing and helped to educate them about South Australia’s phylloxera free vines.

Phil’s second public appearance was at Tapanappa Wines as part of the Instagram Influencers campaign. There, the objective was to raise awareness about phylloxera prevention among digital influencers and their communities.

## Advertising

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

- Fleurieu Peninsula Visitor Guide
- Adelaide Hills Visitor Guide
- Barossa Visitor Guide
- Clare Valley Visitor Guide
- Riverland (Rivertime) Visitor Guide
- SA Traveller's Insight Map
- Due South Magazine
- Chinese Adelaide Visitor Guide

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



Biosecurity messaging also appears in all South Australian visitor guides:

### ***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](http://www.vinehealth.com.au)*

## Wine Tourism Biosecurity Signage

The research phase during RVC1 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. 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: <https://vinehealth.com.au/tourism/>

The large (900mm x 1200 mm) signs are designed for driveways, car parking areas, cellar door entrances and other areas where visitors are seen to wander into vines.

Feedback to the signs has been overwhelmingly positive. As of mid June, **209 Wine Tourism Biosecurity Signs have been sold** during RVC2, mostly in South Australia, but also in NSW and Tasmania.

Additionally, **398 Farm-Gate Biosecurity Signs have been sold** in SA, NSW, WA and Tasmania during RVC2, for operational entrances.



Examples of signs.





## Test Sites

Throughout the public awareness campaign, we continued to promote our six cellar door ‘test 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.

In RVC1, 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

## INSTAGRAM INFLUENCERS CAMPAIGN

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

Following feedback from many training participants about the need to educate digital consumers about vineyards and phylloxera prevention, Vinehealth Australia ran an Instagram Influencer event in May.

Our training manager Hayley Conolly hosted local Instagram micro and macro influencers on a famil to Adelaide Hills cellar door Tapanappa, to learn about responsible wine tourism in a fun and memorable way.

The event featured RVC videos, live music (including a specially written song about phylloxera just for the event), foot massages, food, a wine tasting and a visit from Phil the Phylloxera Guy. The objective was to raise awareness about phylloxera prevention among digital influencers and their communities.

Communicating with digital influencers in now an important part of any public campaign. From holidays to homewares, millennials make purchasing decisions from what they see online. Further to this, research conducted by Vinehealth Australia shows that 44% of females and 28% of males expect to take photos in vineyards as part of their cellar door experience.

Images and videos of people walking through vineyards on Instagram perpetuates the myth that it's acceptable to do so, and this misinformation needs to be counteracted with education.

Feedback from the event was extremely positive, with the 17 influencers in attendance reporting they were grateful to learn about a tiny pest that could do so much damage to our vineyards, and how people can help prevent its entry in SA.

We provided each influencer with cheat sheets, photos and videos to share. One of the best measures of the event's success is the 100% engagement rate from attendees. Every guest shared stories or posts on their Instagram accounts, repeating key messages in their own words.

### **Results summary as at 12/6/19:**

- 17 Influencers
- 57 Stories
- 462,777 Followers
- 1,512,415 Impressions
- 346 Comments
- 100% Engagement Rate
- 32 Hashtags
- 6,420 Likes

## RESULTS

**i** *RVC2 delivered increased knowledge and understanding of vineyard biosecurity to the wine industry, tourists, councils, digital influencers and many more.*

RVC2 achieved its goal of educating members of the wine industry, wine tourism industry, councils, regional development groups and tourists about their role in keeping vineyards healthy.

Specifically, RVC2:

- Delivered increased biosecurity awareness and capability among councils, regional development groups and regional wine and tourism associations.
- Identified a need for biosecurity to be considered when wine region developments are occurring. A proposal has been submitted to the Department of Planning, Transport and Infrastructure to include biosecurity risk assessment in planning legislation.
- Confirmed the gap in knowledge among tourism/sales/marketing staff about biosecurity, phylloxera and vine health areas. There is a need for managers/winemakers/viticulturists to play a greater role in educating their customer service, tourism and marketing teams about biosecurity.
- Confirmed that the wine industry is still often promoted with images of tourists in vineyards. This is an ongoing issue that will be tackled by Vinehealth Australia beyond the life of the RVC.
- Facilitated the refinement of the Wine Tourism Biosecurity Training Program including the development of a chapter on communicating with Chinese visitors.
- Delivered increased biosecurity awareness and capability among bus tour operators.
- Facilitated the refinement of the range of tourism-friendly collateral for ongoing use by the wine industry, including signage, adverts, videos, images and written content.
- Promoted active and creative discussion about the experiences wineries can offer to tourists that don't put the health of their vines at risk.

### Key Results





- 120 people were trained across SA (Adelaide, Barossa, Adelaide Hills, Clare, McLaren Vale, Langhorne Creek, Coonawarra, Riverland).
- 527 training kits were supplied across SA.
- 26 meetings were held with councils and regional development groups.
- 135 Bus tour operators educated.
- 209 Wine Tourism Biosecurity Signs were sold.
- 398 Farm-Gate Biosecurity Signs were sold.
- Coverage of RVC2 messages was strong. See the links below for coverage highlights.
- 17 Instagram Influencers educated

## Highlights of RVC media coverage:

- [Glam Adelaide Your Insta Vineyard Photo Might Destroy SA's Wine Industry 7 June 2019](#)
- [Langhorne Creek Region Weekly Update RVC Influencers Event 27 May 2019](#)
- [Instagram Vinehealth RVC Influencers Event 22 May 2019](#)
- [Healthy vines messaging in the Adelaide Hills CRUSH festival program 2019](#)
- [Wine Communicators of Australia Enjoy our wines, protect our vines 13 Jan 2019](#)
- [Due South Australia Magazine Top tips for the cellar door experience 2019 Edition](#)
- [Grapegrower and Winemaker Next steps for vital biosecurity program May 2018](#)
- [Grapegrower and Winemaker Who's hitchhiking with you March 2018](#)
- [Farmbiosecurity news Meet Phil, the hitchhiking phylloxera February 2018](#)
- [The Shout: Vinehealth Australia launches Responsible Visitation Campaign 5 Feb 2018](#)
- [The Real Review: Who's Hitchhiking With You? 5 Feb 2018](#)
- [PIRSA Premium Wine and Food Newsletter Healthy Vines Campaign 2 Feb 2018](#)
- [Victor Harbour Times: Vinehealth Australia launches Who's Hitchhiking with You? campaign to fight off phylloxera 2 Feb 2018](#)
- [WBM Online: Vinehealth Australia rolls our wine tourism biosecurity program 31 Jan 2018](#)
- [Grapegrower and Winemaker Magazine: Healthy vines campaign announced for tourists Jan 2018](#)
- [The Leader: Protecting the biosecurity of Barossa cellar doors Jan 2018](#)
- [The Islander: Healthy wines for tourists 17 Jan 2018](#)
- [Barossa & Light Herald: Campaign to protect vines 15 Jan 2018](#)
- [Northern Argus: Tourists to snap out of it 15 Jan 2018](#)
- [The Advertiser: Selfie-ish visitors risking our fine vines 12 Jan 2018](#)




 mimharvey Do you know what is on your clothes right now?! Get your photos from afar babes. Save our wine. Cause lord knows I need it every Friday.  
@vinehealthaustralia wants you to lookie but no walkie in an effort to preserve SA 150yr old vines. Did you know we are one of the last regions not to be infested by phylloxera that wipe out entire vineyards. It can travel on your clothes for 21 days and you can infect vines in an effort for your latest IG Vid.  
#pleasedontwalkamongstourvines  
4w

     
Liked by hayleyconolly and 215 others  
MAY 23



 adelaidefoodcentral - Following ...  
Tapanappa Wines

 adelaidefoodcentral South Australia has some of the oldest vines in the world, and it's important we protect our vineyards from pest and disease, specifically from a microscopic bug called phylloxera. With increasing tourism in our state, the chances of spreading pest and disease through our shoes, clothes and tyres is ever so high, especially because the phylloxera bug can live up to 21 days.

     
Liked by hayleyconolly and 1,400 others  
MAY 26



@tapanappa  
@adelaidehillsvine  
@vinehealthaustralia  
@hayleyconolly

## RECOMMENDATIONS

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

1. Solve the issue in the way the wine industry is promoted with images of people walking in vines. Promotion of the wine industry should not encourage tourists to enter vineyards.
2. Make the Wine Tourism Biosecurity Training Program a national program for cellar door and tourism staff, to ensure consistency of messages across Australia.
3. Fund a consumer advertising campaign, using Facebook, Instagram, Youtube pre rolls, cinemas, airports, using the Who's Hitchhiking With You? Video.
4. Roll out Wine Tourism Biosecurity Signage nationally. Print and supply signs to every cellar door in Australia.
5. Create and install large phylloxera prevention signs at regional entrances.
6. Fund Wine Tourism Biosecurity signage for key bike paths, such as the Riesling Trail.
7. Allocate a base amount of annual funding to maintain the Wine Tourism Biosecurity training capability in South Australia. Extend the training to more bus tour companies, all Visitor Information Centre staff and staff at key tourist attractions.
8. Ensure consistent messaging about phylloxera and healthy vines is included on all regional maps, visitor guides and websites.
9. Conduct a national Instagram Influencer campaign.
10. Fund an 'impact of phylloxera' campaign for South Australian grapegrowers, winemakers and industry bodies.
11. Create an awards program that celebrates producers who are at the cutting edge of sustainable, bio-secure wine tourism practices.

### **Campaign Manager**

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