



THE UNIVERSITY OF
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Vines, Wine & Identity Project partners newsletter

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Welcome

Welcome to the third partner newsletter for the project Vines, Wine & Identity: The Hunter Valley NSW and Changing Australian Taste. We are pleased to report that 2015 has been marked by strong dissemination of project details and preliminary findings to fellow researchers and the wider community.

Professor John Germov and Dr Julie McIntyre made a submission to the Senate Inquiry on the Australian grape and wine industry, using Vines, Wine & Identity as an example of partnered research by industry and researchers in the humanities and social sciences.

Professor Germov and Dr McIntyre promoted the project through media appearances. They also featured at panel session on the project at Newcastle Writer's Festival in March with Industry Advisory Committee member Mr Jay Tulloch.

In March Dr McIntyre gave an invited presentation on wine history at the annual dedication of a site on the Hunter Wine Heritage Trail – this time at Marthaville historic house, Cessnock.

The scope and progress of Vines, Wine & Identity was presented to Australian and international researchers at the (Third) Taste of Wine Studies

Symposium hosted at the University of Newcastle as a project output in July. Dr David Dunstan, this issue's featured project member, presented to the symposium on his progress investigating the national relevance of Hunter wine figure Maurice O'Shea.

Follow project research and join the conversation on Twitter at [#VinesWineIdentity](https://twitter.com/VinesWineIdentity).



Image: Ivan and Glendon Howard's Pokolbin vineyard. Suppliers of Hunter wine grapes for more than 30 years, Thomas Howard of "Somerset" first planted Shiraz here more than a century ago and his diary shows he sold wine in Cessnock c1912.



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ORAL HISTORY INTERVIEWS



Image: Two Rivers Wines, Denman. Equipment set up to conduct interviews.

Oral history interviews will give voice to influential actors in the Hunter Valley wine community and provide insights into the everyday features of social life that underpinned historical events.

Dr McIntyre has now conducted oral history interviews with Brett and Linda Keeping, John Hordern, Richard Hilder, Keith Yore, Karl Stockhausen, Ian Scarborough, Phil and Sylvia Ryan, Kaye Whitehead, Janice Scott, Iain Riggs and Ivan Howard.



Image: Linda Keeping oral history interview

Transcripts have been completed and are being sent for review to participants, or have been returned after review, to comply with the ethical responsibilities of collecting these interviews.

A request to vary the terms of the current Human Ethics Research approval for the project has been submitted to continue interviews until December 2015, as more participants than anticipated have been identified as important to the project.

In the next few months extracts of these interviews will be available to Newcastle Museum as part of the lead-up to the 2017 Vines, Wine & Identity project exhibition to be curated by partner investigator Julie Baird.

A YouTube channel will be established to podcast extracts of the digital video footage of the interviews and full, participant approved transcripts will be archived by the University of Newcastle's Cultural Collections and linked to the project website: newcastle.edu.au/research/wine.

DEDICATION OF MARTHAVILLE HERITAGE CAIRN

Each year the Hunter Valley Wine & Tourism Association (HVWTA) celebrates a heritage site at Pokolbin. Brian and Fay McGuigan donate a plinth to be displayed at the site. Dr McIntyre is invited to speak about research on the site.

This year the Heritage Trail of cairns extended to Cessnock with the unveiling on 22 May of a cairn at Marthaville, an historic home built in the centre of the town by George and Martha Brown in the 1880s and now operated as a craft guild hall.



Image: Marthaville vines in foreground, St John's Anglican Church Cessnock c1911

Prior to World War I the vineyard at Marthaville encompassed 17 acres, stretching to the nearby St John's Anglican Church, built on land donated by the Brown family. The above c1911 photograph shows the Brown's vineyard extending to the edge of the church grounds.

The HVWTA also donated a framed copy of the 1973 promotional poster (which was featured in Issue 2 of our newsletter) for the first Hunter Vintage Festival by artist Russell Coulson to Marthaville, as the historic vineyard is featured on the map.

ARCHIVAL DIGITISATION

As mentioned in our last newsletter, there is a significant collection of the Macdonald family papers at Central Queensland University archives, which hold a wealth of data about how vineyard and winery owners conducted business at the turn of the 19th century.

This collection continues to be digitised, and further material is now available at libguides.library.cqu.edu.au/macdonald-family.

Dr McIntyre has an article accepted for publication in the journal *Archives and Manuscripts* that reflects on the decision to digitise.

NEWCASTLE WRITERS FESTIVAL

The University of Newcastle had a strong presence in the third Newcastle Writers Festival, including a project panel with members of the Vines, Wine & Identity research team.

The session titled 'The World in a Glass of Hunter Wine', featured Professor Germov and Dr McIntyre, along with industry advisor for the Vines, Wine & Identity project Mr Jay Tulloch.



Image: (From left) Professor John Germov, Dr Julie McIntyre and Mr Jay Tulloch at Newcastle Writers Festival

A (THIRD) TASTE OF WINE STUDIES SYMPOSIUM

Hosted by the Wine Studies Research Network at the University of Newcastle, A (Third) Taste of Wine Studies symposium was held on Monday 13 July.

Presenters: Prof Germov (Sociology, UON), Prof Paul Ashton (Public History, UTS), A/Prof Rumina Dhalla (Organisational Studies and Sustainable Commerce, University of Guelph, Canada), Dr David Aylward (People & Organisation, UOW), Dr David Dunstan (History, Monash), Dr Sidsel Grimstad (Business, UON), Dr McIntyre (History, UON) and Fleur Lankesheer (History, Independent scholar).

Topics: Lindeman's Ben Ean, the democratisation of wine and the end of egalitarianism?; Aspiration versus actuality: certification for Australian wine sustainability; Looking back on the Hunter Valley vineyards through the lens of Smart Specialisation; Draining the wine lake: Cultural branding and financial sustainability in the Australian wine industry; The Crimean Wine Industry – Can the Empire Strike Back?; and Finding Maurice O'Shea.



Image: Dr Julie McIntyre speaking at A (Third) Taste of Wine Studies symposium. Photo courtesy of Daniel Honan (@thewineidealist)

SUBMISSION TO SENATE INQUIRY

On behalf of the Wine Studies Research Network (WSRN), Professor Germov and Dr McIntyre made a submission to the Senate Inquiry into the Australian grape and wine industry referred by South Australian Senator Anne Ruston to the Senate's Rural and Regional Affairs and Transport References Committee on 25 March 2015. There are 41 submissions listed on the inquiry's webpage.

Public Hearings for the inquiry will be held in coming months in Adelaide SA, Launceston TAS and Margaret River WA. The Wine Studies Research Network submission is available at newcastle.edu.au/research/wine.

The submission refers to the Vines, Wine & Identity project's role in identifying the value of wine production to the Hunter wine region community. The senate committee is due to report on the inquiry in February 2016.

IN THE MEDIA

6 May 2015 Professor Germov spoke with 2NURFM about sociological food and wine research.

"We are progressively moving towards an increasingly wine drinking nation and it's interesting both from an industry and a community perspective to capture that as part of our history and why some of those changes are occurring," Professor Germov said. You can watch the interview at newcastle.edu.au/profile/john-germov.

5 June 2015 Dr McIntyre was interviewed by an ABC Radio journalist about the WSRN submission to the senate inquiry on the Australian grape and wine industry, titled: *Significance of Hunter wine region overlooked*.

She is quoted as saying: "As an historian, what I'm seeing is that in terms of the main peaks of change in the booms and busts in the wine industry, and at each crucial point of change, the Hunter Valley has been a leading region, in terms of technology, experimenting with distributing wine, and the taste for Australian wine." Read the full article at bit.ly/abc-hunter-wine-region.

17 July 2015 (Third) Taste of Wine Studies delegate, Daniel Honan – who blogs as the Wine Idealist – reported on the event and the Vines, Wine & Identity project for the Newcastle Herald. Read his article at bit.ly/withdrawal-from-big-wine.

16 September 2015 Dr McIntyre published an article on *The Conversation* titled '[I go to Rio: Australia's forgotten history with Brazil](#)'. Dr McIntyre linked the article to the Vines, Wine and Identity project web page in her statement: 'I began to read about the Atlantic ports of call such as Rio and Madeira while researching historic Australian wine grape varieties and colonial wine drinking, and continue to do so in my study of the origins of the social and cultural landscape of the [Hunter Valley wine region](#).'

Highlight

DR DAVID DUNSTAN

The Vines, Wine & Identity project will play an important role in mapping and documenting the growth and heritage of production in the Hunter Valley, one of Australian wine's heartlands, at a time when its vineyards and tourism are under threat from coal mining and urbanisation.



Image: Dr David Dunstan from Monash University, Victoria, speaking at A (Third) Taste of Wine Studies Symposium.

Dr David Dunstan from Monash University, Victoria, helped to lay the groundwork for the project with earlier parallel studies of Victoria and in mapping the network of relationships leading to wine becoming a key part of our contemporary identity and consumer oriented lifestyle.

Dunstan has explored wine's 19th century origins in Australia and its transitioning from a minority to majority culture; also its extensive export and international presence, most notably in the United Kingdom in the late 19th and 20th centuries. His work has placed wine and wine communities in the wider contexts of Australian history (regional, agricultural and commercial) and explored issues of national identity.

With his deep understanding of the Australian wine industry, its products, people and concerns, Dunstan is well established and acknowledged as one of its leading researchers. His research in the fields of wine appreciation and wine history includes wine journalism, viticulture, regional studies, biography, exhibitions, consumer culture, media and international trade relations.

Dunstan's association with the wine industry dates back to time spent as a journalist writing about the

industry, during the late 1970s/early 1980s. During that time he travelled Australia's wine producing regions – including the Hunter Valley – studying the industry, its products and its history. He wrote about wine and its many leading figures for *The Age* (Melbourne), *The Sun-Herald* (Sydney), the *Wine and Spirit Buying Guide*, *Business Review Weekly* and the *Wine Spectator* (US).

As one of Australia's best-known wine writers, Dunstan attended wine shows and trade events, visited vineyards and wineries and consulted on historical questions and museum displays. In conjunction with his journalism work he built an extensive photographic and oral history collection of taped interviews with leading industry figures, many of whom are no longer with us. This is a resource he continues to draw upon and is available to the Vines, Wine & Identity project.

He completed his PhD in History at the University of Melbourne in 1983, publishing his study of Melbourne's 19th century local government in 1984: *Governing the Metropolis*. After 10 years in freelance journalism, heritage administration and with Museum Victoria as a public servant, he joined Monash in 1994 lecturing in Public History before his appointment to the National Centre for Australian Studies in 1997.

At Monash he taught and researched Tourism, Sport and Museum Studies as well as maintaining his long standing involvement with the Australian Dictionary of Biography, of which he is a Board and Section Editor.

Dunstan has published widely in Australian social, regional and urban history, Sport, Biography and, of course, wine history. His most recent book is a history of the Viticultural Society of Victoria, *A Vision for Wine* (1913).

The history and material culture of the industry was also part of his research in the decade he spent in heritage administration with museums. His important book *Better Than Pommard!* (1994) was a study of the Victorian colonial industry to accompany an exhibition 'A Sip in Time: a history of wine in Victoria' at Museum Victoria. This was a pioneering and extensively researched study of the industry undertaken when most wine history was recycled by journalists.

He is currently a Senior Research Associate with the School of Philosophical, Historical and International Studies at Monash. However, he remains passionate about wine as a focus for regional research and as an under-explored phenomenon in Australian history offering insights into regional identity, migration, social habits and well-being as well as it being one of the great joys of life.

During the Vines, Wine & Identity project, he will focus his expertise on exemplary individuals and companies, wine export and the role of consumers.

See more information on David's researcher profile: profiles.arts.monash.edu.au/david-dunstan

Events

9 SEPTEMBER 2015

Questions of historical consumer taste were the focus of a presentation by Dr McIntyre at an event hosted by the University of Newcastle Priority Research Centre for Physical Activity and Nutrition. Professor Michael Siegrist from ETH-Zurich, Switzerland – the country's leading food and nutrition research institution – also spoke on 'How to Influence Wine Consumers'.

24 SEPTEMBER 2015

Project members sent a report to the Hunter Valley Wine and Tourism Association Annual General Meeting.

Looking ahead

9-10 MAY 2016

Plans are underway to hold the Worlds in a Wine Glass conference in London in 2016. This event will, for the first time, bring together international wine researchers from humanities and social sciences. It will be hosted by the Menzies Centre for Australian Studies, King's College London.

As identified in the ARC project rationale for Vines, Wine & Identity, Australia has lagged behind Europe and the United States in wine research in the humanities and social sciences. The leadership of Australian researchers in establishing this conference is a significant output of Vines, Wine & Identity and will include the presentation of Hunter-based research from the project's academic team.

Event organiser Dr McIntyre says there is interest from scholars in the UK, France, Canada and New Zealand as well as Australia. At least one special issue of an international academic journal will result from the event.

Abstract proposals for the conference are due by 15 December 2015. More information on the call for papers and the event can be found at newcastle.edu.au/newsroom/faculty-of-education-and-arts/call-for-papers-worlds-in-a-wine-glass-conference.

TOWARDS 2017: PROGRESS ON NEWCASTLE MUSEUM EXHIBITION

To prepare a collection of material for the 2017 Vines, Wine & Identity exhibition with partner organisation Newcastle Museum, Dr McIntyre and partner investigator Julie Baird have established a register of artefacts and images from which the exhibition will be curated. Members of the Hunter wine community have been encouraged to contribute to the exhibition through the loan of objects or, where appropriate, their accessioning into the museum collection.

As a part of project fact-finding, Dr McIntyre recently visited the permanent Marlborough Wine exhibition located within a community museum at Blenheim, New Zealand. Unlike the fixed facility at Marlborough, Vines, Wine & Identity allows for appropriate components of the installation for the Newcastle Museum exhibition to be donated to the Hunter wine community. In combination with the Wine Heritage Trail, the distributed exhibition components will be a multi-site touristic experience.

Progress has also been made on identifying artefacts from James King's Irrawang for the exhibition.

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