



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Vines, Wine & Identity

Project partners newsletter

Issue 5-6 | January to September 2016 | Faculty of Education and Arts

Welcome

This 'double issue' captures the progress of the Vines, Wine & Identity project since December 2015. There are two reasons for the delay in newsletter publication: a research team focus on outputs and maternity leave for a key member of professional staff in the Faculty of Education & Arts, University of Newcastle (UON), which hosts this project. From January to September this year researchers completed academic papers and presentations covenanted in the grant funding application. These are reported on under Publications and Diary & Media Appearances. New research has proceeded for the two major partnership outputs, which are a new history of Hunter wine and an exhibition of Hunter wine heritage at Newcastle Museum. This is outlined, for example, under Early Hunter Vine Plantings.

Due to the official project start for Vines, Wine & Identity in April 2015 after awarding of the grant in June 2014, the CIs and Newcastle Museum Partner Investigator (PI) Julie Baird have revised the project exhibition date from April 2017 to April 2018. The new history book from NewSouth Publishing is scheduled for publication in April 2018 to coincide with the exhibition. This new scheduling arrangement will provide a suitable culmination to this world-first humanities and social science collaboration with the wine industry and cultural sector.

This newsletter's Highlight introduces a new member of the project team, Mikaël Pierre. Mikaël is a Bordelais and his Masters in History, completed at University of Bordeaux, Montaigne, explored the contribution of the Calvet family to Bordeaux wine trade. This student is the recipient of the PhD scholarship funded by UON for Vines, Wine & Identity and his study examines historic transmissions in vine stock, skilled wine industry labour and knowledge between France and Australia.

Newsletter #7 is due in December 2016.



Dr Julie McIntyre at the opening of the Worlds in a Wine Glass Conference, London.



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EARLY HUNTER VINE PLANTINGS

In July, Partner Organisation (PO) the Hunter Valley Wine & Tourism Association (HVWTA) requested material to indicate the year of first wine grape plantings in the Hunter region. This date is significant for HVWTA strategic planning. Accordingly, in August, Research Fellow, Julie McIntyre delivered the HVWTA a report titled 'Identifying Earliest Wine Grape Plantings'. This report received endorsement at the September meeting of the HVWTA executive, and the Executive Summary is as follows.

1.1 Aim

To determine the year in which *Vitis vinifera* (common grape) cultivars for wine were first planted in the Hunter Valley.

1.2. Definitions

'Hunter Valley' is defined as a geographical area equivalent to the contemporary Geographical Indication (GI) for this wine region. The area of the Hunter Valley occupied by colonists from earliest settlement falls within the Hunter GI (Reference in original). 'Wine grapes' are defined as those cultivars of *Vitis vinifera* known to be planted for wine production as distinct from varieties for eating fresh or for drying. 'First'. This report has identified the earliest plantings of *Vitis vinifera* for wine rather than a date of first harvest of wine grapes, first manufacture of grapes into wine or first wholesale or retail of Hunter wine as these are subsequent stages in initial experimentation with wine growing in the region and require other forms of corroboration. Sufficient evidence exists to indicate that grape wine formed a highly desirable element of earliest colonial cultivation in Australia and that those settlers who planted wine grape plants or cuttings intended to make wine at some future time (References in original). Whether this wine would be for private use or experimentation for industry development varied greatly between individuals and over time and LP140100146 will give further attention to these matters.

1.3 Brief summary of findings

After extensive archival research I can report there is no conclusive documentary evidence that gives a precise first location of wine grape plantings; nor of which grape variety, by whom, or where. There is, however, evidence that wine grapes were planted in the Hunter in 1828, most likely in the Paterson area. This evidence is contained in four documents, three of which are held at the Royal Botanic Gardens Sydney (RBGS) which have not before been cited by researchers on wine history. The first is a letter indicating that the Botanic Gardens will forward vine stocks from the garden in Sydney to members of the "Farmer's Club at Hunter's River". The second is a detailed list of *Vitis vinifera* at the Gardens in 1827 showing that most if not all stocks were for wine grapes rather than for eating fresh or drying. The third is proof that *Vitis vinifera* continued to grow at the Gardens in 1828. Fourth: inaugural membership of the Agricultural

Club called in the RBGS letter the Farmer's Club (The Australian, 22 August 1827, p. 3). The year I would name for first vine plantings is therefore 1828. The documents in the report to the HVWTA 1, 6, 7 and 8 are featured in this newsletter.

The RBGS documents are among those on the list of a total of 70 images to be published in the new Hunter history book with NewSouth. The librarian at RBGS has proposed an exhibition to showcase the volumes held in the Sydney archive of the Botanic Gardens that contain these valuable artefacts of early wine history, and the documents will be considered for inclusion in the Newcastle Museum exhibition in 2018 (see also Artefacts for Newcastle Museum Exhibition, below).

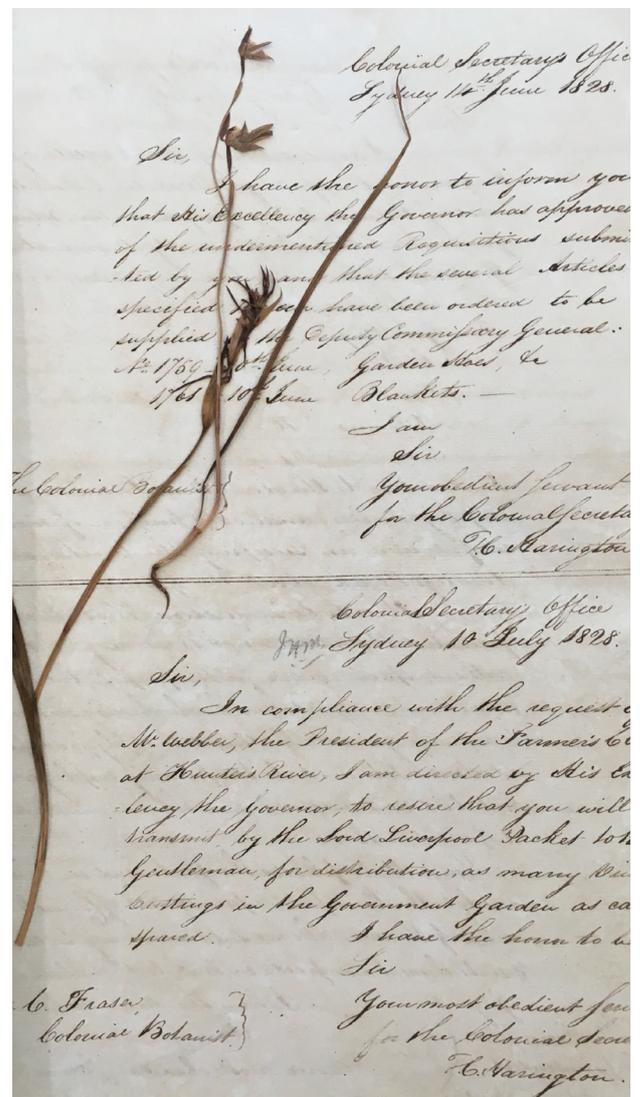


Image: Correspondence on behalf of NSW Colonial Botanist, Letters May 1828 to Nov 1847, RBGS Manuscript (MS) A1]

PUBLICATIONS

There are two academic publications to report for the year to date.

J McIntyre & J Germov, 2016. A Global Taste for Wine in J. Germov & L. Williams, eds, *A Sociology of Food & Nutrition: The Social Appetite*, Oxford University Press. (In press for publication early Dec).

J McIntyre, 2016. Blank pages, brief notes and ethical double-binds: micro digitization and the 'infinite archive', *Archives & Manuscripts*, v44, n1: 2-13

Dr McIntyre has a further four journal articles under peer-review.

An article co-authored by Dr McIntyre and two business scholars in UON's Wine Studies Research Network that theorises 'historical capital' and wine in Australia is being revised for submission to another journal after rejection for publication in *Organization Studies*. The initial submission was for a journal special issue and therefore prescriptive in scope. The two referee reports and editorial comments for the submission were constructive and encouraging.

INTERNATIONAL CONFERENCE

On 12 May, Chief Investigator (CI) John Germov and Dr McIntyre convened the first international conference on Wine Studies in the humanities and social sciences, jointly hosted by UON and the Menzies Centre for Australian Studies at King's College London's Strand Campus. This event is a major output for *Vines, Wine & Identity*. Titled *The Worlds in a Wine Glass*, the two-day event drew more than thirty researchers from the UK, US, France, Austria, Sweden, New Zealand and Australia across the disciplines of History, Sociology, Anthropology, French Studies, Geography, Business and Tourism.

Keynote speaker, Professor Jeffrey Pilcher, University of Toronto, Canada is one of the world's foremost food historians. His many publications include *Oxford Handbook of Food History* (2012) and a four-volume anthology of *Food History: Critical and Primary Sources* (2014). As a researcher on beer as well as food history, Professor Pilcher emphasised the importance of drawing wine studies into historical studies of food and drinks.

Professor Pilcher spoke on the plenary panel along with CI Germov, Professor Marion Demossier, Southampton University UK, and Professor Kathleen Brosnan, University of Oklahoma USA who is president of the American Association of Environmental History. The plenary discussion "if we have food studies do we need wine studies?" led to agreement that wine studies while intersecting with food studies has independent research problems, sources and questions that require discrete attention.

Select audio recordings and images from the conference will be made available on UON's Wine Studies Research Network home page.



Image: Delegates at The Worlds in a Wine Glass Conference, May 2016

Highlight

MIKAËL PIERRE



Born in the world's most famous wine export region, Bordeaux, Mikaël Pierre's historical interest in the wine industry seems natural. In 2014 he completed his Masters in History under the supervision of Professor Christophe Bouneau at Université Bordeaux-Montaigne, and in partnership with Benoit Valérie Calvet, a wine company established in Bordeaux. His thesis explored the history of the Calvet family, who were rare French negociants in a trade dominated by British wine merchants.

Mikaël's research focused on the ingenuity and impact of innovations by successive generations in the Calvet family. He conducted oral history interviews and examined an inventory of the private archives and collection of the family. His thesis received a High Distinction grade. This excellent result and the suitability of his topic area led to an invitation for him to apply to receive the UON-funded scholarship for the Vines, Wine & Identity project. It is common practice for grant applications to the Australian Research Council (ARC) to request funding for doctoral student/s or for host institution to provide postgraduate scholarship/s.

Mikaël has received his UON scholarship to study the transmissions in grape vine stock, wine growing skills and knowledge between France and Australia since 1788. He is enrolled as a doctoral student in the School of Humanities and Social Science (HASS) Wine Studies Research Network at UON and in Food History at Université Francois Rabelais (UFR) in Tours, France. UFR is a leading institution in international food studies and this partnership is a first step in collaboration in French-Australian wine studies. Mikaël is co-supervised by CI Germov and Dr McIntyre at UON and at UFR by Professor Marc de Ferriere. UON's Graduate Research unit is finalising the documents for UON's Dual Award Doctoral Degree (DADD) agreement with UFR and with the student. This will be one of UON's first international partnerships modelled on Cotutelles. A Cotutelle is a French partnership with a foreign university to foster international collaboration.

According to Mikaël, 'the heart of my research is to understand why and how a number of Australian winemakers chose to look toward France to obtain knowledge about wine-growing and transfer it to Australia. The aim is to bring better knowledge of the construction of the Australian wine industry and the influence of French culture in Australian wine identity'. He goes on to say that, 'first, using the prior research of Julie McIntyre on the New South Wales wine industry, then, widening examination of French-Australian transnationalisms in wine to Victoria and South Australia in particular, I am seeking to explain a history of exchange that historians have overlooked'.

While France paid little attention to Australia in the past this has changed since the turn of the century and French men and women in the wine industry are frequent visitors to Australia, just as Australians send flying winemakers to France. Mikaël says it is of great assistance in his research to be experiencing transnational mobility as a French postgraduate student discovering Australia's vineyards, landscapes and current industry actors, and to become accustomed to the Australian lifestyle.

Once he returns to Bordeaux in 2017, Mikaël will complete his research in French archives and finish writing his thesis, which will be submitted in English by March 2019.

DIARY & MEDIA APPEARANCES

- 8 Mar** Dr McIntyre presentation at History on Tuesday, Macquarie University
- 26 April** PI Julie Baird and Dr McIntyre, Project meeting at Newcastle Museum
- 12-13 May** The Worlds in a Wine Glass Conference, London, UK
Convened by CI Germov and Dr McIntyre, plus paper presentations
Paper presentation by Mikaël Pierre
- 13 May** 1233 ABC Newcastle, Dr McIntyre interview about London Conference
- 26-27 May** International Food Studies Conference, Tours, France Paper presentations by Dr McIntyre and Mikaël Pierre
- 19-26 June** American Association of Wine Economists, Annual Conference, Bordeaux, France Paper presentation by Dr McIntyre
- 13-14 Aug** China Road Conference CI Germov & Dr McIntyre were joined on a panel on 'Sino-Wine' production and culture by Dr Felicia Tian, Fudan University, China
- 1 Sept** 1233 ABC Radio, Newcastle, Dr McIntyre and Hamish Ford (HASS) about RE-Think Presentation and Vines, Wine & Identity RE-Think #2: UON's Humanities & Social Science research in focus, The Edwards, Parry St Newcastle
- 26 Oct** Dr McIntyre attended HVWTA Annual General Meeting at McWilliam's Mount Pleasant, Pokolbin

ARTEFACTS FOR NEWCASTLE MUSEUM EXHIBITION

The exhibition of Hunter wine heritage by partner organisation Newcastle Museum requires identification of heritage objects with significant provenance related to the Hunter wine community. To date a small group of such artefacts has been identified though most are historic documents with some objects that on sight are generically associated with wine production. The contemporary wine community is urged to propose artefacts for the exhibition that fall outside of 'sight' value but instead represent meaningful parts of their working lives and the work of their forebears. Direct inquiries to julie.mcintyre@newcastle.edu.au or phone 02 49217029 and leave a voicemail message if Julie is out of her office.

At the AGM of partner organisation HVWTA on 26 October, Dr McIntyre spoke briefly about the progress on Vines, Wine & Identity. She asked that members consider the value of contacting her about artefacts of personal significance to members of the community with associated stories of personal use. The combination of the artefact and stories is integral to the exhibition. Work tools of any size, well-loved instruction manuals, clothes and so on are appropriate objects. These objects do not have to be donated to the museum, they may be loaned.

HUNTER WINE ON FILM

'Meet George Brothers, the mysterious wine-maker with a hilarious secret and his Australian friends who want to steal it!' This is the original promotion line for the film *Squeeze A Flower* (1970). During research into the postwar renaissance of wine growing in the Hunter, Dr McIntyre received notification from UON archivist Gianni di Gravio that *Squeeze A Flower* contains sequences shot in the region. In October 2015 Dr McIntyre approached the National Film and Sound Archive (NFSA) for permission to view the film, which subsequently occurred at the Sydney office of the NFSA, located at Pyrmont.

In organising for this research viewing, NFSA staff advised that the copyright for the film is held by the Australian Securities Investment Commission (ASIC) due to the insolvency of NLT Productions. NLT Productions was the Australian partner in the US-Australian production with US company WBC Productions (Group W).

On 30 October 2015, Dr McIntyre visited the NFSA's Pyrmont office. As a result of discussions with NFSA staff she subsequently obtained a research copy of *Squeeze A Flower* (1970) after which she responded to an NFSA invitation to provide a statement of its significance to Vines, Wine & Identity, with the aim of screening the film during the project. In March this year the NFSA advised that rather than seeking to transfer the Australian rights for the film from ASIC to NFSA the NFSA sought to release the film under a risk management approach. This was approved, also in March, contingent on securing of the US-rights to screen. Fortunately NFSA licensing staff provided a possible chain of title for the copyright from W Group, which was purchased some years ago through to CBS Productions. If CBS Productions does indicate by return correspondence that it holds the rights, it is hoped the film can be screened in 2017 for members of the Hunter wine community and other interested parties. Here is an extract of the argument to the NFSA about the significance of the film.

"This is the only Australian film known to feature wine production, distribution, marketing and consumption prominently in its main storyline. The Hunter Valley region is a key location in the film. Footage of one of the region's historic vineyard and winery sites, McWilliam's Mount Pleasant, captures a sense of place, production and culture. Another location in the film is the McWilliam's Pyrmont wine laboratory. These facilities were state-of-the-art at the outset of the development of modern industrialised wine production practices. Influential Hunter Valley wine maker Phil Ryan recalls being at the film shoot in the laboratory in 1969.

"*Squeeze A Flower* contains veiled references to elements of McWilliam's marketing that is suggestive of unexplored connections between the film and wine industries at this time."

It has since been remarked in correspondence by Dr McIntyre to members of the Hunter wine community about the film that Peter Drayton also recalls filming. Please direct further comments on this to Dr McIntyre at the email address listed above.



Image: Promotional Poster for *Squeeze A Flower* (1970), image courtesy of Moviemem

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LA CITÉ DU VIN

This year's annual conference for the American Association of Wine Economists (AAWE) in Bordeaux, France, in late June allowed delegates to tour La Cité du Vin within a few weeks of the opening of this architect-designed shrine to the history, geography, science and mysteries of wine. Dr McIntyre noted that 'the nine storey coloured glass-exterior structure resembles a giant decanter. But it also looks like a modernist representation of an aged knot of vine with perpendicular canes, the base broader than the upright. The museum is on the riverfront at the edge of the old city docks and appears to be intended as a beacon for future development as Bordeaux manages its post-industrial revival. When I first visited it was near to 7pm closing time the desk staff were very helpful but it was too late to visit the Permanent Tour. What I did see of the building gave the impression of a rather desolate hyper-modern function centre, impressive international bottle shop, nascent reference library and amusing gift shop. When I visited a second time as the museum opened for the day, and with over a hundred AAWE delegates, there was a different atmosphere with the frisson of an excited crowd.'



Image: La Cité du Vin, Bordeaux, France

La Cité du Vin announces itself as 'the world's largest cultural centre dedicated to the universal, living heritage of wine around the world, throughout the ages, across countless cultures and civilisations'. Symbolic of the global approach as a contrast between the new intensely localist tradition of displaying vineyard soils at cellar doors and chateaux is the Permanent Tour's astonishing large-screen aerial

projections of seventeen distinctive vineyards; from the moon-surface novelty of individually-capsuled vines in the Canary Islands to Australia's Barossa. Despite the appeal of other elements of the Permanent Tour, Dr McIntyre found this most captivating. She said, 'Frankly, I watched the eight-minute bird's eye view of how humans cultivating *Vitis vinifera* have responded to their environment three times and would return for that alone. Apart from this, the Permanent Tour is a well-staged, interactive series of lessons on grape growing, wine history (very Bordeaux-centric!), wine science, culture and sensory knowledge that makes innovative use of contemporary technology. Note: ensure your audio head-set is working properly from the beginning of the self-guided tour'.

The climax of the €20 entry-charge is to select three wines to taste from over a hundred from around the world. The Hunter Valley contributes wines to La Cité du Vin.

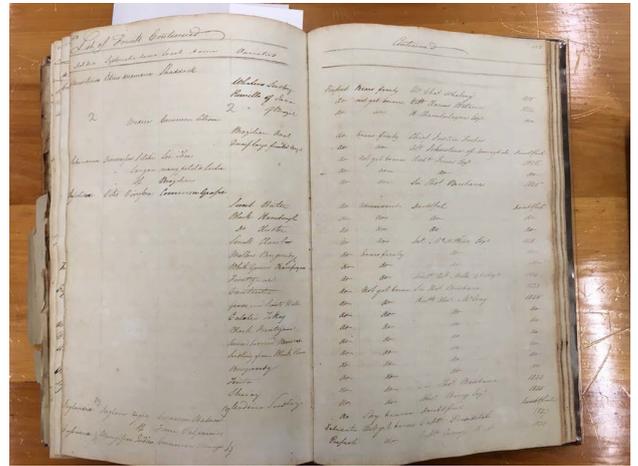


Image: List of fruits cultivated in the Botanic Gardens, Sydney, up to Nov., 1827, pp. 452-453, RBGS MS B1

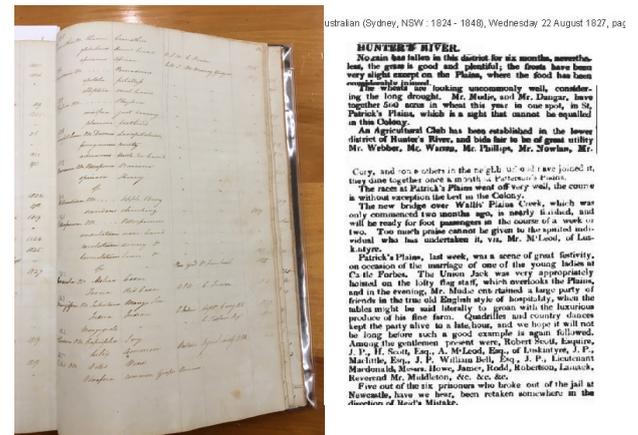


Image: List of Plants Cultivated in the Botanic Gardens, Sydney, New South Wales, Jan. 1828, p. 512, RBGS MS A1

The Australian, 22 August 1827, p.3