



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Vines, Wine and Identity

Project partners newsletter

Issue 1 | 25 August 2014 | Faculty of Education and Arts

Welcome

In welcoming you to this first partner newsletter, I would like to briefly explain two key concepts: wine studies and the Australian Research Council (ARC) Linkage Projects scheme that has funded our collaborative project Vines, Wine and Identity: The Hunter Valley NSW and Changing Australian Taste.

Wine studies is a new humanities and social science-based research area at the University of Newcastle (UON). Cross discipline collaboration in this field currently includes scholars from history, social science, business and tourism.

UON is the only Australian university actively undertaking **interdisciplinary wine studies research** that incorporates humanities and social science scholarship. This is supported in the Faculty of Education and Arts through our **Wine Studies Research Network (WSRN)**.

The ARC's Linkage Projects support collaboration between higher education researchers and other parts of our national innovation system, which is undertaken to acquire new knowledge that involves risk or innovation.

The objectives of the ARC Linkage Project scheme include:

- > the development of strategic research alliances between universities and industry to apply advanced knowledge to problems and/or provide opportunities to obtain national economic, social or cultural benefits;
- > opportunities for researchers to pursue world-class research in collaboration with organisations outside the higher education sector, targeting those who have demonstrated a clear commitment to high-quality research;
- > growth of a national pool of world-class researchers to meet the needs of the broader Australian innovation system.

As such, our project will provide a unique opportunity for **UON, Newcastle Museum** and the **Hunter Valley Wine and Tourism Association** to combine our skills, strengths and resources for successful research outcomes.

UON is committed to excellence in research collaboration. On behalf of the project team, I can assure you that we will work diligently with our partners to ensure a positive and beneficial working relationship.

Professor John Germov
Pro Vice-Chancellor
Faculty of Education and Arts
The University of Newcastle



Australian Government
Australian Research Council

HUNTER VALLEY
WINE AND TOURISM ASSOCIATION



Visit www.newcastle.edu.au/research-and-innovation/centre/education-arts/wine-research

ARC grant success

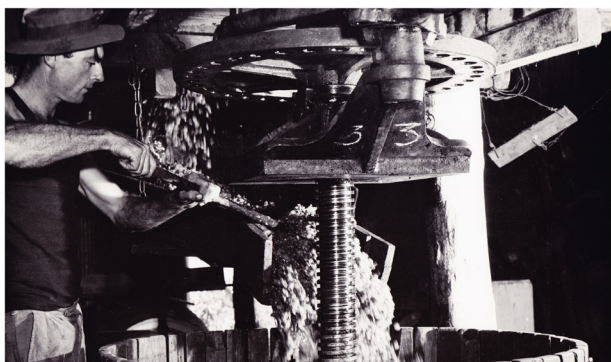


Image: Max Dupain, Grapes pouring into the press, Mount Pleasant winery, 1950. Courtesy the National Library of Australia

University to explore influence of iconic Hunter Valley wine region

Australians are shifting from beer to wine, and now a University of Newcastle project is set to provide critical insight into what role the Hunter Valley has played in influencing the nation's drinkers to change.

Funded as part of the **Australian Research Council's (ARC) 2014 Linkage Project scheme**, the study has a two-pronged purpose. Firstly, it aims to uncover the iconic region's history and heritage. This will build knowledge about the significance of the industry to the region's wine producing community, the Hunter, and the nation.

Secondly, it will look at how Hunter Valley producers have changed the Australian drinking culture by creating a taste for their wines.

"THIS WILL BE THE FIRST TIME THE STORY OF THE HUNTER'S WINE HERITAGE WILL BE PRESENTED TO THE WIDER COMMUNITY."

- Dr Julie McIntyre

Chief Investigator Professor John Germov heads a research team, including UON historian Dr Julie McIntyre, Dr David Dunstan of Monash University and Professor James Simpson of the Universidad Carlos III de Madrid, which will explore how wine production helped shape the identity of the Hunter Valley.

The Hunter Valley is Australia's oldest continually producing wine region, and its contemporary industry generates more than half a billion dollars in income and attracts millions of tourists each year.

UON's world-first historical sociological study of the region – Vines, Wine and Identity: The Hunter Valley NSW and Changing Australian Taste – will enlist the expertise of some of the industry's most well-known figures, including highly regarded winemaker Brian McGuigan, along with Jay Tulloch and Phil Ryan.

"Australia is a leader in global wine trade and tourism, and producers across the country have been instrumental in creating a new Australian drinking culture.

The Hunter's role in this changing drinking culture has been pivotal.

"Yet little is known about the Hunter Valley's wine producing community, or how wine production has shaped regional identity while it has contributed to a change in national taste for wine," Professor Germov said.

The Hunter Valley wine industry includes more than 120 wineries and 230 wine-related businesses. Each year more than 2.2 million tourists visit the area, and – including wine production – it generates a regional yearly income of approximately \$520.6 million.

Dr McIntyre said the University of Newcastle was the only Australian university actively undertaking interdisciplinary wine studies research in the humanities and social sciences.

"This will be the first time the story of the Hunter's wine history and heritage will be presented to the wider community. We expect it to become a model for future studies of wine region identity and influence," Dr McIntyre said.

The four-year project has secured \$170,000 in funding from the ARC. An example of the University's commitment to producing world-class research through regional partnerships, the project will involve collaboration with both the **Hunter Valley Wine and Tourism Association** and **Newcastle Museum**. The museum will play a key role in identifying and cataloguing artefacts to curate a 12 week travelling exhibition.



Image: Max Dupain, Drawing off the grape juice, Mount Pleasant winery, 1950. Courtesy the National Library of Australia.

Meet our team



PROF JOHN GERMOV

Sociologist and Pro Vice-Chancellor of the Faculty of Education and Arts at UON, Prof Germov will direct the project using his social research expertise.



DR JULIE MCINTYRE

A History Research Academic at UON, Dr McIntyre is the expert on the project's public archive and thematic categorisation.



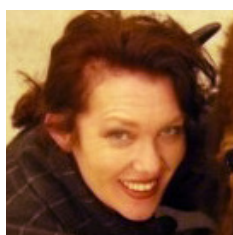
DR DAVID DUNSTAN

Dr Dunstan is a Historian at Monash University, VIC. He will focus on individuals and companies, wine export and the role of consumers.



BRIAN MCGUIGAN

One of Australia's most highly regarded winemakers and marketers, Mr McGuigan will provide expert knowledge of wine growing, wine business and the wider wine community.



JULIE BAIRD

Partner Investigator and deputy director of Newcastle Museum, Ms Baird will contribute to the identification and cataloguing of artefacts for an exhibition at the Museum.



HIGHLIGHT PROF JAMES SIMPSON

Professor James Simpson is an international expert on the history of world wine business from the Universidad Carlos III de Madrid. He will bring his expertise as an economic

historian to the Vines, Wine and Identity project as a Partner Investigator.

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From early in his research career, Prof Simpson's interest has been in agricultural history. This was the focus of his PhD, *Agricultural growth and technical change: the olive and wine in Spain, 1860-1936*, and book, *Spanish agriculture: the long Siesta, 1765-1965* (Cambridge University Press, and Alianza Universidad).

More recently his interests have shifted to institutional change. "Wine was, and remains, an integral part of southern Europe's farm economy," said Prof Simpson. "There are however comparatively few academic studies that offer a comparative perspective to problems of production, marketing and consumption – a task I tried to tackle in *Creating Wine: the Emergence of a World Industry, 1840-1914*." (Princeton University Press, 2011).

Prof Simpson notes Europe's soaring wine consumption – even as many vineyards were decimated by phylloxera – as a result of population growth, rising wages, and the railways.

"At the same time new technologies led to a major shift in production away from Europe's traditional winemaking regions to new areas. Small family producers in Europe developed institutions such as regional appellations and cooperatives to protect their commercial interests, while in the New World large integrated companies attempted to create new markets.

"For my book, primary research was carried out in Argentina, Australia, California, France, Italy and Spain," he said.

Currently, Prof Simpson is researching the Spanish wine industry from the mid-eighteenth century to the present day.

"This brings together several strands of my previous work, namely technological change, industrial organisation, and institutional innovation," said Prof Simpson. "It will also look at new areas such as government intervention, product development and urbanisation, and peasant attitudes to change."

The Vines, Wine and Identity team look forward to a visit from Prof Simpson in the second year of the project.

INDUSTRY ADVISORY BOARD

Research for the project will be assisted by an esteemed advisory board. This includes all research team members plus internationally recognised Hunter Valley vignerons **Jay Tulloch** and **Phil Ryan**.

A respected member of the Australian wine industry, Mr Tulloch's family connection with the Hunter dates back to 1838.

Another Hunter Valley legend and former Chief Winemaker at Mt Pleasant Wines, Mr Ryan joined McWilliam's in 1965.

The board will provide regular expert advice and liaison to facilitate progress on the project.

Project update

PILOT RESEARCH

UON has provided funding that resulted in two peer-reviewed publications:

McIntyre, J & Germov, J (2013) Drinking History: Enjoying Wine in Early Colonial New South Wales. pp120-142 *Eat History: Food and Drink in Australia and Beyond*. Cambridge Scholars Press, VIC

Dunstan, D & McIntyre J (2014) Wine, olives, silk and fruits: The Mediterranean plant complex and agrarian visions for a 'practical economic future' in colonial Australia', *Journal of Australian Colonial History*, University of New England, NSW

Dr McIntyre is currently finalising the digitisation of archival material on the MacDonald family of Ben Ean from papers held at Central Queensland University.

ACHIEVEMENTS

Dr McIntyre and Dr Dunstan both won 2014 **Gourmand International Awards** for their books.

Known as the Oscars of food and drink book awards, Dr McIntyre's book *First Vintage: Wine In Colonial New South Wales* (UNSW Press, 2012) won the Best Drinks History in Australia award and was shortlisted for Best Wine History in the World.

Dr Dunstan won the Wine Book for Professionals category at the international level for his book *A Vision for Wine: A History of the Viticultural Society of Victoria* (Viticultural Society of Victoria, 2013)

On **15 May** Dr McIntyre was honoured to present the **2014 John Turner Memorial Lecture**.

A joint initiative of UON and WEA Hunter, the lecture is held in memory of Dr John Turner – a former history lecturer at the University of Newcastle and one of the foremost historians in the Hunter Valley with a keen interest in local convict history.

Titled: *The World in a Glass of Hunter Valley Wine: A New History of an Old Industry*, Dr McIntyre's lecture was about the beginnings of Australia's oldest continually producing wine region – The Hunter Valley – and the complex global historical notes that swirl in a glass of Hunter wine.

View the lecture on Youtube by searching '2014 John Turner Memorial Lecture'.

MEDIA

3 May 2014 Dr McIntyre published an article in **The Conversation**, titled: *Wine Lovers Face Sour Taste as Private Equity Eyes Off Grange* (theconversation.com).



25 July 2014 Dr McIntyre and Ms Baird announced the Vines, Wine and Identity project on **ABC Newcastle** with host Carol Duncan. They also discussed the Newcastle Museum exhibition in 2017, which will bring together publically and privately-owned objects, images and stories worth keeping as Hunter wine heritage.

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22 August 2014 Dr McIntyre interviewed by 1233 ABC Newcastle and **KO-FM/NX-FM**.

25 August 2014 Dr McIntyre interviewed on David Cochrane's morning program on **2NUR-FM**.

EVENTS AND MEETINGS

20 August 2013 Advisory Panel: Mr McGuigan, Mr Tulloch, Dr McIntyre (apologies: Mr Ryan). **Action** Plan Grand Tour La Vin for September 2014 – a road tour of the Hunter Valley wine region to observe contemporary vineyard plantings and note the changing location of vineyards over time. This will result in a radio documentary for ABC Radio Newcastle.

18 July 2014 Discussion of Chief Investigators Prof Germov and Dr McIntyre with Partner Investigators Mr McGuigan and Ms Baird. **Action** Formal correspondence was sent to partner organisations indicating project research will proceed.

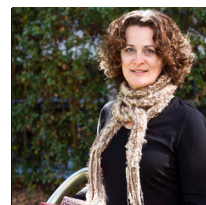
14 August 2014 As a result of ARC requirements, a Human Research Ethics Committee variation was submitted for oral history interviews in pilot study and the Vines, Wine and Identity project.

20 August 2014 Variation accepted by UON's Human Research Ethics Committee for changes related to oral history interviews.

Top 5

WINE DOCUMENTARIES

As Dr McIntyre prepares for Grand Tour La Vin, she offers her five favourite wine documentary films.



1 Red Obsession (2013) This film documents China's early 21st century westernisation through the frenzy over Bordeaux premier cru as the ultimate luxury item for the nouveau riche. It shows how profoundly wine can signify as well as celebrate historical change.

2 Chateau Chunder (2012)) This is a must-view for its distillation of the recent Australian wine story from pariah to 'sunshine in a bottle', mainly in the UK market. Watch for appearances by Project Investigator David Dunstan.

3 Mondovino (2004) Jonathon Nossiter's teasing out of the tensions between New World and Old World wine producers - and ideas of authentic wine production - has become the benchmark for contemporary wine documentaries.

4 Blood into Wine (2010) Although ostensibly a defence of American hard rock star Maynard Keenan's decision to seed the Arizona wine industry, this is a fascinating reflection on what motivates, irks and rewards those who plant vines and make wine.

5 Mondovino: The Series (2004) For the true wine and culture devotee, if the cinema release Mondovino (2004) leaves you wanting more, at 576 minutes of viewing time, this box set is the filmic equivalent of the perfect 'long finish'.