

*Winetitles, publisher of Australian Viticulture and The Australian and New Zealand Wine Industry Journal recently undertook a review process to ensure the content offered to readers remains critical to operating successful grape and wine companies. Helping to ensure these editorial standards are maintained is our editorial panel, many of whom will be familiar to readers as they have been long-standing contributors and supporters of the publications. Industry professionals Peter Dry, Paul Clancy, Mark Krstic, Tony Spawton, Gary Baldwin and Jonathan Scott will assist the editorial staff in reviewing key articles associated with their specialised fields in both journals. We are pleased to re-introduce our readers to the editorial advisory panel.*

## Keeping content at the cutting edge

### Mr Gary Baldwin

Gary Baldwin is the director and consultant of Wine Network Australia Pty Ltd, and has been a long-standing editorial contributor to *The Australian and New Zealand Wine Industry Journal*. Gary is an experienced winemaker who travels widely throughout Australia and overseas, also taking part in wine show judging and wine research and extension. With qualifications in biochemistry and wine science, Gary is well qualified to provide technical advice and assistance to wine industry clients on all aspects of wine production.

Prior to establishing Wine Network Australia in 1994, Gary was the owner and operator of Oenotec Consulting Services Pty Ltd. Previous roles include time with the Australian Wine Research Institute as group leader of extension services; chief winemaker and general manager of Arrowfield Wines, New South Wales; and production manager and cidemaker of The Cider Barrel, Pakenham, Victoria. Gary is a member and past president of the Australian Society of Viticulture and Oenology and a member of the American Society of Enology and Viticulture.

Gary Baldwin. Photograph courtesy of The Age.





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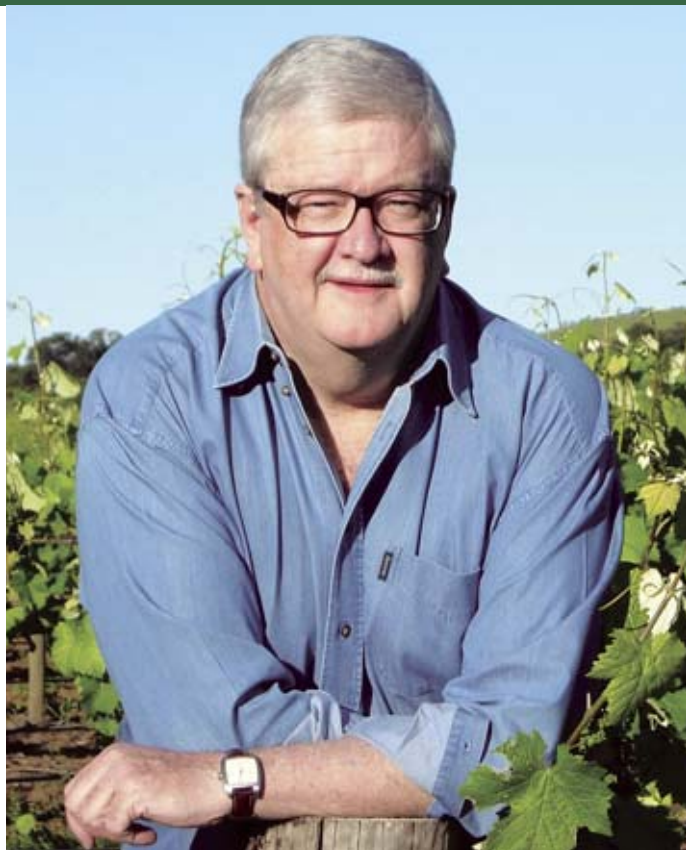


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Paul Clancy.

**Mr Paul Clancy**

Paul Clancy, former proprietor and publisher of *Winetitles* and an award-winning journalist and editor, owns a 32.4ha vineyard



Associate Professor Peter Dry.

property in the Barossa Valley, which he and his family have operated as grapegrowers for 18 years. Paul is an active member of the Barossa Valley community and has major interests in two separate wine companies. Paul is the inaugural chairman of the Wine Grape Council of South Australia, the State peak representative body for South Australia's grapegrowers, and is the immediate past chairman of Wine Grape Growers' Australia, the national peak body for grapegrowers. He was an appointed member of the SA Government Wine Industry Council, an initiative of the South Australian Government to facilitate a direct forum for the wine industry and Government. He is one of four trustees of the Wolf Blass Foundation, which administers a multi-million dollar fund, primarily to support worthy wine education programs.

Serving on the SA Government's Wine Tourism Council for five years, including one term as chairman, Paul has several other credits, including the conception of an Australian Wine Industry Suppliers' Association, working with others to secure its formation eight years ago. Paul was a member of the organising committees of the 2002, 2003 and 2004 Australian Wine Industry Outlook Conferences.

Paul completed the first Advanced Wine Assessment Course conducted by the Australian Wine Research Institute in 1992, and was subsequently invited to judge at Australian and international wine shows, including the International Wine Concourse at Vinitaly in Verona and at the Italian National Wine Show at Torignano in Umbria.

In his 'spare' time, Paul is the President of the Legacy Club of Adelaide and Broken Hill.

**Associate Professor Peter Dry**

Peter Dry (BAGSc, MAgSc, PhD) is an Associate Professor in the School of Agriculture, Food and Wine, Faculty of Sciences, University of Adelaide. Since 1975 he has lectured in viticulture at both Roseworthy Agricultural College and the University of Adelaide, and conducted research on many aspects of viticulture and plant physiology. He is co-inventor (with Dr Brian Loveys) of the 'partial rootzone drying' (PRD) irrigation strategy: in 2001, PRD was named as one of the 100 most important technological innovations of the 20th century in Australia by the Australian Academy of Technological Sciences and Engineering. He is the senior editor of *Viticulture Volumes 1 and 2*, and is a regular contributor to scientific and industry publications. He is also a member of the Phylloxera and Grape Industry Board of SA.

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**Dr Mark Krstic.**

### Dr Mark Krstic

Mark Krstic (PhD, BAgSci (Hons), MBA) is currently employed with the Grape and Wine Research and Development Corporation (GWRDC) as its program/innovation manager. Mark's responsibilities in this role include managing the Smart Science - Practical Solutions program within GWRDC and developing the platforms to help drive the adoption of R&D solutions throughout the Australian wine industry.

Mark's previous experience includes nine years with the Victorian Department of Primary Industries (DPI), based in both Mildura and Knoxfield, where he was responsible for leading the physiology and food science group and managing a number of viticultural research programs, predominantly in the area of winegrapes, but also with extensive experience in the tablegrape, driedgrape and pistachio industries. While at DPI research programs broadly included work in the areas of sampling grape quality parameters, manipulating grape and wine composition, crop development and regulation, use of rootstocks and the development of novel irrigation techniques. Mark has had viticultural research experience in most of the key wine regions within Australia, through both trial and industry liaison work and has presented at numerous conferences both in Australia and overseas.

Prior to leaving DPI, Mark also did a nine-month secondment in DPI's Melbourne head office as both a program

investment manager and a key project manager. These positions were responsible for managing the investment of State Government funds into R&D for the agricultural sector.

Prior to working with DPI Mark was employed for three years as a post-doctoral research scientist at CSIRO Plant Industry, Merbein. His work here focussed on developing systems that aided in yield prediction in the wine industry, but included detailed research into factors controlling crop development in the varieties Chardonnay, Shiraz and Cabernet Sauvignon. Studies on crop regulation techniques to improve ripening and winegrape quality were also investigated.

### Mr Jonathan Scott

Jonathan Scott, the former general manager of the Australian Wine Export Council (AWEC), now known as the Market Development section of the Australian Wine and Brandy Corporation, joined Ernst & Young Adelaide in 2006 to provide specialised advice to clients in the wine industry. Since that time, Jonathan has been a regular business, marketing and export columnist for *The Australian and New Zealand Wine Industry Journal*.

Joining AWEC in 1997, having previously held senior executive positions in international marketing and business development, Jonathan was promoted to general manager in 2001. During his tenure of more than eight years, Australian wine exports grew from \$600m in 1997 to \$2.8b in 2005, and new AWEC offices were established in Japan, Canada, Continental Europe and Ireland.

Jonathan holds a Bachelor of Commerce from the UNSW and is a qualified chartered accountant. On completion of his university studies in 1972, he joined international accounting firm Ernst & Young in Sydney. From 1977-80 he worked in Ernst & Young's Hong Kong office.

During his career, Jonathan has built a strong network of key trade, media and market influencers in both Australia and its key wine export markets, working in roles such as general manager for



**Jonathan Scott.**

Tasmania's largest integrated seafood group, the family owned Petuna Seafoods Group (1995-97); general manager for the Tasmanian Development Authority (1990-95); Australian Trade Commissioner to London (1985-89); and Australian Trade Commissioner to Beijing (1983-85). He has presented wine industry papers and spoken at international conferences in Australia, USA, UK, Canada, Spain, Japan, Ireland, New Zealand, Singapore and Taiwan.

During the last two decades his family has been actively involved with the development and expansion of the Tamburlaine Wine group in the Hunter Valley and Orange regions of New South Wales, with Jonathan acting as a director of the company.

### Associate Professor Tony Spawton

Tony Spawton began his career in the wine industry as a marketing consultant to Arrowfield in the Hunter before joining the Berry-Renmano Cooperative in the early 1980s. Tony was engaged in building the Berry Estates and Renmano brands both locally and internationally.

In 1986 Tony joined Roseworthy Agricultural College, preparing a curriculum in wine marketing which is still the template for wine marketing educational programs worldwide. In 1988, Tony joined the SA Institute of Technology to commence a career in teaching, research and publishing in wine marketing.

Tony was the inaugural editor of the *International Journal of Wine Marketing*, (now the *International Journal of Wine Business Research*), a prolific author on



Associate Professor Tony Spawton.

issues of wine marketing, establishing for himself an international reputation for the development of an embryonic discipline focussed on a traditional industry which was facing the challenges of a changing global market environment.

In concert with Professor Larry Lockshin, he established an active research group at the Ehrenberg Bass Institute of Marketing Science at the University of South Australia, which offers Doctoral qualifications in wine marketing as well as being involved in cutting-edge research into wine consumer behaviour and the international marketing of wine.

Tony teaches as part of a number of international wine business programs at the Masters and MBA level as well as participating in professional development programs in wine marketing and, more recently, in wine tourism.

Tony is a 16-year veteran of the Australian Delegation as an economics expert to the OIV (International Organisation of Vine and Wine) and was President of the expert group Market Analysis and a member of the Scientific and Technical Committee of the OIV from 2000-06. ■

To offer any comment or feedback about the content of *Australian Viticulture* or *The Australian and New Zealand Wine Industry Journal*, contact editor Lauren Jones at [lauren@winetitles.com.au](mailto:lauren@winetitles.com.au)



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