

YOUR GUIDING LIGHT

South Australian Tourist Guide Association

SATGA NEWSLETTER

SATGA Secretary: satgasecretary@outlook.com
www.satourguides.org.au

Editor: Peter Tamm
tamppk@internode.on.net

NEWSLETTER No 59 November, 2017

Greetings from your Editor,

This issue of The Guiding Light may well have a flavour of red and white, yes, my focus will be on wine and wineries, but not from a recommendation point to purchase, but rather from a visitors' perspective. President Joc has his story to tell after visiting Chile, one of the New World premier wine producing regions, while I cannot resist passing on the new expansion in China by Seppelts, as reported in their magazine, *Barossa Bugle*. The joint venture with the Chinese company Minquan Jiuding Wines has now produced a new Chateau Seppeltsfield, resembling a Disney Castle with Greek columns and a replica of the Fontana di Trevi fountain at a cost of \$75 million. Situated in Ming Quan, in the province of Henan, this multi purpose chateau will be the new home for Seppelts in China. A first for Australian wine business in an accelerating market.

Cracking China according to manager Warren Randall, has been a two steps forward and three steps back for the company, until finally a sale of a shipping container made its way to the region. Curiously the partner company Minquan, sell their own brand under '1958' label, numbers must be easier to remember in the Chinese focus, as we already know about the '1847' brand.

Back in 2000, annual exports of Australian Wine to China exceeded the \$1 m mark for the first time, less than two decades later, China imports more than \$2m worth of wine every day.

There is no stopping in the world of inventive winery adventures. Much closer to home we find a link of food and wine by Angaston's Yalumba winery at the Summertown Aristologist, while the Hentley Farm project has collected a 'Best Regional Winery' award. From an International perspective, an adjudication panel awarded Penfold's Magill Estate the gong as the best tasting facility and presentation package around the world.

We are sure to hear more about current developments from our Guest Speaker at the upcoming AGM.

P.T.

Wine in Chile- The Casablanca Valley

article : Joc Schmiechen

Sturdy varieties of wine grapes were introduced to Chile following the Spanish Conquest in the mid 1500's mainly for local use and sacramental wines.

The influx of French winemakers desperate for work following the decimation of the European vineyards in the 1800s due to the outbreak of phylloxera brought other varieties.

Wine growing and consumption boomed until a regressive tax in 1902 was introduced for new plantings of vineyards, resulting in the stagnation of the industry for some 30 years.

It changed under Pinochet's dictatorship in the Industrial boom period leading to over production and a collapse of wine prices. Since the intervention of major foreign companies giving a new impetus, production has boomed with over 70% wine going to over 150 different countries, now proving a major competitor to Australia's own growing export of wines.

Chile's environment along the Andes on one side of the wine region and the ocean influence on the other provide the complete range of climate and teroir to their vineyards. On my long journey from Atacama in the north to Valparaiso in the south I visited two premier wine regions. The Elqui Valley, some 6 hours north of Santiago is renowned for its pisco grape which is the premier variety for producing the very alcoholic pisco spirit closely akin to grappa and the key in the national drink Pisco Sour. More interesting was the Casablanca Valley between Valparaiso and Santiago. This is Chile's newest wine region, which like our Adelaide Hills was only established some 30 years ago. It is one of the coolest wettest regions for wine and subject to frosts. The growers have established ingenious means to combat this with mini sprays on most of the vineyards. It is renowned as producing some of the best cool climate wines with Pinot Noir and Chardonnay dominant.

Wine tourism is very strong and the Casablanca Valley is part of the Great Wine Capitals of which Adelaide is the Australian representative. I was well hosted by Pablo from Baltazar Turismo who kindly set me on the road with a private car and driver to one of the premium wineries in the Casablanca Valley. This was a platinum tour to the Indomita Winery, one of the largest and most modern operations in the region, designed with high class tourism in mind.

An imposing setting on a hillside with commanding views over the vineyards and valley. The long entry drive flanked by a palm alley 'a la Seppeltsfield' leading to an imposing white silo like building set into the hillside. Top quality guides dedicated catwalks over the whole processing plant, impeccably set out tasting flight with stunning views and linked to a high

class restaurant provided the essential ingredients for a five star experience. There are many smaller boutique producers throughout the valley but this is one of the stand out experiences and the wines were of high quality. Quite an eye opener and our closest match would be Seppeltsfield in the Barossa and Wirra Wirra in McLaren Vale.

J.S.



Editors note:

Silvestre Ochagava is to be remembered for his good fortune to import cuttings of Merlot, Pinot, Semillon and other classic wines, before phylloxera first appeared in France. Chile like South Australia is free from this disease in its soils.

THE CAVEMAN OF JACOB'S CREEK

He was the Father of South Australian Mineralogy, Johannes Menge. After being appointed by the SA Company as their Mine and Quarry Agent as well as Geologist, his rather different personality and behaviour had him described as the complete eccentric, resulting in his dismissal in 1838. Without a job he began lone wanderings around the countryside, prospecting for minerals and keeping an eye out for good land. He was fluent in several languages, including Russian, Hebrew, Arabic, Greek, Italian and naturally German. He maintained contact with George Fife Angas and reported favourable soil conditions also suitable for growing vines. Fortunately, Angas believed him. Setting up his base in a small cave on Jacob's Creek, he became a true hermit. He established a garden along the bank of the creek where he experimented with different plants in the hope of finding their possible commercial value. As a 64-year-old, he trekked to the Victorian goldfields, catching a frightful cold and dying after only a few months there. He is buried at Forest Creek, near Bendigo and we remember him at Mengler's Hill lookout.

W.B.Ashton Governor.



William Baker Ashton arrived from England on board the *Rajasthan* in November 1838. He had been selected to form a new police force, but found that Alexander Tolmer filled the job already. At the time, the town was described as mere cottages built of clay and the first census counted a tally of 48 males and 54 females for Buffalo Row and 134 males and 138 females at Emigration Square. These locations were to be found near the river Torrens at the western side of our new hospital. This location was referred to as *Pitlawodly* or from other sources as 'possumahausen'. All South Australian emigrants were free and came to be considered as of purer mettle as those residing in the penal colonies. Why then do we need a goal and a governor to look after what was quickly known as Ashton's Hotel? The need for fresh meat became a venture for enterprising men to bring cattle along the Murray from NSW. Droving attracted all kinds of undesirables, some having escaped from penal settlements over there. But also locally, the colony had no alternate accommodation for debtors, but the new goal.

An interesting reference is made to Stephen Hack, the brother of John Barton Hack (first vineyard established in Adelaide by him). Both were well known amongst early settlers from land purchases of town acres. However, after many joint ventures and changing fortunes, both were declared insolvent and Stephen was imprisoned. You can read more in a fascinating book by Rhonda Harris, titled ASHTON'S HOTEL

P.T.

Employment in Tourism

With the recent expansion of our Convention Centre and a steady increase in the cruising sector here in South Australia, we may need some tinted glasses to protect from the glaring light attached to the industry.

Almost 450,000 international visitors arrived in SA last year and according to latest figures approx. 950,000 people are employed across the nation either directly or indirectly in tourism, some 8% of the workforce. Tourism related expenditure to this state alone adds up to \$971 million.

But Tourism and Transport forum chief, Margy Osmond is more cautious after the announcement by the Federal Government of adjustments to Tourism Australia's budget by \$35 m over the next 4 years.

In 2017-2018 alone the head office will have \$14 million less to work with from \$143m down to \$129 m. This will result in adjustments across the board, but specifically in special campaigns and marketing. With many countries around the world (for example our close neighbour NZ) increasing their destinations specific marketing budget, the Association of Australian Convention Bureaux chief executive, Andrew Hieble calls it a "missed opportunity". International business events help to build a stronger, more productive and diverse Australian economy, a most important segment for employment, even on a part time basis.

As reported in our previous newsletter the added space to Adelaide's Convention Centre and its flexibility from a number of small presentation rooms to a major seating option, controlled electrically to alter the seating layout, will attract further important world and local business presentations. As major events planning manager Phillip Wells pointed out, conventions are booked years in advance and Adelaide has some 900 on his booking schedule.

P.T.

Events around Adelaide

December 3

Opera by the Lake, at the
Glen Ewen Estate,
Lower Hermitage Road, Houghton

December until Christmas (free)

Stavros Pippos, Photography exhibition
at the State Library

November 26-January 21

Portrait Prize

Prospect Gallery, Thomas Street, Nailsworth

January 13-21

Tour Down Under

Notice of upcoming AGM

The South Australian Tour Guiding Association

**will hold this years AGM on
November 29, 5:30 pm at
The Regal Park Motor Inn
44Barton Tce North Adelaide**

guest speaker will be
Caroline Densley from
SA Wine touring
looking at the industry from both national and
international perspective

we hope to see you all there!!

Members end of year picnic day

This is your opportunity to relax together in the
Botanic Park

Sunday December 10 11:00 am
Opposite Plane Tree Drive Entrance
E-mail: satgasecretary@outlook.com
Please bring a seat and some finger food
We will supply the drinks