

# Facing the Future: Innovation, Collaboration and Strategy in the Australian Wine Sector

Wednesday 4 February 2026 | 9:00 – 14:00 | National Wine Centre, Adelaide

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## PROGRAM

### 09:00-09:15 – Welcome & Opening Remarks

Armando Maria Corsi – President | Academy of Wine Business Research

Rebecca Dolan – Dean – International and External Engagement | College of Business and Law | Adelaide University

Anne Souvertjis – Dean – School of Marketing | Adelaide University

### 09:15 – 9:35: Answering the challenges of the Australian wine sector

Bryan Fry (CEO)

### 09:35 – 9:55: Responding to the challenges and opportunities

Martin Cole (Wine Australia)

### 09:55 – 10:10: Industry sentiment about the future of the wine sector

Simone Loose (Geisenheim University)

### 10:10 – 10:30: Doing wine business research that matters: a tale of two worlds?

Nathalie Spielmann (NEOMA Business School)

### 10:30-11:00: Morning Break

### 11:00 – 12:30 – Futures Lab: 3 Big Ideas from Research to Industry (30 mins each)

Wine & Sustainability – Roberta Capitello (University of Verona) AND Toby Kline (How Sustainability)

Wine & Tourism – Robin Shaw (Wine Tourism Australia) AND Tatiana Boudzine-Chameeva (Kedge Business School)

Wine & Culture – Steve Charters MW (Burgundy School of Business) AND Brendan Carter (Bottle Shock)

### 12:30 – 13:00 | Wrap-Up

What does the next generation need? (Maggie Jarrett – See Saw Wines & Rootlings | Syuzanna Mosikyan – Adelaide University)

From the research paper to the headline – Translating research into effective and actionable insights (Shirley Fraser – Wine Australia)

**13:00 – 14:00 | Lunch & Networking**