



2024-25 bursary recipients

# 2026-27 Outbound Knowledge Exchange Bursary Program

## Guidelines



## Overview

The Outbound Knowledge Exchange Bursary Program (OKE) aims to facilitate reciprocal knowledge sharing within the Great Wine Capitals Global Network. Adelaide, South Australia has been a member of the network since 2016, alongside 10 other Capitals spread across the globe.

The Adelaide, South Australia Great Wine Capitals partnership together with sponsors will provide funding for one or more bursary/ies valued at up to \$6,000 (GST exclusive) each. The bursary enables member/s of the South Australian wine industry to travel to one or more of the 9 other Great Wine Capital member cities to share and develop knowledge in wine and/or wine tourism.

The OKE program will strengthen network relationships within the Great Wine Capitals Global Network. It will enable network members to share their expertise, as well as learn about practices and operations in their chosen field.

The bursary recipients will travel to their chosen Capital/s to meet with key industry, regional and educational stakeholders to discuss, and exchange ideas on their topic of interest through a series of visits, meetings and events.

Upon returning to South Australia, participants are required to provide a written report outlining the costs and benefits of their travel, and at least one feature length blog post complete with images and/or video documenting their insights. They will also be required to make a short presentation at a suitable regional and/or industry event to share their insights and ideas, in order to build capability amongst peers in South Australia within their area of interest.

## Timeline

Date	Activity
May 2026	Program opens for applications
3 July 2026	Program closes for applications
By end of July 2026	Successful and unsuccessful applicants will be informed
October 2026 – March 2027	Travel period for bursary recipients
April 2027	Receive and reconcile all invoices related to bursary Reporting due on insights collected through travel Bursary recipients start to disseminate insights in SA
April 2027 – June 2027	Event for bursary recipients to share outcomes with industry colleagues – date and location TBC
October 2027	Reporting due on how insights were disseminated in SA

## Applicants

The program is open to wine industry professionals in South Australia. It is intended to support individuals who may not otherwise have access to this sort of opportunity and/or to enable topics to be studied that may not otherwise be supported.

Candidates with subject matter expertise in one or more of the following areas of interest are invited to apply:

- **Tourism** – Regional wine travel trends, experience development, customer service, tourism marketing, customer journey mapping, wine consumer insights, and destination development.
- **Sustainability (focus in the areas of)** – Tourism, vineyard, winery, production, or packaging.
- **Research and academia** – Researchers and PhD students with commercial-ready solutions to existing problems, and researchers with collaboration opportunities with the South Australian industry in the areas of wine business, tourism, viticulture, and oenology.
- **Winemaking** – Winemakers with a focus on emerging grape varieties, those who are targeting specific wine consumers, no and low alcohol winemaking.
- **Viticulture** – Especially those with experience in adapting practices to climate change, biosecurity, agricultural technology, emerging varieties, and water management.
- **Technical innovations in the grape and wine industry** – sponsored by Australian Wine Industry Technical Conference - For individuals keen to explore technical innovations in the grape and wine industry, in line with Australian Wine Industry Technical Conference objectives.
- **Storytelling, communications and/or digital media** - Content creation, telling the South Australian wine story, social/digital media strategy, using digital tools to engage visitors or consumers.

## Eligible destinations

Through this program, recipients will travel to one or more of the member cities and regions of the Great Wine Capitals Global Network, which are:

- Bilbao – Rioja, Spain
- Bordeaux, France
- Hawke's Bay, New Zealand
- Lausanne, Switzerland
- Mainz – Rheinhessen, Germany
- Mendoza, Argentina
- Porto, Portugal

- San Francisco – Napa Valley, United States
- Valparaiso – Casablanca Valley, Chile
- Verona, Italy.

Travel outside of these areas will not be covered by the bursary.

There is more information about the member cities and regions [on the Network's website](#).

## Eligible activities

The bursary could cover:

- travel and accommodation expenses to another Great Wine Capital for the recipient to explore any element relating to the wine industry – including but not limited to winemaking, viticulture, environmental, social and governance (ESG), AgTech, innovation, biosecurity practices, tourism development, or research and development;
- meeting expenses with industry experts in other Great Wine Capitals;
- immersion experiences, visits and tours of relevant businesses or facilities; and/or
- conference expenses to attend a relevant conference in a Great Wine Capital.

## Ineligible activities

The bursary will not cover:

- participation in trade expos, sales trips or similar;
- travel expenses to undertake existing or new business related to the applicant's employment / own business;
- any additional costs incurred over and above the bursary amount of \$6,000; and/or
- any unrelated travel expenses for personal purposes.

## How to apply

Applicants must submit their completed application together with all supporting documentation using the online application form available at the Adelaide Great Wine Capitals website [www.adelaidegreatwinecapital.com.au](http://www.adelaidegreatwinecapital.com.au)

**Once started, you must complete your online application; applications cannot be saved. We recommend drafting your responses in a word doc, and inputting them to the portal when you're ready.**

Applications close 5pm ACST, Friday 3 July 2026.

Late applications will not be accepted.

## Evaluation criteria guidelines

Applicants must use the online form to submit their application. Applications not completed on the website will not be accepted. Below are the evaluation criteria that must be fully addressed in the proposal by the applicant:

1. **Summary of proposed travel:** Provide background, objectives, activities planned, and how the results of the learning outcomes will be implemented in the long term to positively impact South Australia.
2. **Alignment with industry needs:** Demonstrate industry demand for the knowledge being sought/shared. Explain how the proposed knowledge will solve or enhance a specific industry or business challenge.
3. **Financial information:** Applicants are required to provide detailed estimates of anticipated costs that the bursary will cover.
4. **End user impact/adoption:** Identify the group(s) who will benefit from the results of the knowledge, their readiness to adopt the information learned and the business impact of the knowledge.

## Evaluation process

The program evaluation process is rigorous to ensure these funds are invested in strategically aligned objectives with the highest potential industry benefit. The evaluation process is outlined below:

### Preliminary review

Once the application is received, a preliminary evaluation will be conducted to ensure the applicant is eligible, and that the application has adequately addressed all the evaluation criteria. It also assesses the readiness of the application for review by the assessment panel.

### Assessment panel

Eligible applications that pass the preliminary review will be reviewed by a panel made up of representatives from the Adelaide, South Australia Great Wine Capitals Steering Committee. The evaluation criteria will be used to rank applications according to how likely they are to assist in the achievement of the goals of the OKE program.

Funding decisions made by the Steering Committee are final and requests for review will not be accepted.

### Contracting

If successful, applicants will be required to enter into an agreement with the Department of Primary Industries and Regions, on behalf of the Adelaide Great Wine Capitals partnership, in order to receive the bursary.

Successful applicants will be expected to meet all terms and conditions of the agreement, including governance and reporting requirements. Applicants must comply with all Australian and State

legislation, regulations and codes in the delivery of the Program.

Bursary payments will be made in advance of travel with a full financial acquittal to be submitted with the recipient's travel report.

The following conditions will be expected of successful applicants:

- Provide a headshot and short bio for use on the website and in program-related communications.
- Complete the travel and knowledge exchange as stated in the application.
- Provide evidence of eligible expenses as they relate to the bursary funds, by completing a financial acquittal at the end of the agreement.
- Prepare a written report on the activities undertaken and learning outcomes.
- Prepare a blog post for the Adelaide Great Wine Capitals website including photographs and/videos.
- Be available to make a presentation at an agreed industry event, outlining the outcomes of the bursary travel program, highlighting learnings that may benefit South Australia's wine industry.
- Disseminate your insights with your South Australian peers, and submit a report on how you shared your insights.
- Acknowledge the contribution of the *Adelaide, South Australia – A great wine capital of the World* in any social media posts or media arising from the program.
- Manage all travel arrangements, insurance and be responsible for all out-of-pocket expenses over and above the bursary amount.

## Media releases

The Department of Primary Industries and Regions, on behalf of the Adelaide Great Wine Capitals partnership, will make public media releases on program recipients. Bursary recipients will be notified and consulted with prior to any releases being made.

## More information

This information is current as of 22 May 2026. For more information about the Outbound Knowledge Exchange program or for queries about your application, please visit [www.adelaidegreatwinecapital.com.au](http://www.adelaidegreatwinecapital.com.au) or email [info@adelaidegreatwinecapital.com.au](mailto:info@adelaidegreatwinecapital.com.au)