

DIANNE DAVIDSON

FTSE, FAIAST, M.Sc., B.Ag.Sc.,
Grad.Dip.Bus.Admin., CPAg, MAICD

- **Fellow**, Australian Academy of Technological Sciences and Engineering
- **Fellow**, Australian Institute of Agricultural Science
- **Master of Science** (James Cook University, 1974)
- **Bachelor of Agricultural Science** (University of Adelaide, 1969),
Awarded AIAST Medal as most successful graduate.
- **Graduate Diploma in Business Administration** (South Australian Institute of Technology, 1979)

MEMBERSHIP OF PROFESSIONAL SOCIETIES

- **Fellow**, Australian Academy of Technological Sciences and Engineering
- **Fellow**, Australian Institute of Agricultural Science
- Certified Practising Agriculturist CPAg
- Member, Australian Accredited Agricultural Consultants
- Member, Australian Society of Viticulture and Oenology
- Member, Australian Society of Horticultural Science
- Member, American Society for Enology and Viticulture
- Member South Australian Wine Industry Association
- Member Australian Institute of Company Directors

Dianne Davidson is one of Australia's most experienced viticulturalists having worked in the Australian Wine Industry since 1975. She established Davidson Viticultural Consulting Services in 1987 and is the company's Managing Director. Qualified in Agricultural Science and Business Administration, Di is the author of the highly successful text "*A Guide to Growing Wine Grapes in Australia*" and the newly released "*The Business of Vineyards*", and has wide firsthand experience of vineyard development, management and renovation. As well as managing her own, and other, vineyards, Di is an active member of a number of wine industry bodies.

She was elected a Fellow of the Australian Institute of Agricultural Science and Technology in 2000 and a Fellow of the Australian Academy of Technological Sciences and Engineering in 2002.

POSITIONS HELD

Current

- Managing Director of **Davidson Viticultural Consulting Services** and **Davidson Vineyard Management**
- Board member, **RAA – Royal Automobile Association of South Australia**
- Member, **SA Murray Darling Basin NRM Board**
- Member, **Wine Industry Council of South Australia**
- **Chairman, Board of Seymour College**
- **Owner and manager of 80ha of vineyards** (Kirklington Vineyards) at Langhorne Creek and in the Adelaide Hills, South Australia
- **University of Adelaide** Chair Advisory Committee, School of Agriculture and Wine

Former positions held

- Deputy Chair, Grape and Wine Research Development Corporation of Australia
- (6 years as Board member, 3 years as Deputy Chair) 1991-2000
- Member, South Australian Horticultural Industry Development Board
- Council Member, Member Finance Committee, University of Adelaide
- Chair, Women's Advisory Council of South Australia
- Chair, Ministerial Advisory Committee on Agricultural Chemicals

AUTHOR

- **Book**, "*A Guide to Growing Winegrapes in Australia*", Dianne Davidson Consulting Services, Adelaide, 1992 (2nd edition, 1995).
- **Book**, "*The Business of Vineyards*" Davidson Viticultural Consulting Services, Adelaide 2001.
- **Since 1989**, contributor of regular articles to many industry publications.
- **Seminars and Workshops**, since 1989, author and presenter of a wide range of educational material including
 - Grape Growing and Winemaking in Cool Climates
 - Vineyard Establishment
 - Irrigation and Water Management
 - Soil Management
 - Managing young vines
 - The Vineyard Business Plan
 - Strategies for Finetuning a Wine Business
 - Guidelines for Producing Premium Quality Winegrapes

WINE INDUSTRY EXPERIENCE

1. DAVIDSON VITICULTURAL CONSULTING SERVICES

Managing Director

1987 – present:

This consulting company provides viticultural consulting services to wineries, grape growers, corporate entities and public institutions, in all wine grape growing regions of Australia. It has direct management input into over 7,000 ha of Australian vineyard. The business also services clients in South Africa and Europe. The range of activities is detailed below:

Independent Expert Opinions

Preparation of Independent Expert Reports for

- Litigation purposes.
- Assessment of losses.
- Prospectuses and Information Memoranda, for Winegrape Vineyards and Olive Plantations.
- Due Diligence, e.g. winery and vineyard acquisition.

Project Planning

Preparation of business plans, development budgets and annual operating budgets, preparation of indicative cash flows and returns on investment for proposed horticultural and viticultural projects and investments.

Investment Appraisals

Review of funding applications, budgets and business plans for major vineyard and olive plantation investments. Regular progress reviews and assessment of public and private vineyard projects.

Project Management

Development and management of vineyards, technical advice, liaison with government and other regulatory bodies.

Technical Consulting

Provision of a full range of technical advice, including strategies for nutrition, irrigation, soil management, pest and disease management and control, pruning and harvest technology for a range of horticultural crops – wine and table grapes, almonds, citrus, olives.

Education

Presentation of workshops and seminars on viticultural issues.

2. DAVIDSON VINEYARD MANAGEMENT

Managing Director and Owner of this Company which provides full vineyard management to 300ha of young and mature vineyards in the Langhorne Creek Region of South Australia, and a wide range of technical advice to a further 100ha of vineyard in the same Region.

OTHER EMPLOYMENT

1983 – 1987:

AUSTRALIAN AGRICULTURAL CONSULTING AND MANAGEMENT COMPANY PTY LTD (AACM) SA
Senior Consultant Horticulturalist

Responsible for all horticultural and viticultural consulting work, land use planning, and horticultural project management work undertaken by the Company in all Australian States, as well as projects in Malaysia and the Philippines.

1975 – 1983:

PENFOLDS WINES LTD, AUSTRALIA
National Vineyards Manager

Responsible for technical and financial management of 1,000 ha of vineyard.

1970 – 1975:

JAMES COOK UNIVERSITY, BOTANY DEPARTMENT, TOWNSVILLE, QUEENSLAND
Tutor and part-time Lecturer