**Flinders University**

Fearless Conversations  
Episode 4 – Wine and Tourism

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**SPEAKERS**

Brad Crouch, Andrew Kay, Professor Roberta Crouch,, Peter Williams, Corrina Wright

**Brad Crouch** 00:08

Hello, I'd like to welcome our virtual audience to the fourth feelers conversations event, a collaboration between the advertiser and Flinders University. It's about being brave in our thinking about how we drive South Australia forward in the future, and challenge ourselves to position this great state for success in the future. There will be a series of fearless discussions over the panels over the next 10 weeks on topics such as high tech innovation, infrastructure, health and more. For each we've assembled a group of thought provoking leaders to explore the views on the opportunity and challenges we face in relation to each topic. Today we explore the wine and tourism industries, and how it will influence South Australia now and in the future. Feel free to join the conversation through Twitter using the hashtag fearless conversations, or in the comment section on advertiser.com.au. I'm Brad crouch, a journalist with the advertiser, and I'll be facilitating today's discussion and encouraging our guests to be brave. As we talk about wine and tourism. They're two of my favourite things. They conjure up the idea of a party, but both have a serious hangover at the moment, we'll explore how to get through that. Before I introduce today's panellists, I'd like to acknowledge that we are meeting on the traditional country of the Kaurna people of the Adelaide plains and pay respect to their elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today. And we also extend that respect to other Aboriginal language groups and other First Nations. Today we are joined by from my left Andrew Kay chief executive with the renowned we're a vineyard and a former director of the winemakers federation of Australia. Roberta crouch, a professor of business management, providing academic leadership in teaching and research across numerous business disciplines at the college of business, government and law at Flinders University. With the launch in April 2020 of the bachelor degree in International Business one spirits in tourism. Roberta leads the Flinders wine business programme. Peter Williams, longtime chief executive of the matcha water travel agency, Phil Hoffman travel repeatedly named Australia's best travel agency. And Corrina Wright with cousin Briana Oliver Corrina is the leading voice of the Oliver family sixth generation, McLaren Vale winemakers and the impetus behind their own wine label all of his turanga which Peter told me just before we started is pretty good drop. So welcome all it seems just five minutes ago, these were South Australia's two boom industries setting records, then the pandemic hit international and state borders sharp. China imposed punishing tariffs on our wants and the survival buzzword in both industries became pivot. Andrew for cancer with you understand tariffs of up to 212% imposed by China saw our $700 billion dollar export market the plunge about 37%. So what one export market should we be targeting now?

**Andrew Kay** 03:06

Yeah, I think the the conversation around China is an interesting one, because I think we need to shift the narrative from the fact that there's this perception that everyone was marketing to China and no burials. You know, most wineries that have been exporting for many years have spread that risk or that load across a number of markets. Sure, there were some that embarked upon China for their first ever export experience and some that existed purely to service China, but the you know, we've seen markets like the UK bounce back quite strongly during COVID. There's markets like Malaysia, the Southeast Asian markets are performing quite strongly. South Korea, Singapore, Canada, still markets that have held up quite strongly during that time. So you know, I think if if, if wineries have purely existed for China, they've got some work to do and they've got their work cut out because there's not a market there's not one single market that will replace China it has a lot it had a lot of its own unique opportunities you won't get anywhere else.

**Brad Crouch** 04:13

Corrina is still on that. What do you see is promising emerging markets we were already selling to the UK and we've got a strong relationship there. But the new ones that are just coming up on the horizon?

**Corrina Wright** 04:26

Yeah, well, some of the ones that AK mentioned, in particular, South Korea seems to be the most interesting one at the moment, and also the one that's seeing the most growth just recently and these last sort of quarter, but Vietnam, Thailand, other sort of markets like that, uh, yeah, that's Southeast Asia sort of area there. They seem to be the most interesting, but then there's also the old UK and the and the USA. The USA is a tricky one. It's like selling to 50 different countries over there. They have quite a tricky system, but there's a lot of potential

**Brad Crouch** 05:00

So there is a pivot room in the industry isn't there? There is.

**Corrina Wright** 05:03

And like I said, you know, it's all about how exposed you were. But a lot of us also perhaps weren't as exposed as wineries selling our wine there, but the grape growers as well. So you've got that great growing industry who may be selling to some of the big players in in China

**Brad Crouch** 05:19

go kids get into those areas. Is there a jobs career path? They're ahead?

**Professor Roberta Crouch,** 05:24

Oh, there's certainly is. It's an interesting statistic that domestic tourists spent more overseas when pre pandemic times, then all the inbound tourists used to spend. So there is that captive spend here now we were just discussing that we haven't really felt the full impacts of the economic impacts of COVID. But there is still a lot of spend left. And this industry will certainly bounce back. And there is scope along a really wide value chain, everything from the grape growing sector, all the way through the cellar doors, but also in hospitality, and in important export businesses. So there is huge career potential. And people are looking for skilled people. And if we are able to educate people who are in the industry now, but also school leavers coming up. There's lots of career opportunities nationally and internationally. And these

**Brad Crouch** 06:25

are skilled mobile jobs that you can take Interstate and overseas and ever good

**Professor Roberta Crouch,** 06:30

anywhere in the world. When I was working in France, I used to manage a one business education programme there. And we had students from around the world, and they worked around the world, they were easy to employ. We used to have the likes of, you know, Louie Vuitton come and recruit our students. So it's an exciting industry with lots of choice. And it now is probably the time to get ready for it. So there's no need to hold back and think, you know, these this sector is doomed Far from it, the sector is going to bounce back stronger than ever. And if you're in a position to take advantage of that, you'll be in the running for some very exciting careers.

**Brad Crouch** 07:12

And just just while we talk about bouncing back, we've we've had boost luck to the industry like the great state vouchers, the tourism industry, Development Fund, regional event fund. Some more packages were announced early this week, just to get us through till that bounce back. Is that enough of a support to keep the keep the companies that are hanging on hanging on to the bounce back. I guess

**Professor Roberta Crouch,** 07:34

it depends on how resilient they were in the first place. So if you have companies that were in a fairly strong position, then they're going to be like any business in any stressed situation, they're going to come back, they're going to be in a better situation to do that. However, if they were vulnerable already, then maybe not. But in any shakeout, the better operators, and those that are able to diversify, come up with new ideas take advantage of changing, changing desires, I suppose, then they're going to be able to take advantage of that. And if you're not in a position to do it, then like in any shakeups situation, and we see that a lot across lots of sectors in history, then you're probably not going to survive it. That's the sad truth.

**Brad Crouch** 08:21

All right. Peter, Phil Hoffman travels help 1000s and 1000s of people off to dream holidays overseas in the past, cruises, escorted tours, so forth. Once vaccination, vaccination rates reach a certain level, how fast you see a bounce back as pent up demand across all age, demand, demanded overseas holiday and they've got the money they've been saving to go.

**Peter Williams** 08:43

It's a good question, Brad. There's no doubt this there's pent up demand. I think one of the challenges we've got moving forward is is a supply issue. Because at the moment, we really do not have a lot of supply coming in and out of, you know, Adelaide for international tourism. So if you look at the airlines at the moment, we've only got a couple airlines international airlines that are committed to flying in and out and that Singapore Airlines and Qatar Airways, whereas we've worked really hard over 20 years to get airlines like Emirates Airlines in Malaysia, Cathay Pacific, in New Zealand, etc. And none of them are really fully committed at this stage. Now, I think they will come back. But obviously it's demand driven. So we have to wait and see. I think what we really need is a clear pathway. And so the suppliers complain medium and long term because short term decisions that just can't be made in the aviation and the cruising industry. You know, for example, we you know, we're right in the middle or we're about to start on what we call the cruise wave season, which is traditionally from October through to march where we we enjoy lots of visitations from international cruise ships. In the outer harbour, Kangaroo Island, Port Lincoln, I think we're up to about 125, pre COVID. And that was up from 14 only about 10 or 15 years ago. So you can see the growth trajectory is there. But of course they need to plan your months, sometimes years ahead. Unless Unless we've got a clear pathway, then it's very hard for that for that planning. But you know, the demands there supply is going to be an issue moving forward.

**Brad Crouch** 10:09

So does that mean particularly with airlines, we become so used to cheap airfare is dirt cheap compared to, you know, 1020 years ago, cheap, cheaper than they were then? Or if it is going to be expensive?

**Peter Williams** 10:22

I don't think so. Look, we just saw only last week Qatar Airways put some sale prices through the European into the market for exactly the same price as it was pre COVID starting at about $1400. Look, they they really want to get passengers onto the aircraft. They need to get the whole tourism industry moving again. And as we were saying before, you know, I think we need a balance between inbound and outbound. You can't have you know, this thriving inbound tourism, which everyone around here needs. Yeah, we need him to come into the visitation into South Australia. But unless we've actually got people heading out of the out of the state and travelling internationally, those planes, you know, they're going to be empty. So we need to attract those aliens back. Because if we don't, they'll just miss out on South Australia. Totally. And and you know, the wineries will miss out on their visitations and their visits to the selladoor.

**Brad Crouch** 11:14

Yeah, Corrina and Peter, this this affects you directly? Sure. It's, it's interesting to see people wanting to travel overseas and you thinking, Oh, well, they spending their money over there. But the airlines aren't going to come me bringing loads of people here unless it's two way traffic, you guys would have to be supportive of boosting that air traffic.

**Andrew Kay** 11:31

No question. Absolutely. No, the the domestic markets held up very well. After the lockdown last year that there was quite a boom in regional tourism. And I think we all saw it, whether it was the Barossa Valley McLaren Vale, where we're from the Coonawarra, or the Adelaide Hills. Since this most recent lockdown, it hasn't bounced back to in the same way. So I think we're, we're certainly going to see interstate visitors heading back here had

**Corrina Wright** 11:56

a lot more people come back here from the eastern seaboard who thought we weren't cool, I think and they've gone Oh, my God, you know, there's wineries in these these food that we have here in our regions. It's just amazing and, and the vibrant city that we have in Adelaide. So I think that's been one positive

**Peter Williams** 12:13

real state border, you know, consistency there, because these snap lock downs that we have people people really get scared that they're going to be stranded. And I think, you know, to Andrew's point, you know, May June, we saw a bit of a bounce. But then with the latest round of lock downs, even though most of the countries open other New South Wales, Victoria, people were very reluctant to travel because they're worried about those snap lock downs. And am I going to be stranded? Am I going to be away from my family? Or can I not get back to work?

**Brad Crouch** 12:38

Sure. That brings me to the one of the big vex questions at the moment. COVID. Passport for tourism businesses, from wine tastings to international travel to you name it. I think the UK is backing away from them a little bit. Andrew, can I start with you? Because I understand we're aware a has plans for a boutique hotel, which sort of extends, do you say COVID? passport is inevitable? Or where do you stand?

**Andrew Kay** 13:04

Where do we stand? It's a good question, I think. I think we're going to see more and more the reality of people needing to be vaccinated to attend major sporting events, major festivals, LED light festivals already talking about that. The friend is already talking about that. So it's only going to become more and more mainstream. Whether it becomes a COVID passport or something similar. I think in some ways, it's inevitable.

**Brad Crouch** 13:29

Will you introduce it, we're aware?

**Andrew Kay** 13:32

we'd certainly be very keen to see where the market heads with it. And, again, I think it's too soon to say we need an overlook like that. But I think it'll be something we'll be faced with. And it has that degree of in

**Brad Crouch** 13:46

the current economic strategy to you will you introduce it

**Corrina Wright** 13:49

depends on what's happening with the industry, I feel like it's going to be imposed upon us rather than us imposing it. So yeah, I don't really want my staff to have to be a policeman, obviously, and no one does. But you know, it's it's I agree with that. Okay. I feel like it's going to be inevitable.

**Brad Crouch** 14:06

Roberta, your thoughts?

**Professor Roberta Crouch,** 14:08

Well, I've just finished a couple of research projects with potential American tourists. And COVID has changed the way they prioritise what they're looking for in a destination. You know, we measure thing, a thing called destination attractiveness. So how attractive does the destination look to you? And then how does that impact on your intention, if you could to visit it? And one of the drivers now is the perception in people's minds of how well COVID is controlled in a destination. So that, that has a huge impact on how positively emotionally people feel about travel. Because people think about a place they have an emotional reaction to it. And they have what we call like a rational reaction to it. What do I think rationally will be there for me when I get there, and does it make me feel happy or scared or whatever it might be? And driving both of those things now, is this perception of how well have they controlled COVID in this place? Is? Are the hospitals good? Is the infrastructure good? What's the vaccination rate? Like? How many people have died there? and How serious are they about protecting citizens and visitors. And when that's high, that has a very positive impact all the way through to intention to purchase. And the moderator on that is how fearful people are personally of COVID. And that can be amazingly high. And even amongst people who are vaccinated. So where I'm getting to in that is the psychology of consumers is will drive, I believe, the COVID passport, they're not, you know, an executive from virgin the other day was heard say I was watching her, those that are not vaccinated are the new smokers. So they'll be off on their own somewhere. And people aren't going to work with I believe, for a while for probably quite a while. Because people can still get COVID and pass it on once vaccinated, they're not going to be sitting with people who aren't vaccinated, working with them being served by them. And so I just believe consumers themselves, will probably want to feel that's what the research is saying. We'll want to feel that they are safe and comfortable. And that then allows them to get the best of a tourism experience. And that will be that sort of niggling worry in the back of their minds, if it's not there. So, yes, I think the answer is Yes, they will.

**Brad Crouch** 16:44

It's sort of it almost becomes redundant question in terms of both flying in and flying out if the airline say you have to have a great COVID passport. So if we get we'll have a point with international term yet. Yes. You have to have one. Whether you like it or not, I

**Peter Williams** 17:02

think it's inevitable. Absolutely. Look, we've already seen, you know, Aaron joy say that, you know, you're not gonna be flying quantity internationally. And unless you, you know, fully vaccinated. And, you know, and, you know, what we're seeing now is, you know, the airlines, really, they're gonna mandate it. You can see there's an international travel vaccine passport about to be supportive via an app, you know, you're basically gonna have to show up before you get on board. Yeah, there'll be a QR code. And the, you know, international COVID passport will be linked to your physical passport, there'll be a QR code, same thing. So I, you know, I just think it's inevitable. And, look, it probably is a vehicle where, you know, it's going to be good for the industry overall, at the end of the day, you know, it's going to give us this vehicle to, to enjoy large scale, you know, international operations again,

**Brad Crouch** 17:55

and again, inbound and outbound. And it'll also be handy for people I guess, you go through Europe, you go to half a dozen different countries, and there might be different rules at different hotels and restaurants and whatever. It's basically something you need in your back pocket.

**Peter Williams** 18:11

Yeah, this is going to be internationally recognised. So there's no doubt about it. So it will give you some sort of freedom as you're moving around. And obviously give the authorities something to check to say look, you know, double vaccinated, here's your freedom versus not vaccinated.

**Brad Crouch** 18:24

Yep. just bouncing back to one for a moment. Andrew, we've talked about emerging markets and those sorts of things. We had a situation with China where we're seeing violence being pulled out at all people leaving the industry anything of that nature.

**Andrew Kay** 18:41

No, we're not we're certainly not seeing anything as extreme as violence being pulled out what what we're probably seeing is some growers transitioning out of the market or reducing their exposure to the market. And what has been interesting in certainly in McLaren, Vale Corrina would have seen this as well, is that some smaller growers are taking advantage of the residential property boom. So vineyards that typically would be marketed as commercial opportunities are being sold as lifestyle opportunities. And they're appealing to expats who might be living overseas, or people living in in Sydney and Melbourne, who were looking at South Australia saying this is a pretty attractive proposition. Right now. I can come and live in this beautiful part of the state. Now out from the city, five minutes from the beach, on my own vineyard. And we're seeing that being the way that these vineyards are now being marketed. And there's been a number of opportunities like that presenting themselves in McLaren Vale in the last couple of months.

**Brad Crouch** 19:39

Currently, do you see, especially for smaller family owned wineries? Do you see this will spurred diversification of what they're doing? So if they've been relying on exports, they might be thinking, well, I need to branch out and have other offerings to get more passing traffic, if anything.

**Corrina Wright** 19:57

Yeah, for sure. I mean, I think there's some there's some pretty significant investment meant in cellar doors at the moment. So, yeah, some of that most of it probably was planned prior to COVID actually happening because we were starting to see a real ramp up in wine tourism, and the popularity of McLaren Vale and our regions. So that most of that has continued to happen, which is really lucky. And probably, you know, the sadc grants, and some of the regional development grants were really helpful in that. Also, we're seeing just this real diversification into into online. So one industry, you know, perhaps has been a little bit slow to pick up the, the online space. And that's really grown significantly. In particular, the sort of growth of subscription clubs, which are, you know, pretty much no brainers if you want to get wine delivered to your door, on a regular basis. You know, and, and the clubs are becoming much more flexible these days. And, you know, that's been a real key driver. So, while we haven't been, you know, selling much export, perhaps, or to restaurants, obviously, when they've been closed, the online space has been has picked up and, you know, probably a lot more skills in that area, some of some of the skills I'm hoping you're gonna give us. You know, moving forward is that is a huge, huge area for

**Brad Crouch** 21:20

us. Okay. We mentioned emerging markets, different markets, markets, bouncing back, that sort of thing. But there's a lot of other nations that export one, and it's good one, we've got terrific one. So to some other countries, how important is our clean green image for our international sales? Roberta, do you want to take that up?

**Professor Roberta Crouch,** 21:39

Um, well, first of all, I'm I would dispute necessarily that we have a super green clean image New Zealand, usually, Zealand, New Zealand. Although what what do you mentioned we do have with that is important going forward is we are known to be authentic, and honest, and bold and exciting and trustworthy. And one Australia funded that research that I led a few years ago. And that's really important, and that will help us unbelievably, people believe that when you basically deal with Australians, they're going to do what they say, and there'll be honest about it, and they'll be honourable about it. And the wine is at a consistent level, you know, so we, we might not be necessarily clean and green, but we're clean in a, in a business sense, I suppose. People like to do business with Australians. And there's been lots of research undertaken in particular by one Australia on that. And that is something I think that's going to become more and more important as we go forward. Because, you know, we talked about the China incident, where the China's situation, you know, the geopolitical world is very turbulent at the moment. And there's going to be opportunities for us to do more business that Australia is happy to do business with. And you've mentioned some of the countries South Korea, Taiwan, Japan, it's probably time to go back and revisit Japan, which is sleeping has been sleeping for a long time. And so there are lots of opportunities where our image will will really hold us in good stead and be an advantage over other countries. Because does that

**Brad Crouch** 23:25

image flow through to the actual label when when the bloke in the street in Japan or South Korea is looking at different labels goes, Oh, that's from Ozzy. Yeah, they they're authentic? They're trustworthy. They're good works.

**Professor Roberta Crouch,** 23:37

Yeah, it does. Okay. And what we could do a bit better in that score, though, is we could, you know, maybe drop some of the really overt cliche, Australian imagery, which doesn't do us a lot of good kangaroos. Yeah, they know we've got those. We don't need to keep telling them. We've got those. You know, the research again, is pretty clear on that. It's time for us to really take advantage of the sophisticated wine industry that we have. It's leading edge cutting edge, we make terrific wines. And we basically i'm sure, Corrina and Andrew would agree we should get more money for our premium ones.

**Andrew Kay** 24:15

We certainly should. I think the thing around clean and green is, it's more at the expectation that you're going to be sustainable and environmentally friendly, is almost a licence to play now. So you need that as a starting point. And if you're dealing with international markets that are run by monopolies by government monopolies, which most of the Scandinavian markets are that most of the Canadian markets are. If you're submitting one for a tender now, you'll get this checklist that you need to be able to check off to be able to submit for the tender and often is the one vegan. Do you grow your fruit sustainably? Please, these are the sorts of questions I'll be asking as part of the tender process so that that licence to be able to play is part and parcel To look for the sustainability or the environmental pieces, and, you know, as an industry, we're moving towards a trust Mark around sustainable one, causing sustainable one grape growing, but we can put on our labels and we can share that internationally.

**Corrina Wright** 25:14

Yeah, I think it's it's key, you know, we're also lots of family, small family businesses that, you know, custodians of land that we, you know, it's really important to us. So being sustainable and acting in a sustainable way, not just environmentally sustainability and sustainability, but also social, you know, we live in regional areas, and and we're often big employers in a regional area. And so we have a social responsibility and in our region's to, you know, contribute to, to our community. So I think there's that social responsibility piece as well, as well as the economics, you know, sustainability piece.

**Brad Crouch** 25:48

Well, on both of those social responsibility and economics. I covered the health round as one of my other heads for the paper and there's there's not a week goes by where I don't get an email from a medical group a low B group activists, what ever sort of saying, you know, too much alcohol, you know, we've got to carry alcohol, the the head of the AMA, who said, there's no safe alcohol level, how do you balance that fine line between responsible, enjoyable drinking of our great wines with this idea that, well, with this idea that you've got to sell a lot of wine and make a profit, want to take that?

**Andrew Kay** 26:23

I think the the industry, there's a few checks and balances in there, you know, firstly, we self regulate very well. And we also have regulations around us. But the industry promotes the consumption of wine as part of a meal or part of an occasion where food is present. And that's something that I think, has been long been the position of the, the Australian wine industry. And there's also some health benefits around moderate consumption and safe consumption of wine as well. There's restrictions around how you can advertise and promote one to ensure that it's not seen to be making a situation or an occasion better through the consumption of wine, it doesn't make you a better singer or dancer, believe it or not, and make any funny or more attractive to the opposite sex. And all these things are, you know, our checks and balances that are in advertising, right. And we've self regulated through pregnancy warnings on labels and other other means that we do quite well as well. So I think as an industry, we're very well aware of the role the anti alcohol lobby plays, but we're certainly conscious of our responsibilities in that space, as well. And we're seeing big growth in what we call the no lo sector of reduced alcohol or zero alcohol, wines, just as we've seen it in beer and spirits, as well. And there's a lot of wineries starting to play in that space as well. Okay.

**Professor Roberta Crouch,** 27:39

Yes, just going on to that. Absolutely. It's a huge opportunity for product development, and diversification, because it is a huge sector in terms of its growth, potential growth, but there's also the advantage in from a psychological consumer perception that if you provide a lower or a zero alcohol, one product, that you're in that space, and so it does, it can do a lot for your brand, from a social responsibility perspective to make that offer, in addition to your regular alcohol level products.

**Brad Crouch** 28:14

Question in on Twitter from diamond is asking, other industries have innovated through the pandemic to survive, what's tourism, implementing, in order to survive? pretty broad question,

**Peter Williams** 28:26

but Well, first of all, I guess what we had to do is, you know, when it first came out, the restriction on trade was immense. You know, there were, there was nothing we could really sell, you know, come back March of last year, so, and then bit by bit, things started open up, you know, our state opened up, we can start to move around your state, you know, feel off and travel, we're not really known for selling a victor harbour or, you know, local clear Valley or down to McLaren bow. But, of course, we had to do something, you know, we wanted to, we wanted to try and get through this the best we could and hold on to our skills and our resources. And our valued staff, you know, we employed 220 odd staff before the pandemic. So yeah, we started pivoting that horrible word that we probably don't want to ever hear again in a few years time or a few months time. And then domestic travel again, probably travel agents weren't known for selling a lot of domestic Yeah, maybe more complex, and maybe High End Domestic, but not to the point, the point and really basic holidays. But again, we had to get involved and we did with tourism Australia, and so we started to pivot around that as well. So not only interstate but then interstate. And then we just built from there and and as I said earlier on, it was going along quite nicely and the last round of lock downs is really hurt. So that's kind of the best we could do given the restriction on our trade to sell international travel and hold on to our resources the best weekend. And we've

**Corrina Wright** 29:53

seen that play out down at our level as well in terms of providing more experiences that you know sorts of Sort of saleable products, I suppose. And, you know, making sure that you know, wine tasting flights or vineyard experiences or you know, fly a helicopter or even do something really flash or, you know, all of that sort of stuff has started to, you know, pretty much, you know, all wineries now, we're starting to build on those experiences, which are gross during that. Yeah. And people

**Peter Williams** 30:22

were after those experiences, and, and you'd package that up with a couple of nights of accommodation, and, you know, some wine tasting and a nice meal and things like that. And that was something we hadn't previously offered. But you know, the appetite for it was very good.

**Brad Crouch** 30:33

Okay. So there's all there's always opportunities and challenges out there. Yeah, look,

**Peter Williams** 30:38

we're very appreciative of being able to do that. But of course, then we want that balance. And we want not just the local tourism. But you know, we need the the interstate tourism, just like the wine industry needs it coming in filling the cellar doors during the week, rather than just the local tourism on the weekends. And then, of course, we know what international tourists do to our economy, though. Yeah, the amount they spend is, is huge. So it's a balance of all three, and we're looking forward to that getting better in 2022.

**Brad Crouch** 31:06

We were talking not. With some months ago, now I guess about travel bubbles in New Zealand was going to be the first travel bubble and all the rest of it, then the wheels fell off, once we get to 80%. And the rest of the world is a lot of the rest of the world has increased Vex rates, we're looking at bubbles, or is that the thing moved on?

**Peter Williams** 31:28

It's a really good question, because I think the travel bubbles is still here for a while, even though when we hit that 80% I think the government have a real appetite to to look at countries based on their risk profile. And you're going to get these green zones or green lines. And you know, New Zealand was the first one to kick that off. Now it was short lived only lasted for a few weeks, but it was good while it was there. And we expect New Zealand to be up and about again before the end of the year along with a couple other green zone countries. So it could be a Singapore, it could be you know, Vietnam, most likely some of the South Pacific Islands as well. And this is where there'll be minimal quarantining when you come home, okay, so it might be home quarantining, or it might be taking you quarantine until you get a negative test. And then outside of that the freedom to move around to all other international travel probably won't start until in the 20 to some time, and then there's going to be more stringent restrictions when you return. So again, we're hoping that it's going to be high isolation with testing, but more than likely, you're going to be there for 14 days. So I think the bubbles to those kind of safe in those green countries, it's going to be around probably for the next six to 12 months.

**Brad Crouch** 32:44

Okay. Roberta has COVID had an impact on what people now expect from our holiday,

**Professor Roberta Crouch,** 32:49

it has mainly due to the fact that and for some considerable time, people will have less time to plan or they will take less time to plan. So there'll be looking for total bubble opportunities they'll be but there be fearful that those could be shut down at any time. That's what the last two years almost has taught us. And so they're thinking I want to go on a holiday, I'm not sure where I'll see where where I can go, I'll see what's available to me, what my employer will expect of me in terms of working from home on the way back so it's, it's there's all parties involved in a holiday decision now, instead of just you or your family deciding. So what they seem to be looking for, from the research that I've just done in the states is reducing their risk of pain, rather than experiencing all of their holiday goals. So again, the driver is how safe Am I going to be when I'm there? If I do get sick, what are the implications of that? What will it be? What How will my country consider my visitation there when I get back and in and while I'm there, I'm going to be more concerned about minimising a bad experience than self actualizing. And this was interesting, because it was the same, we did the study looking at people perhaps going to an iconic place like Paris, Australia, and then what we thought would be a higher risk area like the pyramids, you know, which is on a lot of people's bucket lists, but it was really consistent. So I think in marketing going forward, good operators will talk about providing some comfort in those areas. And that's again, you know, ticks back to the COVID passport, correct, you know, and people's confidence will be built through these travel bubbles, I think. And once I get another couple of overseas trips under their belt, they'll get back in the swing of it, but in in the in the immediate future. It's going to be about them feeling that they can go and have a good time. And get through it without a bad experience. And and that's a really very challenging marketing position for destinations to be in.

**Peter Williams** 35:09

Yeah. But I think the government also they have a responsibility here as well, that they have to give us clear guidelines on what those restrictions are going to be. Yes. So if you're travelling to, let's say, one of the bubble countries, this is what's going to happen on return. If you travel outside of this, this is what's going to happen. And I think if you can give people certainty, then there'll be no issues. But every survey we do I agree with you, Roberta is that health protocols, safety is coming up is number one. And then number two, distance is around the experience. And so people want to know that they're going to be safe, and they want to know what's going to happen when they return. And I think the government have got a responsibility to tell us that,

**Brad Crouch** 35:52

that idea that I've been on trips where you get to work the next day or even the same day, yeah, in some cases, this idea that you might go away, and then suddenly find out well, when you get back, you're gonna face another two weeks quarantine and your, your boss might not be too happy. That's, that's a significant deterrent. It's a

**Peter Williams** 36:11

demand buster, it really is. And if that continues, then you know that the sector is really under threat for really what we say is a third year, this will be our, you know, going into 2022, this will be our third year without a kind of a northern hemisphere travelling season, which will be you know, you'll just see, I think it's something like 600,000 jobs already gone in the sector, there'll be there'll be a lot more if we don't get a northern hemisphere travelling season away. So that's where the government responsibilities comes back to it. And if it's deemed as a, as a safe country or a green zone, then this is the restriction which we believe should be down to just having a quick, you know, staying home quarantining until you get your test done, and then you're free to go. And then if you choose to travel outside, then you have to understand what the risks are when you come back. And the restrictions are

**Brad Crouch** 36:58

better if we've seen examples elsewhere of assistance and innovation that's helped travel industries recover and grow.

**Professor Roberta Crouch,** 37:06

Well, I think I'll go to what Andrew and Corrina have talked about, and it's this, these hero experiences. So people have got money. And instead of you know, taking that 25th wedding anniversary cruise, they hire a venue all out themselves, they have people come in in a hot air balloon and be greeted with, you know, the best sparkling and beautiful food when they get there. So these hero experiences have just been amazing learning opportunities for the industry in the sector. And those will continue and there'll be big attractions for our overseas visitors when they come back. And I think the other thing that COVID has promoted and, and lifted capacity in although there's still some room, you know, there's always room is in using digital technology. You know, the virtual tourist. I did a study years ago on virtual wine tastings, which, you know, seven or eight years ago, industry wasn't that interested in. And then all of a sudden, people couldn't go to the cellar door and everybody wanted to run a virtual tasting. And so people learned to do live experiences using really low cost, what is now commonplace technology, and that has taken off so that people can taste wine at home and an experience a visit with the winemaker or virtual visit to a place and then go that just stimulates the desire to actually do it when they can. So I think all of these hero experiences looking after customers using digital technology effectiveness effectively. These are the things that will drive recovery, I believe.

**Brad Crouch** 38:47

Corrina and Peter, obviously, things change in a pandemic, and they're not all bad. One thing I'm wondering for you guys went to the browser recently and really noticed there was there was no bill is at the bar stand up wine tasting, and everybody's crowding in. And, you know, everybody's facing the barman at the bottom and or ladies sort of facing everyone. It was sit down, you had to book in, which was great, because I knew I had a spot at the table was much more convivial you paid for a flight, which is fair enough. And there were discounts if you bought it is that the way the industry is going? There's some of the positives that are coming out of it.

**Corrina Wright** 39:20

Definitely. I mean, it was actually moving that way previously, to be honest, particularly to pay tastings and flights. And part of that is social responsibility with our co you know, having someone stand up to the bar and taste through your range of 10 wines is probably not really the best way to go about it. So that more hospitality type of service in the wineries, there was already a move to that, and I think probably COVID just sped that up. So you know, the booking platforms became much better. We actually put them in in the first place probably, which was probably helpful and the expansion of those experiences and I think a lot of the renovation Or, you know, building that's been happening in the regions has been sort of playing on that. You know, giving people more space creating more seated, sort of hosting sort of experiences. Yeah. Yeah. In which, you know, people are learning a lot more about wine. And yeah, it's there's some amazing experiences out there at the

**Brad Crouch** 40:19

moment, I have noticed a few places took the advantages of the early lock downs to renovate open a new tasting room, that sort of thing.

**Andrew Kay** 40:27

We did exactly that. Okay, terrific. We had plans to move to the seated tasting. early this year, it would have been, but we just brought it forward during the lockdown last year, and we and we renovated our cellar door. And the great thing about moving to that Satan model was when we came back, the government said you had to be seated to consume food, alcohol, there was no need to explain to the customer why the change was in place, the government took care of that, that for us. But to Kramer's point, that experience then becomes a far more personal one with the customer they get a better experience is more engagement, there's more connection, and they leave with a better understanding of what your winery and your wines are about. Whereas the lucky so the ability to the bar, someone leaning over the top, killing a glass just isn't going to give you that sort of connection or or experience.

**Brad Crouch** 41:13

I think also, for the designated driver, it's much better to be seated and being part of the conversation than trying to squeeze at the bar and Jordan.

**Corrina Wright** 41:21

So and we're often in really beautiful spots as well. You know, people want to be able to look out and see that, you know, so

**Brad Crouch** 41:28

Peter, Phil Hoffman travel was a big seller of dream cruises from meds to river cruises. Do you know that? You've been telling Mary river cruises in more recent times? I know you've I know you're selling some at the moment on Caledonia sky in South Australian waters. It's a smaller ship, but beautiful ship. But obviously this is the toe in the water to restart cruising. But we still don't have a pathway to restart cruising, which would bring people to sell adores on day trips. Some of those tourism operators who benefited from those day trips are missing out What? What's the pathway? The return for cruising?

**Peter Williams** 42:07

Yeah, correct bread. Yeah, you know, four years ago, three years ago, we were selling Rhine river cruises. And now as you said, we're selling you know, on the Mary, nothing wrong with America. It's fantastic. But yeah, we do need a pathway. And you're right, we've got Caledonia and sky. It really the only cruising that can happen at the moment in Australia, because of the extension of the biosecurity period, the emergency period is going to be an Australian flag carrying ship and carry under 100 passengers. So we've had coral expeditions, and we've got the aapt Caledonian sky in our waters, which is fantastic. And so they're doing some local cruising, going over to kangaroo on port Lincoln. And we've got some cruising out of Adelaide down to Tasmania, which would be fantastic. And that's proved really popular. So that's, that's coming up over the next couple of months, which which is terrific. And it gives us something to promote to our, you know, clients that are just hanging out to do a cruise and we have a lot of, you know, cruise on our on our database. But we do need a clear pathway, and clear, which is the the kind of the Australian arm of the International cruising Association. Basically, they have set out a four stage or four phase restart, that they'd like to see. And really it just needs to be endorsed by the government. And it really starts off. Yeah, I guess the first phase is just agreeing on what those protocols those health protocols that Roberta was talking about. That is so important, everyone so they know that they're going to be safe. The second phase is kind of the restart of domestic cruising for all ships, not just the expedition, sometimes smaller sail ships. So we're hoping to see that start straight after the hopefully the end of the biosecurity which is December 17. And so post Christmas, and maybe over the new year period, just interstate cruising, so it'll be cruising from Queensland, up and down the Queensland coast, coastal cruising, cruising out of New South Wales, cruising out of South Australia to regional areas. And then phase three is the extension where we we get to cruise a bit further afield, so probably New Zealand and maybe the South Pacific. And then finally, the last one under, you know, making sure that everything's working really well at stage process, then opening up to international cruising, which is so important to South Australia. Again, you know, 120 visitations only two or three years ago into outer harbour and port Lincoln and chi and whatever and, and that's, you know, that brings means a millions of dollars into the South South Australian economy. And I think Australia wide it's a $5 billion exercise, you know, and so it's massive, so the sooner we can get that up safely. The you know, it's very important to all

**Brad Crouch** 44:45

with with the long lead time for ships to come here and companies to plan we've pretty much written off the coming cruise season though internationally. So

**Peter Williams** 44:53

a lot of the cruise ships unfortunately during this cruise wave from October through to March, the traditional busy period A lot of them just hit too hard because the government has really not given them any pathway. So we get why the biosecurity emergency period has been extended, what we would have liked when the last one was extended from September 17, was them to say, okay, we're going to extend it for the next three months, but come December 18, this is how the restart is going to look. Now that would have given a lot of the cruise lines time to make a decision either to come down or not to come down. So we've got three or four ships that are still kind of waiting on that. And unless a decision is made soon, I think they're going to float off north as well, and maybe head up into Asia, because let's face it, the rest of the world is opening up with cruising, and we're going to be really the last one. So decisions have to be made, they have to be made very, very soon. Otherwise, that $5 billion economy just disappears again,

**Brad Crouch** 45:45

and rebooted. There's a lot of jobs involved in this, aren't they? There's day trips to wineries day trips to all over the place, the guy driving the tour bus, the Port Authority type people, there's there's big money involved. Yes. How important do you see the getting a proper pathway going quickly?

**Professor Roberta Crouch,** 46:04

It is really important, you know, as Peter said, for all of those reasons, and for all of the jobs. However, I think the government might be feeling, you know, obviously can't speak for the government, but a little bit concerned, because the last time we had a cruise ship come in, there was a lot of bad publicity around that there was really bad impact from that. And people have a long memory now, when it comes to these sorts of things. And they may be concerned about some backlash, I don't know. But I think as soon as we can get those ships back here, the better obviously, because that also signals that Australia's open, you know, perception overseas now is that we've really put a shell over and said, you know, do not enter. And ships coming in increased airfare, air traffic, all of that stuff, gives the perception that we're open for business. And you just don't get on the list of of considered destinations if people think it's going to be too difficult, or impossible to come here. So you have to, you know, it's absolutely right, the government needs to put that pathway out there and give people some comfort and be able to plan. Yeah,

**Peter Williams** 47:10

and I think the beauty is that we're learning because of the global restart of cruising. So they're doing a lot of the testing for us, which is great. So sometimes, you know, being second fiddle is actually a good thing, because there are learnings along the way. But what we are seeing is that they're doing an amazing job. And we know over because it's such a big industry, that the health protocols, the safety, the hygiene, that they in the innovation they've put through in the last two years. It's like all of our businesses, you know, in this down period, they've actually said they're gone. You're okay, what are we done wrong in the past? What can we do to fix that? And, you know, some of the cruise lines here, they've got robotic cleaning happening at nighttime. It's quite amazing to see the innovation that is going out there. And of course, everyone that's cruising is vaccinated, double vaccinated. Yep. And so as the staff so it's quite a sterile and clean environment on board and I get what you're saying Roberta about, you know, a bit of the stigma with cruising and the government worrying about that. But eventually they're gonna have to do something about it. And so the time is now otherwise we're going to literally miss the boat.

**Brad Crouch** 48:17

The the early restart to cruising, we're used to big ships coming here, full of foreign cruise the early restart in Australian waters attack, it will be Australian cruise cruise. So there's jobs there.

**Peter Williams** 48:28

That's what's happening right now with the expedition style cruising, but literally, there would not be enough skills to fill those larger ships. Oh, no, it will be fully vaccinated crew coming down from the Philippines and India and essentially as it was before, yep. But with a with a complete set of protocols around it.

**Brad Crouch** 48:46

Okay. Yeah, there's massive investments that they don't want to get wrong out there. Correct.

**Corrina Wright** 48:52

Maybe we can just fill the ships at the moment with wine and barrels to come back. At the moment. We've got a lot of shipping blockages at the moment. We need some barrels to get here. Exactly.

**Brad Crouch** 49:06

Sorry, rebooted, it's this idea that how will COVID is managed. Overall, can I can I just circle back to that? That's, it's obviously important for internationals coming here. But it's it's going to be the same way for people planning a holiday overseas. Absolutely. We talk about America being a country, you know, 50 different countries sort of thing. Yes. If it gets down to that point, what part of the country you want to go to?

**Professor Roberta Crouch,** 49:32

Yes, absolutely. And people will think about that. Because the United States is a place that's highly diverse. And so and it's very localised in terms of government. So what happens in Florida is not what happens in California and you know, all the rest of those things, what happens in New York, etc. So people will be thinking about that, and they will pick their destinations, because there could be implications upon return as what as has already been said, but also implications for people who might get ill away. Yep. And what that means and I had already done, you know, was lots of research on it anyway, there are people who have concerns about health, there's certain places in the world that don't go, because they don't want to go to the hospital there. They don't want to be treated by doctors there. And it's not a it's not an animosity or racism thing. It's purely their perceptions of how well those places our infrastructure for health, or infrastructure, and for many other things, I started this research when terrorism overseas was was an issue that's kind of been washed away, thank goodness, and replaced by what has become a much more powerful concern. And that is people's thinking about health for themselves, their family implications for their work, what happens when they get home, all of those things. So planning a holiday is now much more complex than it was before where you just thought about where you were going and what you were going to do. Now you've got to think about what happens to the people I travel with what happens when I get home? And that's, you know, that's a lot of cognitive worry that people have to carry to still come

**Corrina Wright** 51:11

to South Australia. Yes, exactly. Exactly.

**Professor Roberta Crouch,** 51:13

That's right. That's right. That's right.

**Brad Crouch** 51:17

With, with with floods overseas, would travel overseas. I mentioned family reunions would be one of the top of the list. And I know there's pent up demand. But do you expect some like vaccine hesitancy Do you expect some travel hesitancy where people might just say, Yeah, I really want to go and I've got the money, but I just might give it another six months.

**Peter Williams** 51:40

Yeah, the first market we come back is that, you know, visiting family and friends and, and reconnecting, you know, let's face it, you know, people haven't seen each other sometimes for a couple of years, New Zealand, that was a classic case, when that travel bubble opened, we didn't see a mass amount of kind of tourism as in people getting on tour coaches and big, big stays at lodges directly going back and reconnecting with family and friends. And I think you have to get through that period. First. We saw a lot of traffic going back and back and forth. But not a lot of say hotel stays and touring and things like that. I think you'll get a little bit of that. But I think the further you go feel that if we talk about the long haul travel to the US, Europe, UK, Canada, there will be some reconnection. But there are people that are just wanting a holiday. And I think we're all like, you know, we're all ready to go and have that break. And I was saying off camera before that. Some of the the baby boomer market, they actually feel cheated, because they haven't been able to go on a holiday overseas for a couple of years. They've got their money, and they're coming in now. And they're actually saying you know what, we actually want to go and we're actually going to spend a bit more because we've actually had it sitting in the bank. So there's probably two sides to it. But definitely reconnection is probably first and foremost.

**Brad Crouch** 52:57

Would that be the same with maybe the young people, the backpackers, the kids who were going to take gap years? You know, the fearless ones who say, Well, you know, I'll double vaccinate dogs on bulletproof anyway, will they be ones jumping on early?

**Peter Williams** 53:11

I think I think so, you know, I've got I've got two teenage sons University and now we're both going to do a gap year, and they haven't ones in first ones in second year. So I think they're going to fly the coop pretty well straightaway. Because they you know, they want to go into the camp America, they want to do their Contiki tours, and they feel that they've missed out.

**Brad Crouch** 53:30

And we talked about airline capacity if we've only got you know, worried about two of them a bit of a bit of a Dorothy Dixon sales pitch I guess but should be people be looking to book a fair way out to make sure they do get a certain

**Peter Williams** 53:43

appliance absolutely critical. We had we had some clients come in the other day to to book to go to Europe, they're they're banking on, things are gonna open and they want to get out there and they were booking on Qatar Airways. And we had to really search around to try and get a reasonable fair or reasonable time. Now, I'm hoping very soon that the three times a week that Qatar airlines flying about labels soon turn to a daily flight. And then that will ease that demand supply pressure on pricing. But again, it comes back down to the government to giving us a pathway and really living up to 80%. They're going to give us the freedoms that they're talking about our den, the tourism and Trade Minister dantian has actually said that's what's going to happen. You know, he's on record in the last couple of days. So as Josh frydenberg so we're really banking on that happening. We just need to see it happen now. And we need to get those vaccination rates up so we can all travel safely.

**Brad Crouch** 54:34

Roberta Do you think there's confidence in the wider community to book a holiday? Six months out to make sure you get a certain upline?

**Professor Roberta Crouch,** 54:42

I think it depends on the segment. I think certainly the baby boomer segment, no problems. They're flexible with their time. They've got a bit of money. They and I think the airlines have been very good in terms of if something happens you can conditions are very good at the monetary Good in terms of changing flights, according to anything that could happen, and they'll need to keep that going for some considerable time. Because if there's any risk at all, that people are going to get caught as they did when they're locked in First,

**Peter Williams** 55:12

I need to tie that barrier of sound away. Exactly.

**Professor Roberta Crouch,** 55:14

Because a lot of people lost a lot of money. I couldn't get refunds and stuff. So as soon as that, you know, as long as those assurances are there some segments will, will not feel it risky, per se, and they don't need to worry about quarantine from work when they get home and all that. But for some segments who are travelling with families, let's say, perhaps where money's a bit tighter, you know, we haven't really as I've said, I don't think felt the full economic impact of COVID, you know, post job, keep your post all these things, there's still some shakeout to go there. So I think it will depend on the traveller, and what their circumstances are, and of course, where they want to go.

**Peter Williams** 55:55

I think the other segment that we really haven't talked about yet is the the business and the corporate travel. Yep. And, you know, we have quite a large and large part of our businesses is corporate, we look after Flinders University, and it's really sad to see what's happening with the international students not being able to come inbound, because it's so important to our economy, and it was a massive part of, of, you know, what we used to do is bring the bring the students over, but we know with our corporate clients, they are keen to get overseas and and visit their clients, especially if you're in some kind of sales role. And you know, that within your in your roles that you need to get over new, you know, if we're going to sell to the US, and we're going to sell to South Korea and new markets, you know, we can all have these virtual kind of webinars and zoom, but who's not over zoom in teams that, you know, I know I am, and sometimes just getting on a plane and face to face and having a glass of wine or a coffee or a beer with them. That's the way that Australians have done business traditionally. And I know a lot of our clients saying, Hey, we are ready for that. So that's one market, we feel that will come back fairly quickly. Again, the government have to say, what are the restrictions on return? Because they won't do it if they're going to be in a hotel quarantine for 14 days.

**Brad Crouch** 57:08

All right, I'm getting a bit of a wind up. But I just I just want to go quickly, around around the panel, I'm getting a sense that we've come through some dark days, but there's there's a lot of optimism in what you're saying for for jobs for recovery, to bounce back for hopefully, pathways coming into play. Andrew, is you feeling good about the future?

**Andrew Kay** 57:29

Yeah, most definitely. You know, we, at a regional level, you know, we've come off the best 12 months of tourism and visitation of the selladoor, you know, up to this last lockdown being supported by the local market very, very strongly. And to green his point around the growth in direct to consumer sales. It's been exponential for wineries. And really the the major challenge, I think, for the wine industry, in terms of sales channels is really been what we call the on premise, which is restaurants, cafes and hotels, and that they're kind of the missing link retails held up very well. Exports, surprisingly, is held up quite well if you take China out of the equation. Yep. So it's how do we get markets open? So those restaurants, cafes and hotels can start operating? Because that's this is significant. It's probably 30% of the domestic sales market. We need those people back.

**Brad Crouch** 58:21

Okay. We're very optimistic about jobs for young young people having a future?

**Professor Roberta Crouch,** 58:26

Yeah, absolutely. I think, as has been mentioned, in many different ways, there's been so many learnings that have come from this. And it's just not to forget those, but to leverage those and just keep them going. People that hadn't tried innovative things in the past. They've tried them, they work, they want to know more, they want to try more. And of course, young people will have all sorts of opportunities to go into lots of different jobs across the sector, they and internationally once those opportunities present themselves. So, you know, it's been a bit of tough times. But certainly, we're in a great position to take the learning that's come from that, and bounce back stronger. No question.

**Brad Crouch** 59:08

But are you feeling good?

**Peter Williams** 59:09

Yeah, look, you have to take learnings from this, we've still got a bit of a bumpy road to go. I think for the next bit of time, six months, we need, as we've said several times, some career pathways, but we've we've spent this time looking in and and innovating within our own business. over this period, we've built a convention centre on our rooftop at headquarters at Cornell because we know moving forward that we're going to be running a lot of these, um, how to presentations. Yeah, of course it is going to be more complex to travel, people are going to need to know about the health protocols and the certificates and things like that. So we've certainly done that. We can't wait to pick that out with you know, some destination seminars and how to seminars. The other thing we've set up is a virtual studio where we're doing virtual consulting. So for those people that are worried about coming in, we actually consult over a camera and and so we Yeah, we've innovated in those areas. But now we're very buoyant about the future. But we do need a bit of help along the way. And, you know, so there's going to be a few few more bumps, but that pent up demand. So once we get the supply back, it should be rosy, you know, within 12 months.

**Brad Crouch** 1:00:13

All right, coming up feeling good.

**Corrina Wright** 1:00:15

feeling okay. I think, you know, no better time to get out to the region's at the moment. I mean, there's great experiences on offer, there is, you know, some we, we do make the best one. So, you know, there's always that, and, you know, got great people to hang out with, you know, like, Who would want to get out to the regions? And also Yeah, staffing wise, we, I can, anyone pretty much with to two legs into arms at the moment. We're missing pruners. We're losing vineyard hands we're missing. When vintage happens. There'll be sell hands, you know, we just have lots of internationals that came out and filled those roles. So you know, it's pretty exciting time who doesn't want to live down by the beach.

**Brad Crouch** 1:00:55

Terrific. All right. A big thank you to our panel. And thanks for the audience for joining us today. To keep the conversation going use the hashtag fearless conversations on Twitter. We'll have more on this subject in tomorrow's advertiser and a deep dive on what we've been discussing in the Sunday mail. So enjoy our wonderful South Australian wines responsibly. plan now for Safe travels ahead and good day.