

# Adelaidean

**system similar to that currently being introduced in Australia.**

**The Chancellor of the University of Adelaide, Mr Robert Champion de Crespigny, said Professor McWha had an outstanding record as an academic administrator and communicator.**

**"He has the leadership qualities required to keep the University of Adelaide moving forward and ensure that the process of development and change within the institution is maintained," Mr de Crespigny said.**

**"It is essential that the University's drive to build on its r2(c5.4(5U)]TJ0 -1.0856 TD-0.000 - TJJ\*-0.0001 Tc0.1164 Tw[(de)-10**

# INTERVIEW

*PROFESSOR JAMES McWHA*

## LETTERS

### Mitchell gone, not forgotten

I was glad to see the article about Sir William Mitchell in the latest *Adelaidean*

## Adelaidean

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**Engineer is new IEAust president**

South Australia's peak engineering industry body—the Institution of Engineers, Australia—has appointed the University of Adelaide's Dr Martin Lambert as its President.

A senior lecturer in hydraulics and water engineering at the University of Adelaide's Department of Civil & Environmental Engineering, Dr Lambert has 14 years of research and practical engineering experience in Australia and the United Kingdom.

He is a past recipient of the prestigious George Stephenson Medal, awarded by the Institute of Civil Engineers in the United Kingdom.

Dr Lambert is currently undertaking collaborative research projects with engineers in the United Kingdom, South Africa and Canada.

**Fringe over for another two years**

After a massive 422 events across 23 days, Adelaide Fringe 2002 has concluded with organisers heralding it a spectacular success.

Artistic director Katrina Sedgwick said record attendances coupled with a diverse range of performers and shows meant Adelaide at Fringe time was one of the best places in the world to be.

She also thanked the University of Adelaide and the University of Adelaide Union for their help in acting as "the Hub" of the Fringe.

"Our inaugural partnership with the University of Adelaide and the University of Adelaide Union has enabled 50 companies to have access to 12 new venues of a professional standard, and for us to present a special range of events," she said.

**Gastronomy encounter**

The Research Centre for the History of Food and Drink will host a symposium on *French and Australian Encounters: Gastronomy*, from April 26-28.

The event is part of the Encounter 2002 celebrations marking the meeting of Matthew Flinders and Nicolas Baudin 200 years ago.

**Postgrad conference in Adelaide**

*Quality in Postgraduate Research: Integrating Perspectives* will be held at the Stamford

# Consumer buying habits just the taste for nation's very first master of wine business

ANOTHER first has occurred at the University of Adelaide, this time in the field of wine marketing.

Mr Trent Johnson, a student in the Department of Horticulture, Viticulture and Oenology at the Waite campus, has become the first person in Australia to fulfil the requirements for the award of Master of Wine Business degree.

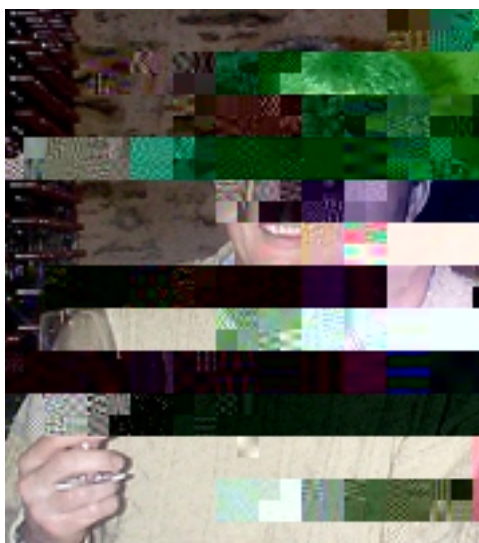
For his degree Mr Johnson investigated lifestyle characteristics of wine consumers, exploring a new view of the South Australian wine market.

"Using lifestyle as the basis for such a study is a relatively new phenomenon," Mr Johnson said.

"The technique gives a more lifelike portrait of the consumer which helps to meet the needs of wine industry management for detailed information. It helps the industry develop strategies to reach specific groups in what is an increasingly sophisticated market."

The Wine Business Masters Program is managed by the University's Wine Business Group. Dr Johan Bruwer, Senior Lecturer in Wine Marketing, said the program was initiated in 2001 and filled a gap in postgraduate education for the wine industry. The program enhances the University's reputation as a centre of excellence for all aspects of wine business-related tertiary education.

"Trent's research has added considerably to the volume of knowledge about the Australian wine market and shows that lifestyle is a valid and realistic segmentation variable," Dr Bruwer said.



Trent Johnson.

"The Australian wine business tertiary education providers are already the world leaders, particularly in the area of market segmentation research, and this work will help build on that lead."

The award also gives Mr Johnson an edge in the job market.

"I feel this qualification will improve my chances of employment in the wine industry, especially in areas related to market research and wine brand and wine business development," he says.

"The industry is increasingly competitive and it is important to have an advantage." He said he was considering both Australian and overseas possibilities for his next job.

FOR Trent Johnson's Masters degree, 363 wine consumers shopping at eight wine retail stores in metropolitan Adelaide were extensively surveyed about their activities, interests and opinions about wine and their wine purchasing behaviour.

The study identified five distinct types of wine consumer, each with their own characteristics and behaviours. These were:

**1. The Conservative, Wine Knowledgeable Wine Drinker** (20.9% of the total market)

"These consumers are generally well educated, knowledgeable and predominantly male," Mr Johnson says, "whose buying habits are reasonably predictable from year to year. They are the consumers who may previously have been stereotyped as 'connoisseurs'."

**2. The Image Oriented, Knowledge Seeking Wine Consumer** (22.3%)

"These are likely to be tertiary educated, professional consumers whose purchases are dictated by opinion leaders. They have some wine knowledge and are actively seeking to increase that knowledge. They are concerned with the image associated with drinking wine," he says.

**3. The Basic Wine Drinker** (16.8%)

"This consumer is not concerned with any of the 'airs and graces' associated with drinking wine. They drink wine because they enjoy it and they are likely to make their wine purchases from a number of safe brands that have previously met their needs."

**4. The Experimenter, Highly Knowledgeable Wine Drinker** (19.0%)

"These consumers have become somewhat 'bored' with what they perceive as the run-of-the-mill wines on offer and are seeking new and different wines to excite their palates. They are very wine knowledgeable and seek out other people with knowledge to assist in their quest for different wines, and as a result they tend to experiment when purchasing wine."

**5. The Enjoyment Oriented, Social Wine Drinker** (20.9%)

"These consumers are predominantly female and enjoy a glass of wine with their friends on a weekend. Their purchasing behaviour can be spontaneous and the packaging and labelling of the wine plays a part in their decisions, indicating that they might be attracted to the so-called 'concept' brand category on the market."

From a wine industry perspective, Mr Johnson says this view of the market is important, as consumer types 1, 2 and 4 all spend more than \$20 per bottle (on average). This indicates that they purchase wine in the "super premium category" and above, the categories in which many of the boutique and smaller producers have positioned their products.

"The knowledge that about 60% of the market are potential customers may prove

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# Drug crash link revealed in major new study

A MAJOR new study at the University of Adelaide, believed to be the biggest of its type published in the world, has examined the way four major types of drugs impact on the culpability of drivers involved in car crashes.

PhD graduate Dr Marie Longo, from the University's Department of Clinical and Experimental Pharmacology analysed the blood sample results from 2500 South Australian drivers injured in road crashes for alcohol, marijuana, stimulants and tranquillisers.

She also apportioned fault for crashes by using a consistent scoring method based on police accident reports and taking into account road, vehicle and environmental factors

Her major finding regarded tranquillisers, with a significant relationship emerging between having tranquillisers either at the prescribed levels or above and being culpable in crashes.

Dr Longo, who now works as a Project Officer for the Drug and Alcohol Services Council, also found:

- Alcohol still overwhelmingly plays the greatest role in road crashes—it is the most



Dr Marie Longo. Photo: Ben Osborne

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# Cholesterol proves healthy for medal winner

CHOLESTEROL has developed a bad reputation in recent years, but ongoing research at the University of Adelaide shows that cholesterol plays a pivotal role

**99**  
**NOT OUT!**

Haydn's sublime symphony or two - in fact his final 'score' was 104! His sublime Symphony No 99 is part of a concert that features music of the Napoleonic era and includes Cherubini's marvellous Requiem and a piece by the 18th-century composer Chevalier de Saint-Georges. Conductor Graham Abbott leads the Adelaide Chamber Society at 7.30pm on Friday, April 12, at the Adelaide Entertainment Centre, 91 Hindley Street at 5pm. Tickets \$27. Book at Bass on 131.

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