

Case Study

100th Monkey Vignerons Cluster Group

Client

100th Monkey Vignerons



Sector

Agribusiness

Type

- Cluster & collaborative ventures
- Commercial advisory

People



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Matter description

Piper Alderman advised on an innovative wine industry cluster project in the Riverland as a part of the SA State Government’s Premium Food and Wine Co-innovation Clusters grant program.

The initiative was aimed at bringing together groups of entrepreneurs to establish regional innovation clusters and provide the opportunity for existing and new groups to enhance the development of sustainable agribusiness clusters.

We advised the group on collaborative structure models and governance for the cluster and value creation through intellectual property capture and protection.

This cluster project resulted in a successful collaborative initiative known as the ‘100th Monkey Vignerons’ which has been described as “a paradigm shift in the behaviour of growing, buying and selling wine grapes in Australia.”

What our client said

Ashley Ratcliff, founding cluster participant, said:

“We engaged Piper Alderman to advise on a collaborative project under an initiative called: “Creating a Riverland Premium Wine Sector via Alternative Production Methods and Cluster Models”. In addition to providing concise, timely advice, they quickly developed a good working rapport with me and the other cluster group members, all of whom were farming families from the Riverland. Simon and Bianca’s ‘down to earth’ approach and willingness to bring the parties together to discuss alternative options was certainly appreciated and I would welcome the opportunity to work with them in the future.”

Website

<http://100thmonkeyvignerons.com.au>