
Question 23 (14 marks)

- (a) Explain how the changing use of technology has influenced an economic activity you have studied. 6

The Global Wine Industry (GWI) incorporates viticulture, wine making and wine sales. The changing use of technology has provided better and more efficient methods to gain maximum profit as an economic activity. In viticulture, the development of mechanical harvesters have allowed for faster and more efficient harvesting of grapes, ~~and~~ and drip-irrigation to use minimal water with maximum flavour in grapes. The ~~development~~ genetic development to ~~make~~ grapes have made them stronger to disease and natural stresses. The Stelvin Cap has replaced the cork to better maintain the wine by disallowing for oxidation and rotting. This is crucial for transportation and refrigeration. To transport overseas, containerisation has allowed for more wine to distribute overseas to gain further profits. New methods of advertising and online shopping have allowed wine sales to increase profits.

Question 23 continues on page 14

Question 23 (continued)

- (b) 'Local economic enterprises can no longer operate in isolation. Linkages and flows change significantly over time.'

8

Discuss this statement in relation to a local economic enterprise you have studied.

Tamburlaine Winery, Pokolbin has many linkages and flows. Tamburlaine can not operate in isolation due to these linkages and flows. Tamburlaine employs 20 people as well as various contractors during harvest season. These contractors are external people and in the past with less globalisation, these skilled people may have been difficult. The increase of globalisation over time has allowed Tamburlaine to import barrels from USA as well as other technological machinery used to maintain ecological sustainability as Tamburlaine produces organic wine. Over time, Tamburlaine can increase its links to organisations such as Biological Farmers Association and NSW Wine and Brandy Association. Tamburlaine has only joined these organisation over the past 10 years. Therefore this statement is true in relation to Tamburlaine Winery as it cannot operate in isolation due to its linkages and flows that have changed over time.

End of Question 23