

Fact Sheet

Roseworthy Old Collegians Association Inc.

Roseworthy

ROCA AWARD OF MERIT 2003 – Philip Laffer

Philip Laffer (RDA 1961, RDOen 1963) chief winemaker with the Orlando-Wyndham group, graduated from Roseworthy with a Diploma of Agriculture in 1961 and Oenology in 1963.

Phil Laffer's contribution took place at all levels across the wine industry – from vineyard practices and winemaking procedures to quality standards, quality control and marketing.

He recognised the importance of the market chain sooner than most and devoted substantial time to the coordination of grape production and market practices, which met consumer expectations.

Phil shuttled between Australia and North America, Japan and Europe enhancing and expanding Australia's wine export drive – one result being that the Jacob's Creek range became the biggest selling Australian wine label in the world.

Phil Laffer's energies and expertise were also utilised by many wine industry groups including research organisations, industry representation groups and government advisory groups. At all times his focus was on achieving practical outcomes to benefit the wine industry. Phil was a significant face for the Australian Wine industry at home and abroad, and in 2002 he was named Australia's Winemaker of the Year.

He was an inaugural Co-Patron of the Roseworthy Student and Campus Fund.

His outstanding achievements reflect the high standard maintained over the years by fellow alumni who have been awarded ROCA's highest honour, including his father, the late Len Laffer, who received the Award of Merit in 1976.

