



Limestone Coast Wine Region

Strategic and Annual Plan

APPLICANT DETAILS

(a) Administrative Body

Limestone Coast Wine Industry Council

(b) Contact Details

PRIMARY CONTACT FOR PURPOSES OF PROGRESS AND FINANCIAL REPORTING:

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Signature		Date

(c) Regions Represented (Please list all of the regions represented by the Administrative Body)

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| <ul style="list-style-type: none"> • Bordertown • Padthaway • Robe • Mt Benson • Cape Jaffa | <ul style="list-style-type: none"> • Lucindale • Wrattenbully • Coonawarra • Mt Gambier • Penola |
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Start Date	End Date
1/7/09	30/6/10

A. BACKGROUND TO PLAN

A half-day session was organised to develop a list of regional priorities and an extension plan to address those priorities. This was a part of the process of preparing a submission to GWRDC for funding under its new *Grassroots Solutions* program, for local “innovation, extension and adoption” activities.

The workshop was organised by the Limestone Coast Wine Industry Council Technical Sub-Committee chairman, Dan Newson. An independent facilitator, Sandy Hathaway – Phylloxera Board of SA, was engaged to run the session.

The method of getting people to be represented on the day involved 2 processes firstly an open call was made to all Limestone Coast Wine Industry Members through the email network established by the Limestone Coast Wine Industry Council in which all representatives of the region received email correspondence from Glenda Kidmann representing the LSCWIC. This correspondence was delivered on 3 occasions and consisted of an open invite and a survey for participants that could not make it. (Copies are included) The second process was one by which members of the industry with good insight into the regional issues were sent a closed invite for them to participate in the day. This correspondence also included a background letter, invite and survey for those who were unable to attend.

27 people nominated to attend the workshop and 22 attended. There were a total of 15 survey form returns by members who were unable to attend on the day. These were distributed to the groups on the day to have their ideas included in the planning sessions on the day.

Participants were assigned to small groups according (approximately) to their role in the industry, and asked to identify and rank a number of regional priority issues. Individuals had already been asked to fill in a survey prior to attending the meeting, and it was expected that these would be raised during this part of the discussion.

Once the groups had spent some time on this activity, they reported back to the whole group, and the issues were compiled into a single list. Time constraints meant that only about three issues per group were presented to the whole group; however, more issues were listed from surveys received before the meeting and from individual ideas submitted on paper.

Each participant was then asked to vote for their top three issues (only one vote per issue).

The group was then divided into small groups again – with different composition – and each group was given between one and three of the top priority issues to consider, and formulate an extension plan for. The priorities that were clearly either research related or marketing/promotion related were excluded.

The plan extension activities document was then drawn up and ratified by the LSCWIC Exec council in June 2009.

B. ISSUES FOR THE REGION OVER NEXT 3-5 YEARS

The following priority issue list was formulated at the planning day from a potential 24 issues that were raised for the region.

1. Managing salinity – in soil, water and grapes
2. Marketing of the region to increase sales – linking with natural assets
3. Frost control methods – non-water options
4. Rootstocks and clones – information to improve selection and management, which suit what soil types.
5. Water security – quality and quantity and techniques to maximise what we have
6. Techniques to maximise effect / reduce inputs / costs – benchmarking, impacts on quality, new techniques or improving old ones.
7. Reduction in dependence on fermentation additives – effect of micro-nutrient status exacerbated by heat stress
8. New varieties – viable alternative varieties suited to the region
9. Communication - lack of a centralised information source for our region and access to speakers on local topics
10. Lack of phylloxera and rootstock knowledge in the region
11. Business information: supply-demand equation; consumer requirements, understanding the whole process “from grape to glass”
12. Increasing young people’s participation in the region
13. Lack of access to recognised / effective training
14. Eutypa management – how to manage it and reduce spread

The issues can be broken up into 5 “Key Management Areas” to help better manage the extension and priority relating to each. These are the key issues to be addressed over the next 3 years.

1. Water and Salinity Management
 - a. Soil / water / grape salinity management
 - b. Supply of water and trading issues
 - c. Efficient use of available resource
 - d. Finding alternative techniques to manage frost
2. Vineyard / Grape Management
 - a. New Varieties that suit our region and how to manage
 - b. New Clones that improve what we currently have and how to manage
 - c. Eutypa management – how to manage it and reduce spread
 - d. Techniques to maximise input effects & reduce costs – impacts on quality, new techniques or improving old ones, new technology
 - e. Soil type management, nutrients, water etc.
 - f. Lack of phylloxera and rootstock knowledge in the region
3. Winery / Wine Management
 - a. New Varieties that suit our region and how to manage
 - b. New Clones that improve what we currently have and how to manage
 - c. Reduction in dependence on fermentation additives – effect of micro-nutrient status exacerbated by heat stress
 - d. Techniques to maximise input effects & reduce costs – impacts on quality, new techniques or improving old ones, new technology
4. Business Management
 - a. Business techniques to reduce inputs / costs – benchmarking
 - b. Increasing young people’s participation in the region
 - c. Lack of access to recognised / effective training
 - d. Business information: supply-demand equation; consumer requirements, understanding the whole process “from grape to glass”
5. Communication
 - a. Centralised Effective Communication Source
 - b. Regional based access to speakers on small local issues

C. EXTENSION AND ADOPTION PRIORITIES FOR THE REGION OVER NEXT 12 MONTHS

The following is a list of the extension activities that have been allocated to the 2009/2010 financial year by the Limestone Coast Wine Industry Council Executive Committee and were ratified at an executive meeting held on the 3rd of June 2009. The committee has selected from a large list of extension activities that will address many of the priorities listed above in the 5 Key Management Areas.

The following list of extension activities for 2009/2010 does not cover all key management areas but does cover those seen by the committee as being the highest priority with the aim that all areas and extension activities will be addressed over the 3 year period.

1. Communication -Creation of a centralized information source for the region that will provide growers and winemakers with easily accessed information that contains information gathered from events and workshops as well as other sources to keep all up to date and informed.
2. Business Management - Ensuring Growers have the appropriate tools and knowledge to meet the business objectives of cost of production, over supply and potential customer demands in the future.
3. Water and Salinity Management - Helping growers with tools and knowledge to adapt to the new water allocations and make best use of the available resource.
4. Communication - Giving regional associations support for localised issues and providing access to information sources on these.
5. Business Management - Promoting and supporting the development of young Technical and Management personnel in our region to help address regional issues and priorities.
6. Vineyard Management - Giving growers the tools to cope with emerging and potential pest and disease threats, to vineyards in the region.

7. D. ACTIVITIES TO ADDRESS PRIORITIES AND OUTCOMES

Activities and Outputs 2009-10

	Extension Priority*	Activity to Address Priority**	Attendance/ Distribution Target	Target Date	Outcome sought***
1.	Creation of Centralized information source	Update LSCWIC website	All growers / winemakers, industry personnel (approx 230) in Limestone coast	Feb 2010	To provide all industry personnel with a single point of centralized information and communication
2.	Tools and Knowledge for Best Business Practice	(A) Run a Vinebiz benchmarking workshop	20-30 growers and business owners to attend workshop	September 2009	Techniques to maximise effect / reduce inputs / costs
		(B) Run a business directions workshop	60 Business owners, growers and Winemakers from all of LSC	November 2009	Business information: supply-demand equation; consumer requirements , understanding the whole process "from grape to glass"
3.	Coping with water allocation and salinity management	(A) Workshop on Salinity management and BMP for water use	40-50 technical staff and growers from LSC region	October 2009	Managing salinity – in soil, water and grapes
		(B) Mulch and water management tour	30 growers from all LSC	November 2009	Water security – quality and quantity and techniques to maximise what we have
		(C) Collect data on regional soils and the best ways to maximise inputs, with management tips from experts	2 nd year produce information CDs for growers from LSC approx 230	May 2010	Water security – quality and quantity and techniques to maximise what we have
4.	Access to information sources on local priority issues	Provide support for regional associations to have experts provide information on local issue that meet regional priority targets / goals	15 – 20 growers / winemakers at each regional meeting x 4	June 2010	Communication - lack of access to speakers on local topics
5.	Supporting and developing regional youth	Offer a developmental scholarship to one regional youth representative	3-4 workshops on findings at local and regional level	May 2010	Increasing young people's participation in the region

6.	Protecting vineyards from Pest and Disease threats	Conduct spring walk looking at Eutypa and Phylloxera prevention etc.	40-50 people from all LSC	October 2009	Eutypa management – how to manage it and reduce spread + Lack of phylloxera and rootstock knowledge in the region
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*Extension priority must link to a priority defined in Section C.

**It is possible to have a series of different activities to address a priority

**Outcome sought should link to a benefit to the region defined in section A

E. INDIVIDUAL ACTIVITY DETAILS

1. Update LSCWIC website

Background

Due to the distances between growers in our region information distribution is difficult and the need for a centralized point for all of the research work and seminar notes is required.

The Limestone Coast Wine Industry Council website already exists but requires some work to bring it upto date and make it easy to upload information and for growers and winemakers to access and use this information.

The work will provide a central easily accessed information base for wine industry personnel of the Limestone Coast Region.

Proposed Project Leader and organisation represented

Ulrich Grey Smith – Limestone Coast Wine Industry Council

Daniel Newson – Limestone Coast Wine Industry Council

What is the outcome sought as a result of conducting this activity?

To provide all Limestone Coast Wine Industry personnel with centralized information and communication source that is easily accessed and informative. The aim is to reach the 230 growers within the Limestone Coast on a timely basis to attend events to and increase the rate of knowledge uptake and distribution. It will provide information on past events and outcome for those that can not make the events. It will provide a continuous extension information source for local industry personnel.

The site will have links to websites such as the GWRDC and other government and industry links.

2 A. Run a Vinebiz benchmarking workshop

Background

This workshop will provide growers and business owners of the region with a set of tools and knowledge to be able to better run their business through understanding the full costs of running a vineyard enterprise and where cost and input reductions may be achievable.

Proposed Project Leader

Daniel Newson – Limestone Coast Wine Industry Council

What is the outcome sought as a result of conducting this activity?

To provide a set of tools in the form of the Vine Biz CD, Basic Training and Booklet to 20 – 30 small growers so they are able to assess their own enterprises and make decisions on techniques to maximise effect / reduce inputs and minimise costs to their vineyard operation. This project will help in retaining these growers in the region.

2 B. Run a business directions workshop

Background

This seminar / workshop will provide business operators and small company owners of the limestone coast wine industry with knowledge on running a successful wine industry enterprise, Tips on consumer trends and demands, the markets openness to new varieties and new regions. It will incorporate knowledge from successful business operators, leading industry commentators, and wine writers on the trends of the future market place and surviving in it as a small operator.

Speakers and topics may include

- *Wine Writer – Consumer trends
- *Wine resellers – The market place and how it operates
- *Small wine business operator – making a small wine business work
- *Financial advisor – Finances and the current market eg oversupply
- *Winemaker – New varieties and regions – what's working?
- *GWRDC – research

Proposed Project Leader

Suzanne Bell – Limestone Coast Wine Industry Council
Wrattenbully Wine Industries Association.

What is the outcome sought as a result of conducting this activity?

The outcomes of this event will be to supply business information on supply-demand equation, consumer trends, understanding the whole process “from grape to glass”. It will provide operators of businesses in the Limestone Coast Wine Region with a range of knowledge that may be taken away and applied to their own enterprises. The aim will be to distribute this information to between 50-60 local wine industry business operators.

This event will be advertised wider than the LSC for other regions operators to attend.

3 A. Workshop on Salinity management and BMP for water use

Background

As the new water allocation recommendations come into affect in 2009-2010 for Padthaway and 2010-2011 for the rest of the limestone coast there is a need to supply growers and industry personnel with the latest techniques and advice on minimising the effect of the ground water salinity on the grapevines and final product the workshop will look at how to maximise production quality with the lower quality and volume resources available and how to maximise what is applied.

Proposed Project Leader

Kerry Degaris – Limestone Coast Wine Industry Council
Tim McCarthy – Limestone Coast Wine Industry Council

What is the outcome sought as a result of this conducting this activity?

The outcome sought from this event is to distribute the data collected in 2009/10 from local trials and to provide access to around 30-40 vineyard managers, technical staff and growers from the Limestone Coast to the latest information from leading researchers from different parts of Australia on best management for water use to minimise salt affects.

3 B. Mulch and water management tour

Background

Best management practice for irrigation of vines includes the use of mulches and ground covers to aid with lessening the loss of water from evaporation. Growers will be taken on a tour of other local vineyards that are currently using mulch and other irrigation aids to talk with the growers directly about their experiences. On the bus the speakers will present the latest information on using soil coverings to aid in limiting water loss. Growers will then be able to visit a production site for composted mulch where they can feel the product and ask the manufacturer direct questions as to the different types and suitability for their circumstances.

Proposed Project Leader

Sally Macleod – Limestone Coast Wine Industry Council Tech Committee
Catherine Falkai - Limestone Coast Wine Industry Council Tech Committee

What is the outcome sought as a result of conducting this activity?

To give 30 -40 Growers of the Limestone Coast a hands on understanding of the benefits of utilising ground coverings to lessen evaporation from soil. It will provide growers with a set of knowledge based tools to make an impact on best irrigation management practice decisions on their own vineyards.

3 C. Collate information on regional soils and geology and best way to maximise inputs applied, with management tips from experts.

Background

This project will look to contract a local government body (Struan) to collate information on the various soil types of the regions of the limestone coast. The information will provide a location of soils through the region and then give advice on the best management practice of these when growing grapevines. It will provide information on how the soils react to different watering practices and what methods of management best suit the soil types of the different regions.

This project will be the first part in a 2-3 year project to produce an information CD for growers that better explain the environment that we grow vines in, it will contain information on soils, water management, geology and nutrient management.

Proposed Project Leader

Ben Harris – Limestone Coast Wine Industry Council Tech Committee
Hans Loader - Limestone Coast Wine Industry Council Tech Committee
Sue Bell - Limestone Coast Wine Industry Council Tech Committee

What is the outcome sought as a result of conducting this activity?

The outcome of a successful activity will be to produce a CD in coming years of information about regional soils etc. and how to best manage them. The CD will have an information session held to launch it in which 30 key growers from the regions would be aimed to be reached. The CD would then be distributed to all growers of the region 230 approx and information posted to the website.

4. Provide support for regional associations to have experts provide information on local issue by aiding in workshops or providing speakers on local topics that meet regional priority issues.

Background

Many small regional groups with the larger Limestone Coast Region struggle to afford to bring speakers on topics that are relevant to them to the regions. But they do have the resources to help put on workshops and information sessions. This projects aim will to provide this opportunity by providing access to funds to cover accommodation and travel costs to bring these experts to the growers. The topics of these speakers will be presented to the Limestone Coast Technical Committee Meeting for approval. The events will be organised on behalf of the Limestone Coast Regional Technical Committee by the local regional grower and winemaker organisations.

This project aims to cover topics and opportunities that arise during the year to address regional priorities on a local level with the aid of the local organisations.

Proposed Project Leader

The Limestone Coast Wine Industry Council Technical Committee Exec Committee

What is the outcome sought as a result of conducting this activity?

The outcome sought is to run 4 small regional based grower sessions / workshops combined with a normal grower meeting or other that have an expert speaker/(s) on a topic of regional importance to them that fits the regional priorities. This project should aim to reach around 20-30 growers per meeting and with the 4 meeting the total will be around 100 people across the region.

5. Offer a developmental grant to one regional youth representative to address regional priority issues.

Background

Getting younger people involved with regional issues and bring information to the growers is a key part of the Limestone Coast Wine industries future. The only draw back is getting them to show interest in being involved or that we need them to be involved.

This project has been designed to get young wine industry members to put their hand up to be involved and also to reward this desire to be involved by providing a funded grant to investigate an issue of regional priority as presented at the planning session. The grant money will be used to investigate the issue and present back to the region on their findings and things they find may benefit our region.

Proposed Project Leader

Limestone Coast Wine Industry Council Executive Committee

What is the outcome sought as a result of conducting this activity?

To successfully get 1 young wine industry person under 35years of age to take on collecting/ collating information on one regional priority and present their findings to the regions in 3 sessions across the LSC region reaching approximately 60 wine industry representatives.

6. Conduct spring walk looking at Eutypa and Phylloxera prevention

Background

Eutypa is an emerging problem in our region and Phylloxera is always a threat. The workshop will aim to provide the latest information on identifying and monitoring for these problems in the vineyard. The program will involve walking to the vineyards. It will also involve bring a grower who has been affected by the Phylloxera in Victoria to explain what is the consequences to a business of not getting this prevention correct.

Proposed Project Leader

Sally Macleod – Limestone Coast Wine Industry Council Technical Committee
Coonawarra Grapegrowers Association

What is the outcome sought as a result of this conducting this activity?

The outcome of this project is to have 50 people attend a spring walk through the vineyards and be exposed to experts in the field of pest management. From this they will take away with them a range of new tools and knowledge to control Eutypa and prevent phylloxera from our regional vineyards. Participants will receive a CD and booklet containing the latest information.