SPRING VINE HEALTH FIELD DAYS



FINAL REPORT TO

GRAPE AND WINE RESEARCH & DEVELOPMENT CORPORATION

Project Number: CSU 1001

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Research Organisation: National Wine and Grape Industry Centre (NWGIC), NSW

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This Report is to be read in conjunction with materials at www.nwgic.org

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Cover photograph: Spring Vine Health Field Days 2010

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Introduction

The Spring Vine Health Field Day program as an initiative of the National Wine and Grape Industry Centre and is founded in coordinated national industry strategy. The program has been developed with significant funding from the Grape and Wine Research and Development Corporation. These lead frameworks and resources are however a small part of the job of securing grape vine heath. The Spring Vine Health Field Day program aims to focus the efforts of everyone involved in vine health.

From policy makers, suppliers and regulators to quarantine staff and researchers, there is a whole system that operates to secure vineyards as biological assets. The system works best when it can dynamically respond to the emerging issues. This requires knowledge, focussed and capable people, enterprises and equipment. The biology of our system starts in the vineyard. For this reason chief amongst stakeholders in the vine health system are grape growers.

Each year is a new experience for those of us who grow grapes. If we learn from one another we can perhaps be prepared for the contingencies of changing seasons. There are around 20,000 people directly involved in Australian vineyards each year. That's 20,000 years of experience! They are eyes and ears on our biology that can motivate researchers, regulators, suppliers and other stakeholders with the clues they need to make the system work better. The Spring Vine Health Field days have pre field day reviews and evaluation to structure this feedback. In this way we have an annual cycle of fine tuning the performance of the vine health system.

This Final Report from the 2010 Vintage draws together our experiences in this program. We may not have everything right yet. We do however have a commitment to working with grape growers in the long term to sustain Australian producers to produce great wines from healthy vines. I hope readers of this report will be inspired to work with us to improve the management of vine health in Australia.

I particularly encourage wine regions to set a date early for a Spring Vine Health Field day. Then let us know. We aim to work with you to help fill the experience with value.

<u>Governments add value to vineyard assets</u>

Biosecurity and Natural Resource Management underpin wine industry productivity in all states. Biosecurity and Natural Resource Management are also important issues for all state governments. Wine businesses interact with government in management of fruit fly, phylloxera and other regulated pests. Government also encourages understanding and best practice management of natural resources to underpin productive economies. With some coordination we can improve our approaches to working toward securing vineyards as biological assets in catchments across Australia.

The Spring Vine Health Field Day Program is a national extension coordination initiative lead by the National Wine and Grape Industry Centre. Industry and Investment NSW provides support to this program through our network of extension officers in the wine industry as well

as contributing expertise of our research staff. As a part of our national commitment through the National Wine and Grape Industry Centre our extension team has worked in cooperation with other state governments and varying approaches to wine industry development to deliver these events.

State Government expertise was contributed to the Spring Vine Health Field Day program from each Australian State Government. I take this opportunity to particularly thank South Australia, Victoria, Queensland, Tasmanian and Western Australian Governments for maintaining research and technical regulatory expertise in the wine industry to be able to make meaningful practical contributions to grape growers across Australia. I also acknowledge staff of private enterprises, Natural Resource Management regional organisations and Universities who made contributions. There was a great willingness of all contributors to share their expertise across states. The individuals who participated built their connections and understanding in the wine industry and became more relevant by sharing in the learning process with grape growers.

The difficulties of this last grape growing season underpin the appreciation that growers have for clear answers to managing pests and disease. Because information is presented in a clear and applicable manner the grassroots support to host these events is strong. The program cannot operate without an invitation and significant in- kind support from regional hosts.

The Grape and Wine Research and Development Corporation provide funding for this coordinated program at five levels.

1. Supporting the Regional Associations through the Regional Grassroots Program
2. Supporting the National Extension Management function of the National Wine and Grape Industry Centre to lead the program development.
3. Supporting operational coordination of the program through this project.
4. Developing Innovators Network materials as a knowledge base to underpin best practice management.
5. Through investments in the Australian Wine Research Institute and other research providers to provide expertise and content.

Industry and Investment NSW is pleased to be involved in this partnership.

This seasonal report shows the Spring Vine Health Field Day Program to be a continuously improving systems-based approach to coordinated innovation in vine health.

Abstract

Eleven Spring Vine Health Field Days were held across Australia in 2010. Presentations and reports from these events are available online at www.nwgic.org . These extension events involved procuring an average of $20K of resources.

Assessments of the capacity to manage vine health were completed in five regions as pre field day reviews. These revealed aspirations to improve in all areas. Evaluations of grower responses to 18 presentations showed positive changes in self-rated knowledge and capability. Ten recommendations for further development of the program are included.

Executive Summary

- The largest expense and labour use for vineyards is vine health. Vine health is also an issue of ongoing importance for state governments. Strategies to achieve vine health operate at many levels (e.g. individual vineyard, catchment, state). The many stakeholders in vine health include; all tiers of government, the NRM regions (Catchment Management Authorities), suppliers and researchers. Vine Health information needs to be updated regularly. There are considerable opportunities for synergy and efficiency from coordination in this area.
- The Spring Vine Health Field Days aimed to increase communication efficiency by providing a focus and coordination for all stakeholders a systems-approach to innovation and a regular annual rhythm of communication.
- Six pre field day reviews of capacity to manage vine health were conducted.
- Eleven Spring Vine Health Field Days were held across Australia in 2010. Please refer to the Table below

Date Held	Region
Wednesday 28th July	Hunter Valley
Thursday 29th July	Mudgee
Thursday 2nd September	Shoalhaven
Saturday 4th September	Canberra
Tuesday 7th September	Orange
Thursday 9th September	Tumbarumba
Tuesday 21st September Wednesday 22nd September Thursday 23rd September	Western Australia Swan Valley Bunbury Margaret River
Thursday 21st October	Yarra Valley- VIC
Wednesday 10th November	Stanthorpe- QLD

- Spring Vine Health Field Day presentations were evaluated on 500 structured evaluation forms. These were designed to support operational decision making through reflection and

interpretation of information presented. Evaluations also measured knowledge, attitude, skills and aspirations.

- Over 1000 grower comments were recorded in these evaluations. Summary data from pre field day reviews and evaluations is included. Discussion of results in this report is intended to enhance relations between regional associations and key stakeholders including;
    - Researchers
    - GWRDC
    - NRM Regions (CMAs)
    - State governments
    - Suppliers
    - Wineries
    - NWGIC
- Total resources employed was $225,430.61 consisting of $19,717.53 from the GWRDC Grassroots Regional Program, $65,825 from GWRDC project funds $11,500 from NRM Regional Organisations (CMA's) and $128,388.08 as in-kind contributions from regional associations and presenters $500.00 as contributions from suppliers. GWRDC investments are the lead financial contribution to the success of the program.
- A system for assessing changes in practice using online tools was successfully trialled.
- Ten recommendations are included for development of the effectiveness of the Spring Vine Health Field Days Program into the future.

Background

After reviewing extension activity in the Australian Wine Industry, the National Extension Steering Committee developed a National Extension Plan – "Extension of Australian Grape and Wine Research Findings – A Plan for Coordinated National Delivery". The Plan was completed in late 2009 and included, for vine health, a focus on

- "Increasing the effectiveness of the annual cycle of adaptive management and capacity building in vine health (including chemical management)"

- Growers aware of and actively fulfilling responsibilities in protecting the industry from:
  - exotic diseases, by surveillance
  - regionally contained pests, by implementing and progressing protocols
  - planting pests, by managing the nursery relationship"

The GWRDC travel report GWT08/02 recommended *"A national spring workshop series in vine health issues should be coordinated by the National Extension Steering Committee..."* and included a specific list of issues to take into account when coordinating these. These issues were considered in the coordination of the Spring Vine Health Field Days series (please refer to Table 3- Outcomes/Comments Section). This is the third year that an extension program has been coordinated in vine health by the National Wine and Grape Industry Centre (NWGIC) and the National Extension and Innovation Network.

The largest expense and labour use for vineyards is vine health. Vine health is also an issue of ongoing importance for state governments. Strategies to achieve vine health operate at many levels (e.g. individual vineyard, catchment, state). The many stakeholders in vine health include; all tiers of government, the NRM regions (Catchment Management Authorities), suppliers and researchers. Vine Health information needs to be updated regularly. There are considerable opportunities for synergy and efficiency from coordination in this area.

Vine health is relevant to around 7,000 vineyard enterprises, 23,000 people directly employed, managing 167,000 hectares and producing over $4Bn worth of wine from $6-10Bn worth of vineyard assets. Vine health, encompasses such issues as phylloxera, powdery mildew, glassy winged sharpshooter, vine rust, spray drift, environmental management systems, pesticide residue management and soil health. It collectively encapsulates a significant portion (around half) of the activities of grape production and involves many other stakeholders to sustain success and protect vineyard assets. (Scholefield and Morrison 2008 have reviewed the economic costs involved in managing vine health. Their report details financial impacts to growers from pest and disease).

Disciplined extension has many components and is expensive. Standard methodologies conducted numerous times leave opportunities for continuous improvement.

"Innovation driving sustainable success. A Research Prospectus for the Australian Grape and Wine Sector" mentions a challenge of "Ensuring all elements of the value chain work together for continual improvements in quality and efficiency". This project facilitated

incremental innovation in; wine growing businesses and in effectiveness of vine health communication. Australia needs to maintain a position as one of the worlds most cost efficient grape producers, whilst focussing on market and price opportunities. This project aimed at sustaining cost competitiveness and underpinning secure market access and environmental reputation.

Project Aims and Performance targets:

The main aim of this project was to maintain and increase the capacity of Australia's wine businesses to manage vine health by:

- Building a methodology and continuous improvement process within the National Wine and Grape Industry Centre (NWGIC) to annually deliver best practice vine health information.
- Engaging other organisations and enterprises to enhance this principal coordination relationship.
- Conducting a grower survey/consultation process to assess the capacity of Australia's wine industry to manage vine health.
- Conducting Spring Vine Health Field Days in Australian wine regions in 2010, coordinating multiple stakeholders with an interest in communicating with growers about vine health.
- Evaluating and reporting

Outputs and Performance Targets 2010	
Outputs	**Performance Targets**
Schedule of Dates and Venues	1 March 2010
Spring Vine Health Field Day plans	1 June 2010
Stakeholders engaged.	15 February 2010
Travel Schedules for presenters and Facilitators	1 July 2010
Conduct Field Days	1 July 2 -10 December 2010
Write Final Report	23 Dec 2010

Table 1

Beyond GWRDC major users of this report could be:

1) People developing GWRDC "Grassroots" extension plans. This report can be one basis for choosing topics and designing Spring Vine Health Field Days, funded through this source.
2) Leaders with an interest in the effectiveness of feedback and engagement systems underpinning innovation in the wine industry.

The Winemakers Federation of Australia reviewed the Regional NRM (CMAs) plans as a part of the Australian Wine Industry Stewardship program. Awareness of these areas of overlap, between Australia's wine industry and environmental progress at a regional level, is an objective of this project. A vision for this relationship would be an ongoing close working relationship between NRM Regional Organisations (CMAs) and the wine industry, with Spring Vine Health Field Days as an annual contact point for strategically refining this relationship. As such this report has three important additional target audiences;

- Wine industry leaders with a strategic interest in the relationships between NRM Regional Organisations (CMAs)and the wine industry
- Leaders in Natural Resource Management (NRM) in Australia with an interest in the relationships between NRM Regional Organisations (CMAs)and the wine industry
- NRM Regional Organisations (CMAs) and wine industry associations with an interest in working together through the Spring Vine Health Field Days program.

Method

1. Wine regions across Australia were contacted through the National Extension and Innovation Network to register an interest in hosting a Spring Vine Health Field day. At 30 January 2010, twenty-two regions had registered an interest.

2. The project engaged Alan Cahoon from Immediate Media as a consultant to achieve outputs #1-4 by 1 July 2010. This was prior to the start date of the project, so bridging funding was obtained from Industry and Investment NSW to enable this to happen. Please refer to Appendix 5 for Alan's Report.

3. A standard review of the capacity of a region to manage vine health was developed as an online tool which was offered to regions to aid field day program design and for wider reporting. This was conducted within the following regions by NWGIC staff:

    - Mudgee region – Duncan Farquhar with Paul Baguely via in-person interviews
    - Canberra – Graham Kaye was engaged as a consultant and reviewed both Botrytis and vine health by utilising the online tools' questions for in person interviews
    - Tumbarumba – By Kevin Dodds using the online tools
    - Yarra Valley – By Chris Messerle using the online tools
    - Stanthorpe – by the Industry Development Officer Mark Deegenaars using the online tools.

Graham Kaye [in Canberra] and Anne Mooney [in Orange] conducted focused reviews by interview, of botrytis management. This review methodology could be refined for other regional reviews and structured conversations about botrytis control.

4. A project officer was employed as a part of the project from 19 August 2010 to help with; travel, finance, evaluations, reporting and project delivery.

5. A standard evaluation form was developed based on the ORID (Objective Reflective Interpretive and Decisional) structured decision-making process and designed to collect KASA (Knowledge, Attitudes, Skills and Aspirations) for each topic presented. KASA assessment can be used as part of the Bennets Hierarchy program evaluation methodology or to identify barriers to change/outcome realisation.

6. Eleven field days were conducted (see Table 2 below) involving coordinating many stakeholders. Presentations and other materials were made available online at www.nwgic.org

7. Evaluations were collated and circulated for comment to presenters, regional leaders and relevant NRM Regions' (Catchment Management Authorities) representatives and reports were completed for each Spring Vine Health Field Day.

8. Financial reconciliations were completed for each field day and circulated to regional leaders and NRM Regions' (CMA) representatives. Invoices were sent and some ongoing requirements identified.

9. Data from regional reports were collated into this document to give a national view. This final report was collated.

Summary- 2010 Spring Vine Health Field Day Events

Date Held	Region	Topics
Wednesday 28th July	Hunter Valley	▪ Soil Biology
Thursday 29th July	Mudgee	▪ Soil Biology
Thursday 2nd September	Shoalhaven	▪ Botrytis
Saturday 4th September	Canberra	▪ Botrytis
Tuesday 7th September	Orange	▪ Botrytis ▪ Entwine
Thursday 9th September	Tumbarumba	▪ Soil Health ▪ Powdery Mildew ▪ Entwine
Tuesday 21st September Wednesday 22nd September Thursday 23rd September	Western Australia Swan Valley Bunbury Margaret River	▪ Powdery mildew ▪ Problem Pests ▪ Neglected Vineyards ▪ Climate Change ▪ Smoke Taint ▪ Alternative varieties ▪ Entwine
Thursday 21st October	Yarra Valley- VIC	▪ Soil Health
Wednesday 10th November	Stanthorpe- QLD	▪ Botrytis ▪ Trunk Disease ▪ Soil Health

Table 2

Results/Discussion

This section will present summaries of pre field day reviews, note the field day presentations online, present summaries of the grower evaluations and includes summary information about financial arrangements.

This project is a large coordination task involving financing and scheduling. Early discussions with GWRDC indicated that our target of twenty field days was ambitious and that a performance target of four Spring Vine Health Field days executed well would be a success. Eleven events were held.

While in the evaluations we have detailed records of grower decision-making as a result of information presented at all the field days, we don't as yet have evidence of change in practices. This is an issue that could be followed up in an ongoing program.

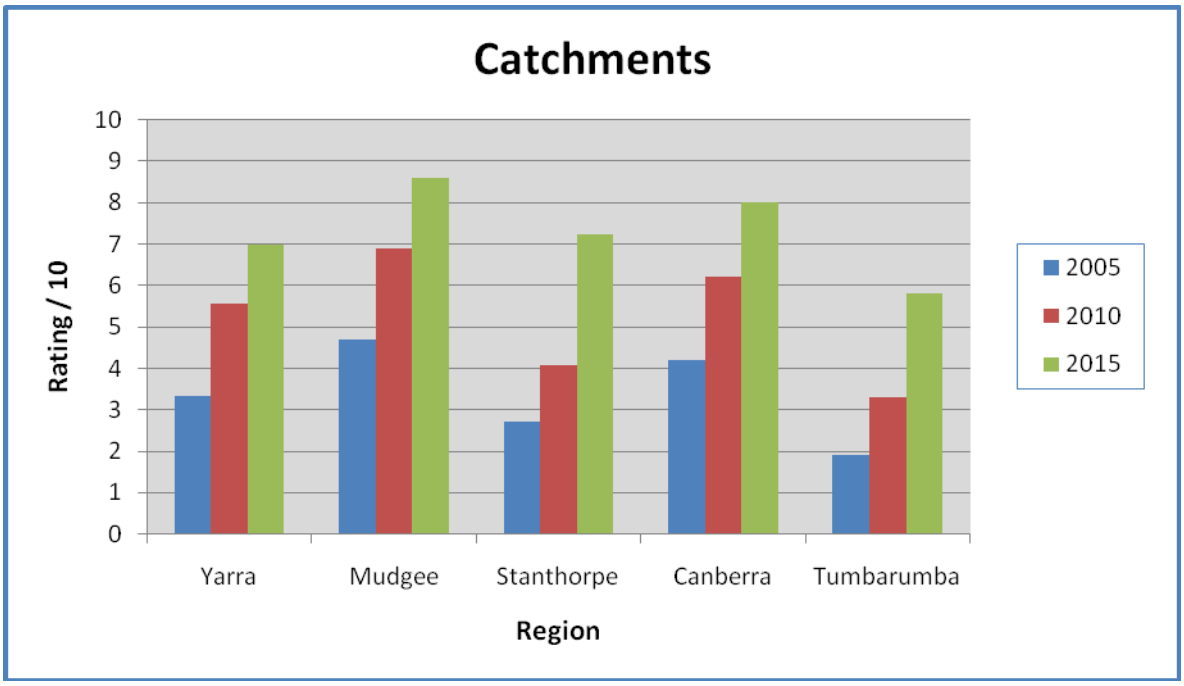
Pre field day reviews of capacity to manage vine health.

Pre Field Day reviews were conducted within six regions across Australia:

- Canberra Region – Graham Kaye's review is available online
- Orange Region – Anne Mooney's review of botrytis incidence and presentation is available online .
- Tumbarumba Region – Kevin Dodds' review is available online
- Yarra Valley Region – Collated by NWGIC and is available online
- Stanthorpe Region – Collated by Mark Deegenaars and is available online
- Mudgee Region – Collated with assistance from Paul Baguely and is available online

These regional reviews are aggregated by issue to develop a national snapshot of capacity to manage vine health.

Please rate how your vineyard fits into your region's landscape



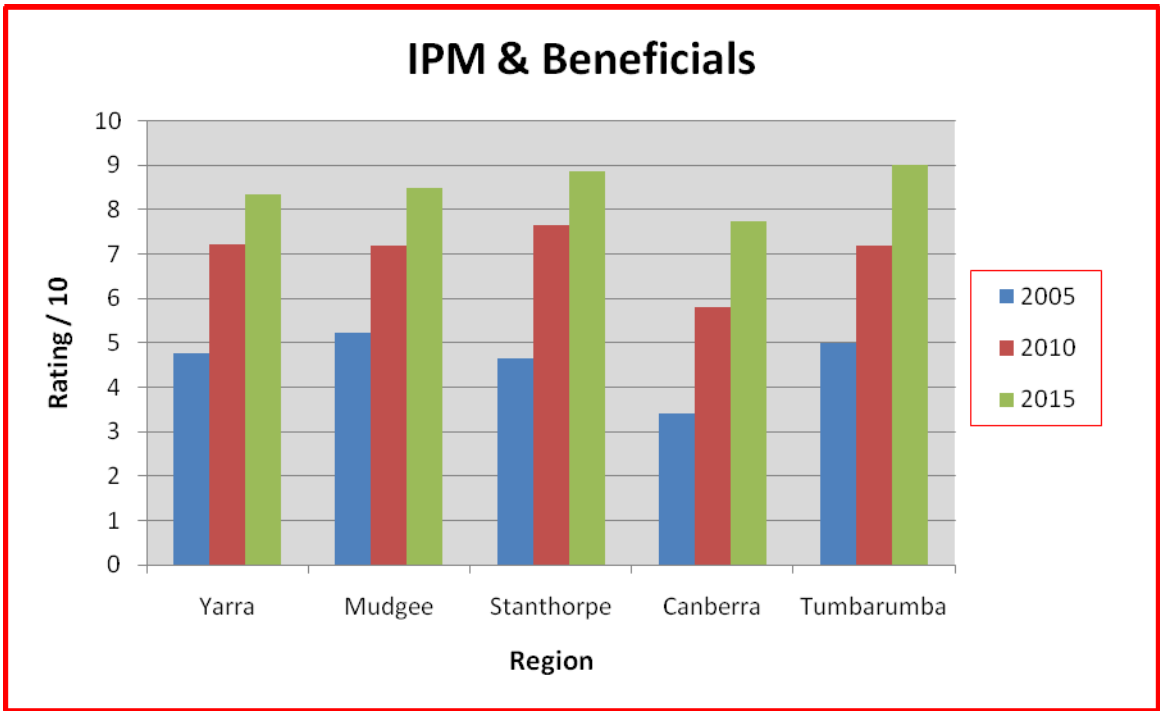
Catchment Management Authorities maintain and develop plans for environmental progress at the regional level in Australia. These plans are a regional focal point for Australian sustainable development goals. Our concept of vine health includes how vineyards interact with other natural assets at the catchment scale. The purpose of including these ratings and comments is to build increasingly helpful relationships at the catchment and community level for the wine industry.

Regions differ in how growers perceive the success of their integration with catchment assets. The question is wholistic and somewhat imprecise. Most respondents had not heard of Catchment Action Plans and nor did they have a clear understanding of the activities of their NRM Regional Organisation (CMAs). This illustrates that the Spring Vine Health Field Days were an opportunity for connection with the NRM Regional Organisations (CMAs)and could be developed into an annual strategic contact point, if NRM Regional Organisations (CMAs)chose to budget or allocate staff for this. Some NRM Regional Organisations (CMAs)provided cash, other personnel and expertise and some provided both cash and staff towards building relationships through these events.

The NRM Regional Organisations (CMAs) were overwhelmingly positive about developing strong relationships with the wine industry in this way, within the constraints of funding timeframes and personnel availability. This indicates mutual support for the strong grower aspirations to make progress in this area.

There are many projects funded across Australia by NRM Regional Organisations (CMAs) in the wine industry. These projects tell a detailed story of Australian wine environments. This is interesting for consumers. It is also interesting to consider as similar projects could be run in more regions.

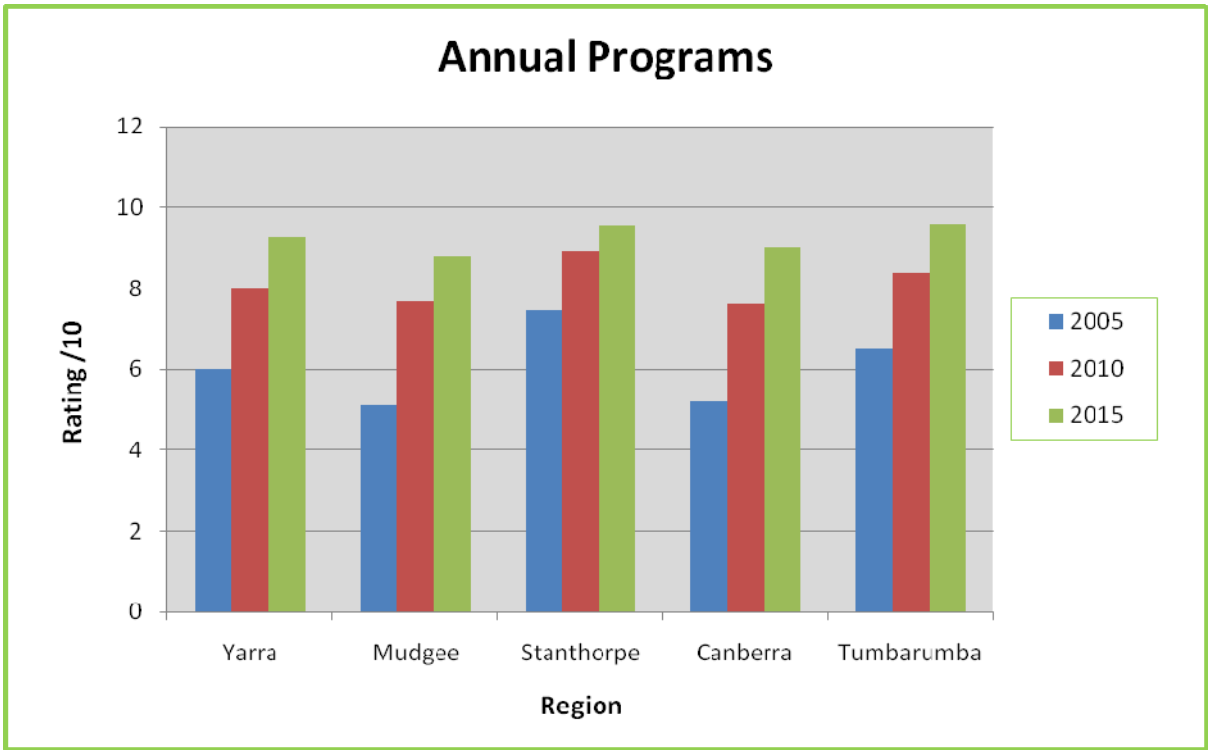
Do you know enough about beneficial organisms?



Our concept of vine health includes optimising the vineyard biological system to grow quality fruit. The purpose of including these ratings and comments is to build relationships with the research community to help growers understand the dynamics of beneficial organisms in the vineyard

There is always more to learn about beneficial organisms and biodiversity in the vineyard. Growers see opportunities for improvement in this area. Grower interest is however the only commercial driver, for example, Dr Kathy Evans (Tasmanian Institute of Agricultural Research) achieved good powdery mildew control with compost tea sprays. This work is unlikely to be progressed as commercial drivers are unclear. The strong knowledge and capability impact of Dr Mary Cole's (Agpath Pty Ltd) botrytis presentation (refer to evaluation section of this report for Canberra and Shoalhaven field days), which emphasise integrated pest management and vineyard biodiversity, are a further illustration as is the very strong grower interest in soil health and soil biology.

How do you manage powdery mildew, downy mildew, botrytis and other annual disease control programs?



Grape growers spend a lot of time and money controlling powdery mildew, downy mildew, botrytis and other pests and diseases. The purpose of including these ratings and comments is to give feedback to suppliers and researchers to build better and more effective Integrated Pest Management solutions for growers

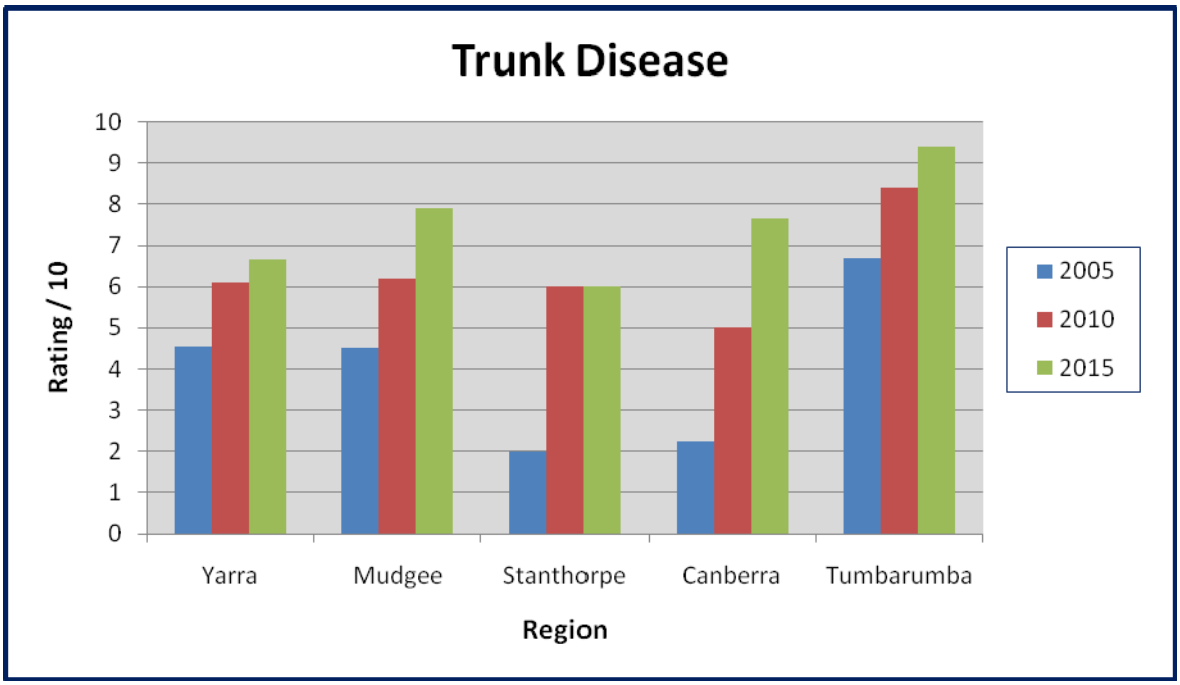
This is core business for the Spring Vine Health Field Day programs. Without controlling powdery mildew and in many seasons downy and botrytis crops are lost. The aspirations for improvements in this area are underlined by the direct impact on vineyard and wine business profit driven by quality and quantity of fruit. Approaches include; shoot thinning, ground cover management, choice and timing of sprays, application techniques and calibration.

Informing the approach to be taken for the coming season is important. Canberra and Mudgee indicate some giant steps forward recently but essentially all regions have aspirations for making progress in future.

Specific issues raised are detailed in the regional reviews available at www.nwgic.org

There were specific management practice reviews completed in Orange, Tumbarumba and Canberra for botytis management. Development of review tools such as self-assessment tools online or spray program review tools for wineries would help industry bodies target practical questions.

Is Trunk Disease an issue on your vineyard and how do you manage it?

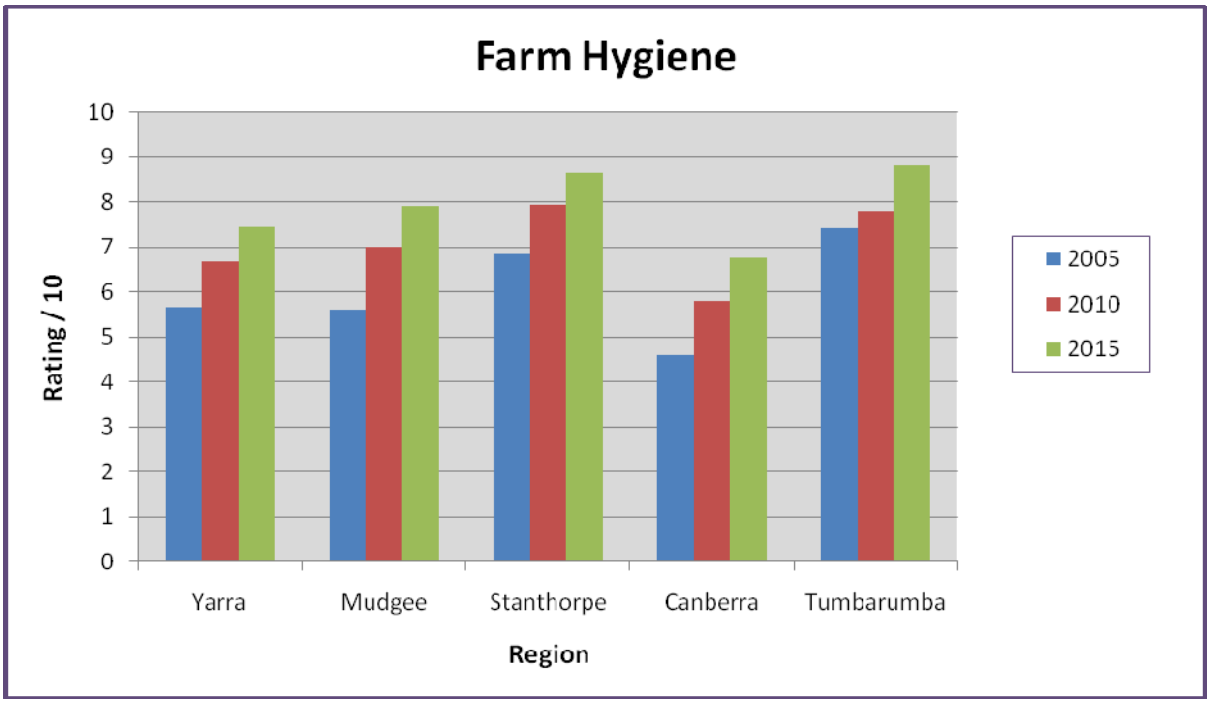


Trunk diseases are the major limitation to the productive lives of vineyards the world over. The purpose of including these ratings and comments is to give feedback to suppliers and researchers to build better and more effective solutions for growers in preventing damage from trunk disease.

As vineyards age trunk diseases are becoming more prevalent. Tumbarumba, Mudgee and Canberra regions may benefit from specific focused information about trunk diseases.

Specific issues raised are detailed in the regional reviews available at www.nwgic.org

How are weevils, crown gall, weeds and other farm hygiene issues managed?



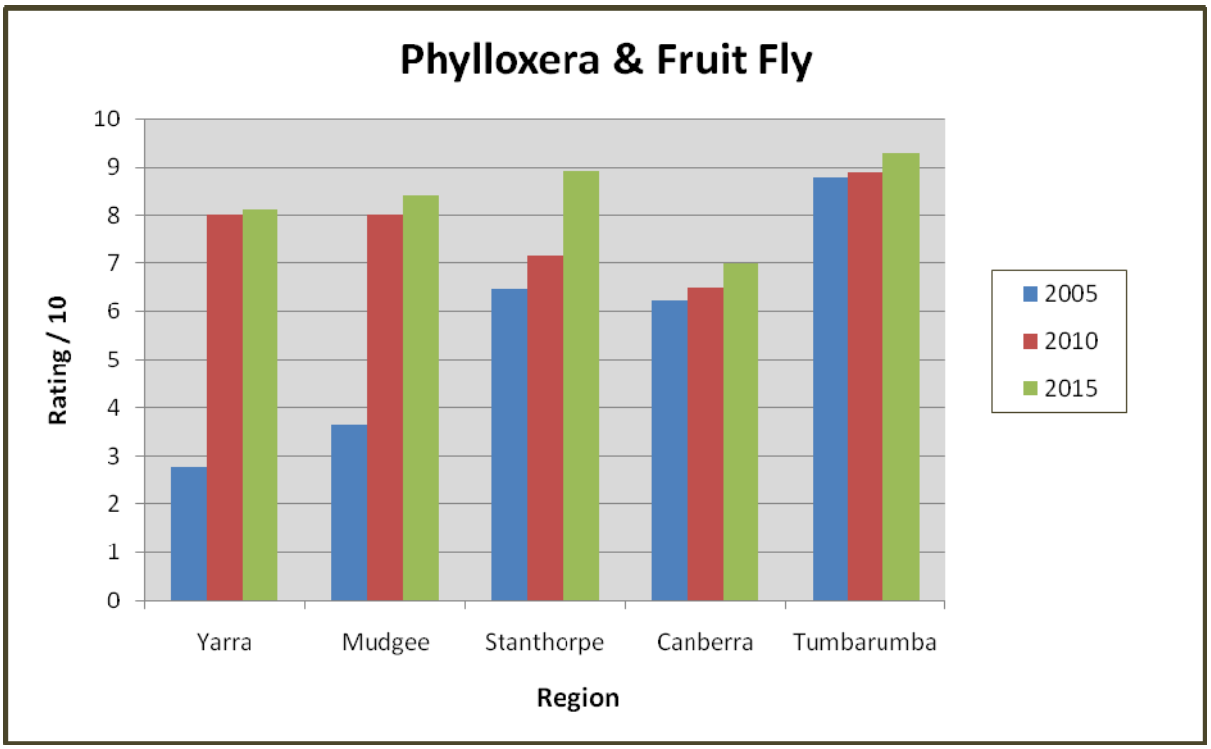
Some pests, weeds and diseases are avoidable if they are not introduced. The purpose of including these ratings and comments is to build an ability to prevent arrival and spread of pests, weeds and diseases that could reduce vineyard productivity. Effective farm hygiene systems achieve this purpose

Farm Hygiene is a possible useful focus for a regional project in collaboration with the NRM Regions (CMAs). The comments in this area indicated that weeds of limited distribution were a principal concern. Presentations from Weeds Officers and maps of distribution within the catchment would be a useful minor presentation in future Spring Vine Health Field Days in many regions.

Specific issues raised are detailed in the regional reviews available at www.nwgic.org

Increased awareness of organisms where farm hygiene can limit negative impacts would be useful.

How does the region deal with Queensland fruit fly and Phylloxera?



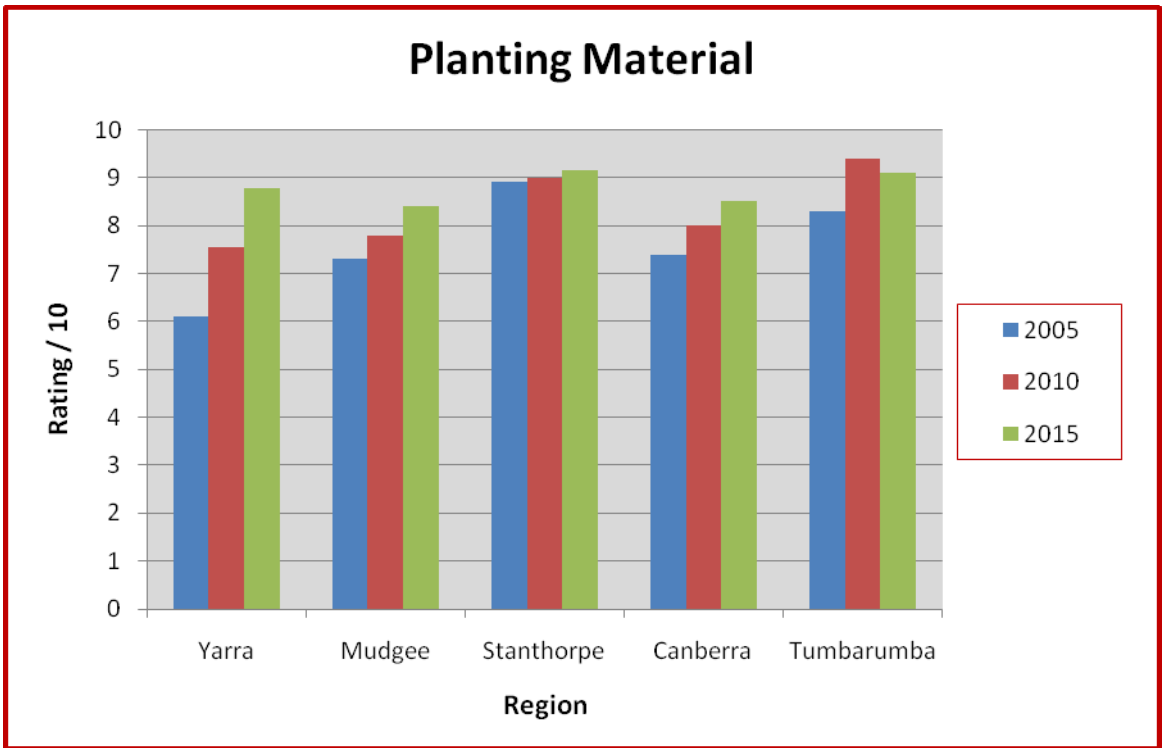
Queensland Fruit fly and Phylloxera are regulated pests that vigneron's need to consider. The purpose of including these ratings and comments is to build an ability to more effectively deal with these regulatory requirements.

Queensland is making progress with phylloxera regulation at present and many other regions have recently had a tightening of communication in this area.

Specific issues raised are detailed in the regional reviews available at www.nwgic.org

Checklists for enterprise approaches to phylloxera and fruit fly could be made availablethrough Spring Vine Health Field Days. This would enable a deeper understanding of any gaps in the system and reporting to relevant parties.

Do you use certified planting material?

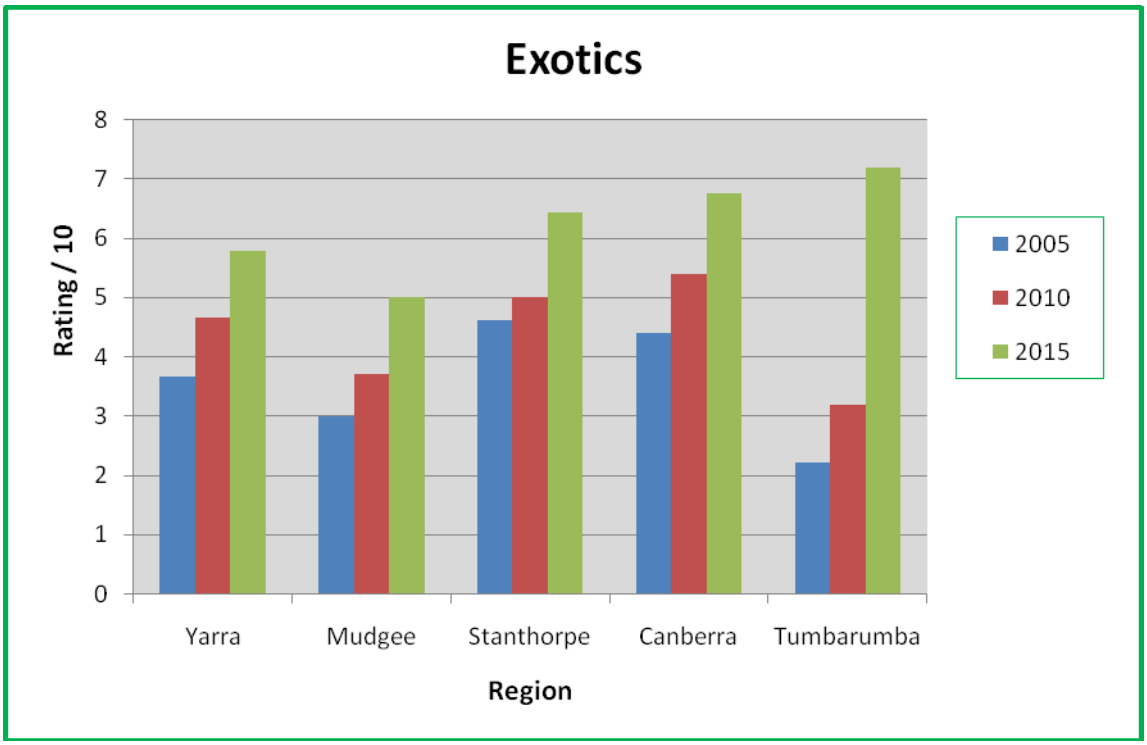


Planting material is a potential source of disease and quality assured accredited planting material is Australia's best practice approach in this area. The purpose of including these ratings and comments is to build on the culture of continuous improvement in delivery of disease free nursery material.

For many potential issues vine health is established at planting. A presentation is available online at www.nwgic.org which is a must see for people establishing new vineyards. There is considerable trust in the VINA and AVIA accreditation systems and uptake in use of certified material.

Specific issues raised are detailed in the regional reviews available at www.nwgic.org

Is the region adequately protected from exotic diseases and pests?

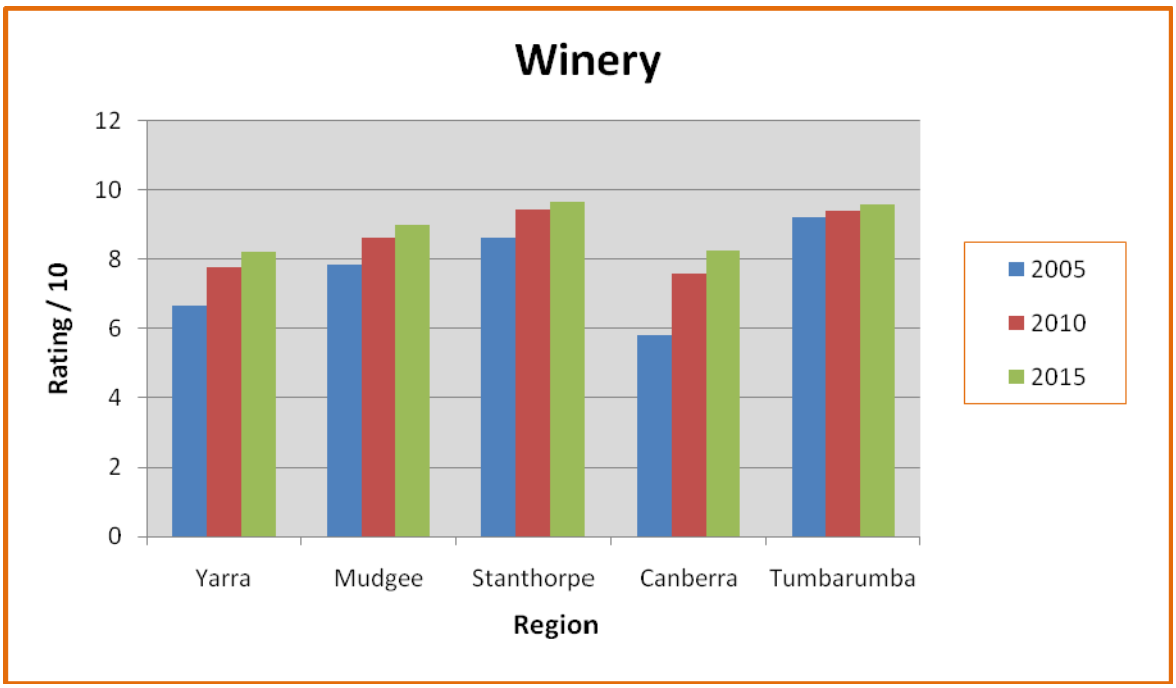


Exotic pests threaten to damage the health of Australia's vineyards if not controlled at the borders. The purpose of including these ratings and comments is to build support for and understanding of Australia's plant quarantine system including the role of growers in surveillance for new pest incursions

There is poor knowledge of what exotic pests are under surveillance and of AQIS and biosecurity processes in general. Aspirations for progress are high in this area but it is seen as someone else's responsibility. A detailed presentation of the activities of AQIS would be a useful industry benchmark.

Specific issues raised are detailed in the regional reviews available at www.nwgic.org

Do problems with pest and disease impact on your relationship with the winery?



The biological status of fruit entering the winery is important for wine quality. The purpose of including these ratings and comments is to build an ability to recognise and deal with biological issues that are important in making quality wine

Communication about fruit health status and chemical application is an important part of securing the value chain. As the last question on the survey, respondents were fatigued at this stage and less issues were mentioned but there was also a sense that these relationships were working well in the vine health area. Growers selling fruit would be pleased with progress in the price area which is out of scope here.

Specific issues raised are detailed in the regional reviews available at www.nwgic.org

OVERALL DISCUSSION OF THE PRE FIELD DAY REVIEWS

The regional reviews plotted in the results section are designed to measure 'the capacity of a region to manage vine health'. 'Capacity building' is an outcomes-focused conceptualisation of extension. If capacity building is our extension task then measuring what is managed can help direct management. The online survey method gives efficiencies in collation of this information. The grower self ratings reveal a strong desire for improvement in all areas surveyed. Comments on individual areas point to specific opportunities for making progress and can be used to provide feedback to stakeholders. This report can provide opportunities for this follow-through.

An aim, of this reporting and follow through, with timely feedback to respondents about progress made as a result of surveying, is to build goodwill, engagement and to design focussed relevant extension.

There are often post seasonal reviews conducted in wine regions. These reviews are a natural and useful part of the rhythm of continuous improvement in the wine industry. There is an opportunity to include some structure to these reviews to frame and focus the discussions. Reporting these reviews can allow for shared learning and interseasonal comparisons.

A suite of options for a wine region to choose from in post season online reviews could be made available from www.nwgic.org.

Individual Field Day Content

Reports including content of individual Spring Vine Health Field Days are available at www.nwgic.org

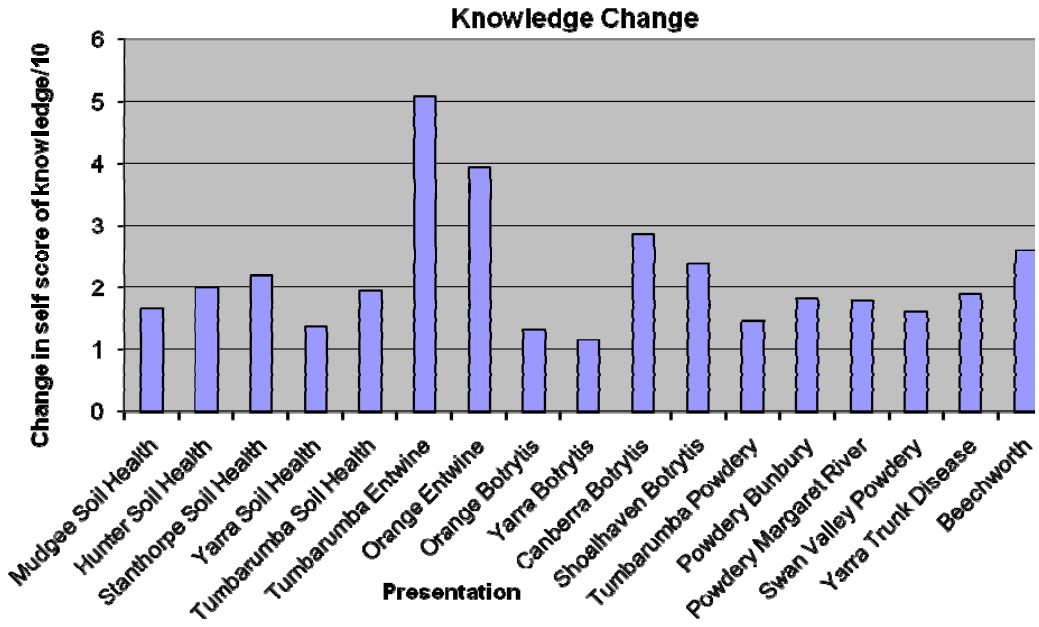
The online content has been developed as a vine health resource for growers and other stakeholders at www.nwgic.org Information available includes pre field day reviews, speaker presentations, and regional reports including evaluations from each event as well as useful links.

Evaluations: KASA (Knowledge, Attitude, Skills and Aspirations)

Presentations were evaluated using a structured decision making evaluation system. It is available online at Industry and Investment NSW Grapes site: www.dpi.nsw.gov.au/agriculture/horticulture/grapes/wine-industry

A presentation in Beechworth is included here. This event was evaluated to allow the development of a working relationship with the Victorian Wine Industry Association (VWIA).

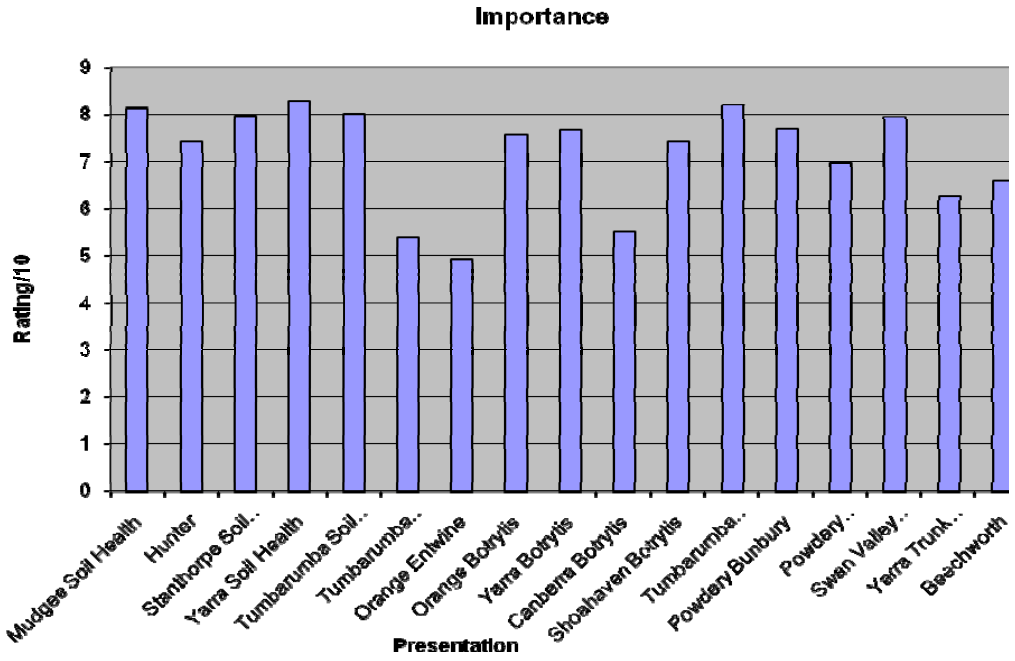
Knowledge



On average each presentation resulted in positive knowledge change.

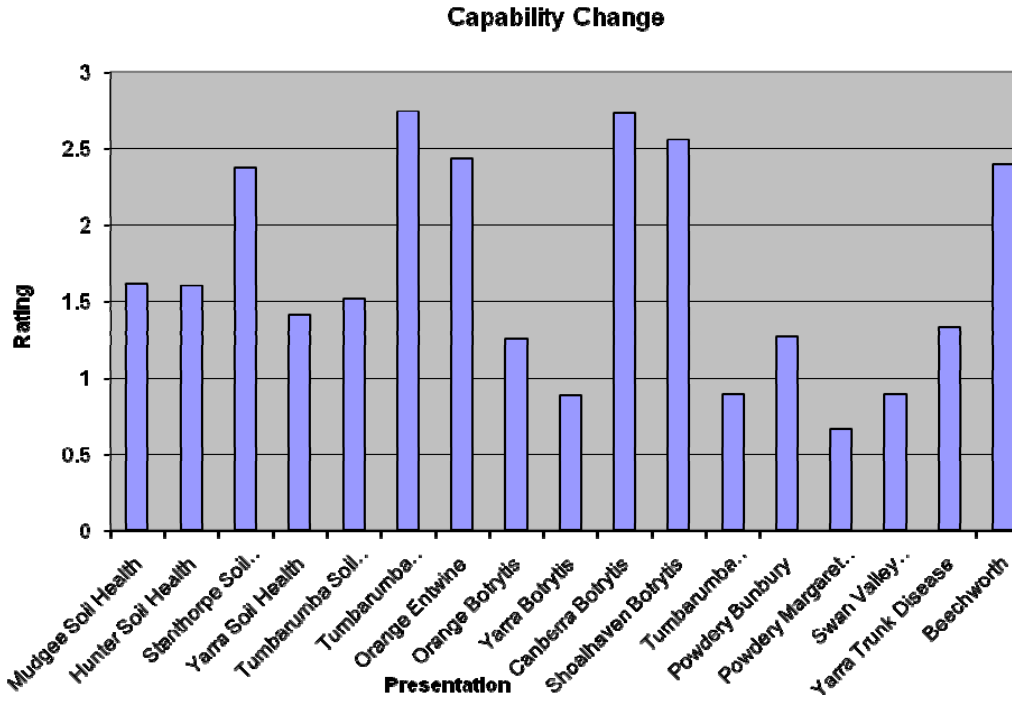
Detailed treatment of knowledge gaps and issues are found in the evaluation documentation for each field day's presentations see www.nwgic.org

ATTITUDE



On average enterprises appreciated the importance of information presented.

SKILLS



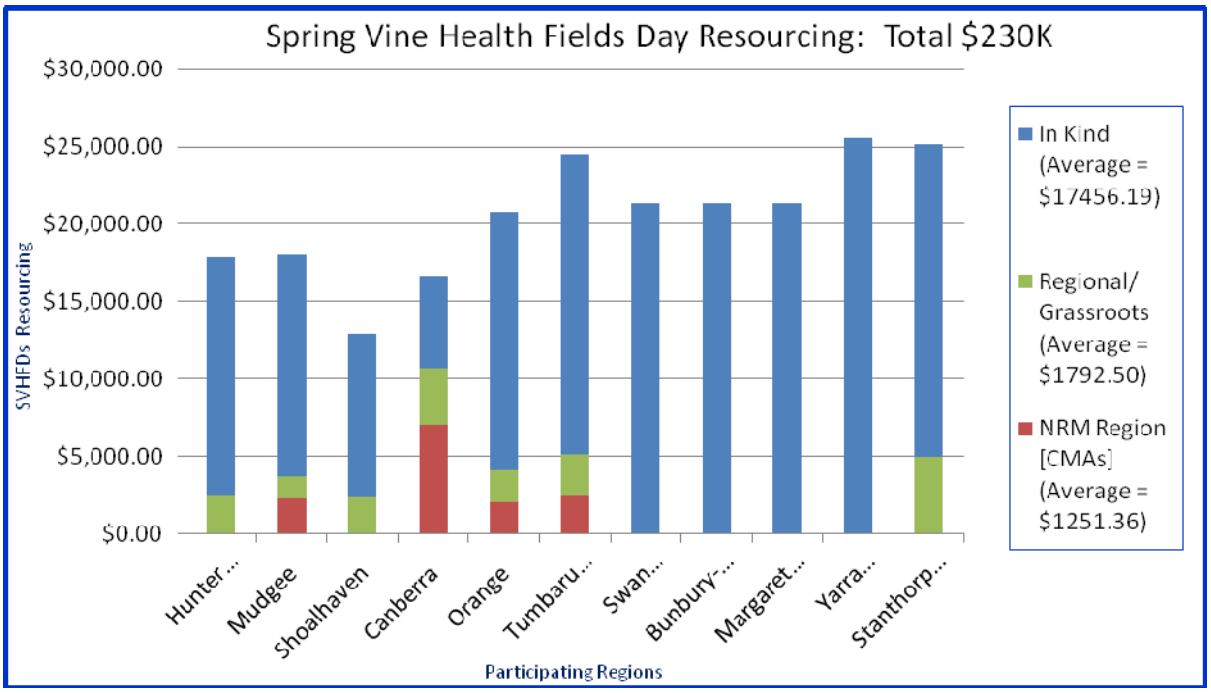
On average we were able to effect positive changes in self rated capability with all information presented.

ASPIRATIONS

Only two out of five hundred attendee evaluation responses indicated that they had not been aided in their decision-making as a result of the Spring Vine Health Field Day event. All other responses (99%) indicated the information presented aided their decision-making. Details of individual aspirations are collated online for each presentation and could be used for practice change follow up. (See Recommendation 1)

Financial

The project canvassed around thirty regions and achieved completion of eleven events across three states. Half as many field days were conducted than were initially scheduled due to the difficulties engaging some regional associations. Some of the difficulties involved suitable content, some timing questions. Many of these difficulties involved uncertainties about financial arrangements. These were a moving target and were often not finalised until after the event. Financial reporting for this year's work should clarify some of these issues in future.



Note: In kind resourcing includes: Presenters' time, Extension Officers' input, NWGIC organisation, SVHFD Project overheads, Regional Association, advertising & organisation [note these figures take the perspective of the wine region – Green and Orange amounts are project cash arranged by the regional association]

Averages from the above resourcing chart shows that around $20,500 of resources were coordinated to deliver each Spring Vine Health Field Day. Financial contribution from regional wine associations and NRM Regional Organisations (CMAs) allowed the programs to happen but are a small portion of the overall resources employed ($1,045 on average). Some notes about engaging NRM Regional Organisations (CMAs) are included as Appendix 9i. Many of the regional financial contributions were part of the GWRDC Regional Grassroots Program (on average $1,792). From the region's perspective content development, national coordination, many presenter costs, pre field day reviews, evaluations and reporting were in kind contributions to the region.

Whilst NRM Regional Organisations (CMAs) as stakeholders have their own objectives and funding timeframes, they are important stakeholders for regions to consider approaching. Trade sponsors made an important contribution in 2010. The GWRDC Grassroots Program enabled these events to be held in NSW and QLD with commitments in the order of $4K per Spring Vine Health Field Day. Final GWRDC Grassroots amounts invoiced (average $1 792 per field day in 2010) were less than funds committed.

Appendix 12 shows an anonymised actual expenditure for an event as an example (a spreadsheet of all expenditures for each Spring Vine Health Field Day can be made available if required to assist in planning further events).

Detailed breakdown of budgets are available on request for discussing future Spring Vine Health Field Days.

For the purposes of planning some discussion of dimensions for future Spring Vine Health Field Days would be helpful. An initial cash resource of $6-12K allows a focus for in-kind support from presenters and regional organisers. The earlier this can be secured to anchor the event the more value can be networked in. Reporting and evaluation requires resources in the order of $6k. For 2011 budgeting purposes total resourcing for each Spring Vine Health Field Day in the order of $25k would generally be adequate. Over time these costs could be reduced as systems are developed and there is incremental innovation in a working relationship and how we deliver this service.

For future Spring Vine Health Field Days however, $18K cash and $8K in-kind is a sensible budget for a region with cash and few volunteer resources. A minimum of $4K cash and expecting $21K of in-kind resources may allow a Spring Vine Health Field Day to be held in a motivated region with many capable volunteers.

Services that were provided by NWGIC include

- pre field day reviews and their reporting,
- sourcing and scheduling speakers,
- collaborative advertising, public relations and media,
- overview presentations and leading the days events,
- evaluations,
- online content delivery,
- financial and other reporting

Financial relationships with NWGIC should be discussed as early as possible in the planning of Spring Vine Health events. The exact nature of these relationships will depend on the services provided by NWGIC. The earlier a date and venue can be set the more value can be networked for each event.

Outcome/Conclusion

Project performance against planned outputs/performance targets

The capacity of Australia's wine businesses to manage vine health has been increased through this project. This capacity increase is measured by around 500 evaluations showing an increase in knowledge for the topic areas presented. Evaluations also demonstrated increases in capability for the topic areas presented, (see results section). A review of the project in light of the July 2007 CVB (Cooperative Venture for Capacity Building) Capacity Building Resource Manual is included in Appendix 1. To assist in the building of capacity in vine health, the following has been achieved;

1. A methodology has been established
2. An assessment of the capacity of the industry to manage vine health has been completed
3. Materials were developed for presentation and are available at www.nwgic.org
4. Programs were tailored to regional needs
5. Standard tools such as the Innovators Network materials - were used where appropriate
6. Eleven Spring Vine Health Field Days were conducted involving multiple stakeholders

For practical implications for the Australian grape and wine industry see the website (www.nwgic.org) for presentations on many issues. This resource is available to help achieve better vine health management and can act as a record keeping system for growers.

Benefits from the project were measured as knowledge change and capability change. Practice change could be surveyed simply by email at the season end.

This project was a disciplined extension project with structured processes for supporting growers in decision-making and with evaluation and reporting. With clear leadership this project has the potential to be the basis for ongoing, continuous improvement in vine health for all wine regions across Australia.

There is a natural cycle of continuous improvement and updating, of innovation, in viticulture. The season is the rhythm of adaptive management dictating the timing of planning, investing, action and review. There are around 20,000 people in the Australian Wine Industry making decisions - mostly the same types of decisions - in this cycle. It makes sense that there is an investment to ensure these decisions are the right decisions.

Is the approach taken in the Spring Vine Health Field Days a useful addition to this process of innovation? Is it cost effective and is it effective and efficient? In brief I would conclude that the approach is effective at achieving multiple outcomes and aiding adaptation, but that it could be more effective. I will use a few questions to explore this idea.

1) Did people come along?

Attendance is one measure of whether we are hitting the mark. Around 330 people attended Spring Vine Health Field Days in 2010. This is a long way short of 20,000 but a

significant attendance none the less. Regional gatekeepers such as Industry Development Officers (IDOs) and Extension Officers play a role in deciding what will work in a region. We developed many productive relationships to achieve this level of attendance. With current industry conditions this level of attendance was a major achievement.

2) Did enterprises manage vine health more effectively as a result?

Our ratings generally showed increase in knowledge and capability. Detailing how this converts to useful changes in practice is another question. The Spring Vine Health Field Day process could include a collation of practice change. One way of measuring change in practice would be to take a self-assessment score at the end of the season. Self-ratings are subject to bias but they also have the capacity to make an integrated assessment which single or physical measures don't always take into account. They are also less expensive and have a positive effect in focusing the judgment of the respondent.

3) Is it sustainable?

A model of sustainability needs to allow for around one person mainly focused on administration and for ongoing leadership for Spring Vine Health Field Days development. A figure of around $100k per annum would allow good record keeping to continue and for the program to evolve and improve. At this stage these resources are not available.

The Spring Vine Health Field Days program is currently financially sustainable for NWGIC at a very low level of being able to offer to put regions' vine health presentations online (in 2011) and to provide some assistance with evaluations and reporting (i.e. the form). A modest additional resource at the national coordination level will enable proactive assistance with development programs, a national schedule and coordination of presenters.

Is use of 'In-kind resources' sustainable?

A generous list of presenters made contributions to the program. Paying for content development does help develop higher quality content. To this extent the Innovators Network materials made an important contribution to this program. Presenter content development and research funding is beyond the scope of this project but declining research resources will impact on the quality of material to be presented. Other stakeholders have an interest in presenting to this group. In general a relatively large 'in-kind' contribution is sustainable but such 'volunteers' needed to have material needs and administration looked after. Presenters also benefitted from generous hospitality and vineyard visits arranged by regional associations.

4) Would a long-term vine health Extension Plan help in extension coordination?

Yes, with planning we could have less speakers each year of high quality with topics planned well (five years for example) in advance. It is important to maintain some flexibility for important regional or stakeholder issues.

5) Is the KASA (Knowledge, Attitude, Skills and Aspirations) / ORID (Objective, Reflective, Interpretation and Decisions) methodology useful?

Because the KASA assessment is also an ORID structured decision-making tool, it is already useful and worth being a part of any industry presentation even if the KASA assessment is not fully used in analysing outcome realisation and program delivery. This evaluation has evolved over three seasons now. I would recommend readers trial the form and methodology and at

least see the structured decision process in action. One observation is that through its utilisation, ambiguous information in one end can lead to clear practices out of the other, using the 'grower decision-making integration' to turn research into results. A longer term plan would allow research investment to be coordinated with extension plans developed from evaluation feedback.

6) Is the Regional review useful?

Seasonal reviews are an annual process that each enterprise does in a more or less formal manner. By structuring these reviews it allows enterprises to compare results and learn from one another as new information is integrated into operations. The regional reviews are an evolving part of the Spring Vine Health Field Days system and as with everything, they could improve. Having some reviews as benchmarks allows this improvement. A formal written review also allows communication with other stakeholders who could be engaged to improve vine health outcomes. Biosecurity regulators or NRM Regional Organisations (CMAs) are examples of stakeholders that could engage more profitably.

TIMING

Spring is a natural time to review and plan for the coming season. Flexibility in relation to program and regional needs, leaves spring to have a flexible definition (e.g. May to December). Spring is a good time for these events and a focus for a cycle of improvement. It is a good focus and discipline to aim to wrap up by Christmas and start planning for the new year. The earlier regional associations can agree on a date and venue, the more value can be networked into the day.

FINANCE

With an early regional commitment to a SVHFD date an agreed budget including contribution of cash and in kind resources can be developed in advance. Considerable trust is also required.

Practice change check

Comments/Conclusions

It is rare for extension programs to collect information about changes in practice and therefore effectiveness of the program. With this information the NWGIC as the coordinator of this extension program can better target extension communication programs. It particularly allows new information presented to take into account the challenges and successes people face implementing approaches and recommendations.

The relationship developed with attendees through this online system serves to encourage reflection on and refinement of application of information presented in Spring Vine Health Field Days. Collecting information about priorities in other areas of vine health allows planning of future Spring Vine Health Field Days.

The Cooperative Research Centre for Viticulture (CRCV) Research to Practice Program included two days of presentation and a third day after the season to assess practice change. The Spring Vine Health Field Days are an extension innovation based in Research to Practice methodologies. Spring Vine Health Field Days are more effective and efficient than the CRCV Research to Practice as they take a long term approach and involve attending a single day per year and an online survey response anytime rather than three set days. The

practice review element of the third day of Research to Practice is efficiently achieved with this online survey and reporting.

With 22 respondents this system of review is shown to be a practical method of conducting this communication. More responses would allow for comparisons between presentations and regions and allow wider feedback for shared learning on how people grappled with information presented. Response rates would be improved with a prize drawn at random from responses.

Review against previous recommendations

The GWRDC travel Report (GWT08/02) recommended "A national spring workshop series in vine health issues should be coordinated by the National Extension Steering Committee and included a series of issues to take into consideration as part of the coordination effort. How Spring Vine Health Field Days addressed these recommendations is detailed in the table below

Recommendations		Action through Spring Vine Health Field Days
1.	Regional organisers have requested a list of presentation options	Options were arranged as four modules for easier choice
2.	Regional organisers be consulted on timing of presentations	Timings were clear and tightly managed
3.	A press package be prepared in advance	Successfully in some cases, room for improvement in others
4.	Clear guidelines as to timings be understood by presenters	Timings were clear and tightly managed
5.	Presenters need to be engaging and relevant to local issues/equipment	Pre field day reviews and consultation helped ensure this
6.	Notes be prepared in advance, printed and made available	Relevant notes were made available but presentations were collated online
7.	Expectations of regional groups in providing venues, bbqs and communication need to be made clear	A pre field day checklist and president's briefing protocol helped secure this aspect
8.	The value add from presenters other experiences in the regions	Where possible presenters stayed in vineyard accommodation and took opportunities to have discussions with industry members. Each region provided unique and relevant hospitality. Some of these experiences and interactions are acknowledged and detailed

		online.
9.	Online evaluation be tested and arranged beforehand	Evaluations were completed on paper and manually entered into the database
10.	The role of commercial sponsors in adding to the success	Five commercial sponsors were engaged
11.	The need for research and independent opinions to be unencumbered by commercial interests	Commercial interests did not impinge on independence of presenters. There is room to expand this engagement
12.	The importance of commercial interests in contributing to vine health management	Bayers Growers Edge capability and reseller engagement could be expanded
13.	That full costs including time, airfares, BBQ's, communication, evaluation, organization and administration be accounted for and who is paying is publicly recognised	Financial reconciliation for each field day are available on request

Table 3

Recommendations

1. That a practice change assessment option be considered by people arranging extension presentations - for example - an email to be sent to event attendees who submitted evaluations to determine If attendees achieved their aspirations (i.e implemented their decisions/practice change. Please refer to Spring Vine Health Field Days Evaluation Procedure (Appendix 10 a)) and Spring Vine Health Field Days check for Growers Form (Appendix 10 b)).

2. It is recommended that a further suite of regional Self-Assessment Tools (SATs) be developed

Two reviews were included:

- Botrytis
- Capacity (of a region to manage vine health)

Twenty minute checklists could be made available for growers to complete online at www.nwgic.org for example

A. Review tools could be developed for; integrated pest management, powdery mildew, downy mildew and botrytis.

B. An online self-assessment tool with pictures could be a useful next step for trunk disease management extension. Such a tool would allow feedback to researchers and focus in-field sessions. Such a tool could also be used as a part of pre field day reviews for relevant regions in future years.

C. An opportunity exists for NRM regions and catchments to develop integrated self-assessment tools that detail how agricultural enterprise connects to the natural resource mangement plans. This could be part of Spring Vine Health Field Day reviews.

3. That regions considering hosting a Spring Vine Health Field Day request copies of previous budget reconciliations from NWGIC to assist with budgeting

4. Soil health and soil biology are a fertile area for a strong, long and strategic relationship with NRM Regions (CMAs). Sharing experiences across NRM Regional Organisations (CMAs)will help make these relationships more effective. Soil health and ground cover (e.g. native grasses, weeds) are examples of potentially profitable initial focuses.

5. Another option in this area is the establishment of an annual focus group of organisms. Over time capacity would be built to understand the dynamics of many elements of vineyard biodiversity. Developing this understanding goes beyond the purely financially profit-focused extension. Many people enjoy the lifestyle of growing grapes. An enhanced understanding of the ecology of their system and catchment would add value to this enjoyment.

6. Farm hygiene materials be developed for the wine industry, aimed to reduce the impact of non regulated pests and weeds of limited distribution.

7. An AQIS presentation be included in at least one future Spring Vine Health Field Day

8. That a specific forum be established examining pesticide selection. Allowing trial data with pesticides and comparing pesticide efficacy to be collated would aid in grower operational program design.

9. That an online repository of final reports for wine industry-funded NRM (CMA) Projects be established with keyword search capability.

10. It is recommended extension coordination procedures in vine health are further developed into the NWGIC ISO 9002 Quality Assurance system.

Appendices

Appendix 1: Communication

Individual field day reports, pre field day reviews, presentations and multimedia content are all available online at www.nwgic.org

- A log of press release clippings was not maintained however, many regional papers, - ABC Country Hour - and other reports appeared in media.
- Further communication could be focused on encouraging regions to host Spring Vine Health Field Days.

Appendix 2: Intellectual Property

Verbal agreement was secured to be able to make speaker presentations available online at www.nwgic.org in their current format.

Some presenters were not able to make their presentations available in this format because of commercial considerations. This was particularly the case where agrochemicals were trialled.

Appendix 3: References

National Extension Steering Committee 2009 *Extension of Australian Grape and Wine Research Findings – A Plan for Coordinated National Delivery* Accessed 9 March 2011 from www.csu.edu.au/research/nwgic/extension/Final%20draft%20National%20Extension%20Plan%202009.pdf

Peter Scholefield and Julian Morrison, 2008 *Assessment of Economic cost of Endemic Pests and Diseases on the Australian Grape and Wine Industry.* GWRDC Final Report Project GWR 08/04

John McKenzie 2007, Capacity Building Resource Manual, www.rirdc.gov.au , Rural Industries Research and Development Corporation 01/102

Jan Paul van Moort 2007-08, Cooperative Venture for Capacity Building Evaluation Project, www.rirdc.gov.au , Rural Industries Research and Development Corporation 09/051

www.nwgic.org.au

Appendix 4: Staff

Staff engaged on this project included:

Mr Duncan Farquhar, Project Manager Spring Vine Health Field Days Project, National Wine and Grape Industry Centre, NSW

Mrs Lara Smart, Project Officer Spring Vine Health Field Days Project, National Wine and Grape Industry Centre, NSW

Mr Alan Cahoon, Consultant, Immediate Media, Wagga Wagga, NSW

Acknowledgements

The report's author would like to acknowledge the contributions of

Spring Vine Health Field Day Presenters

- Abigail Jenkins - Industry and Investment NSW
- Andrew Pengelly - Tyrrells
- Anne Mooney - Industry and Investment NSW
- Dr Bob Emmett - Department of Primary Industries (DPI) VIC
- Professor Chris Steel - National Wine and Grape Industry Centre (NWGIC)
- Darren Fahey - Compost NSW
- David Hardwick - EE Muir and Sons
- David Hill - Department of Agriculture and Food (DAFWA)
- Dennis Rafferty - DAFWA
- Glen Coupar - DAFWA
- Glynn Ward - DAFWA
- Dr Ian J Porter - DPI VIC
- Dr Jackie Edwards - DPI VIC
- Jonathan Green - Winemakers Federation of Australia
- Dr Kathy Evans - Tasmanian Institute of Agricultural Research
- Keith Pekin- DAFWA
- Ken Bray - Braymore
- Kevin Dodds - Industry and Investment NSW
- Kristen Kennison - DAFWA
- Lawson Armstrong - Krinklewood Vineyards
- Leo Quirk - NWGIC
- Dr Mary Cole - Agpath Pty Ltd
- Melanie Weckert- NWGIC
- Nathan Heath - Murray Catchment Management Authority
- Nyamdorj Namjildorj - Curtin University
- Paul Baguely- Paul Baguely Consulting
- Dr Peter Magarey- Magarey Plant Pathology WA
- Emeritus Professor Robert E White - University of Melbourne
- Rod Windrim - Krinklewood Vineyards
- Siggy Engleitner - DPI VIC
- Dr Stewart Leamonth- DAFWA
- Tony Somers- Industry and Investment NSW
- Dr Trevor Wicks - South Australian Research and Development Institute (SARDI) SA

Spring Vine Health Field Day Regional Organisers

Regional Organisers

- Wayne Fischer - Viticultural Society Southern Tablelands
- Rajarshi Ray - South Coast Wine Industry Association
- Paul Baguely - Mudgee Wine Industry Association
- Ken Bray - Hunter Valley Wine Industry Association
- Melinda Kelly - Hunter Valley Wine Industry Association Administration
- Melissa Romeyn - Hunter Valley Wine Industry Association Administration
- Liz Riley from the Hunter Valley Viticulture Committee
- Diana Fisher - Department of Agriculture and Food WA
- Davydd Westlake - Queensland Wine Industry Association
- Chris Messerle -Yarra Valley Wine Growers Association
- Cathy Gairn - Tumbarumba Vignerons Association
- Bob Colton - Orange Region Vignerons Association

Spring Vine Health Field Day Hosts

- Clearview Estate , Sydney Road - Mudgee
- The Mill, Hermitage Road - Hunter Valley
- Grazing Restaurant, The Royal Hotel - Gundaroo
- Highland Hermitage Estate Vineyard - Orange
- Queensland College of Wine Tourism - Stanthorpe
- Swinburne University - Lilydale Campus
- The Silos, Princes highway - Berry
- Tumbarumba Wine Estate - Tumbarumba

Partnership with NRM Regional Organisations (CMAs)

- Murray Catchment Management Authority
- Central West Catchment Management Authority
- Murrumbidgee Catchment Management Authority

Spring Vine Health Field Day Supporter Suppliers

- Bayer - www.bayercropscience.com.au
- Organic Crop Protectants - www.ocp.com.au/
- Weather Down Under - www.weatherdownunder.com.au

The contributions toward each Spring Vine Health Field Day are detailed in regional reports available from www.nwgic.org

The author also thanks the members of the National Extension Steering Committee for their leadership and advice. (The activities of this committee are now merged with the National Extension and Innovation Network).

Appendix 5: Evaluations

Hard copies of post Field Day evaluations for all eleven events have been retained by NWGIC. Summaries of evaluations are collated at www.nwgic.org for each Field Day.

Appendix 6: Budget Reconciliation

Appendix 7: Meeting Notes regarding interaction with recognised training

Appendix 8: CVCB Review

Appendix 9: Engagement of NRM Regional Organisations (CMAs)

Appendix 10 a): Spring Vine Health Field Day Evaluation Procedure

Appendix 10 b): Spring Vine Health Check for Growers Online form

Appendix 11: National Extension and Innovation Network Minutes 11

Appendix 12: Budget Example

Staff involved

- Spring Vine Health Field Days project team (Duncan Farquhar and Lara Smart – Project officer) and
- Representative of Training at National Extension and Innovation Network (Allison Blake)

Discussion focused on how training is involved in the development of industry capacity to manage vine health.

How training in Vine Health fits in with Spring Vine Health Field Days

SVHFD are flexible and can be concerned with addressing specific concerns in specific areas during a given season. However in some regions there may be an opportunity to deliver formal training of one or more units of competency as a result of a skills audit. The field days are aimed at profitable progress of enterprises and appropriate training can definitely ensure the competence of workforces within an enterprise.

SVHFD focuses on regional capacity to manage vine health which is comprised of enterprises and other stakeholders' capacities to manage vine health. NRM regions (CMAs) are interested in sustainable Natural Resource Management in a region. Profitable enterprises are a part of a sustainable region.

Enterprise capacity to manage vine health is dependant on individual capacities and competencies. Well designed training ensures people are qualified in their particular field/s within an industry or enterprise to ensure Australian wine industry aspirations to maintain people, planet and profit are attainable and sustainable.

Measurement

SVHFDs are interested in the measurement of the capacity of a region and *enterprise* to manage vine health. We would like to develop integrated systems from measuring and managing these capacities.

Training is interested in measuring and building the capacity of individuals. The ability of a region/ enterprise to deal with a given issue or set of concerns will employ the innate skills and knowledge of the human resources they employ. Training Needs Analysis may be undertaken for a given region and or enterprise in order to identify opportunities for human resource development and hence training and or extension requirements.

Spring is an optimal period for the year where growers are actively seeking information in relation to managing vine health.

SVHFD in their current format do not formally train attendees in particular units of competency or lead to the issuing of a formal qualification. However the design of future field days may allow the attendees to enrol in and undertake structured learning and assessment activities prior to and or after face to face events in order to complete units in relevant Training Packages Qualifications. Such attendees would be issued with an academic transcript that may be useful in future studies and of Skills Recognition Processes.

Pathways forward

- SVHFDs may allow attendees to complete some units of competency towards relevant qualifications as a result of workshop attendance and structured learning and assessment activities.
- SVHFD could collate evidence for attendees: that may be used in subsequent Skills Recognition Processes.
- Development of a briefing sheet for presenters with unit of competency information and expected outcomes.
- Value of attending SVHFDs- new info cutting edge gets them to review their operations before the season starts. It is about informing and empowering the early season planning process. (great for NWGIC/presenters)

Training Providers

Tocal will formally recognize the experience of individuals via a skills recognition process. This may involve some RPL and will certainly require individuals to answer questions and gather information to support any claims they would like to make of competence in order to gain a full qualification.

Introduction

The cooperative venture of capacity building was a joint venture of the Commonwealth Government and RDC's that invested in capacity building research. Capacity building and extension are similar concepts with capacity building more outcome than process focused. Delegates at the first meeting of the Wine Extension Steering Committee in February 2008, were provided with copies of the Capacity Building Resource Manual.[1] There was also a presentation of a model of Sectoral Systems of Innovation presented by Susanne Nelle of the Australian Innovation Research Centre (AIRC). These were foundation materials for our thinking about extension coordination in Australian wine where innovation and capacity were seen as outcomes of coordinated extension. The CVCB was evaluated by Jan Paul van Moort [2] from Hassal and Associates, these notes are a consideration of the SVHFD Program in the light of the elements of the Capacity Building Resource Manual.

Outcomes

"...outcomes go further then adoption of technology or changes to practice in that they focus on improving the various forms of capital. Changes to technology or practice may be an enabling feature for a capacity building project." McKenzie 2007

The outcome sought from the SVHFDs Program was
Improving management of vine health in Australia. The project took a wide view of vine health, including getting all stakeholders in vine health working more effectively and in a more coordinated effort, therefore some sub outcomes could be detailed

a) Clear understanding of biology and best practice with animal grapevine pest and disease organisms includes notably engagement with Innovators Network materials and integration with enterprise systems
b) Ensuring best practice at vineyard establishment including best nursery practice
c) Engagement with Entwine
d) Engagement with NRM Regions (CMAs) to achieve catchment and 'Caring for our Country' outcomes
e) Integrated profitability of wine enterprises
f) Understanding of the biodiversity and ecology of the vineyard environment for interest and to support community and environmental stewardship thinking
g) Engagement with, refining of and support for biosecurity infrastructure
h) Development of a national coordination infrastructure for SVHFDs including coordination of
   - Presenters
   - Finance
   - Growers
   - Other stakeholders
   - Regional reviews
   - Evaluation
   - Reporting

[1] *John McKenzie 2007, Capacity Building Resource Manual, www.rirdc.gov.au , Rural Industries Research and Development Corporation 01/102*

[2] *Jan Paul van Moort 2007-08, Cooperative Venture for Capacity Building Evaluation Project, www.rirdc.gov.au , Rural Industries Research and Development Corporation 09/051*

i) Supplier support and communication of best practice use of tools and technology of vine health management
j) Detailing supporting and appropriately using diagnostic and taxonomic capability in Australia to help understand the vine health dynamics of Australian vineyards.
k) Integration of formal vine health education.
l) Advertise and focus on formal courses in vine health as part of vine health system. Where possible allow pathways to formal qualifications from material presented at SVHFDs. Where possible access finance from various sources of training and education sources
m) Ensuring that vine health issues that can cause the end of vineyard asset values are appropriately managed, particularly trunk diseases.
n) Correct use of agrochemicals
o) Ensuring that state quarantine regulations are clear, appropriate, understood and able to be implemented in the coming vintage (especially phylloxera protocols and fruit fly).
p) Ensuring relationships along the value chain in vine health secure enterprise assets, particularly the winery/grower relationships.

Engagement

"Engagement…involves the bringing together of all the relevant committees of practice around the common goal but with the opportunity to pursue their own interests…. They have different and in some cases conflicting perspectives yet may need to work together in order to improve a situation……requires effort at these levels."

a) Target audience [e.g. grape growers etc]
b) Communities of practice [e.g. research, suppliers, NRM Regions (CMAs), regulators etc]
c) Stakeholders [e.g. regional wine associations, GWRDC, NWGIC, AWRI, National Extension & Innovation Network etc]

Our target audience is grapegrowers across Australia with regional wine associations as important stakeholders representing growers. The structure of the project, regional field days aims to make the program accessible. It is designed to be accessibly priced and a single day format. Two way communication and structured decision making is structured into the evaluation process. The engagement achieved relied on relationships with individuals and structural relationships of the centre with the NSW WIA. Administrative capability funded by the project allows for an appropriate level of support. The industry situation of oversupply is an important headwind to engagement at times.

Why do we want to improve participation?

1. To productively influence management decisions about vine health in more of Australia's vineyard and system
2. To access more grower experience to contribute to shared learning
3. To provide critical mass for the project and secure its place in Australia's wine extension infrastructure

Understanding of target audiences
Much of this aspect comes down to industry experience rather than data at national and regional levels. We support and rely on regional Extension Officers and association leaders to facilitate grower engagement/ attendance at events and to ensure content is tailored to regional needs.

The quality of engagement with the material presented would be higher than had seminars been conducted without evaluation and structured decision making. The quality of engagement is less than formal education with examinations and tests of competency.

Target audience consists of 23,000 people who work in Australia's vineyards. Four Hundred growers who attended would engage say five times this many staff during the season. So our market penetration could be seen as around 10% of target.

Realistic Participation targets
23,000 was an unrealistic target, 340 was a significant effort. 1000 would be a realistic target in future.

Barriers to participation include
a) Competing work and life commitments for the one day
b) Perceptions about value of information to be presented, it is important to focus on grower issues and include industry and stakeholder presentations carefully amongst more focused information focused on the bottom line of pest and disease control
c) Social factors
d) Travel and accommodation for some
e) Participating is more than turning up. Presentations, the evaluation system and understanding physical needs during the day helps ensure strong participation of those who do attend. The evaluations also help monitor participation and provide this feedback to presenters.

<u>Design</u>

1) Outcomes were consistent with design in that improvements in capacity to manage vine health was reviewed and growers in each region indicated through these reviews aspirations to make progress in all aspects of vine health reviewed.
2) The project had an open door to all stakeholders, important to achieving vine health and was designed to actively engage them and provide grower feedback to them through the regional review process and presentation evaluation. Continuation of the SVHFDs will be required for improving the effectiveness of operations of these stakeholders. Hopefully, the evaluations and regional reviews can be used to further these conversations.
3) SVHFDs were clear about the common agenda and many stakeholders showed a great willingness to cooperate. The program was designed to allow costs and organizational impediments to cooperation to be reduced.
4) Political and institutional commitment to the project's goals is around 4/10 for the country as a whole. Each organisation is at different levels. Duncan's ratings of Political commitment are tabulated over the page

Political and Institutional Commitment

Organisation	Level of Support Ratings /10	Organisation	Level of Support Ratings /10
		Cooperating Regions	
CSU	Positive	Hunter Valley	Positive
AWRI	Positive	Mudgee	Positive
WFA	Positive	Shoalhaven	Positive
NWGIC	Positive	Canberra	Positive
I & I NSW	Positive	Orange	Positive
WGGA	Positive	Tumbarumba	Positive
NSWWIA	Positive	Western Australia	Positive
GWRDC	Positive	Yarra Valley	Positive
		Queensland	Positive
		Riverina	Positive

Very strong verbal encouragement was received from many NRM Regions (CMAs) and as a group, they would rate highly for commitment to project goals with a general willingness to financially contribute if it fit with funding cycles and was supported by the regional wine association.

Delivery

The SVHFDs model has a focus around a single day of contact in spring. The Program was developed collaboratively between the regional association, presenters and materials available. It involved some problem solving (especially in evaluation) some group work if appropriate, regional leaders and mentors where appropriate, access to Innovation Network and other material as appropriate. We were not able to integrate formal training into the program as yet. This is because we were more focused on regional needs. The costs of administration for formal training, suffering the dangers of becoming 'top down' and given the evidence that growers prefer informal training, any move toward a more formal approach needs to be balanced with a likely disengagement by some of the target audience.

In general, delivery was collaboratively executed with strong content, enthusiasm and administration.

Evaluation

The monitoring and evaluation system of the SVHFD Program involves

1) Pre field day review of capacity of a region to manage vine health
2) KASA/ORID based evaluation forms completed after presentations
3) Reporting and collating presentations and financial reconciliations for each SVHFD. Including the systematic capture of comments and responses from presenters and regional leaders as to how the growers responded to the information.
4) Collation of regional reviews and all materials into final annual report
5) Using the collated report as a tool for reflection and consultation to enable design of future approaches to vine health extension in Australia's wine regions.

Conclusions

The SVHFD Program is a collaborative capacity building initiative between government, an RDC (Grape and Wine) and the private sector. It targets clear and multiple outcomes, engaged 400 growers and many stakeholders and has a design delivery and evaluation system consistent with realising the outcomes. As such the SVHFDs take into account the recommendations of this manual and the research efforts of the CVCB. The 2010 SVHFD Program increased capacity to manage vine health and provides a framework to improve our ability to continue to increase vine health for wine quality.

The Spring Vine Health Field Day Project dealt with three NRM Regional Bodies (Catchment Management Authorities) in 2010. They were:

Central West Catchment Management Authority
www.cw.cma.gov.au

Located in central western New South Wales and includes the Castlereagh, Bogan and Macquarie River valleys. The catchment covers an area of 84,846km2, from the central tablelands around Oberon, Bathurst and Rylstone to the western plains around Nyngan and Coonamble. It is home to approximately 185,000 people and supports the major centres of Bathrst, Orange, mudgee and Dubbo. It includes the Orange and Mudgee wine regions. In 2011, the CW CMA contributed funds to cover speakers costs. For a presentation from the CW CMA se Spring Vine Health Field Days 2009 in Orange.

Murray Catchment Management Authority
www.murray.cma.nsw.gov.au

The NSW Murray CMA's geographical area of interest covers 35,500 square kilometers. The catchment is bounded by the Murray River to the south, the Murrumbidgee River catchment divide to the north, the Australian Alps to the east and the confluence of the Murrumbidgee and Murray Rivers to the west. From Kyalite to Khancoban including; Tumbarumba, Urana, Lockhart, Albury, Holbrook. The Murray catchment includes Tumbarumba and Pericoota wine regions. In 2011 the Murray CMA helped fund speaker costs in Tumbarumba and a presentation about observations of vineyard subsoils was made by Nathan Heath (see www.nwgic.org).

Murrumbidgee Catchment Management Authority
www.murrumbidgee.cma.nsw.gov.au

Covering an area of 84 000 square kilometres, the Murrumbidgee catchment is home to more 1/2 million people. Australia's capital, Canberra with 314 000 people and NSWs' largest inland city, Wagga Wagga with 57 000 people, are both situated within the catchment.

Other major urban centres in the catchment include Balranald, Coleambally, Cooma, Cootamundra, Griffith, Gundagai, Hay, Henty, Junee, Leeton, Narrandera, Queanbeyan, Yass and Tumut.

Situated in the lower-Murrumbidgee Catchment are the Murrumbidgee Irrigation Area and the Coleambally Irrigation Area. More than 10 000 kilometres of irrigation channels supplied by Burrinjuck Dam near Yass and Blowering Dam near Tumut provide these irrigation areas with our most valuable resource, water.

In 2011, the Murrumbidgee CMA contributed funds toward multimedia production and speaker costs for the Spring Vine Health Field Day in Gundaroo near Canberra. (see presentations at www.nwgic.org and http://ps3beta.com/story/16946)

There was overwhelming support for a proactive and cooperative relationship between the wine industry and each NRM Regional Body (CMA) we spoke to. The challenge now is to make it happen.

Building strong relationships at the regional level is an aim of the Spring Vine Health Field Day. NWGIC can support that relationship with

- Letters of support
- Opportunities to communicate the benefit of the project throughout the industry via our website
- Clear evaluation and reporting

The relationship we are targeting is an annual continuous improvement cycle whereby, communications exist which align wine industry developments and natural resource management strategies of the catchment/ NRM Regions.

The benefit of a long term relationship is that we can program in strategic investments in improving natural assets of the region over time.

Through the process of making presentations online, the evolution of the catchment: industry relationship will be recorded and opportunities for learning from other regions will be evident.

Each CMA is administratively separate with separate funding administration and investment strategies in natural resources in that region. Working with NRM Regional Bodies (CMAs) requires us to work with these differences to achieve shared goals.

Summary of what Spring Vine Health Field Days achieved in 2010

- 11 SVHFDs
- 6 pre field day reviews
- 500 evaluations
- Online grower resources

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Evaluation Procedure for Spring Vine Health Field Days

Method No.	10-3x
Document Type	LMOP, LMWI & LMLM Support Document
Version	1.0
Adoption Date	30-03-11
Prepared by	Lara Smart
Review Date	30-03-12
Approved by:	NWGIC Director/Others

DRAFT

Evaluation Procedure for Spring Vine Health Field Days

1. Introduction

The evaluation relates to the overall National Wine and Grape Industry Centre's (NWGIC) Plan for Spring Vine Health Field Days in any one season and is integral to the annual cycle of improvement. It is a systematic approach to measuring and commenting on grower behaviour through self report.

Evaluation has a dual role in encouraging participant decision making, providing program and presenter feedback for improvement. Although appearing simple, this evaluation system is deeply based in principles of adult learning and extension.

2. Definitions

ORID (Objective, Reflective, Interpretive, Decisional) is a structured decision making process.

KASA (Knowledge, Attitudes ,Skills, and Aspirations) underpins behaviour. Measures and comments about Knowledge, Attitudes , Skills, and Aspirations enables us to understand growers' behaviour and interest to target future presentations. It also helps us to understand grower response to the information presented.

3. Rationale and scope

Evaluation has a dual role in encouraging participant decision making, providing program and presenter feedback for improvement. Although appearing simple, this evaluation system is deeply based in principles of adult learning and extension.

The benefits of the ORID (Objective, Reflective, Interpretive, Decisional) method is that it assists and guides participants through a decision making process.

KASA (Knowledge, Attitudes ,Skills, and Aspirations) gives us an understanding of how participants have engaged with the information presented during a Spring Vine Health Field Day Event. The KASA process assists in the identification of knowledge and skill gaps, attitudinal hurdles and/ or issues with the capability development or enterprise aspirations. It also provides information regarding the decision making process and barriers to decision making. The Spring Vine Health Field day evaluations combine ORID with a KASA assessment by self report.

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4. Procedure

4.1 Process for design of evaluation form

- *Tweak evaluation form to each presentation for printing, liaise with Industry and Investment NSW (I & I NSW) IT to add presentation to drop down list in online tool (http://www.dpi.nsw.gov.au/agriculture/horticulture/grapes/wine-industry*
- *Standard format allows collation and is based on ORID and KASA principles, please consider the whole system should you be tempted to make changes to the evaluation form.*

4.2 Process for administering evaluations

- *Participants fill out evaluation forms online or in hard copy at event*
- *An incentive for completion of evaluation ensures 100% compliance and can be awarded as a fun punctuation to the end of the event.*

4.3 Collation of evaluation data/Communication and Consultation Process

- *Provision of evaluation data in excel spreadsheet format by I & I NSW IT (Warren Andrews)*
- *Automatic email is sent to participants as first stage of feedback as; confirmation, record keeping, content reminder and decision reinforcement.*
- *Plots prepared for regional and final reports. For examples of these please visit the 2010 reports section at www.nwgic.org*
- *Dissemination of evaluation data to relevant stakeholders including*
  - *Participants*
  - *Presenters*
  - *Regional Organisers*
  - *Relevant NRM Bodies (Catchment Management Authorities)*
  - *Sponsors*
  - *GWRDC*
- *Collation of Regional Report*
- *Final reporting*

DRAFT

5. Resources/Costings of evaluation process

- *Administration support for; design and coordination of evaluation form with I & I NSW IT, data entry of evaluation data, collation of reporting of data*
- *I & I NSW IT to upload evaluation form online, retrieve evaluation data*
- *Hard copy evaluation forms at event*
- *Prize or incentive to be awarded for each presentation evaluated. Must be of value to participants*
- *Resources for consultation about results*
- *Benchmark costs are $3000 per 30 person event, with two presentations evaluated.*

6. Annual Cycle

- *Annual feedback loop- did participants implement strategies identified as part of the ORID/KASA Process?*
- *Use responses to drive current presentation content and feed into design*
- *Email and collate evaluation forms back after vintage*

7. References

Bennett's hierarchy [Source: Bennett, C.; and K. Rockwell. (1995). Targeting Program Outcomes. http://citnews.unl.edu/TOP/english/overviewf.html]

Tips for Success

- Organise prize early
- Delegate handing out and collecting of forms
- Stress importance of email address for feedback loop to work
- Hard copy evaluation forms produce a much better response rate

DRAFT

GROWER FOLLOW UP - Spring Vine Health Field Days 2011

Thank you for completing this step in the evaluation process. We are developing a continuous cycle of improvement that will assist us design research and extension to better meet your needs.

Name

Email Address

Contact Phone Number

Presentation/ Issue

(drop down menu with presentation and Region)
Hunter Valley - Soil biology
Mudgee- Soil biology
Canberra- Botrytis
Shoalhaven- Botrytis
Orange- Botrytis
Orange- Entwine
Tumbarumba- Entwine
Tumbarumba- Powdery mildew
Tumbarumba- Soil health
Swan Valley- Powdery mildew
Yarra Valley- Soil health
Yarra Valley- Botrytis
Yarra Valley- Trunk disease
Stanthorpe- Soil health

At the 2010 Spring Vine Health Field Day Workshop/(s) that you attended, you completed an evaluation form. This form was designed to assist you through a decision-making process for the relevant issue(s) presented at the event.

This feedback aims to ascertain whether you were able to practically implement these decisions

. **Did you do what you intended to?**

- □ Yes
- ☐ No

How did you deal with this issue this season?

Which aspect of vine health would you most like to improve in your business in 2011? Please rank from 1-10, (1 = High Priority).

- □ Spray application
- □ Soil health and biology
- □ Powdery mildew, downy mildew and botrytis
- □ Grapevine nutrition and fertilisers
- □ Spray selection
- □ Trunk disease
- □ Catchment issues, entwine and environmental management
- □ Biosecurity, exotic pests, phylloxera and fruit fly
- □ Canopy management and vine health
- □ Scales, mites, weevils and viruses
- □ Organic viticultural approaches

Please make comments about any alternative topics or about how we can better meet your business development needs.

Submit

Appendix 10 b)

Minutes Meeting Number 11

National Wine Extension and Innovation Network

Teleconference 2pm Sydney Time 17th March

Present:

Duncan Farquhar	National Extension Manager	NWGIC
Con Simos	Group manager –Industry development and support	AWRI
Catherine Andersen	Industry Development Officer	VWIA
Nicola Kelly	Senior Project Officer	PIRSA
David Sanderson	Industry Development Officer	WIT
Caroline Woodruff		DAFF
Tara Rheinburger		DAFF
Annabel Mugford	Marketing Manager	AWBC
Mark Sosnowski		SARDI
Trevor Wicks		SARDI
Glynn Ward	Viticulture Team leader	DAFWA
Mark McKenzie	Executive Officer	MVWG
Murray Spicer	Manager Horticulture	I&I NSW
Rob Dimsey	Manager Best Practice Production	DPIVic

Apologies:

Kimberley Green	Director Sustainable Agriculture Policy	DAFF
Tony Battaglene	Director International and Regulatory Affairs	WFA
Dugald Close	Horticulture Team Leader	TIAR
Euan Laird	Grapes Industry Development Officer	VicDPI
Lawrie Stanford	Executive officer	WGGA

1) Introductions and objectives

a. Ron Hutton welcomed people and introduced meeting as focussed on reviewing the Spring Vine Health Field Day program
b. The National Extension Steering Committee developed National Extension Plan "Extension of Australian Grape and Wine Research Findings". The Spring Vine Health Field Day program addresses one strategy of this plan. The National Extension Steering Committee continues as the expanded National Wine Extension and Innovation Network.
c. Noting wide definition of vine health "soil to stomach and bunch to border". Can be soil related, canopy management related, includes biosecurity, farm hygiene, environmental management and it is important to make the connections to marketing. We have Annabel Mugford to comment on marketing sustainability and high quality grape production in Australia through vine health stories.
d. The aim of the project "to increase the capacity of the wine industry to manage vine health" was outlined. Recorded consultation, evaluation and reporting processes are an important part of the program for "system thinking" and ongoing improvement.
e. SVHFD's as an active learning exercise for NWEIN about the efficiencies to be gained from delivering extension together. Helping us work out how to contribute resources in a coordinated way.
f. Note policy questions to be held over till next meeting.

2) Glynn Ward DAFWA

Most useful part was the cooperative side of things and tailoring the program to each region and coordinated effort. Target what our producers are interested in. Coordinated process and tailoring worked very well and is most useful.

WA is committed to the national effort both through this group and the innovators network. With the Wine Industry association looking at priority areas including Vine health and which pests and diseases producers will be interested in this coming spring.

We are hoping WA can be included in the national program. Note at last National Wine Research Network Meeting GWRDC Niel Fisher indicated that SVHFD's would perhaps be limited to a couple of states as a pilot program. WA would be very disappointed by this as they are keen to go forward this coming spring.

3) Murray Spicer I&I NSW

NSW held 6 Spring Vine Health Field Days in separate locations across the state. It is a learning process we are going through with all of this. The concept of tailoring the presentations to each region within a limited scope allows growers and associations to take some ownership of what they want rather than being told what they will get. Always the most positive part of making these things work.

Duncan
It is good to be able to structure some of the pre field day consultations. There was a methodology (perhaps not perfect) for collecting and sharing the pre field day consultations as these consultations often have an interest to stakeholders beyond the particular field day.

Ron
Frequently in the report note that these consultations and all the presentations are available at www.NWGIC.org The review and evaluation methodologies can be tailored and adapted for next year to other regions. [ED- sharing these consultations online also helps us develop these methods]. This information is available to identify issues across the country.

4) Tara Rheinburger and Caroline Woodruff - DAFF

Most useful: We found it really interesting to see the costs of the methodologies for your model, how your extension program worked and the learning's that you got from that. We are looking at extension across different sectors and looking at models that can be used across the board and this will be used as a really good case study for us to develop our policies and what we want to achieve in future.

R You would consider using such a model through all of CMA's where there is winegrape production?

C yes and not just for winegrapes. We are looking across different sectors and at strategic questions about how production information gets out about soils. Very interesting to see keen interest from growers about soil. Very useful to see your outcomes and learnings.

R Spring Vine Health Field Days can help in integrating your needs at the CMA levels

T Noted the current national review of Soils RD&E.

5) Rob Dimsey Vic DPI

Interesting information: ratings regions made of the various issues in the regional reviews provides us with useful information and also the issues in the evaluations and where these sit. Provides us with some good information. There was only one workshop held in Victoria on soil health.

Vic DPI supports and is committed to the concept of the national extension program. Needs to be tailored to regional requirements and directed through the regional bodies.

Following our very wet summer, whilst we did not have any workshops under the SVHFD program on the mildews, Vic did run three sessions in northern Victoria which were very well attended. I would see significant potential for disease pressure this coming spring following this summer and Autumn so there is an imperative need to keep these running. We need to have the capability to reach more people. Perhaps podcast and make these available online.

Podcasts **D**– Note Peter Magarey podcast of Innovators Network Downy mildew FAQ's available at www.NWGIC.org. Would be pleased to add the pre vintage bunch rots presentations online for people who could not attend these Northern Victorian events. Either directly on our website or (between Rob and Con) by linking through to a Vic DPI site.

M Do we have the FRAPPS (Free Running Audio Powerpoints) from the Spring Vine Health event held in the Hunter in 2009 online as yet.

D Not yet, the sound quality needs to be good to develop useful FRAPPs.

Group In principal would like to coordinate online content in vine health and make all presentations given in Australia in vine health accessible in a coordinated way.

D Three online media: 1) podcasts, can be listened to in the car or whilst pruning for example. 2) PDF's of Powerpoint slides can be flicked through quickly on a smart phone, tablet or computer for example. 3) FRAPPs occupy both visual and auditory senses and take more time to both produce and access.

Rob Vic DPI have a couple of people who have strong online capability who could possibly assist with the podcasts.

6) **Catherine Andersen – VWIA**

Evaluations were useful. Interesting to see information about what people are interested in. Very interesting. Personally information on the website is quite useful to be able to access this so readily. My own situation quite reactive, wet and different season, events which were specifically targeted to this season. Tailored as the season unfolds. **Ron** grower knowledge of the website publicity? **C** Limited.

7) **Mark McKenzie - MVWG**

Tailoring nature good. Evaluation quite interesting in that it varies from region to region. Did not run in Murray Valley because of other commitments. Significant spore carry over of fungals likely. Need something pre Spring. Need a suite of modules to be able to cherry pick over. I like this flexibility and catering part. Initial feedback from grower base, other than staying in business, fungal control and costs are the biggest issues going forward for the next 12 months.

8) **David Sanderson - Wine Industry Tasmania**

We were offered but did hot take up opportunity to have a Spring Vine Health Field Day. It clashed time wise with our usual annual field day but we can look at having one in the future. I have read the report and noticed that Entwine and Soil Health and Botrytis scored very highly for impact on people [increased knowledge and capability]. Can these be cherry picked for more program development and developing better tools to be made available through this broad program. David was taking time out of a field day on soil moisture management and vine balance and people were looking for online tools and materials.

D – An aim would be to keep historical presentations of many events online for back reference.

9) Mark Sosnowski and Trevor Wicks SARDI/South Australia

M Have not read report yet as I only had an hours notice. Was offered to SA regions but was not taken up. Regions are fairly well organised and well linked to research providers and focussed on what growers want and need and they are well in tune with organising things they felt they could cover what was needed. As last year was not a big disease year, disease was not foremost in their mind. With the conditions we have hit this year there will be a little bit more demand for pest and disease information from around South Australia. My feeling is that there will be more uptake of the Spring Vine Health Day model by the South Australians in the upcoming season.

R What about some of the Natural Resource Management issues and general soil health related issues? Was that covered by the research providers in South Australia to the extent that might have been desired or would it have been beneficial to have access to a broader range of information.

M When I say that "they have access" the SA regions do access information from other states. I couldn't comment on what they have done in that area

T I think a few people came across and addressed people about soil health. Jacki Edwards and Ian Porter from Victoria.

R In the big picture it would be useful if the materials and presentations were able to be made available online for access and referencing for everyone in the country, even if the event was to be run by the locals and there wasn't actually any direct input from the Spring Vine Health Program.

T There needs to be some more coordination particularly with the other providers, Elders and Landmark and other chemical distributors. They quite often have pest and disease days and we really have not tapped into that and we find there can be quite a lot of duplication.

R In recognition of this deficiency we do have Hugh Armstrong representing this sector on our committee. Unfortunately he is an apology today. Absolutely true that we need to connect to these people.

[Ed: **Hugh Armstrong** has provided feedback on the report directly to Duncan – Generally
a) Evaluation – good to have methods, perhaps could also add some objective measures, perhaps go back to participants to see what changed.
b) Content - Reinforce the need for regional experience especially with botrytis advice. Challenge to add new and original content.
c) Participation – Would be good to piece out reasons for non participation in larger inland regions.

d) Scope – Pest and disease less than half enterprise costs and Q is nutrition included? A [Ed] wide scoped concept of vine health could encompass over half vineyard operating costs.]

D We did have some connection in some regions with the resellers with the Spring Vine Health Field Days. They made a contribution and were involved in funding aspects in some regions. One comment is that the earlier we have a date the more we can work with the regional associations. By setting a date earlier we can network in the resellers. In general the earlier we can set a date the more value we can network in.

10) Q Tertiary Sector and Vocational Level note

Note neither Dennis Taylor nor Allison Blake were able to join us today. Note that these sectors are an important part of the vine health system.

11) Annabel Mugford – AWBC

I thought it was great in the report that is recognised about it being a systems approach. That recognises the feedback loops that are required throughout the whole system to make sure that everyone is informed with the right information at the right time. Because at the end of the day if it about ensuring we have quality fruit for a quality product then that is what this can achieve

In terms of relevance of marketing I think it once again comes back to being a systems approach. Working to ensure that the market signals reach back through the entire chain. Not only that they reach back but that the people receiving the signals understand the implications for whatever it is that they are doing. Weather it is the chemical provider or a grape grower or harvester. As an example of implication in terms of the marketing environment consider the point about having an environmentally sustainable approach, which obviously all of the Spring Vine Health program encapsulates, but particularly Entwine speaks to. Does having an environmentally sustainable approach attract a consumer premium and/or allow customer access. If it does neither of these things this doesn't mean it shouldn't be done it just means the costs will need to be absorbed rather than expecting a premium to be paid on top of that.

Aligning with Wine Australia Marketing Strategy. Note recently released New Brand A+ Australian wine "everyone has a story" tagline. Aims at breaking through the clutter in international and domestic markets with all of the wine that is available. Australia is more than you think Australia is. It actually has many plusses. For example an environmentally sustainable approach could be one of those plusses.

The other part of that is about stories. I noticed in the report there is a bit of a theme running through there about telling stories. That is exactly the principle we are working to with this new brand. Everyone has a story and in fact consumers these

days are very interested in hearing about peoples stories. So it may be the Grape Growers in Mudgee have a really interesting story about how they grow their grapes. It is really important that these stories are told in a way that consumers enjoy and remember and take and spread out to their peers.

The concept of the linking that goes on throughout the entire system and creating a sense of story telling around that is also really important.

Whilst I appreciate what I am saying is very different from what you have all been talking about with all the technical aspects of the field days I think that it is all linked in. Its just looking at it through a slightly different prism.

12) Nicola Kelly - PIRSA

It is very useful having the website resources uploaded to a central site and available that we can send out to the regional associations so they can distribute to their members. If everything was put there in a marketable package so that it is easy to find what they are looking for. Package it up by topic.

D The principle audience for the web materials were the people who attended the particular field day so they didn't have to take home loads of paper. We have just joined the dots and packaged the web materials by topic. For example there were five different presentations of information about botrytis.

13) Con Simos

Were there any other topics you thought were pursuing here?

The program has gone really well so that is good. Obviously there is widespread support for it to continue in some way. Obviously the consolidation of material in one source is obviously really important for people to access that and making access easy for them. Are there any other areas or themes you would perhaps in hind sight look to expanding going forward?

R Yes especially from AWRI. Maybe integrating wine research in packaged ways?

D Note AWRI contributions in terms of updates to "the dog book" were presented as four or five slides at the beginning, at every Spring Vine Health Field Day. These were a unifying theme. So that everybody knows few things have changed between seasons. That was a great contribution so thanks very much for that.

I guess one question going forward that I have had quite a lot is how we have coordinated with the IPM Research to Practice program. I guess my perspective is that I would be comfortable to include the AWRI Research to Practice program as a regions Spring Vine Health Field Day in any one region. I would be comfortable to

include the Research to Practice presentations online for you to use our evaluation system. And somehow hook it into the national program. The benefits being that Spring Vine Health Field Days are a long term continuous improvement program whereas the IPM Research to practice really is all encompassing up skilling in one season to enable people to manage vineyard IPM. Spring Vine Health Field Days are also a broader approach including all stakeholders and "from soil to stomach and bunch to border". I would be interested in what your perspectives on integrating IPM Research to Practice would be?

C That is an interesting point that we need to look at further. It is also about capability building. Some comments about too many events in a given area at a given time. Need to spend a bit more time on coordination to make sure there is no overlap and cannibalising of similar themes.

R That coordination can be one task of this overarching committee.

D One key approach is that the earlier we can see the dates the better

Murray Getting a national calendar organised to that everyone knows what's on where.

D The "What's on" column in daily wine news is really useful in this area.

14) Mark Krstic

Well firstly we all should congratulate ourselves for having that crystal ball and foresight to start a program like this especially given the season we have had. It was very handy this season, given the season we have had, to have this program in place.

We made a very clear and conscious decision at GWRDC not to run any workshops of our own around this area even though we developed a lot of resources to plug in and that we made available to Duncan. For example things like the Botrytis materials from Kathy Evans were used extensively.

That's been great the Q&A stuff we put out before Christmas was well received. We have had some feedback from chemical companies. We will certainly consult with these stakeholders more closely in the future.

The report is a good summary but need some Q's about the figures. More information and explanation about what all the figures mean (keys to colours). I thought the report was good.

We have just initiated a post vintage review, one in Melbourne and one in Adelaide in late May/early June. To question in detail some of the things that were pushed to the limit this year. Debrief so if we go through another season like this one we have the

learning's captured and we can learn from the past. The program worked very well and we didn't try to duplicate or replicate what Duncan was trying to achieve.

[Jonathan Green joins the meeting]

The Phos Acid issue reared its head this year. We have some action getting underway now to establish MRL's in key export markets.

R The results of the Phos acid work could be packaged up and delivered next year under the Spring Vine Health Program.

M Yep

15) Jonathan Green WFA

I presented on a couple of the Spring Vine Health Field Days with Duncan and a few others in Orange and Tumbarumba. I found they were quite a useful opportunities go to those regions to meet a significant group of people in one place for the field day. If I am running a stand alone event sometimes it is difficult to get the numbers up. Joining Duncan for the field day was certainly useful for me in that he already had that audience organised.

Some of the processes Duncan had in place were helpful for me to be able to get a handle on the outcomes of my presentation. Moving forward I think there is certainly scope for further engagement on Entwine promotion to growers through these field days.

D The Tumbarumba and Orange presentations on Entwine were the two presentations that gave us our highest change in capability and the highest change in knowledge. Once people got to hear your information it really made a difference. The other comment I would like to connect in here are our engagement with the NRM Regions (CMA's). These things [SVHFD's] are social assets for the industry and as such they are a part of the social part of Terroir. By way of adding to Annabels marketing comments the connection with the NRM regions is also a marketing opportunity that I see and your involvement has been of interest to NRM regions as particular stakeholders.

16) Next Meeting

How the National Wine Extension and Innovation capability should move forward over the next year.

5 April Policy focussed phone hookup 2pm [Ed PS now shooting for the 7th April]
Agenda Items to Duncan or Ron