

# 2023–28 STRATEGIC PLAN

Please complete sections A to C

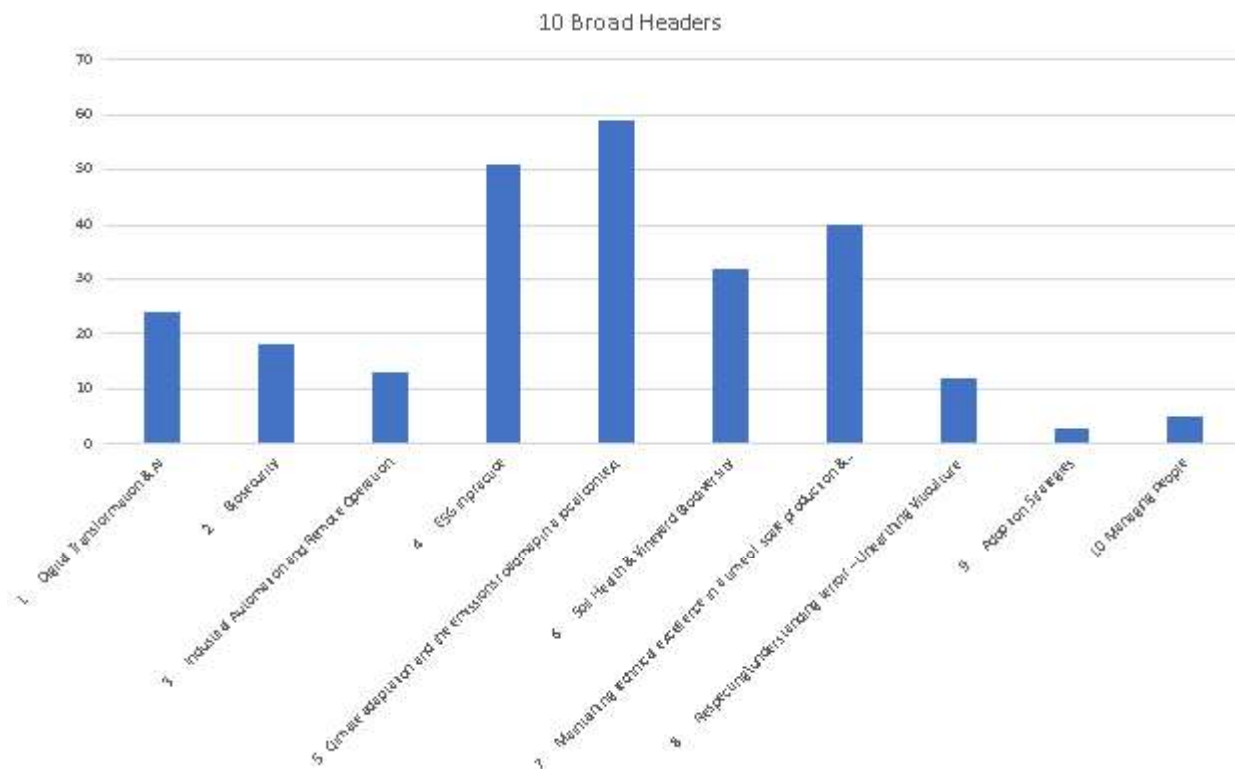
## A. BACKGROUND TO PLAN

Section A can be copied from your strategic plan, updated annually if required (500 words max).

- Outline the process behind developing this plan, how the priorities were arrived at and who was consulted. Also include proposed benefits to the region.

Our Last Strategic planning day was held simultaneously in Coonawarra, Padthaway, and Mt Benson on 18<sup>th</sup> May 2023. Break-out groups in three locations workshopped ideas that were within funding guidelines. [Report here](#). Thank you to those that participated.

A pre-survey was distributed to get a better reach and wider audience. This pre-survey had ~ 20% take up from the 100+ invitations/notifications sent since it was published in December 2022. The matrix report available on request. (Excerpt from excel report below)



Reports were presented at our technical sub-committee meeting held on 22<sup>nd</sup> June 2023.

These two activities and reports will inform how to approach the 5-year contract with the Wine Australia Regional Program.

## B. ISSUES FOR THE REGION OVER THE NEXT 3–5 YEARS

Section B can be copied from your strategic plan, updated annually if required (500 words max).

- List in order of importance the highest priority issues for the region over the next 3-5 years. This can be a mix of issues relating to research and development, extension, adoption, etc.

A draft five-year plan was devised and presented at the same technical sub-committee meeting held on 22<sup>nd</sup> June 2023. It is seen that this plan will be updated annually for the next three to five years.

DRAFT WINE AUSTRALIA FUNDING ALLOCATION BASED ON CONSULTATION WITH MEMBERS									
YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Australian Cabernet Technical Symposium (Focus on areas identified in consultation)	\$25K					Australian Cabernet Technical Symposium	\$25K		
		Making wines for the future	\$10K					Making wines for the future	\$10K
				Mesonet (case studies)	\$5K				
Smoke Taint Monitors	\$5K	Smoke Taint Monitors (supporting commercialisation)	\$5K						
Soils (Focus to be decided)	\$5	Soils (Focus to be decided)	\$5K	Soils (Focus to be decided)	\$5K	Soils (Focus to be decided)	\$5K	Soils (Focus to be decided)	\$5K
Digital Transformation and Maintaining Excellence (Vineyard focus, Field Day Bus trip)	\$10K +***	Digital Transformation and Maintaining Excellence (Winery focus, offer to host Ag Tech program)	\$10K	Digital Transformation and Maintaining Excellence (Vineyard focus, Field Day Bus trip)	\$10K	Digital Transformation and Maintaining Excellence (Winery focus, offer to host Ag Tech program)	\$10K	Digital Transformation and Maintaining Excellence (Vineyard focus, Field Day Bus trip)	\$10K
ESG Define topic, create awareness	\$5K +***	ESG Production chain focus People focus	\$20K	ESG Waste Management focus People focus	\$30K	ESG (Focus to be decided)	\$10K	(Focus to be decided)	\$25K

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

Section C should be prepared annually (500 words max).

- List in order of importance the highest extension and adoption priorities for the region over the next 12 months.

This 2023-2024 AOP will include five activities.

1. Australian Cabernet Symposium in Coonawarra
2. Soil Carbon measures viz under-vine treatments and soil type (continued)
3. Maintain smoke quality sensor network (continued)
4. Automation Day Field Day and overnight bus trip(s)

**2023–24 ANNUAL OPERATING PLAN** The following tips may be useful in the development of your activities and objectives.

### TIPS FOR DEVELOPING OBJECTIVES

We would like you to develop up to three objectives for your activity.

Please use the 'SMART' technique to write your objectives – specific, measurable, actionable, realistic and time-bound. This is a useful way to establish meaningful and achievable objectives and makes evaluation possible.

Note: objectives will vary depending on the type of extension / adoption activity. For example, workshops or training/field days should cover either practice change or improvements in knowledge, skill and confidence of particular activities, or both. Seminars may not be seeking practice change but should cover improvements in knowledge, skill and confidence. All should seek some response to the value of the event.

Below is an example only

By month / year\* in the [area]:

1. X growers or viticulturists will have been trained in and confident to apply new vineyard cooling and irrigation management techniques to minimise crop loss from heatwaves
2. X% of workshop attendees will have improved their knowledge and skills in these techniques
3. X% of attendees will consider the workshop to be valuable or very valuable use of levy funds

\*insert timeframe if known

### TIPS FOR DEVELOPING EXTENSION ACTIVITIES

FORTHCOMING

Wine Australia will develop some useful tips and suggestions based on advice received in the review of extension.

Potentially useful resources: Extension Hub (AgriFutures) <https://extensionaus.com.au/extension-practice/home>

### TIPS FOR MEASURING SUCCESS AND PRACTICE CHANGE

FORTHCOMING

Wine Australia will develop some useful tips based on advice received in the review of extension. In the meantime, this site is a great resource: <https://www.betterevaluation.org/>