

## Consultation Plan for Wine Australia's *Strategic Plan 2020–25*

### Overview

This Consultation Plan seeks to:

- explain the purpose and objectives of consultation to inform the Strategic Plan 2020–25
- describe who will be consulted
- briefly outline an efficient and effective strategy for consulting, and
- explain how the input provided will be used.

The purpose of consultation activities proposed is to:

1. allow key stakeholder groups to have input into Wine Australia's strategic direction
2. facilitate discussion about current performance and possible future states for Australian grape and wine production and wine export
3. align strategic planning to pursue shared aspirations
4. ensure a targeted and balanced investment portfolio approach during 2020–25 across issues of critical national importance as well as sectoral or jurisdictional stakeholder priorities.

### Background:

Wine Australia supports a prosperous Australian grape and wine community by investing in research and development (R&D), building international and domestic markets, disseminating knowledge, encouraging adoption and protecting the reputation of Australian wine. We are governed by the *Wine Australia Act 2013* (Wine Australia Act).

Our role under the Wine Australia Act is to:

- coordinate or fund grape and wine research and development and facilitate the dissemination, adoption and commercialisation of the results
- control the export of wine from Australia, and
- promote the sale and consumption of wine, both in Australia and overseas.

We are funded by grape growers and winemakers through levies and user-pays charges; and by the Australian Government, which provides matching funding for research, development and extension (RD&E) investments.

Our long-term ambition is for Australia to be recognised as the world's pre-eminent wine producer. Our five-year goal under our *Strategic Plan 2015–20* is a prosperous Australian grape and wine community.

Australian wine is a unique, high-quality product crafted in 65 wine regions around the country. The Australian wine sector has approximately 6,251 grape growers, 132,393 hectares of vines, 2,468 wineries and produces 1.29 billion litres of wine. In 2015, independent economic research quantified the Australian grape and wine sector's contribution to the national economy. The wine sector—defined as grape growing, winemaking and wine-related tourism—supported 172,736 full-time and

part-time jobs, most of which are in regional Australia, and contributed \$40.2 billion to the value of gross output to the Australian economy.

Under section 10.8 of Wine Australia's Funding Agreement with the Commonwealth, in developing a new Corporate Plan, or varying an existing Corporate Plan, we must develop a consultation plan including details of proposed consultations with:

- a) the Commonwealth
- b) our representative organisations, and
- c) other stakeholders as appropriate, including but not limited to, other RDCs.

Also, the consultation plan must be agreed with the Commonwealth before consultation commences.

### **Stakeholders**

Consultative activities undertaken to inform the *Strategic Plan 2020–25* will seek to engage:

- Wine Australia's levy and charge payers: grape and wine businesses and exporters
- Wine Australia's representative organisation Australian Grape & Wine Incorporated
- the Department of Agriculture and Water Resources
- the Minister for Agriculture and Water Resources
- national, state and regional grape and wine sector organisations
- research partners including universities, government agencies and private-sector research entities
- extension providers
- other research and development corporations.

### **Consultation process**

In the recent Independent Performance Review: Final report, the reviewers found that 'it is evident that Wine Australia did consult widely in the development of its Strategic Plan and this was acknowledged by sector representatives interviewed for this review' (p30).

Wine Australia proposes to undertake a similar broad consultation to develop the *Strategic Plan 2020–25* so that everyone has the opportunity to contribute. We will ensure that people know that they can provide input by communicating with them directly and amplifying the messages through Wine Australia and sector-specific e-newsletters, magazines and other media. We will also make all relevant information available on our website.

We will collect contributions through a combination of face-to-face meetings, workshops and written submissions. We will ensure that we consult with the large, medium-sized and small grape and wine producers and exporters so that we have a representative sample of stakeholders across business size, enterprise type and grape-producing regions. Special efforts will be made to ensure that the views of grapegrowers and small winemakers around the country are heard.

## **Timeline**

Australian Grape & Wine, our Representative Organisation, is developing a whole-of-sector plan for the Australian grape and wine community. We will work closely with Australian Grape & Wine as they develop this plan and ensure that this plan helps inform our *Strategic Plan 2020–25*. We intend to undertake consultation in parallel with Australian Grape & Wine so that our stakeholders are able to have input into both plans in an efficient manner. Currently, consultation is expected to be undertaken from June to September, before a draft report is considered by the Wine Australia board. This consultation will then inform the drafting of the plan with the Wine Australia *Strategic Plan 2020–25* being developed by April 2020.

## **Publication**

This Consultation Plan will be published on the Wine Australia website before consultation commences.