



Australian Government

Wine Australia

**Wine
Australia
for
Australian
Wine**

Regional Program Guidelines 2017–22

Wine Australia

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Purpose of the Regional Program

Wine Australia strives to increase both the demand and the premium paid for Australian wine and to increase the competitiveness of the Australian wine sector.

The Regional Program supports regional adaptation and adoption of R&D and extension of research findings to the Australian wine community.

The Program offers funding for:

- demonstration trials of research findings that are structured to encourage adoption or adaptation of innovation and improve regional competitiveness and sustainability
- the extension of research findings and related information.

This investment is made in activities which align with priorities identified in the [Australian Grape and Wine Authority Strategic Plan 2015–20](#) , developed in consultation with the sector.

Regional Program partners

There are 11 regional 'clusters' which comprise of one or more regions, thereby allowing all Australian wine regions to participate in the Regional Program. Within each cluster, a state or regional wine association, termed the Regional Program partner, coordinates the Regional Program (see appendix A).

The role of the Regional Program partner is to ascertain the extension-related needs of the cluster, work with Wine Australia to develop suitable activities and then deliver the activities.

Regional Program plans

A five-year **strategic plan** (2017-2022) should be developed by each regional cluster to commence 1 July 2017. The strategic plan should identify the key regional issues and priorities to be addressed through regionally based research, demonstration trials and extension of research. A strategic plan can be created specifically for the Regional Program or can be adapted from an existing state or regionally-based strategic plan.

Once completed, the Regional Program strategic plan can be revised, as required, until 30 June 2022.

Each year the Regional Program partners are invited to submit an **annual operating plan** (AOP) with a set of proposed activities. These activities should align with the cluster's strategic plan, support the objectives of the Regional Program and meet the criteria for investment. Development of the extension-related activities will occur as a two-part process:

- a) activity concepts: February
- b) annual operating plan: April

In developing the activity 'concept', the Regional Program partner should consider:

- what practice change are you trying to encourage?
- what research findings are you going to use?

Submission of activity concepts aims to provide the Regional Program partner with early feedback on the suitability of each activity for the Regional Program.

'Annual operating plans' are submitted and aim to capture several key points including:

- the format of the activity
- what practice change is being encouraged
- what research findings are being used
- the quantum of funding requested and a budget explanation.

The template for the annual operating plan is provided to Regional Program partners.

How Regional Program plans are assessed

The Regional Program partner develops a set of activities which meets the needs of the regional cluster and the guidelines outlined above. The region's Wine Australia Program Manager will support as required. Assessment of the activities is completed in two steps.

Step one: can the activity be considered for our RD&E investment?

Activities that can be considered for investment must be structured to encourage adoption and/or adaption of research findings.

For the purpose of the Regional Program 'activity' includes:

- in-field / winery demonstration or adaption trials;
- workshops and demonstrations; and
- development of extension materials.

An activity that includes the analysis of current grapegrowing and winemaking practices may be eligible **as long as** the activity meets the Regional Program criteria and is structured to encourage regional adaption and/or adoption of research results.

Activities that are *not* eligible for Regional Program investment include:

- activities that include the collection and collation of data where the focus of the activity is not adaption or adoption of research findings
- research projects
- structural-change projects
- leadership training
- agri-political activities
- marketing activities
- an activity that the private sector could reasonably undertake.

Step two – does the activity meet the Regional Program criteria?

If the activity is considered eligible, it will then be assessed using the following criteria:

- whether it meets the objectives of the regional cluster's five-year strategic plan (if an activity falls outside the identified priority areas, further information should be supplied outlining the cluster's need)
- the identified outcomes (including anticipated short-medium term regional benefit, value for money, key learnings and number of participants)
- whether the administration costs are 10% or less of the activity.

The Incubator Initiative

From 2017/18, Wine Australia will fund an Incubator Initiative, which will be aligned with the Regional Program. Incubator projects will serve three main purposes:

- an opportunity for regional clusters to undertake research to address a 'local' issue
- provision of funding for short-term projects to assist early career researchers to move into grape and wine research or to build experience of researchers already in the sector
- connection of researchers with industry at a regional level.

Regional Program partners will be asked to submit ideas for researchable questions with their AOP concepts in February. Applications will be invited in an open funding call from eligible researchers, who will contact Regional Program partners to develop regionally tailored projects. Up to \$20,000 from Wine Australia will be available for a 12-month project, with the research organisation providing matching funding.

Findings from Incubator projects will be extended to the region(s) in subsequent years via the Regional Program. Further details about the Incubator Initiative are available [here](#).

Regional Program budget

Administration costs of up to 10 per cent of the total activity budget are eligible for funding.

Administration includes time and other incidental costs associated with planning and delivery of the Regional Program activity. Examples of administration costs include telephone and information technology charges, and time taken by the Regional Program partner in organising activities (e.g. organisation of catering, equipment hire, publicity etc.).

Capital equipment may be eligible to purchase using Regional Program funding (e.g. instrumentation for a demonstration site). The purchase of capital must directly encourage extension, adoption or adaption of trial findings. Requests will be dealt with on a case-by-case basis.

Submission of Regional Program

Concepts for each activity are encouraged and due in February (although not compulsory). Annual operating plans are due in April of each year. The region's Wine Australia Program Manager will work closely with each Regional Program partner to discuss draft submissions any time before this date.

Upon submission, **annual operating plans** are assessed by the Regional Program assessment group comprised of Wine Australia and Australian Wine Research Institute staff. Their recommendations are provided to the Chief Executive Officer for approval.

End-of-financial-year reporting

End-of-financial-year reports are submitted in August each year to report upon activities undertaken in the previous financial year. The progress report aims to capture key learnings of activity (to be shared with other Regional Program partners), provide a record of the number of participants/distribution and provide a budget reconciliation of the activity.

To facilitate whole-of-industry information-sharing, any materials produced (such as training materials, strategic plans and trial results) through the Regional Program may be published on the Wine Australia website or used in other extension events to ensure maximum industry uptake.

A flowchart for development and delivery of annual operating plans appears below (green – Regional Program partners, red – Wine Australia). For a more detailed timeline for both the Regional Program and Incubator Initiative, see appendix B.



Variations (within current financial year) and carry over (into next financial year)

A **variation** is requested when an amendment to the annual operating plan is needed within the current financial year. This could include:

- the scope or budget (over \$5,000) of an activity has significantly changed
- a new activity is needed to replace a previously approved activity which can no longer be run

A variation should be discussed as soon as is practical, with requests sent to the appropriate Wine Australia Program Manager. Best endeavours will be made by Wine Australia staff to accommodate any variations in a timely manner. Any minor changes to activity scope or budget will be captured in the end-of-year Regional Program report.

A **carry over** can be requested where funds not spent in one financial year are reallocated into the next financial year. This requires the Regional Program partner to either supplement the budget of a pre-existing activity or create a new activity to be inserted into the AOP of the next financial year. Carry over requests will be considered by the appropriate Wine Australia Program Manager upon submission of the end-of-financial-year report. Unless a carry-over is approved, any unspent funds at the end of each financial year must be returned to Wine Australia.

Regional Program payment

Once the annual operating plan has been approved by the Chief Executive Officer, a letter of offer will be sent to the Regional Program partner and full payment will be made for the upcoming financial year. Regional Program partners are encouraged to utilise Wine Australia's 'recipient created tax invoice' which enables a tax invoice to be automatically generated by Wine Australia to trigger payment. Otherwise, payment will be made once the tax invoice is received from the Regional Program partner.

Information sharing

Information-sharing is a key part of the Regional Program. Wine Australia is committed to the continuous improvement of the Regional Program. To support this, we will host twice-yearly workshops for all Regional Program partners, usually in May and November. Each partner will be asked to provide verbal updates on their activities, share their expertise and learnings and thoughts on how the program could better meet the sectoral and regional needs.

Appendix A Regional Program clusters, Partners and Program Managers

Regional cluster	Geographical indications	Regional Program partner	Investment cap per annum	Wine Australia Program Manager
SA North	Barossa Valley, Clare Valley, Eden Valley, Adelaide Plains, Southern Flinders Ranges	Barossa Grape & Wine Association Inc	\$50,000	Paul Smith
SA Central	Langhorne Creek, McLaren Vale, Adelaide Hills, Southern Fleurieu, Currency Creek, Kangaroo Island	Langhorne Creek Wine Region	\$50,000	Sharon Harvey
Limestone Coast	Coonawarra, Padthaway, Wrattontully, Mount Benson, Robe, Mt Gambier	Limestone Coast Grape and Wine Council	\$50,000	Paul Smith
Murray Valley	Murray Darling, Swan Hill	Murray Valley Winegrowers Inc	\$125,000	Belinda Bramley
Greater NSW and ACT	All regions in NSW and ACT excluding Riverina	NSW Wine Industry Association	\$50,000	Jo Hargreaves
QLD	All regions in QLD	Queensland Wine Industry Association	\$25,000	Jo Hargreaves
Riverland	Riverland	Riverland Wine	\$125,000	Sharon Harvey
Riverina	Riverina	Wine Grapes Marketing Board	\$125,000	Jo Hargreaves
WA	All regions in WA	Wines of Western Australia	\$50,000	Paul Smith
TAS	All regions in TAS	Wine Industry Tasmania Ltd	\$25,000	Sharon Harvey
Greater VIC	All regions in VIC excluding Murray Darling, Swan Hill	Wine Victoria Inc	\$50,000	Belinda Bramley

Appendix B Indicative dates for Regional Program and Incubator Initiative 2017-18

Indicative date	Regional Program	Incubator Initiative
Prior to February 2017	Development of 2017-22 strategic plan for Regional Program (and Incubator Initiative)	
3 February 2017	Activity concepts for 2017/18 AOP (Year 1) due	Researchable questions for 2017/18 (Year 1) due
17 February 2017	Feedback provided on AOP concepts	Feedback provided on research questions
March – April 2017		'Call for applications' opened (3 March 2017). Researchers work with Regional Program partners to develop Incubator Initiative research projects
17 March 2017	Regional Program AOP for 2017–18 (Year 1) due	
13 April 2017	Wine Australia provides feedback on AOP approval process	
18 April – 12 May 2017		Incubator Initiative projects assessed by Wine Australia and Regional Program partners
May 2017	Workshop (Adelaide) with Regional Partner representatives to review progress of 2016/17 (Year 5) of Regional Program and application/assessment process for Incubator Initiative	
1 July 2017	Regional Program 2017/18 commences (Year 1)	Incubator Initiative 2017/18 commences (Year 1)
1 August 2017	End-of-year report on 2016/17 (Year 5) activities due	
October 2017	Workshop (Melbourne) with Regional Program partners to initiate planning for activities for 2018/19 (Year 2) and update on 2017/18 (Year 1) activities in Regional Program and Incubator Initiative	
2 February 2018	Activity concepts for 2018/19 AOP (Year 2) due	Research questions for 2018/19 (Year 2) due (subject to Wine Australia board approval for Incubator Initiative)
16 February 2018	Feedback provided on AOP concepts	Feedback provided on researchable questions
March – April 2018		'Call for applications' opens (2 March 2018). Researchers work with Regional Program partners to develop Incubator Initiative research projects
16 March 2018	Regional Program AOP for 2018–19 (Year 2) due	
6 April 2018	Wine Australia provides feedback on AOP activities	
16 April – 11 May 2018		Incubator Initiative projects assessed by Wine Australia and Regional Program partners

May 2018	Workshop (Adelaide) with Regional Partner representatives to review progress of 2017/18 (Year 1) of Regional Program and Incubator Initiative	
1 July 2018	Regional Program 2018/19 commences (Year 2)	Incubator Initiative 2018/19 commences (Year 2)
1 August 2018	End-of-year report on 2016/17 (Year 1) activities due	

Following years structured as above until 1 August 2022, with specific dates to be announced.