Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

| **Project Name** | **Grower Communications** |
|---|---|
| **Objective(s)** | To provide information that assists growers in their decision-making and enhanced knowledge of the wine industry; to communicate industry issues and developments, research outcomes and extension programs; to promote seminars, workshops and industry events. |
| **Project Description** | Murray Valley Winegrowers' Inc. (MVW) publishes four editions annually of ***MVW News & Views***, providing information on wine grape supply/demand; market data (including export and domestic sales performance); research outcomes and application; viticulture developments; water market information, including pricing, availability and deliverability; industry commentary and grower forums.<br><br>***MVW Easy Update*** is an email bulletin that is sent to growers whenever issues arise that demand timely communication. On average, two per week are broadcast. This service gives MVW the ability to keep grower communications current, particularly for time-sensitive information during harvest and when natural adversities hit, such as hail, frost, pest and disease. Weekly Water Alerts, including allocation details, pricing and water market conditions are also provided.<br><br>MVW presents an annual ***Growers' Information Forum***, with expert speakers who report on current issues of relevance to the wine industry, e.g. industry outlook, market conditions, water market topics, government and statutory agencies focusses and business and viticultural management. Included in the Forum program will be a segment to promote awareness of, and issues affecting, growers' mental health.<br><br>The ***MVW website*** www.mvwi.com.au is vital to the communications process, giving growers easy access to a pool of information that is helpful to vineyard and business management. The website is a shared resource with the IDC.<br><br>SMS texting is also used as a means of communicating time-sensitive issues, promoting workshops and other grower-related events. |
| **Project Results** | 1. Generate greater grower awareness and understanding of the issues that affect the wine industry and winegrape businesses<br>2. Generate greater understanding of winegrape market conditions<br>3. Informed decision-making for vineyard businesses |
| **Submitted by** | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $85,129 | |
| GST | $8,513 | |
| **Total Incl. GST** | **$93,642** | |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

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|---|---|
| **Project Name** | **Information Collection and Database Management** |
| **Objective(s)** | To keep growers informed of industry trends in the areas of domestic and export wine sales, grape pricing data, wine grape supply/demand and market projections to facilitate informed commercial decision-making. |
| **Project Description** | Murray Valley Winegrowers (MVW) is required on growers' behalf to collect and communicate industry-related information.<br><br>Decision-making surrounding vine removals, plantings, vineyard management and varietal selection requires suitable information. This is obtained through MVW's involvement in industry forums, participation in regional mapping programs, climate change forums, annual database survey, crush survey reports, market reports and wine industry data collated by Wine Australia and government agencies.<br><br>Information is sourced, reviewed and, if necessary, synopsis prepared for growers' consumption via information forums, MVW News & Views, MVW Easy Update, MVW Website, MVW Annual Report, industry journals and general media.<br><br>An important source of information comes from growers, from answers they provide in the annual Database Survey, which enables MVW to update and sustain a database of Winegrape growers for the Murray-Darling & Swan Hill regions.<br><br>Maintaining an accurate database that provides MVW with statistics of grower numbers, area planted to wine grapes, varieties planted, irrigation methods and changes to plantings is essential to MVW's communication with industry and government stakeholders. The database also enables MVW and the Murray Valley Winegrape Industry Development Committee to communicate directly with growers in a timely manner, and for growers to receive invitations to workshops and seminars, news on specific industry-related developments, meeting notices and project voting papers. |
| **Project Results** | **Project Results**<br>1. Accurate profile of Murray-Darling and Swan Hill wine regions<br>2. Essential information sourced for use by growers<br>3. Aggregated regional data for use in submissions to government and sector planning<br>4. Accurate database that enables direct communication with Winegrape growers |
| **Submitted by** | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $43,736 | |
| GST | $4,374 | |
| **Total Inc GST** | **$48,110** | |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

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|---|---|
| **Project Name** | **Winegrape Crush Report & Price Indications** |
| **Objective(s)** | Publish an annual report that itemises winegrape intake by variety, tonnes (grower produced & winery produced), average prices and harvest value, price dispersion, production trends and comparisons with previous seasons.<br><br>Circulate estimated wine grape price indications to growers prior to and throughout vintage. |
| **Project Description** | The Murray-Darling / Swan Hill Winegrape Crush Report has been a fixture of harvest reporting for many years. It is the means by which data is collected after every harvest to inform growers of tonnes crushed by variety, average prices paid and overall value. It also provides an historical record of production for the region.<br><br>Murray Valley Winegrowers (MVW) manages the process in association with Wine Australia, which conducts an Australia-wide post-vintage survey to establish a national production report by variety and purchase prices. Data relating to fruit purchased in the Murray-Darling and Swan Hill regions is sourced from this survey. Using this data and information collected from past seasons, Wine Australia produces a report specifically for the Murray-Darling and Swan Hill regions.<br><br>MVW source, disseminate and circulate up-to-date price indication information periodically prior to and throughout vintage to keep growers informed of current price offers and trends, and to provide growers with an informed commercial decision-making tool.<br><br>Delivering accessible, relevant & timely analysis of market trends to indicate short to medium term prices for commonly grown varieties in the region. |
| **Project Results** | 1. Publication of an annual Murray-Darling / Swan Hill Winegrape Crush Report<br>2. Annual catalogue of wine grape production specific to the Murray-Darling and Swan Hill regions<br>3. Data for industry planning<br>4. Price indication information circulated to growers periodically |
| **Submitted by** | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $11,088 | |
| GST | $1,109 | |
| **Total Incl. GST** | **$12,197** | |

Murray Valley Winegrape Industry Development Committee

iDC

# Project Applications 2022-23

**Agricultural Industry Development Act**

| **Project Name** | **Production Support** |
|---|---|
| **Objective(s)** | To support growers in the selling of their grapes; recording spray applications for pest & disease management; representing growers' interests in the development of national biosecurity strategy for grape vines; and a business support program that will provide support to understand the financial dynamics and key business skills to support "working smarter, not harder". |
| **Project Description** | **Wine Grapes for Sale Register**<br>MVW maintains a Wine Grapes for Sale Register to assist non-contracted growers in the selling of their fruit. Growers advise MVW of available varieties and estimated tonnes, creating an inventory of grapes for sale in the Murray-Darling and Swan Hill regions. MVW also maintains records of around 30 wineries known to buy fruit from the region and advises them of available varieties, without disclosing individual grower details or volumes available. If a winery expresses interest in buying grapes, MVW advises all registered growers of that enquiry. It is the grower's duty to follow-up with the winery. This is a service that brings growers and wineries together to facilitate a deal.<br><br>**Spray Diaries**<br>The availability of proprietary spray diaries in electronic formats has eliminated the need for a hard-copy spray diary for many Winegrape growers. However, grower demand still exists, resulting in MVW annually updating and printing diaries for use when applying sprays. This project provides a service to growers who do not have regular access to wineries online spray platforms and are required by law to maintain a chemical spray record.<br><br>**Biosecurity management**<br>MVW is required to represent the region at local, state & federal levels, participating in the development and maintenance of a national biosecurity strategy. The development of biosecurity protocols demand that MVW remain involved in policy-setting forums and communication of outcomes. The Australian viticulture industry is expected by government to participate in policy development for pest and disease prevention and eradication, meaning that MVW is called on to represent growers' interests in this area of management and control. Through MVW, growers in the Murray-Darling and Swan Hill regions have a say in how these arrangements evolve; participating in various reference groups such as Sunraysia Greater Pest Free Area, Australian Grape & Wine Biosecurity Emergency Preparedness; and Plant Health Australia and communications with Plant Health Australia & Vinehealth Australia. It is planned to hold a regional biosecurity workshop, including a pest/disease incursion simulation.<br><br>**Business Management Support**<br>"Changing the relationship with money so you're in charge... not the other way around".<br><br>Giving growers the knowledge, skills & support to give structure to decision-making processes; determining the key drivers to the business so that growers spend more time on the crucial elements of their operations and less time sweating the "small things", creating more personal and family time. |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

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|---|---|
| **Project Results** | 1. Helping non-contracted growers find purchasers for their fruit.<br>2. Providing a hard-copy back-up to electronic spray diaries.<br>3. Providing regional input to biosecurity management policies.<br>4. Business support program; growers understanding their business & working smarter, not harder |
| **Submitted by** | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $29,260 | |
| GST | $2,926 | |
| Total Incl. GST | **$32,186** | |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

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|---|---|
| **Project Name** | **Project Preparations, Development & Delivery** |
| **Objective(s)** | To alleviate costs incurred by Murray Valley Winegrowers (MVW) in researching and preparing proposals to funding bodies; in arranging and attending grower events. |
| Project description | To operate, MVW primarily requires funding support from Wine Australia and Murray Valley Winegrape Industry Development Committee (IDC). From time to time, it may also be necessary to prepare funding applications for submissions to other organisations.<br><br>Most of the services provided by MVW, such as workshops, seminars, field walks, weather stations, information bulletins, production & price data result from funding applications prepared by MVW. They often require a significant investment in preparatory work (research) and application preparation. |
| Project Results | 1. Funding to assist MVW in the preparation and development of funding applications<br>2. Committed income stream |
| Submitted by | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| **Total cost** | **$9,207** | |
| **GST** | **$921** | |
| **Total Incl. GST** | **$10,128** | |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

| **Project Name** | **Support - Regional Wine Shows** |
|---|---|
| **Objective(s)** | To benchmark Murray-Darling/Swan Hill wines with those from other inland wine regions.<br><br>To promote and create greater awareness of Murray-Darling/Swan Hill wines.<br><br>To encourage the growers to consider growing the alternative varieties and to develop a strategic alliance with interested wineries to produce these wines<br><br>To assist in providing an opportunity for the region to diversify the range of varieties being grown, especially in regard to the challenge presented by climate change and the increasingly compacted vintages being experienced. |
| **Project Description** | **Australian Inland Wine Show, Swan Hill**<br>Wines are judged over the first weekend in October, medal winning wines are presented to the public at the Swan Hill Food and Wine Festival staged during the March long weekend in the following year - more than 2000 people attend this event. Many Murray-Darling/Swan Hill wineries enter wines for judging, along with wineries in the Riverina NSW, Perricoota NSW, and Riverland SA. The process of comparing wines and benchmarking is invaluable to growers and winemakers.<br><br>**Australian Alternative Varieties Wine Show, Mildura**<br>AAVWS is held in Mildura each year in November. The aim is to promote wines that other wine shows don't cater for and to identify emerging varieties that have the potential to succeed in the Murray-Darling and Swan Hill regions. The event attracts more than 700 entries and is the largest of its type in Australia. It also attracts the attention of wine and tourism writers and wine buyers, generating considerable publicity for the Murray-Darling and Swan Hill regions.<br><br>*Murray Valley Winegrowers is a sponsor of both events* |
| **Project Results** | 1. Heightened awareness of the Swan Hill and Murray-Darling wine regions.<br>2. Identifying varieties with the potential to perform well in these regions, thus creating additional opportunities for growers.<br>3. Benchmarking of local wines against those of other regions.<br>4. Supporting local & regional showcase events. |
| **Submitted by** | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $7,040 | |
| GST | $704 | |
| **Total Incl. GST** | **$7,744** | |

| | |
|---|---|
| **Project Name** | **Weather Station Network** |
| **Objective(s)** | To maintain the Murray Valley Weather Station Network for the purpose of recording regional weather conditions and providing potential disease alerts to growers<br>Provide growers with access to a live data feed on the MVW website and real-time disease alerts via the GrapeWatch App. |
| **Project Description** | MVW has thirteen weather stations stationed in the Murray-Darling and Swan Hill regions, logging temperature, rainfall, relative humidity and leaf wetness. Data from the weather stations is displayed simultaneously on the MVW website www.mvwi.com.au<br><br>Growers' ability to access the network and the GrapeWatch App gives them the opportunity to assess and manage the risk of disease in their vineyards. The weather station network requires servicing and maintenance, continuous connectivity for data transfer and service fees for access to the software to run the data in real time.<br><br>Data is verified by a plant pathologist following a disease model indicator and when necessary, disease alerts are sent to growers via Easy Update email bulletin and SMS. The launch of an upgraded GrapeWatch App (funded by Wine Australia) will provide instant disease alerts (generated by *Artificial Intelligence*) to growers' smartphones.<br><br>This project aims to maintain grower access to the data and disease indicators generated by the weather station network.<br><br>MVW plans to increase the system by two new weather stations, bringing the total number of units to fifteen in the Murray Valley region – concluding the expansion of the network for the time being. |
| **Project Results** | Prevention of disease outbreaks; heightened awareness among growers of vine disease pressures; ongoing provision of an effective weather station network. Utilisation of multi-functional devices to transmit disease alerts (GrapeWatch) and predictive capability in the vineyard ("Decisions with Precision") This will be particularly valuable where growers will be able to better anticipate opportunities for reducing the need to spray. |
| **Submitted by** | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $31,702 | |
| GST | $3,170 | |
| Total Incl. GST | **$34,872** | |

Murray Valley Winegrape Industry Development Committee

iDC

# Project Applications 2022-23

**Agricultural Industry Development Act**

| **Project Name** | **Winegrape Industry Development** |
|---|---|
| **Objective(s)** | Ensuring the Murray-Darling and Swan Hill regions are represented at state and national levels in all areas affecting wine industry policy development. |
| **Project Description** | The Murray-Darling and Swan Hill wine regions of NSW/VIC account for approximately 20 per cent of national wine grape production;<br><br>The triumvirate of the Murray-Darling/Swan Hill, Riverland of South Australia and NSW Riverina account for 70 per cent of Australia's annual wine grape production – equating to more than 1.2 million tonnes (subject to seasonal variation). Known as the Inland Wine Regions Alliance ("the Alliance"), these regions have much in common - similar climatic conditions, grape and wine profiles and consumer markets. They also contribute the biggest proportion of funding to Wine Australia. On matters of wine grape industry policy, research & extension, biosecurity and representation of common issues and concerns, Murray-Darling/Swan Hill, Riverina and Riverland act collaboratively.<br><br>Through Murray Valley Winegrowers, growers are involved in policy development, representation, wine taxation arrangements, viticulture research & development, vine health, industry code of conduct and market intelligence, and Water industry assessments and input. MVW gives voice to these and many other matters, representing growers' in its dealings with:<br>• Inland Wine Regions Alliance (the Alliance)<br>• Australian Commercial Wine Producers Ltd. (ACWP)<br>• Wine Australia (WA)<br>• Australian Wine Research Institute (AWRI)<br>• Australian Grape & Wine Inc. (AGWI)<br>• Wine Victoria<br>• Wine NSW<br>• Victorian Horticulture Industry Network (HIN)<br>• Regional horticulture industry bodies<br>• Australian Wine Industry Code of Conduct Review Committee<br>• Victorian and national biosecurity agencies<br>• State & Commonwealth Departments of Agriculture<br>• Australian Competition & Consumer Commission (ACCC) – Agriculture Consultative Committee<br>• ACCC – Wine Grape Market Study ongoing reviews<br>• Federal Department of Agriculture, Water & the Environment - Improving Market Transparency in Perishable Agricultural Goods<br>• Water markets, availability & deliverability – reference groups and review committees<br>• Murray Darling Basin Authority (MDBA), Office of the Inspector-General of Water Compliance, Victorian Department of Environment, Land, Water and Planning (DELWP) |
| **Project Results** | 1. The interests of Murray-Darling and Swan Hill region growers conveyed in key areas of state and national wine industry policy<br>2. Involvement in policy-development processes at state and national levels in areas that impact on growers' sustainability and productivity<br>3. Maintaining an effective role in positive development of the Australian wine industry |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

| **Submitted by** | MVW Executive Officer, Paul Derrico | | |
|---|---|---|---|
| **Project Summary** | | **Total Project cost** | **IDC Levy Funding Sought** |
| Total cost | | $84,788 | |
| GST | | $8,479 | |
| Total Incl. GST | | $93,267 | |

Murray Valley Winegrape Industry Development Committee

iDC

# Project Applications 2022-23

**Agricultural Industry Development Act**

| **Project Name** | **Industry Development Officer / Project Leader (0.4 FTE)** |
|---|---|
| **Objective(s)** | Enhance growers' knowledge of vineyard management practices through the delivery of extension programs and services in the areas of pest & disease control, nutrition management, irrigation application and technology transfer. Assist Winegrape growers with the adoption and certification of Sustainable Winegrowing Australia program. |
| **Project Description** | Through the Industry Development Officer (IDO), growers have access to expertise and services essential for effective vineyard management. These are delivered "on the ground" and through communication channels such as grower forums, MVW News & Views and Easy Updates.<br><br>The role of the IDO/Project Leader incorporates:<br>• Organising and conducting workshops, seminars, grower groups, vineyard walks and trials;<br>• Facilitating grower input for the purpose of establishing research and extension priorities;<br>• Project Management of the Murray Valley Wine Grape Industry Development Committee (IDC) funded projects;<br>• Project Management Wine Australian Regional Partners program funded projects (up to $125K p.a.) and provide acquittal reports;<br>• Liaise with regional industry groups to ensure delivery of appropriate programs, in particular programs co-ordinated under the Wine Australia Strategic Plan 2020 - 2025.<br>• Respond to viticultural queries;<br>• Prepare and source articles for MVW News & Views and MVW Easy Update, and publish Technical Fact Sheets for growers;<br>• Liaise with other regional IDO's on matters of common interest; NSW and VIC Departments of Agriculture, representation on the Victorian Horticulture Industry Network (HIN);<br>• Attendance and input on all matters of Biosecurity – Sunraysia Greater Pest Free Area, Australian Grape & Wine Inc. Biosecurity Emergency Preparedness Group, and Plant Health Australia;<br>• Arrange and conduct grower meetings on specific seasonal issues as and when required. |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

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|---|---|
| Project Results | 1. Giving growers the means to readily access latest information on vineyard management techniques.<br>2. Ensuring growers receive the relevant know-how necessary to apply improved vineyard management practices.<br>3. Low-cost means of receiving information and practical assistance that focuses on growing wine grapes most efficiently in the Murray-Darling and Swan Hill wine regions.<br>4. Effective and efficient delivery of the Wine Australia Regional Partners Program & other pertinent projects. |
| Submitted by | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $53,760 | |
| GST | $5,376 | |
| **Total Incl. GST** | **$59,136** | |

Murray Valley Winegrape Industry Development Committee

# Project Applications 2022-23

**Agricultural Industry Development Act**

| | |
|---|---|
| **Project Name** | **Field Day Participation** |
| **Objective(s)** | Provide latest information on wine industry matters, extension programs and viticultural services available to growers. |
| **Project Description** | Staff and Board members of Murray Valley Winegrowers (MVW) will be available at the Mildura Field Days to provide information to growers; to explain developments in the areas of viticultural research, extension programs and industry prospects. This will give growers an opportunity to meet in person with key industry representatives.<br>Information material relating to vineyard and irrigation management will be available at the MVW stand. |
| **Project Results** | Increased grower awareness of vineyard management techniques and access to services and market information. |
| **Submitted by** | MVW Executive Officer, Paul Derrico |

| **Project Summary** | **Total Project cost** | **IDC Levy Funding Sought** |
|---|---|---|
| Total cost | $8,030 | |
| GST | $803 | |
| **Total Incl. GST** | **$8,833** | **$** |