



STRATEGIC AGENDA: 2021-2026

Our Strategic Agenda 2021-2026 will guide our operations for the next five years, with specific focus on five priority areas:

1. Solutions across the grape and wine supply chain
2. Pest impacts minimised
3. Regulatory environment shaped
4. Stronger together
5. A sustainable organisation

For each priority area, we articulate what it means, why it is essential, our targets and how we plan to achieve success.

Each year an Annual Operational Plan is developed, with activities for each priority area guided by available funds. Vinehealth Australia's Annual Report will outline our performance against the Annual Operational Plan and delivery against our strategic agenda.

Feedback

If you would like to submit feedback to these five Priority Areas, Targets, Key Themes and our plans for How We Get There, please get in touch with:

Inca Lee
CEO, Vinehealth Australia
inca@vinehealth.com.au
0418 818 543



PRIORITY AREA 1

SOLUTIONS ACROSS THE GRAPE AND WINE SUPPLY CHAIN

The grape and wine industries continue to face new and rapidly changing biosecurity threats. We must elevate these industries' maturity and capability to respond to these threats. Growers, winemakers and other entities along the supply chain need ready access to user friendly, cost effective and practical biosecurity solutions that can be easily integrated into their operations. These solutions must be tailored to the wine industry and be fit for purpose.

Importantly, this also includes access to high-health status planting material and timely access to preferred rootstocks to improve tolerance to pests and adaptation to abiotic stresses.

This priority area addresses the pressing need to develop solutions for industry to enable widespread adoption of farm gate-hygiene practices aimed at preventing the introduction and spread of pests to our vineyards. It also embraces the propagation sector as the foundation of the long-term health of our vineyards.

Critical to the success of this priority area will be the ability of Vinehealth Australia's collective network of stakeholders and influencers to foster sustained behaviour change across the supply chain.

Target: A stronger, active defence against vineyard pest threats with biosecurity practices integrated into everyday operations and access to high-health planting material.

KEY THEMES

- Invest in practical solutions for industry to improve adoption of biosecurity practices.
- Partner with technical experts and industry to drive improved value from all preparedness and prevention activities.
- Advance the supply of high-health planting material to enable productive and healthy vineyards for the long term.
- Improve industry's understanding of the attributes offered by rootstocks for new plantings.

HOW WE GET THERE

1. Target projects that promote enhanced biosecurity practices by key risk creators.
2. Quantify the adoption of farm-gate hygiene practices by vineyard owners biennially to direct future investment.
3. Optimise biosecurity value delivered by the Naracoorte Heat Shed.
4. Drive improved virus management by the propagation sector.
5. Review the nursery accreditation scheme in consultation with the propagation sector and develop recommendations to improve the availability of high-health planting material.
6. Quantify rootstock supply demand balance and identify key levers to adjust supply, cost and quality.



PRIORITY AREA 2

PEST IMPACTS MINIMISED

The impacts of a pest incursion on people, businesses and communities are devastating. We must constantly scan the horizon to identify and assess pest threats, get industry and businesses ready, deploy prevention strategies, and ensure that we have capabilities and resources primed to respond with speed, power and efficacy.

This priority area sharpens Vinehealth Australia's activities on supporting industry preparedness for an exotic or regulated endemic pest outbreak.

If these occur, growers and winemakers must be armed with the tools and knowledge to minimise the impacts on their businesses. Vinehealth Australia, together with Biosecurity SA, must also be ready to act swiftly and confidently to eradicate, or contain the spread of the pest.

Target: The impact of an incursion on assets, people and profitability is minimised, providing business continuity for growers, winemakers and other entities along the supply chain.

KEY THEMES

- Scan the operating landscape for new and emerging threats to South Australian vineyards.
- Build industry preparedness for pest incursions.
- Rapid and effective response to suspected or confirmed pest incursions in partnership with Biosecurity SA.
- Support research, development and adoption of early field detection and surveillance methods for phylloxera and rapid, accurate diagnostic capability.

HOW WE GET THERE

1. Profile biosecurity risks to South Australian vineyards to drive preparedness and prevention activities.
2. Transform South Australia's Phylloxera Outbreak Plan in partnership with Biosecurity SA.
3. Challenge the South Australian industry's readiness for a pest incursion through simulations and evaluating the integration of preparedness measures by grape and wine businesses and government.
4. Evaluate the impact of selected exotic pest incursions in South Australia to drive biosecurity action by government and industry.
5. Invest in Vinehealth Australia's ability to respond to an incursion.



PRIORITY AREA 3

REGULATORY ENVIRONMENT SHAPED

A strong regulatory system provides a vital layer of defence against the entry and spread of pests into Australia and across state borders. Government is responsible for developing and managing this regulatory environment at a national and state level. The governing Act of Vinehealth Australia provides the unique ability for us to work with the South Australian Minister for Primary Industries and Regional Development, and Primary Industries and Regions South Australia to ensure that our state regulatory environment is effective and delivers protection for vineyards from serious pest threats. Dependent on risk, a balance of regulatory controls, industry accreditation and best practice code of conducts are needed. Industry's role in complying with these requirements is critical for the system to work.

This priority area sees Vinehealth Australia actively shaping the biosecurity regulatory environment in partnership with government. We will achieve this through developing and implementing policy, pest-specific management strategies (including surveillance) and operational activities that enable industry compliance with regulatory requirements, and ongoing Ministerial counsel. Importantly, Vinehealth Australia will also support Biosecurity SA as appropriate to prosecute cases where an individual or business has breached South Australia's biosecurity legislation.

Target: A responsive and robust biosecurity regulatory system, respected and complied with by industry.

KEY THEMES

- Pursue policy positions on key biosecurity matters.
- Improve the effectiveness of regulations targeting known threats such as phylloxera.
- Elevate industry compliance with South Australian biosecurity legislation.
- Modernise biosecurity accreditation schemes in partnership with Biosecurity SA that support the grape and wine industries.
- Independent counsel to Biosecurity SA and the Minister for Primary Industries and Regional Development.

HOW WE GET THERE

1. Address high priority regulatory risks through policy action and advocacy.
2. Assist the South Australian government, to ensure regulatory management of phylloxera is based on up-to-date risk profiling, scientific knowledge and industry insights.
3. Influence the development of a national strategy for the management of phylloxera with industry and government.
4. Educate entities across the supply chain on their biosecurity regulatory obligations.
5. Review key operational procedures for biosecurity accreditation schemes and provide recommendations for improvement to Biosecurity SA.



PRIORITY AREA 4

STRONGER TOGETHER

Successful biosecurity programs rely on excellent communication and collaboration across the supply chain. A close connection with grape and wine businesses, suppliers to the industry, industry organisations, the government and the media is critical, to share insights, deliver project outcomes and perform our primary functions. We are a collective that is much stronger when we work together.

Smart, free flowing information will also assist to stimulate action in the wine industry in relation to farm-gate hygiene and biosecurity preparedness activities.

This priority area sees Vinehealth Australia using a range of communication and engagement vehicles, including regional and business visits, strategic partnerships, digital strategies, tools, data and media work, to enable meaningful behaviour change across the network. We are driven by the aspiration for positive biosecurity practices to be demanded and driven by industry members.

Vinehealth Australia will continue to be responsive to requests received from government and industry, seeking to leverage our expertise and assets to inform activities for the greater benefit of the industry.

Target: An active and connected network across the South Australian grape and wine supply chain, with impact and results extending across the country.

KEY THEMES

- Influence strategic investment in biosecurity by supply chain participants.
- Strengthen networks across the grape and wine supply chain, with South Australian state and regional wine associations and government.
- Lead the style and tone of biosecurity communications for the wine industry.
- Support government and industry to achieve their ambitions for the sector.

HOW WE GET THERE

1. Critique the maturity of the wine industry to manage current and emerging biosecurity risks.
2. Deliver influential multi-channel communications campaigns focused on biosecurity behaviour change for key risk creators across the supply chain.
3. Elevate partnerships with state and regional wine associations to create regional biosecurity champions.
4. Drive digital communication in the wine industry, achieving industry-leading results with newsletter open rates and website users.
5. Elevate partnerships with media to underpin our status as the wine biosecurity expert.
6. Deliver on-demand services to government and industry using Vinehealth Australia's expertise and assets.



PRIORITY AREA 5

A SUSTAINABLE ORGANISATION

Vinehealth Australia's strength is forged in its governing Act and implemented through its deep connections with industry and government. To lead the biosecurity agenda and deliver enduring value for the grape and wine industries, Vinehealth Australia must continue to develop its people and evolve its systems and processes to deliver its statutory functions with improved efficiency and customer experience.

For over 120 years, details of ownership, location and plantings for all vineyards of 0.5 hectares or more in South Australia have been recorded in the Vinehealth Australia Register. This unique Register is an extraordinary asset and enables Vinehealth Australia to execute activities across the biosecurity continuum. It has also been crucial in supporting the state government to manage potential smoke taint from prescribed burns, bushfire recovery, police investigations, water allocation planning and fruit fly outbreaks.

However, for the Register to meet the changing nature and intensity of biosecurity challenges faced by industry, the functionality and flexibility offered by next generation technology must be urgently embraced.

With the state government developing a new Biosecurity Act for South Australia during this strategic plan period, the industry, as it did back in the late 1800s when our founding Act was established, again has the opportunity to be visionary. This involves articulating a clear picture of the biosecurity arrangements required to ensure prosperous grape and wine industries now and well into the future. Vinehealth Australia will provide an essential supporting role to industry and government through this process.

Target: A sustainable organisation with expertise, systems and resources, delivering exceptional outcomes.

KEY THEMES

- Modernise the Register to provide the functionality and flexibility needed to respond to a changing biosecurity landscape and customer demands.
- Transform the funding model for Vinehealth Australia to advance vine health and improve protection of grape and wine assets from biosecurity risk and impact.
- Enhance South Australia's biosecurity legislation to protect the grape and wine industries.
- Strong financial management, governance, and systems with transparency to government and investors.
- Strengthen organisational culture to deliver outstanding value to industry.



HOW WE GET THERE

1. Build a new Digital Biosecurity Platform that is powered by geospatial data to drive a relationship-rich digital biosecurity ecosystem.
2. Increase the approved rate of contributions and change the investor mix to better reflect biosecurity risk creators and beneficiaries.
3. Efficiently manage contributions payable under the Act and in accordance with rules approved by the Minister.
4. Influence the development of a new Biosecurity Act for South Australia and how it reflects industry opinion and relates to Vinehealth Australia's governing Act.
5. Continue to optimise organisational strategies, policies and procedures to meet obligations to investors, employees and government.
6. Invest in systems to enhance employee performance, productivity and motivation.