

VINEHEALTH AUSTRALIA

# STRATEGIC AGENDA 2021 TO 2026

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## CHAIR'S STATEMENT

The grape and wine industry is critical to South Australia's future prosperity.

Generating \$1.92 billion in wine exports and directly employing 8,440 people in grapegrowing and winemaking roles, the South Australian wine industry is a powerhouse.

But South Australia's biosecurity status is under significant pressure. Over the past three years, Vinehealth Australia has set a clear vision for biosecurity management across the grape and wine industry in Australia.

Vinehealth Australia's strategic plan Towards 2020, launched in July 2017, was a whole of industry plan created to raise the profile of our biosecurity status as a key enabler to the future success of the grape and wine industry in Australia.

This goal was achieved, and the biosecurity language used in Towards 2020 is now commonly used in the general vernacular among regional, state and national wine industry organisations and by industry personnel.

Towards 2020 also cemented Vinehealth Australia as a biosecurity expert for the grape and wine industry. It reinforced the key role that Vinehealth Australia commands as the anchor to the wine industry's biosecurity preparedness.

Our new Strategic Agenda 2021-2026 continues that biosecurity momentum, with five priority areas essential to making the industry more resilient and future focused.

We will create solutions across the supply chain, we will minimise pest impacts, we will shape the regulatory environment, we will continue to work closely with all stakeholders and we will cement our capacity and capability to lead.

We look forward to working with industry on delivery of this plan, and continuing to evolve and set the biosecurity agenda for the industry.



**Prue McMichael**  
Chair



# VINEHEALTH AUSTRALIA

Vinehealth Australia is an independent statutory authority in South Australia. We obtain our powers and functions from our governing legislation, the *Phylloxera and Grape Industry Act 1995*. The overriding aim of the Act is to provide for the protection of vineyards from pests, and to assist and support the grape and wine industry in South Australia.

The impact of Vinehealth Australia on the grape and wine biosecurity landscape is powerful.

With a single-minded focus on biosecurity and deep understanding of the supply chain and industry dynamics, Vinehealth Australia partners with growers, winemakers, suppliers and industry stakeholders to empower them with tools, information and expertise to safeguard their vineyards and wines from pests. In the event of an incursion, Vinehealth Australia uses its biosecurity expertise and assets to provide counsel to government and support industry to manage and recover.

Vinehealth Australia is viewed as an honest broker between government and industry on biosecurity matters and holds the enviable position of being everyone's informed advocate.

The enduring and strong working relationship Vinehealth Australia has with the South Australia government, and particularly the Department of Primary Industries and Regions (PIRSA), enables strategic and operational biosecurity work for industry. PIRSA continues to rely on Vinehealth Australia for counsel, operational activities and consultation with industry on various matters.

**Grapevine phylloxera is a global destructive vine killer pest.**

**Prevention of the entry of phylloxera into South Australia is, and will always be, at our core. The absence of phylloxera in South Australia drives the organisation.**

**The modern Vinehealth Australia plays a broad and critical role for all pests that are a threat to the health of our vines. Our scope of pests includes any bacterium, fungus, insect, mite or other arthropod, protozoan, virus, other organism or pathogen, or any other condition that may affect vines.**

## PURPOSE

**To foster a profitable, sustainable and reputable grape and wine industry, by working alongside growers, winemakers, propagation specialists and government to protect vines from biosecurity risk and to advance vine health.**

## VISION

Biosecurity action is integrated in every grape and wine business.

## GUIDING PRINCIPLES

**Knowledge:** Pursuing new knowledge to empower evidence-based decision making by industry and government.

**Action:** Completing targeted, high impact biosecurity activities that deliver measurable change in biosecurity practices by industry, government and other priority stakeholders.

**Collaboration:** Partnering with grape and wine businesses, government, researchers and industry bodies to drive accountability for biosecurity and to leverage resources.

**Focus:** Investing in biosecurity initiatives that support the state's growth agenda and the industry's enviable reputation for quality and heritage.

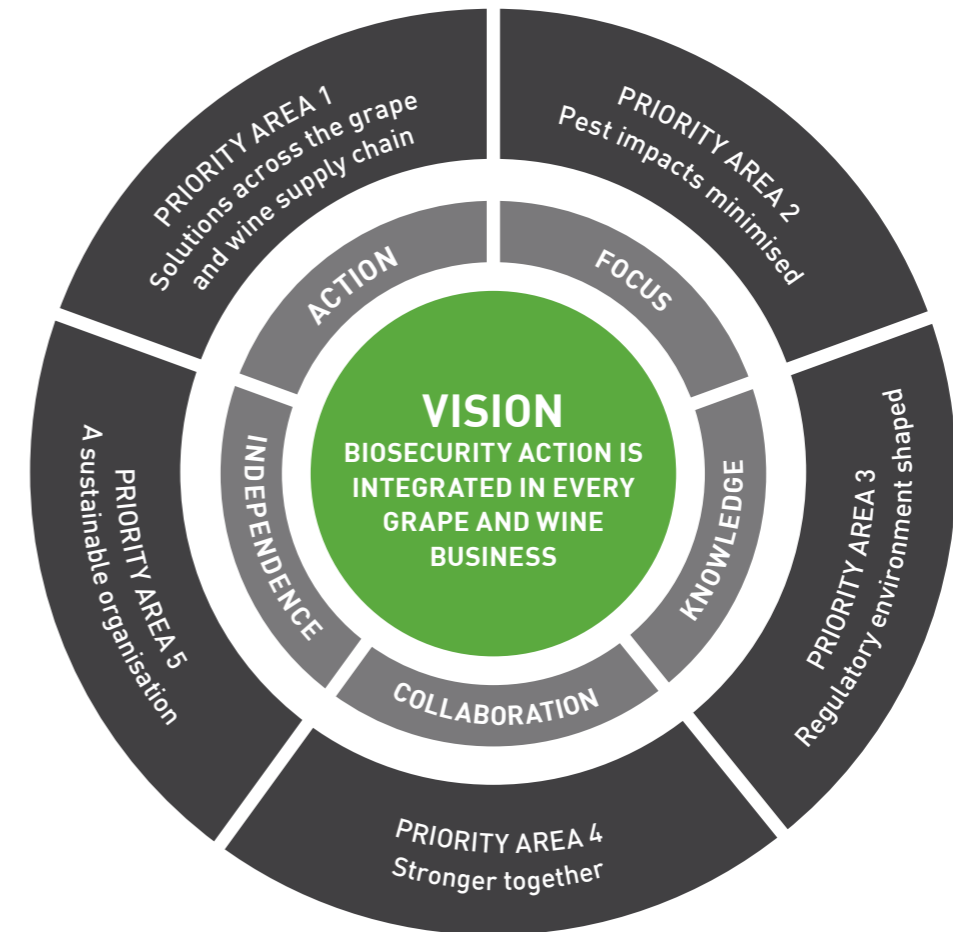
**Independence:** Honouring our status as an independent statutory authority, as defined by our governing Act, and working to create enduring value for industry through ongoing strategic review and performance monitoring.

“Following the discovery of unusual leaf symptoms in a young vineyard, we called Vinehealth. The quick response and fantastic service was invaluable and helped us solve the problem.”

Sue Trott, Vineyard Owner

## STRATEGIC AGENDA 2021 TO 2026 AT A GLANCE

Vinehealth Australia is an independent statutory authority in South Australia. Our purpose is to foster a profitable, sustainable and reputable grape and wine industry, by working alongside growers, winemakers, propagation specialists and government to protect vines from biosecurity risk and to advance vine health.



### Target: Priority Area 1

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

### Target: Priority Area 2

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.

### Target: Priority Area 3

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

### Target: Priority Area 4

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

### Target: Priority Area 5

A sustainable organisation with expertise, systems and resources, that delivers exceptional outcomes.



## OUR INVESTORS AND STAKEHOLDERS

Our Act enables contributions to be levied from investors, being (1) registered owners of vineyards that are equal to or greater than 0.5 hectares, (2) winemakers, and (3) distillers, in accordance with rules approved by the Minister for Primary Industries and Regional Development.

We have a broad group of stakeholders whom we influence and collaborate with to champion biosecurity to ensure collective long-term industry success.

	INDUSTRY		GOVERNMENT
<b>National</b>	<ul style="list-style-type: none"> <li>• Australian Grape and Wine</li> <li>• Vine Industry Nursery Association and Australian Vine Improvement Association</li> <li>• Australian Table Grape Association</li> <li>• Dried Fruits Australia</li> <li>• Greenlife Industry Australia</li> </ul>	<ul style="list-style-type: none"> <li>• Vineyard owners (wine, table, dried)</li> <li>• Winemakers</li> <li>• Nurseries</li> </ul>	<ul style="list-style-type: none"> <li>• The Australian Department of Agriculture, Water and the Environment (including AQIS)</li> <li>• Plant Health Australia</li> <li>• Wine Australia</li> <li>• Horticulture Innovation Australia</li> </ul>
<b>State</b>	<ul style="list-style-type: none"> <li>• South Australian Wine Industry Association</li> <li>• Wine Grape Council of South Australia</li> <li>• South Australian Vine Improvement Association</li> <li>• Interstate wine associations</li> </ul>	<ul style="list-style-type: none"> <li>• Suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Minister for Primary Industries and Regional Development South Australia</li> <li>• The Department of Primary Industries and Regions (including Biosecurity SA)</li> <li>• State government jurisdictions</li> </ul>
<b>Regional</b>	<ul style="list-style-type: none"> <li>• South Australian regional wine associations</li> <li>• Vine improvement groups</li> <li>• Interstate regional wine associations</li> </ul>		<ul style="list-style-type: none"> <li>• Regional Development Boards</li> <li>• Regional tourism associations</li> <li>• Local councils</li> </ul>
Community Research and extension providers (including The Australian Wine Research Institute, Agriculture Victoria Research, SARDI, CSIRO)			



## OPERATING ENVIRONMENT

Vineyards and wine businesses face many threats to their sustainability. Our vines are under pressure from multiple sources including:

- Drought, bushfires and other natural disasters that damage vineyards and businesses
- Global pandemics, that lead to financial hardship
- Pest movements, including phylloxera in Victoria and *Xylella fastidiosa* species all over the world
- International trade disputes that put our wine exports at risk
- Changes to regulations that govern import and movement rules
- Changing consumer preferences and trends

Added to this, increased consolidation in the wine industry is contributing to the risk of a biosecurity incursion, with large processing facilities importing higher volumes of grapes across regional and state boundaries.

Increased international ownership of Australian wineries and vineyards adds complexity to the system, with 'absent owners' removing a layer of accountability for best practice farm-gate hygiene.

The wine industry is also seeing increased specialisation, with more contract vineyard management, pruning and harvesting, increasing the risk of cross-state, cross-regional and cross-vineyard contamination.

And increased international trade provides opportunities for the movement of pests between countries, states, regions and vineyards.

Coupled with this, margins for grapegrowers continue to be tight, resulting in sub-standard investment in farm-gate hygiene activities.

The risk of a biosecurity incursion has never been greater.

**Vinehealth Australia's role is to implement policies, practices, tools and systems to assist the wine industry to better manage these risks.**

The opportunity to create meaningful behaviour change has been heightened in 2020 during the COVID-19 pandemic. The community now has a far greater understanding of biosecurity terminology and the impacts of outbreaks.

### BIOSECURITY LEGISLATION IN SA

The State Government is developing a new Biosecurity Act for South Australia, through PIRSA. The new Biosecurity Act will merge several existing pieces of biosecurity legislation into one, with the aim of creating a simpler and more effective legal framework for the management of pests, diseases and weeds, and biosecurity emergencies.

It's critical that the wine industry participates in the creation of the new Biosecurity Act, to ensure our systems remain strong and that the new Biosecurity Act aligns with our governing Act, the *Phylloxera and Grape Industry Act 1995*.

# AN INDUSTRY WORTH SAFEGUARDING

Vineyards in South Australia have several end uses; for wine, as table grapes or dried fruit. Vineyards also supply propagation material for new plantings.

## THE SOUTH AUSTRALIAN VITICULTURE INDUSTRY

 **76,008 HECTARES OF GRAPEVINES**



 **3,271**  
registered vineyard owners

**99%**  
of vineyards planted to winegrape varieties



A propagation sector with a state vine improvement association, 6 regional vine improvement associations and a network of commercial nurseries

## OUR HERITAGE

South Australia requires healthy, productive vineyards to supply our wine markets and to keep pace with growth ambitions.

The oldest vineyards of 150 years plus can be found in the Barossa Valley, Eden Valley, McLaren Vale, Clare Valley, Coonawarra, Langhorne Creek and the Riverland.

This rich tapestry of old and young vine material, due to the absence of phylloxera and other pests, makes us unique compared to the rest of the world and helps create some of Australia's most iconic wines.

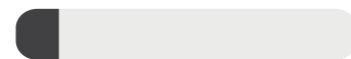
But 70% of grapevines in South Australia are planted on their own roots, making them susceptible to phylloxera. And with phylloxera on our doorstep in Victoria, we must be vigilant.

Of the vines planted in South Australia:

**90.96%** of vines are aged 0-34 years



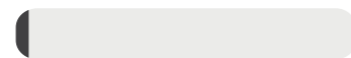
**7.80%** of vines are aged 35-69 years



**0.79%** of vines are aged 70-99 years



**0.45%** of vines are aged 100 plus years

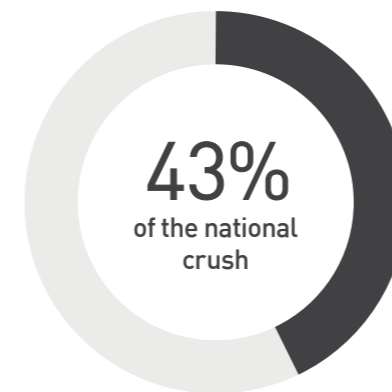


 **70%**  
of vines in SA are susceptible to phylloxera

## THE SOUTH AUSTRALIAN WINE INDUSTRY IS A POWERHOUSE

 **651,195 TONNES**  
of winegrapes crushed in 2020 vintage

550 million litres of wine produced in 2019 (equivalent to 734 million bottles)



\$1.92 billion in wine exports (2019)

**\$3.6 BILLION IN REGIONAL VISITOR EXPENDITURE (2019)**

**8,440 PEOPLE** directly employed in grapegrowing and winemaking, and many more indirectly employed

 **\$2.28 billion** in wine production (2019)



**More than 340 cellar doors**



**More than 680 wineries**




**34%** of international visitors travel to a wine region while in South Australia

# OUR FUNDING JUNCTURE

Vinehealth Australia has a clear remit outlined in its governing Act. However, with a diminishing pool of funds we are unable to perform our functions to the level required and expected by industry to confront intensifying and evolving biosecurity challenges.

## WHAT DOES THIS MEAN FOR GROWERS AND WINEMAKERS?

An increased likelihood that a devastating grapevine pest is introduced, spread and established in South Australia, with significant financial, social and environmental consequences to grape and wine businesses, suppliers, regional communities and supporting businesses.



**CONSTRAINED FUNDING MEANS A GREATER RISK OF PEST INTRODUCTION INTO SA**

It will disrupt continuity of grape and wine supply, constraining the South Australian wine industry's growth ambitions and compromising wine tourism.

## \$23 BILLION BY 2030

### SA'S FOOD, WINE AND AGRIBUSINESS PLAN FOR GROWTH

## WHAT IS THE COST OF A PEST INCURSION?

There are many pests that could cause a serious negative impact to the wine industry. The spread of Pierce's Disease (caused by *Xylella fastidiosa*) and phylloxera globally demonstrates the extent and severity of impacts.

The cost of a Pierce's Disease incursion on the Australian wine industry is predicted to be up to \$7.9 billion over a 50-year period.<sup>1</sup> In California, this disease causes more than \$100 million in yearly losses to the grape industry.

## \$7.9 BILLION THE PREDICTED COST OF A PIERCE'S DISEASE INCURSION OVER 50 YEARS

Similarly, with phylloxera continuing to spread in Victoria in recent years, the cost to regions and grape and wine businesses is evident. Replanting infested vineyards with grafted vines tolerant to phylloxera costs approximately \$60,000 per hectare. Add to this loss of production while new plantings mature, loss of brand continuity and value, and the cost of ongoing quarantine controls.



**\$60,000 PER HECTARE**  
The cost of replanting infested vineyards on phylloxera tolerant rootstock

With fewer than 30% of South Australia's vineyards on rootstock tolerant to phylloxera, the reliance on old vines for some brands and with limited supply of high-health grafted propagation material to replant infested vineyards, the cost of a phylloxera incursion in South Australia has the potential to be immense, and for some grape and wine businesses, catastrophic. And the threat is real with the closest phylloxera infested zone only 300 kms from the state border.

## FUNDING SITUATION

Our current investors, being owners of 0.5 hectares or more of planted vines, contribute \$9.50 per hectare (minimum \$50) each year to fund the activities of Vinehealth Australia. This equates to approximately \$740,000 per year.



**\$740,000**  
Vinehealth Australia's total funding from the levy

**\$9.50/ha (minimum \$50) = the current levy**

The area of vineyards has remained relatively stable over the last 10 years and is expected to change little over the next five year period. Combined with the approved levy rate of \$9.50 per hectare remaining unchanged since 1996, the total funds available for Vinehealth Australia to perform its functions has remained static.



**1996**  
THE LAST TIME THE LEVY WAS ADJUSTED

Given this, inflation alone has eroded the purchasing power of Vinehealth Australia's funds by around 20% since 1996.



**~20% reduction**  
in purchasing power of funds since 1996

Put simply, we are needing to do more with less to protect the state's vineyards and a new approach to funding Vinehealth Australia is needed.



**\$740,000** : **\$2.28 billion** = **0.032% investment**  
current Vinehealth Australia funding : SA wine industry value

## A REVISED FUNDING APPROACH

A strategic review of funding of Vinehealth Australia was completed in the last strategic plan period (2017-2020) by an independent consultant. This review identified and mapped biosecurity risk creators and beneficiaries and proposed a new equitable approach to increase funding available for Vinehealth Australia.

For the next three years and through conversations with industry and government, a key priority for Vinehealth Australia will be to realise this new funding approach.

Concurrently, Vinehealth Australia will also seek to attract investment for its new Digital Biosecurity Platform by leveraging synergies with South Australia's AgTech Strategic Plan, released in October 2020.




**3 YEARS**  
The timeline to deliver a new funding model

This Digital Biosecurity Platform provides an opportunity to vastly improve the value of information captured in the Register to enhance biosecurity management for the grape and wine industry in South Australia, while enabling vineyard owners to explore the benefits that digital technology can offer.

<sup>1</sup> <https://www.agriculture.gov.au/abares/research-topics/biosecurity/biosecurity-economics/xyella-impact-report>





“With Vinehealth Australia, we have one body dedicated to the almost impossible task of protecting us from ourselves. It’s well coordinated and all the hard legislative work is in place. Vinehealth Australia is the invisible front line that everyone will be screaming for when adversity strikes.”

Peter Bird, Vineyard Owner

## 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.

## PRIORITY AREA 1

# SOLUTIONS ACROSS THE GRAPE AND WINE SUPPLY CHAIN

The grape and wine industry continues to face new and rapidly changing biosecurity threats. We must elevate industry's 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 are driven by industry needs and are 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. Vinehealth Australia will listen to industry's issues and provide solutions, where possible. This priority area 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 accreditation schemes for grapevine propagation in consultation with the sector 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.

For an exotic incursion that is managed under the Emergency Plant Pest Response Deed (EPPRD), we are the South Australian wine industry's voice.

If incursions occur, growers and winemakers must be armed with the tools and knowledge to minimise the impacts on their businesses. Vinehealth Australia, together with PIRSA, 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 globally and locally 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 PIRSA.
- 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 PIRSA, into an effective response plan.
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 federal and state 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 adequately resourcing and managing this regulatory environment; the federal government at the national border and state governments for their respective jurisdictions. The governing Act of Vinehealth Australia builds on this core investment by government, providing the unique ability to work with the South Australian Minister for Primary Industries and Regional Development and PIRSA to ensure that our state regulatory environment is effective and protects industry 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 are critical for the system to work.

This priority area sees Vinehealth Australia actively shaping the biosecurity regulatory environment in partnership with federal and state government. We will achieve this by developing policy positions, pest-specific management strategies (including surveillance), operational activities that enable industry compliance with regulatory requirements, and ongoing Ministerial counsel. Vinehealth Australia will support strong mechanisms to encourage compliance with South Australian biosecurity legislation and regulations, and action against those who are non-compliant.

### 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 PIRSA that support the grape and wine industry.
- Provide independent counsel to PIRSA 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.
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 PIRSA.

## 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 industry, industry organisations, federal and state government and media is critical, to gauge industry needs, share insights, deliver project outcomes and perform our primary functions. We are a collective that is much stronger when we work together.

Leveraging the power of the Register, we will deliver smart, free flowing information, to stimulate action in the grape and 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 the South Australian 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.
- Fortify relationships with South Australian state and regional wine associations and federal and state governments.
- Lead the style and tone of biosecurity communications for the wine industry.
- Support federal and state governments 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 the South Australian 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 industry, 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 South Australian 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 adopted.

With the South Australian government developing a new Biosecurity Act 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 a prosperous grape and wine industry now and well into the future. Vinehealth Australia will provide an essential supporting role to industry and the South Australian government through this process.

### Target:

**A sustainable organisation with expertise, systems and resources, that delivers 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 industry.
- Strong financial management, governance and systems, with transparency to the South Australian 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 the strengthening of Vinehealth Australia's governing Act to ensure it remains fit for purpose.
5. Continue to optimise organisational strategies, policies and procedures to meet obligations to investors, employees and government.
6. Invest in Vinehealth Australia's systems to enhance our employee performance, productivity and motivation.



Image courtesy of Coonawarra Vignerons.

## ALIGNMENT WITH INDUSTRY AND GOVERNMENT STRATEGIES

Vinehealth Australia’s Strategic Agenda has been developed to support the industry achieve its ambitions as described in the South Australian Wine Industry Plan, and the recently released Vision 2050 for the Australian wine industry. It also aligns with South Australian government priorities for growth and biosecurity, and national plant biosecurity strategies.

Vinehealth Australia is an active contributor to the Wine Biosecurity Committee, which is chaired and managed by Australian Grape & Wine. This Committee oversees the National Wine Biosecurity Strategy and provides advice on setting wine sector biosecurity policy that minimises the negative effects of pests on the Australian wine sector. The Committee is a collaboration of grape and wine producers, nursery and vine improvement organisations, wine sector supply chain participants, biosecurity and technical experts and Wine Australia.

Through this Committee, Vinehealth Australia has played an active role in shaping the National Wine Biosecurity Strategy 2019-2023 (National

Strategy) for which the Committee has oversight. The priorities of Vinehealth Australia’s Strategic Agenda closely align with the six strategic objectives of the National Strategy, and collectively these two strategies will build a stronger biosecurity system for industry.

Ultimately, a stronger biosecurity system will ensure:

- Exotic pests are prevented from entering vineyards in Australia
- Phylloxera is contained within the existing Phylloxera Infested Zones (PIZ) in Australia
- In the event of an exotic or regulated endemic pest incursion, the pest is eradicated or contained and the impact on grape and wine assets minimised
- Effective management of high priority endemic pests of vineyards

Such a rigorous biosecurity system will enable market access, export growth and inbound wine tourism, and will protect the value and profitability of grape and wine assets.

INDUSTRY		GOVERNMENT
Vision 2050 (Australian Grape & Wine)	Vinehealth Australia Strategic Agenda 2021-2026	<ul style="list-style-type: none"> <li>• Food, Wine and Agribusiness Plan for Growth</li> <li>• South Australia’s AgTech Strategic Plan (South Australian government)</li> </ul>
National Wine Biosecurity Strategy 2019-2023 (Wine Biosecurity Committee - Australian Grape & Wine)		<ul style="list-style-type: none"> <li>• South Australia’s Biosecurity Policy 2020-2023 (PIRSA)</li> </ul>
South Australian Wine Industry Plan (South Australian Wine Industry Association and Wine Grape Council SA)		<ul style="list-style-type: none"> <li>• National plant biosecurity strategies (Plant Health Australia)</li> <li>• Strategic Plan 2020-2025 (Wine Australia)</li> </ul>



## VINEHEALTH AUSTRALIA'S ROLE AND GOVERNANCE

### BOARD

The Board of Vinehealth Australia maintains oversight over strategy, finances, operations, culture and reporting obligations.

The Board has up to seven members nominated to the Minister for Primary Industries and Regional Development by an industry Board Nominations Committee, an expert in viticultural research and is complemented with the ex officio appointment of the Chief Inspector for South Australia. This skills-based board functions according to contemporary board governance principles, with accountability to industry and the Minister for Primary Industries and Regional Development. The Chair of the Board is elected each year by the Board.

### FUNCTIONS

Vinehealth Australia carries out activities across the four phases of biosecurity; preparedness, prevention, response and recovery.

In the Act, disease\* means, (a) any bacterium, fungus, insect, mite or other arthropod, protozoan, virus or other organism or pathogen; or (b) any other condition, that may affect vines.

The primary functions of Vinehealth Australia as detailed in the Act are to:

- Identify and assess
  - o the relative threat to the state's vineyards posed by phylloxera and other diseases,
  - o the risk of spreading diseases through the movement of machinery, equipment, vines and other vectors into and within the state
- Develop policies in relation to
  - o the appropriate conditions for the movement of machinery, equipment, vines and other vectors into and within the state to prevent the spread of disease
  - o the quarantine of vines that are or may be affected by disease
  - o appropriate measures for the control of outbreaks of disease in the state

- Develop plans for the eradication of diseases in the state's vineyards
- Support and encourage the conduct and evaluation of research into diseases including their control and management and to publish the results of relevant research
- Promote awareness of the dangers of disease among the public and people involved in grape growing or winemaking
- Prepare and disseminate information on diseases, codes of conduct and work practices that minimise the risk of disease, or its spread, to people involved in grape growing or winemaking
- Approve nurseries (whether within or outside the state) that are capable of producing propagative material that is free of specified diseases or industry-based accreditation schemes for such nurseries
- Collect and supply data relating to vineyards and vine health in South Australia

Other core functions of Vinehealth Australia include:

- Assisting and supporting the grape industry in its initiatives
- Acting as inspectors under the *Plant Health Act 2009* ex officio
- In conjunction with the Chief Inspector, determining the appropriate action to be taken to control an outbreak and providing ongoing advice to the Minister regarding the outbreak and the action being taken to control it
- Maintaining a Register of all vineyards of 0.5 hectares or greater planted in South Australia, which includes owner and location details and planting information
- Managing a system to levy, collect and recover contributions (levies) payable under the *Phylloxera and Grape Industry Act 1995*

*\*For the purposes of this strategic agenda the word 'pest' is used to refer to the defined term 'disease' in our Act.*





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Government  
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