



STRATEGIC PLAN

2009 - 2014

FUNCTIONS OF THE BOARD (Phylloxera and Grape Industry Act 1995)

The Board has the following functions (its " primary functions "):

- (a) To identify and assess -
 - (i) The relative threat to the State's vineyards posed by phylloxera and other diseases; and
 - (ii) The risk of spreading diseases through the movement of machinery, equipment, vines and other vectors into and within the State;
- (b) To develop policies in relation to -
 - (i) Appropriate restrictions on or conditions for the movement of machinery, equipment, vines and other vectors into and within the State to prevent the spread of disease; and
 - (ii) The quarantine of vines that are or may be affected by disease; and
 - (iii) Appropriate measures for the control of outbreaks of disease in the State;
- (c) To develop plans for the eradication of disease in the State's vineyards;
- (d) To support and encourage the conduct and evaluation of research into -
 - (i) Disease resistance and tolerance of root stocks and scions; and
 - (ii) Diseases that affect or may affect vines, and any matter relating to such diseases, including their control;
- (e) To publish the results of relevant research;
- (f) To promote awareness of the dangers of disease among the public and people involved in grape growing or winemaking;
- (g) To disseminate information on disease and work practices or industry codes of practice that would minimise the risk of disease, or its spread, to people involved in grape growing or winemaking;
- (h) To 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;
- (i) Subject to subsection (3), to collect and, on request by an interested person, supply data relating to vineyards and vine health in South Australia;
- (j) To perform the other functions assigned to the Board by or under this Act or by the Minister.

FUNCTIONS OF THE BOARD (Phylloxera and Grape Industry Act 1995)

The Board has the additional function of assisting and supporting the grape industry in its initiatives.

The Board must not supply data that relates to or reveals any details relating to a particular person or business unless the person or proprietor of the business consents to the release of the data.

The Board must establish committees representing each of the prescribed regions (" regional committees ") to advise the Board in relation to vine health in those regions and any other matter determined by the Board.

The Board must maintain a Register of persons who own vineyards comprising 0.5 hectares or more of planted vines (" the Register ").

If an outbreak of disease occurs, the Chief Inspector and the presiding member of the Board must -

- (a) Determine the appropriate action to be taken to control the outbreak; and
- (b) Provide on-going advice to the Minister in relation to the outbreak and the action being taken to control it.

Under the *Act*, there are other general powers related to the management of money and other assets such as personnel.

NOTE: This new Strategic Plan is the outcome of a strategic planning review day held by Board members and staff and is based on feedback from industry stakeholders and a comprehensive review of the current Strategic Plan undertaken by the CEO.

VISION

Healthy and Phylloxera free vineyards for SA.

MISSION

To protect South Australian vineyards from phylloxera and other major pests and diseases and assist and support the grape industry in its initiatives.

KEY OPERATING PRINCIPLES

The Phylloxera Board has 4 Key Operating Principles –

1. Minimise the risk of phylloxera and other major pests and diseases entering and spreading in SA;
2. Reduce the economic impact of an outbreak of a major pest or disease;
3. Deliver the highest level of service and provide accountability to stakeholders; and
4. Operate within a culture of continuous improvement.

KEY STRATEGIES

The Phylloxera Board has 4 Key Strategies –

Strategy 1 – Research, Development and Extension

Fund research, development and extension programs to ensure the ongoing efficacy, relevance and benefits of practices to the wine and grape industry.

Strategy 2 – Communication

Develop a comprehensive plan which enhances the communication of the Board's activities across all sectors and in all aspects of the wine industry.

Strategy 3 – National Approach

Build on a national approach to achieve a consistency in the containment and possible eradication of phylloxera and other pests and diseases.

Strategy 4 – Governance

Establish and maintain a clear and effective Board Governance framework.

The strategies are supported by a series of actions contained in Action Plans which are outlined below.

ACTION PLANS

The following Action Plans encompass the major activities that the Phylloxera and Grape Industry Board will undertake to achieve its 4 Key Strategies.

Strategy 1 – Research, Development and Extension

Fund research, development and extension programs to ensure the ongoing efficacy, relevance and benefits of practices to the wine and grape industry.

Actions	Time Frame	People involved	KPI's
Continue surveillance of South Australia's vineyards using remote sensing and field inspections over a three year cycle	Ongoing Sept 2009	GIS Specterra PIRSA Contract staff	Process and analyse 09 imagery for the Riverland, Langhorne Creek and Currency Creek regions to determine sites for inspection and undertake inspections; Work with supplier to acquire imagery for 10/11 year (Limestone Coast, McLaren Vale and Adelaide Hills)
Fund research to develop more effective surveillance tools (eg DNA probe)	Aug 2009	CEO	Report on research outcomes which contribute to industry application
Fund the 3 R's research	Jun 2009-10-11	CEO	Six monthly reports and a copy of the final report
Maintain a watching brief on priority exotics		CEO	Reduced incidence of exotics
Review current nursery requirements for accreditation as per the Act	Jan 2010	CEO, Board	Report produced for first board meeting 2010 Feb
Manage the spatial systems and data to support the Vineyard Register	Sept 2009	GIS Contract staff	Maintain the Boards base GIS datasets (internal and external) to ensure the accuracy of the vineyard register
Undertake a literature review of current phylloxera eradication research	Feb 2010	CEO	Produce a report on current research
Respond to emerging issues threatening uptake	Ongoing	CEO	Report to Board on emerging issues

Strategy 1 – Research, Development and Extension

Fund research, development and extension programs to ensure the ongoing efficacy, relevance and benefits of practices to the wine and grape industry.

Actions	Time Frame	People involved	KPI's
Review current risk management of vectors and establish and promote new key messages	Nov 2009	IM, CEO	A new plan in place and promoted
Prepare a scoping study for a case study of the phylloxera outbreak in the Yarra Valley	Aug 2009	IM, CEO, Yarra Valley grapegrowers assoc, Fosters, RRC	Scoping report produced with recommendations for the Board
Initiate Yarra Valley case study	Feb 2010	CEO, Yarra Valley grapegrowers assoc, Fosters, RRC	Draft stage one report (history to end 2009) completed and presented to the Board
Revise the pest risk analysis for phylloxera for all South Australian grapegrowing regions to identify priority target regions	Nov 2009 Nov 2009 Feb 2010	CEO, IM, OM	Pest risk analysis from 2002 updated; Contractor survey completed and results processed; Report presented including implications for the Board.
Develop an education plan for protocols	March 2010	IM, CEO	Develop a set of key messages related to phylloxera and biosecurity and a communication plan for conveying these messages to identified target audiences
Facilitate establishment of new trials in phylloxera infested areas ie boerner	Oct 2009	RM	To establish an industry partnership to trial an eradication site, document outcomes and promote these findings to the industry
Increase knowledge on the selection and management of rootstocks by assessing commercial plantings	Ongoing	RM	Report knowledge on performance of rootstocks to industry. Provide new knowledge about rootstocks back to industry (identify and address gaps in knowledge)
Establishment of rootstock trials in high risk regions	Ongoing	RM	Facilitate establishment of new trials which promote strong regional engagement; To promote the use of grafted vines

Strategy 1 – Research, Development and Extension

Fund research, development and extension programs to ensure the ongoing efficacy, relevance and benefits of practices to the wine and grape industry.

Actions	Time Frame	People involved	KPI's
Fund research to improve understanding of nematodes and rootstock tolerance	Ongoing	RM	Research outcomes which improve understanding of phylloxera rootstock tolerance; Research outcomes which improve understanding of nematode rootstock tolerance
Undertake research on the impact of drought on grape growing and the wine industry as a whole	Ongoing. Preliminary findings June 2009	RM	Research outcomes which provide an understanding of the impact of climate change; Provide new knowledge about rootstocks and drought back to industry
Review Phylloxera early detection research to ensure best practice by the Board	Nov 2009	CEO, GIS	Review relevant research and report relevant findings to the Board; Incorporate relevant practices into the early detection program
Complete the annual South Australian Winegrape Utilisation and Pricing Survey in accordance with the contractual arrangements with SAWIA, WGCSA and PIRSA	Sept 2009 Oct 2009	IM, OM	2009 survey report published on website by 1st Sept; Contractual obligations met (meetings, reports, budget)

Strategy 2 – Communication

Develop a comprehensive plan which enhances the communication of the Board in all aspects of the wine industry.

Actions	Time Frame	People involved	KPI's
Develop new ways of communicating protocols to growers	Aug 2009	All staff	Create a check list for growers, contract and vineyard workers
Develop a Major events checklist on Phylloxera	Jul 2009	IM, CEO, Major Events promoters	Create major events checklist
Update website which includes e-marketing		All staff	Improved website which is well used (measured by number of hits) and adds value to the industry
Implement a new integrated information management system	April 2009	All staff	Review past work and determine a plan of action; Investigate collaborative development opportunities; Work with external consultants to implementation of a new system;
	Mar 2010	External firm	Provide progress reports to the Board and staff
Produce map products to support the Boards communication requirements	Ongoing	GIS	Maintain the Phylloxera Zones map; Maintain the SA GI maps; Provide map services to Board staff
Conduct an awareness campaign for Cellar Door Sales managers	May 2009	CEO, IM, OM	Presentations to CDS managers conducted in four major regions; Brochures and posters supplied to 7 of top 10 CDS outlets in each of the four regions; 50 signs sold; Brochures reprinted
Develop new methods for delivering message about protocols to growers	Apr 2009	IM, OM	Produce protocol checklists for growers, contractors, cellar door sales managers and vine nurseries;
	Aug 2009		Protocol information on website in interactive form
Represent the Board on the HPHCC	Ongoing	CEO (Deputy IM)	HPHCC meetings attended and briefings prepared for Board and CEO

Strategy 2 – Communication

Develop a comprehensive plan which enhances the communication of the Board in all aspects of the wine industry.

Actions	Time Frame	People involved	KPI's
Develop a web-based induction module for new workers and contractors in the vineyard	Dec 2009	IM, OM, RRC	Content developed and tested for vineyard workers and contractors; Structure written for completion of stages; Outline of content prepared for other target groups
Organise, promote and lead a workshop on phylloxera identification in NE Victoria	Dec 2009	IM, OM	Workshop organised and conducted; At least 20 people to attend; 85% of participants attain competencies.
Provide training in the Outbreak Management Plan and ensure all participants are aware of their role in an outbreak	Dec 2009	All staff, Board Regional committees	Staff and Board have been trained in implementation of OMP; Other steering committee members and stakeholders are informed of changes; Updated copies issued
Develop and implement communications plan for PGIBSA strategic messages	Apr 2009 Ongoing May, Nov 2009 Ongoing Ongoing Ongoing	All staff	Develop plan for 2009; Assist with promotion of Board events – eg workshops, grower meetings; Produce 6-monthly newsletters on Board activities; Identify opportunities for partnerships to promote key phylloxera messages efficiently and effectively; Provide editorial review of Board's communications; Maintain information on website
Provide industry with information and resources to assist them in accommodating requirements of the new Plant Health Act	Feb 2010	PIRSA, SAWIA, WGCSA, regional committees	Information provided in timely and accessible manner; All relevant stakeholders are informed of new requirements
Develop and implement Media Plan comprising press releases, newsletters and e-news	Ongoing	All staff	Increase in quantity and quality of positive media exposure of the Board across all forms of media

Strategy 3 – National Approach

Build on a national approach to achieve a consistency to the containment and possible eradication of phylloxera and other pests and diseases.

Actions	Time Frame	People involved	KPI's
Establish a National Containment Strategy for Phylloxera	Jun 2010	CEO, IM, DQ, NVHSC	Document and promote the National Containment Strategy
Work with industry and government to establish a National Vineyard Register	Jun 2011	CEO, Board, WFA, WGGA, ATGA, ADFA, AWBC, GWRDC, PHA	Establish a National Vineyard register
Facilitate a biannual national Rootstocks forum to review research and set priorities	May 2010	CEO, RM	Forum for results from research outcomes to be discussed and disseminated
Establish collaboration opportunities for image acquisition and spatial data sharing	Oct 2009	GIS, SERIC, SAMRIC, GeoScience Aust State agencies	Investigate and participate in collaborative opportunities to reduce spatial data acquisition costs
Develop a protocol for maintenance of phylloxera pest area freedom	June 2009	IM, PHA, NPTRG, NVHSC	A PEZ maintenance protocol is developed and endorsed by NPTRG and NVHSC
Facilitate steps towards harmonisation of regulations relating to phylloxera	Sep 2009 Oct 2009 Feb 2010	CEO, IM, DQMAWG, DPI Victoria, NSW Ag, PIRSA	Inconsistencies in state regulations are identified, documented and communicated to state regulators; Meeting held with DQMAWG to discuss ways to achieve harmonisation; Report on action taken to facilitate achievement of steps towards harmonisation
Provide secretariat services to the NPTRG in accordance with agreement with NVHSC	Jun, Nov 2009 Jul, Dec 2009 June 2009	IM, NPTRG, NVHSC	Two NPTRG meetings organised and minutes taken; Report to CEO on followup actions taken per minutes Contractual arrangement with NVHSC for 2009-10 is formalised
Develop a protocol for phylloxera surveillance using emergence traps	Oct 2009 Nov 2009	CEO, IM, GIS, RRC, NPTRG	Report to CEO on proposed protocol and costing; Discussion on protocol is listed for discussion at the Nov NPTRG for consideration

Strategy 4 – Governance

Establish and maintain a clear and effective Board Governance framework.

Actions	Time Frame	People involved	KPI's
Cooperate with and support PIRSA, NRM Boards and other government boards in enforcement activities	Dec 2009	RM (CEO, IM, GIS)	Feedback received from relevant stakeholders demonstrates improved cooperation and support and enhanced enforcement activities
Ensure financial sustainability of the Board taking account no levy increases and by pursuing other income sources	Ongoing	CEO, OM	Financial sustainability achieved through judicious management of available funds and reserves and increase in funding from external sources and programs
Undertake ongoing reviews Board operations to improve the efficiency and effectiveness of Board operations	May 2009	CEO, OM	Deliver value for money, effective and efficient improvements to Board operations
Increase the awareness of the young generation in the importance of the Board and enhance succession planning by a number of means including the development of industry scholarships	Jul 2009	Chair, CEO, Board	Increased numbers of young people in the industry becoming aware of and involved in the Board's activities and operations; Implement industry based cadetships, honours scholarships and potential co-funded PhD scholarships
Undertake planned and effective education and training programs for the professional development of Board members and staff	Ongoing	All staff & Board	Undertake software training for ERDAS Imagine remote sensing software; Participate in professional training and development activities resulting in improved achievement of workplan objectives and greater motivation
To implement an office culture of continuous improvement	Ongoing	All staff	Documented continuous improvement processes
Contribute to team and work operations	Ongoing	All staff	Staff meetings, planning and house-keeping days attended;
Develop Terms of Reference and operating protocols for Board Committees including the Biosecurity Committee, Executive Committee, Vine Health Production Committee	Jul 2009	CEO, All staff	Enhanced operations and outcomes of all committees enhancing Board operations