



STRENGTHEN INDUSTRY STRUCTURE & COORDINATION

INDUSTRY CRITICAL CHALLENGES ADDRESSED

- Industry collaboration and coordinated leadership is needed to deliver this strategy.
 - The dialogue between industry and government needs to be strengthened to address regulatory burden and policy challenges in areas including health and taxation.
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OUTCOME

Industry works together and with government to drive change.



“This is a fantastic industry to be part of and I have enjoyed my many years in it, but with all the challenges of recent times, I do feel we have lost our vision for the future.”

/ GIPPSLAND VIGNERON

PROGRAMS	LEAD
4.1 Define the value proposition of Wine Victoria and assess how it can support this strategy.	Industry
4.2 Develop a business case for a sustainable Wine Victoria funding model that articulates Wine Victoria’s role and where it partners with other government and industry organisations to champion industry development.	Industry Government (Regional Development Victoria)
4.3 Investigate how economies of scale and improved outcomes can be achieved through rationalisation of the number of regional wine associations and identify opportunities to collaborate with Regional Tourism Boards (see Strategy Program 2.1).	Industry (Lead) Government (Visit Victoria)
4.4 Work with government to address regulatory and market failure challenges including tourism road signage, responsible service of alcohol, labour regulations and industry awards, smoke taint and biosecurity.	Industry

WHAT’S HAPPENING NOW

Wine Industry Ministerial Advisory Committee

The Victorian Government appointed the Wine Industry Ministerial Advisory Committee (MAC) to provide it with specialist advice on opportunities for the Victorian wine industry and issues affecting the long term performance and sustainability of the industry. The Wine MAC has provided industry leadership in developing this strategy.

Victorian Viticulture Biosecurity Committee

The Victorian Viticulture Biosecurity Committee is a collaborative venture between Agriculture Victoria and key stakeholders in the viticulture industries, including the wine grape, table grape and dried fruit industries, plus the nursery and vine improvement sectors. It provides a biosecurity policy forum for government and major industry stakeholders involved with the cultivation, processing and marketing of vines and vine products in Victoria.



RATIONALE

The Wine Industry Development Strategy articulates a clear imperative for the Victorian wine industry to transition to a sustainably profitable footing. The wine industry has committed to work effectively together and with government to realise the benefits of the strategy and protect its assets in the face of the challenges it faces. Strong internal coordination and cooperation will be essential to drive change.

In developing its future representation model, the wine industry will consider the need to:

- coordinate service delivery and provision of information across the wine supply chain and across the Victorian regional wine associations, which themselves have a range of administrative arrangements
- deliver consistent messages to governments, Wine Australia, visitors and export markets.

The Victorian wine industry has the opportunity to cultivate a spirit of working together for the benefit of the whole industry by forming strong, coordinated networks and making a realistic assessment of its future needs. Effective engagement with government will raise awareness of impediments to industry growth. There is an opportunity to strengthen the dialogue between industry and government in areas such as road signage, biosecurity challenges and controlled burns.

As the peak industry body, there is a role for Wine Victoria to play in delivering the objectives of the strategy. Wine Victoria is well placed to assist government and industry organisations to tailor programs to the industry and raise awareness of professional development opportunities.

The current regional representation model presents some challenges. There are currently 22 regional wine associations, many operating with limited resources to deliver growth for the industry. This creates unnecessary competition and duplication between associations. With this number of independent associations, it is difficult for the industry to deliver clear messages in its interactions with Wine Australia, Regional Tourism Boards and all levels of government.

A review of regional representation is recommended. The review would identify strategies to reduce duplication, consolidate resources and achieve greater alignment with Regional Tourism Boards.

The Victorian Government is ready to assist the industry, for example by supporting a structural review, by facilitating alignment with Regional Tourism Boards, by delivering services or identifying service delivery partners, and through the regional partnerships model of regional priority setting.

WHAT'S HAPPENING NOW

Victorian Winegrower Liaison Committee

The Victorian Winegrower Liaison Committee provides co-ordination of innovation, extension and adoption activities. Agriculture Victoria co-funds a Victorian extension officer employed by the Australian Wine Research Institute under the Liaison Committee agreement.

Wine Victoria Future Leaders

In 2015, Wine Victoria launched its Future Leaders program. With the future in mind, Wine Victoria has brought together a group of Victoria's next wine industry leaders in a mentoring program to develop their understanding of industry and government relationships and the roles of Wine Victoria. Many of these young leaders have now taken on roles within Wine Victoria, the Wine MAC and their local industry boards.

Wine Yarra Valley and Yarra Ranges Tourism

Wine Yarra Valley and Yarra Ranges Tourism have worked together to develop new wine and cider trails and encouraged wineries to invest in Yarra Ranges Tourism product development and marketing initiatives. Wine Yarra Valley works with Yarra Ranges Tourism to improve the tourism experience for visitors to the region.

Aussie Wine Month

Each year, Wine Australia coordinates a campaign to raise awareness about the diversity and quality of Australian wines among consumers and key influencers. Wine businesses, wine regional associations, restaurants, retailers and other interested parties also get involved in Aussie Wine Month, Australia's biggest celebration of Australian wine. The month-long event aims to create excitement and buzz about Australian wine among consumers, media, the wine trade, restaurants, bars and key influencers.