



Australian Government

**Grape and Wine Research and
Development Corporation**



GWRDC investments 2012–13

From vine to glass: supporting a competitive
Australian wine sector

Foreword

The Grape and Wine Research and Development Corporation (GWRDC) invests in research, development and extension to support a competitive Australian wine sector.

GWRDC is an Australian Government statutory authority that was established in 1991 under the *Primary Industries and Energy Research and Development Act 1989* (PIERD Act).

Our investments are guided by the strategic research priorities of the Australian Government and the Australian grape and wine sector. To identify these priorities, the Corporation conducted extensive consultation with all of our stakeholders and in particular with our primary stakeholders, the Australian Government, Wine Grape Growers Australia and the Winemakers' Federation of Australia.

How we will invest in and direct research in 2012–13 is outlined in our *Annual Operational Plan 2012–13* (AOP). GWRDC is providing our stakeholders with information from our AOP to guide the investment process for the year ahead. Our AOP highlights key priority areas of significance and details how research groups and the sector can partner with GWRDC to achieve outcomes in these areas.

As our stakeholders have requested, over the next five years GWRDC will place a greater emphasis on their priorities and on ensuring that research outcomes can be adopted by our stakeholders.

GWRDC looks forward to working with our stakeholders to help achieve an Australian wine sector that is profitable, competitive and sustainable through innovation.



Neil Fisher
Executive Director

Introduction

GWRDC invests in research, development and extension (RD&E) that supports a competitive Australian wine sector and delivers innovative outcomes.

Our *Annual Operational Plan 2012–13* (AOP) informs potential research partners and the wine sector about our investment priorities for 2012–13. We are clearly communicating the priorities in our AOP before it has received Ministerial approval to assist potential RD&E partners prepare their applications for investments by GWRDC in 2012–13.

How are GWRDC's investment priorities determined?

GWRDC's 2012–17 strategic priorities were developed through a rigorous consultation process with stakeholders across the entire grape and wine sector. Our key stakeholders – Wine Grape Growers Australia (WGGA), the Winemakers' Federation of Australia (WFA) and the Australian Government – worked closely with us to identify these priorities.

What are GWRDC's RD&E investment priorities?

Our investments are guided by the wine sector's strategic priorities. These have been grouped into the following four themes:

- Consumers and markets
- Environment and sustainability
- Extension and adoption
- Improving products and processes.

In 2012–13, our new investments in RD&E will build on our existing investments to deliver RD&E across these four areas. GWRDC currently has over \$16.5 million committed in existing RD&E projects for 2012–13. There are some important RD&E areas that are of high priority to the sector where we are not seeking new investments because they are already being addressed within the current GWRDC investment portfolio.

New investments will cover some, but not all, of the priority areas. The four high-priority areas for new investments are:

- **Adoption strategies**
- **Biosecurity**
- **Consumer insights**
- **Objective measures of quality.**

There are a further six priority areas of significance:

- **Climate change adaptability**
- **Improving spray efficacy**
- **Market access**
- **Packaging and transport**
- **Pest and disease management**
- **Vine balance and yield variability.**

In 2012–13, applications for investment may be invited through:

- expressions of interests (EOI)
- a targeted call
- commissioned research
- other avenues as determined by GWRDC.

Until the actual size of the national winegrape crush is determined, the quantum of levies collected and the Government's matching funding will not be known, so GWRDC is unable to provide a definitive figure on the amount of money available for new investments.

GWRDC research themes

Environment and sustainability (program one)

This program is focused on wine sector environmental stewardship and sustainability and will build on past achievements through new knowledge, tools and planting material. The aim of this program is to ensure that the sector is resilient in the face of a variable and changing climate, production challenges posed by pests and diseases, increased pressure on and scarcity of natural resources, and a need to demonstrate and adopt production practices that minimise our environmental footprint.

Key objectives and outcomes for 2012–13:

- **Biosecurity** – *The wine sector is prepared for any prioritised pest incursion.*
Biosecurity is a vital consideration for Australian agriculture. We will contribute to ensuring the sector is prepared in the event of an exotic pest incursion, in particular incursion by a high-priority pest. The key focus will be on supporting a review of the Industry Biosecurity Plan, reviewing pest categorisation, developing appropriate diagnostic tests and developing relevant extension tools for the sector.
- **Climate change adaptability** – *Wine regions are able to adapt to climate challenges, making them more resilient.*
In the face of a continually variable and changing climate, the sector needs reliable information and tools to be prepared and remain resilient for the future. A key focus will be the implications of warming temperatures on grape and wine quality and associated risk management strategies.
- **Vine balance and yield variability** – *Improve profitability in the vineyard without compromising sustainability, productivity or quality.*
Managing an efficient vineyard in a sustainable way is essential to ensure that it remains viable in the longer term. Efforts in this area will focus on identifying environmentally sustainable inputs in the vineyard that will result in sustained long-term production that is consistent with grape quality.
- **Pest and disease management** – *Better understand how to manage and control grapevine pests and diseases.*
The prevention and control of endemic pests and diseases cause significant economic cost to the grapegrowing community in terms of labour, chemicals, fuel and lost productivity. The challenge is how to improve and implement management practices that reduce inputs and improve the bottom line of producers without compromising grape production or quality.
- **Improving spray efficacy** – *Best practice spray programs will lead to increased spray efficacy.*
Grapegrowers often rely on spray applications to manage many pests and diseases, which is often associated with considerable economic costs. In 2012–13, we will focus on best-practice spray programs and innovation in spray management practices that lead to increased spray efficacy while mitigating the environmental and social impacts that are often associated with pest and disease control.

Consumers and markets (program two)

The Australian wine sector will be competitive if it produces the wines consumers want, if those wines are produced in a profitable and sustainable manner, and if those wines are accessible to those consumers.

Key objectives and outcomes for 2012–13:

- **Consumer insights** – *Understand what wine consumers want to buy and why.*
Developing a better understanding of what attributes consumers and potential consumers of Australian wine, domestically and internationally, find desirable or, more simply, why consumers choose (or don't choose) Australian wine is the aim.
- **Market access** – *Maintain market access in existing markets and improve market access in developing markets.*
This program is focussed on ensuring that market access is maintained and improved for Australian wine in the domestic and overseas markets.

Improving products and processes (program three)

Enhancing the value proposition for the consumer and producer requires a new set of tools and the evolution of practices by the grape and wine sector. This program aims to improve products and processes across the value chain.

In the vineyard, establishing objective measures of grape quality will help elucidate the relationship between grape quality and vine yield, and develop practices that achieve vine balance with optimised quality and yield. In the winery, these measures will lead to the development of new winemaking practices, improved packaging and better transport strategies. This will be driven by consumer demands coupled with a greater understanding of the drivers of wine quality. Improved productivity and profitability will also flow from identifying product innovation that unlocks new demand or taps unrealised value.

Genetic techniques and biotechnology will continue to play an important role in understanding the basis for quality markers and in accelerating conventional breeding for new rootstocks, grapevines, yeasts and bacteria.

Key objectives and outcomes for 2012–13:

- **Objective measures of quality** – *Fruit is produced and wine is made that are of known and desirable composition.*
Being able to objectively define and measure grape and wine quality, beyond the basic parameters of sugar, acid and colour, is essential to being able to manage and improve products and processes in a timely manner. In 2012–13, efforts will concentrate on identifying key attributes of wine quality and the drivers of these attributes. The information generated will form the foundation for developing quality metrics and identifying viticultural and winemaking practices that deliver fruit and wine to quality standards.
- **Packaging and transport** – *Package and distribute wine to markets in the most efficient manner while maintaining or improving quality.*
Research in this area will build on the knowledge generated in other programs to develop novel and improved practices and processes from the vineyard through to the point of sale. In 2012–13, the focus will be on the impact of transport on wine quality.

Extension and adoption (program four)

The Australian wine sector is faced with the challenge of capturing comparative advantage through clever R&D and constant innovation in grape and wine production techniques, packaging technologies and various route-to-market strategies. The value of our investments are only truly realised when R&D outcomes are taken up and effectively implemented.

Key objectives and outcomes for 2012–13:

- **Adoption strategies** – *Increase the rate of adoption of R&D outcomes in the Australian wine sector.*

GWRDC will focus on supporting a clear pathway to market for R&D, from the initial project design to the extension of the results of the R&D. We will build on our existing extension and adoption strategies to support a range of delivery channels and programs that deliver GWRDC investment outputs and help achieve best practice.

New investments in 2012–13

High-priority areas

GWRDC has identified four high-priority areas:

- **Adoption strategies**
- **Biosecurity**
- **Consumer insights**
- **Objective measures of quality.**

We are inviting collaborative multi-disciplinary proposals by way of an EOI – a one-stage application process – to address these areas.

Adoption strategies and Biosecurity

Workshops will be held in April with researchers and the sector to guide the development of proposals in these areas. GWRDC will circulate a discussion paper before each workshop to set the scene for an interactive forum.

Workshop details:

- **Tuesday 24 April 9.00am – 12pm – Biosecurity**
- **Tuesday 24 April 1.30pm – 4.30pm – Adoption strategies**

The workshops will be held in Adelaide and only limited places are available. If you are interested in attending a workshop, please email Amanda Moretta amanda@gwrdc.com.au by cob Friday 6 April 2012.

GWRDC cannot guarantee you a place at a workshop however you do not need to attend a workshop to submit an EOI or be involved in a collaborative project.

The closing date for Adoption strategies and Biosecurity EOI is **Friday 8 June 2012**. We expect research to commence in these areas from September 2012.

Consumer insights and Objective measures of quality

Workshops will be held in July with researchers and the sector to guide the development of proposals in these areas. GWRDC will circulate a discussion paper before each workshop to set the scene.

Workshop details:

- **Thursday 19 July – Consumer insights** (time to be advised)
- **Friday 27 July – Objective measures of quality** (time to be advised)

The workshops will be held in Adelaide and only limited places are available. If you are interested in attending a workshop, please email Amanda Moretta amanda@gwrdc.com.au by cob Friday 6 July 2012.

GWRDC cannot guarantee you a place at a workshop however you do not need to attend a workshop to submit an EOI or be involved in a collaborative project.

The closing date for Consumer insights and Objective measures of quality EOI is **Friday 24 August 2012**. We expect research to commence in these areas from November 2012.

Targeted call

As part of our targeted call for 2012–13, we are inviting preliminary project proposals (PPAs) that address RD&E in six priority areas:

- **Climate change adaptability**
- **Improving spray efficacy**
- **Market access**
- **Packaging and transport**
- **Pest and disease management**
- **Vine balance and yield variability.**

The closing date for submitting PPAs is **Friday 24 August 2012**.

Following assessment of applications, selected researchers will be invited to submit final project applications (FPAs). We expect to invite FPAs at the end of September and that FPAs will be due **Friday 26 October 2012**.

We may negotiate project details and specifications with the selected organisations.

Commissioned and other research

GWRDC may at any time commission research in areas deemed necessary.

GWRDC assessment process

How does GWRDC assess proposals?

GWRDC's role is to ensure that returns on RD&E investments are optimised, that they meet stakeholder priorities, and they deliver valuable benefits to the sector.

GWRDC objectively assesses funding proposals using a fair and equitable process. We use clear and objective criteria and exclude any individuals with a conflict of interest from taking part in the assessment process.

The criteria include:

- alignment with the wine sector's strategic research priorities, as described in the *GWRDC Strategic Plan 2012–17* and annual operational plans
- the feasibility of the proposed work and the quality of the research plan
- how the outcomes will add value to the wine sector. This may include a cost–benefit analysis and consideration of the value of the proposed outcomes to the wine sector in light of the scale of the total proposed investment
- inclusion in the proposal of a clear pathway to adoption that outlines how the benefits will be delivered, or are capable of being delivered to the wine sector. Adoption pathways may include the National Wine Extension and Innovation Network, GWRDC Innovators' Network and GWRDC Regional Program.

The GWRDC Program Managers individually assess and score the proposals and use the aggregated scores for all criteria to rank proposals. Rankings from individual Program Managers are compared to confirm that consistent assessment has been made.

If additional expertise is needed for assessment, independent experts are contracted to provide a confidential assessment of the proposals using the same assessment criteria.

GWRDC Program Managers make recommendations to the R&D Committee of the GWRDC Board, which, in the case of FPAs, EOI and commissioned research, makes recommendations to the GWRDC Board about whether or not to invest in a research proposal based on the proposal's ranking. The GWRDC Board makes the final investment decision.

More information about these procedures is available on our website.

Lodging a proposal

All proposals must be submitted through the GWRDC's online project management system CIMS by the due date.

If you do not already have access to CIMS, please contact the GWRDC to arrange access.

2012–13 investment timeline

28 March	GWRDC researcher briefing day
24 April	Adoption strategies and Biosecurity workshops
24 April	EOI invited for Adoption strategies and Biosecurity
8 June	Adoption strategies and Biosecurity EOI due
19 July	Consumer insights workshop
19 July	EOI invited for Consumer insights
24 July	Objective measures of quality workshop
24 July	EOI invited for Objective measures of quality
24 July	PPAs invited for priority areas
23 August	GWRDC Board considers Adoption strategies and Biosecurity EOI
31 August	Consumer insights and Objective measures of quality EOI due
31 August	PPAs for priority areas due
September	Contracts issued for Adoption strategies and Biosecurity projects
25 September	FPAs invited in six priority areas
October	Adoption strategies and Biosecurity projects commence
17 October	GWRDC Board considers Consumer insights and Objective measures of quality EOI
26 October	FPAs for priority areas due
Oct-Nov	Contracts issued for Consumer insights and Objective measures of quality projects
November	Consumer insights and Objective measures of quality projects commence
11 December	GWRDC Board considers FPAs
December	Contracts issued for FPA projects
January 2013	FPA projects commence

More information

GWRDC plans to hold a research briefing day for each year. From time to time, GWRDC will provide further information about its investment priorities. You are advised to regularly check the GWRDC website (www.gwrdc.com.au) for further information.

Questions and answers

How has the investment process changed from previous years?

GWRDC will continue to objectively assess project proposals against clear and objective criteria.

In 2012–13 GWRDC will be:

- placing a stronger emphasis on the pathway to market for RD&E than we have in previous years
- placing an increasing emphasis on seeking EOI or directly commissioning research in high-priority areas
- actively brokering research to ensure that we build on existing research in Australia and overseas, and avoid duplication.

The GWRDC is engaging with our research and wine sector community on the priorities in the five-year *Strategic RD&E Plan 2012–17* and our *Annual Operational Plan 2012–13* even though the Minister has not yet signed-off on our plans. We appreciate your ongoing contribution to the sector and acknowledge your need to plan for the future.

What is the difference between an expression of interest (EOI) and a preliminary project application (PPA)?

GWRDC has outlined four high-priority areas and is inviting collaborative multi-disciplinary proposals by way of EOIs to address these areas. This is a one-step application process.

GWRDC is inviting PPAs for RD&E in the other six priority areas. Successful applicants will then be invited to submit an FPA. This is a two-step application process.

We expect to be more directly involved in the preparation of EOI than we are with PPAs, such as through the initial workshops, although we may negotiate with selected organisations about project details and specifications for both EOI and PPAs. The relevant GWRDC Program Manager is available to provide you with further information about the priority areas.

Might these priorities change?

All investments are subject to the Minister for Agriculture, Fisheries and Forestry approving our *Annual Operating Plan 2012–13*. This is the case each year. This year, investments are also subject to the approval of our five-year *Strategic RD&E Plan 2012–17*.

What is the purpose of the workshops?

The workshops are to identify, facilitate and direct collaborative investments in high-priority areas for the sector. They will be an interactive forum to encourage discussion among interested parties that seek to identify opportunities and potential research projects in the given area.

I can't attend the workshop? Am I going to be disadvantaged? What can I do?

If you are unable to attend the workshop, you can request the workshop notes and participant list so that you can make direct contact with others who attended. You can also contact the relevant GWRDC Program Manager for further information.

Are new investments in 2012–13 just one-year projects?

No. In line with our *Strategic RD&E Plan 2012–17*, proposals can be for investments of up to 4.5 years. The duration of a project should be determined by the time required to achieve the outputs of benefit to the sector.

My research area is one of the six priority areas of research. What happens if all of the money available for new investments is fully allocated to the four high-priority areas?

New investments for 2012–13 will be based on the available funding at the time.

Until the actual size of the national winegrape crush is determined, the quantum of levies collected and the Government's matching funding will not be known, so we are unable to provide a definitive figure on the amount of money available for new investments. We are however encouraging proposals in the four high-priority areas and the other six areas.

All applications will be assessed against the criteria with preference given to those proposals addressing a high-priority area.

When considering if you or your organisation should submit a PPA, you might want to consult with other individuals and/or organisations with expertise in the research area as preference will be given to projects with collaborative, multi-disciplinary teams.

My research area isn't in the top 10 priorities. Does this mean that my project won't get funded next year?

We have identified the high-priority and priority areas for new RD&E investments as a guide. If you submit a proposal that is not addressing a priority area it is unlikely that your proposal will be successful. Please contact a GWRDC Program Manager if you have any questions relating to a project proposal.

What constitutes successful collaboration? How do I demonstrate that I'm interested in collaborating?

Successful collaborations have several elements. The purpose and need for collaboration and the role of all the partners must be clear. The skills of the partners should be complementary and it is essential that effective formal and informal communication between partners has already been well established. The project leader of a collaborative project needs to be capable of fostering communication and mediation, and within the collaborative group there must be mutual respect, understanding, and trust for partners and their respective organisations.

Will EOI be sought each year of the *Strategic RD&E Plan 2012–17*?

That is our intention.

How are the four high-priority areas and the six priority areas likely to change over the five years? What happens next year?

The high-priority and priority areas detailed in this document are for 2012–13. The Board will review the sector's priorities, Australian Government priorities and existing investments to determine the high-priority and priority areas for investment in future years.

When do you expect to advise the research community of the high-priority and priority areas for 2013–14?

We anticipate briefing the research community in the last quarter of 2013.

How do I know if there are changes in RD&E priorities along the way over the five years?

In line with our requirements under the PIERD Act, we will keep all of our stakeholders informed about the outcomes of our investments and our future directions through our annual report and annual operating plans. We will also provide up-to-date information on our website (www.gwrdc.com.au) and through the Innovators' Network.

How does the new process address areas of research that are of lower priority?

GWRDC conducted extensive consultations with its stakeholders when developing its new *Strategic RD&E Plan 2012–17* and through this consultation many priorities for RD&E over the five years to

2017 were identified. With a limited budget, the GWRDC Board has prioritised investments into high-priority and priority areas of RD&E.

How are you addressing a region's specific priorities?

Regional priorities are addressed through the GWRDC Regional Program, which seeks to actively encourage and support regional innovation, extension and adoption. The program allows winegrowers and winemakers to:

- identify their region's highest priority innovation, extension and adoption issues
- evaluate new concepts and technology in their own region to measure regional benefits of adoption
- identify aspects of production that will ensure the region is sustainable into the future
- assist with the uptake of new tools and research findings.

GWRDC is placing a greater emphasis on extension and adoption. How should new projects tie in with the GWRDC Regional Program and the GWRDC Innovators' Network?

In the past, GWRDC has requested researchers to demonstrate the 'adoption pathways' as part of the application process. In the future, GWRDC will place an even stronger emphasis on the pathway to market for R&D than it has done previously to ensure that the results of the research we invest in can be accessed by our levy payers for innovation.

The Innovators' Network is a network of people actively engaged in winegrape production in the Australian wine sector who want to stay informed of the latest information, including outcomes from new research. Future research proposals should place greater emphasis on extension and consider the Innovators' Network as one of a number of vehicles to further extend research outcomes.

The GWRDC Regional Program is focused on providing regionally specific extension and adoption activities throughout Australian wine regions. The Regional Program supports activities that convert research findings into practice change through innovation, extension and adoption. New projects should consider how the outcomes may be further extended to provide adoption and practice change.

Under the National Primary Industries Research, Development and Extension Framework Wine Sector Strategy, the National Wine Extension and Innovation Network (NWEIN) coordinates extension services. New projects should consider how the outcomes may be further extended through NWEIN to provide adoption and practice change.

How does GWRDC assess effectiveness of projects?

We have two major mechanisms to do this. Firstly, all projects are required to identify outcomes of benefit to the Australian grape and wine sector that the project will contribute to, and the activities and outputs that will lead to delivery of these outcomes. All projects are then evaluated against these outputs on a six monthly basis. At the conclusion of projects, both the delivery of contracted outputs and contribution of these to the proposed outcomes are evaluated. Secondly, selected projects undergo independent cost-benefit analysis to quantify the value of the outcomes to the sector, taking into account the investment by the researchers, their collaborators and the GWRDC as well as subsequent development and adoption costs.

What does it mean that GWRDC will 'direct' research?

Existing project reporting requirements will not change. However, where GWRDC and a researcher or research organisation jointly identify an area where research has stalled or where an outcome cannot be met in the timeframe, then GWRDC will sit down with the researcher and research organisation to work out a solution to the problem together.

What does the anticipated merger between GWRDC and Wine Australia Corporation mean for researchers?

On 21 February 2012, the Winemakers' Federation of Australia and Wine Grape Growers Australia released a joint statement regarding their proposal for a merger between GWRDC and Wine Australia Corporation. The Minister for Agriculture, Fisheries and Forestry has asked WFA and WGGA to consult with their constituents about their proposal.

While this process is underway it is business as usual for GWRDC.

Is GWRDC still providing Honours, Masters and PhD scholarships?

Yes, GWRDC will continue to provide scholarships for Honours, Masters and PhD students to help attract postgraduate students to the field of wine, viticultural and wine business research. Scholarships are awarded on the basis of academic excellence, the quality of an applicant's Curriculum Vitae and the likelihood of the applicant's ongoing involvement in the Australian wine sector.

Further information specifically about student scholarships is available on our website.

Is GWRDC still supporting researcher travel?

The GWRDC will consider applications for travel, study tours or conference attendance that align with the GWRDC's RD&E priority areas and that can demonstrate benefits will accrue to the sector and/or existing research. We invite applications twice a year, every June and December.

Further information about travel support is available on our website.

Where can I get more information?

You can contact GWRDC and speak with the Program Manager in your research area of interest or visit our website.

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