

Grower communications 2010 - 2011

MVW News & Views, MVW Easy Update and Growers' Forum

Objective – To provide information that assists growers in their decision- making and understanding of the wine industry; to communicate industry issues, trends and developments, research outcomes and viticulture technology; to promote courses, workshops and industry events

Project Description

Murray Valley Winegrowers' Inc. (MVW) aims to publish four editions annually of MVW News & Views (formerly Murray Valley Winegrowers Grapevine).

MVW understands that the publication is read widely by growers and is regarded as a very useful means of communicating industry related information, e.g. industry trends, supply/demand, R&D, views and events. Each edition also incorporates a Wine Export Approvals report and analysis, prepared by the Australian Wine and Brandy Corporation. Responsibility for writing and editing the publication rests with MVW CEO Mike Stone. Industry Development Officer Liz Singh also contributes articles for each edition, and organises contributions from research agencies and researchers.

Grower communications were strengthened during 2009-10 with the introduction of MVW Easy Update, an email service that's sent to almost 400 growers. (The additional service was promoted to all growers; almost 400 requested the email update). This recently-introduced service has been welcomed by many growers and it's therefore planned to offer it again in 2010-11.

Each year, MVW presents the What's Going On conference, usually in late June and featuring a number of guest speakers. Invitations are mailed to all growers.

The What's Going On conference presents information relating to wine industry outlook, supply/demand, emerging wine markets and market trends, national industry affairs, research projects and grower services.

Project Results

1. More awareness of industry trends & developments
2. More understanding of the wine industry
3. More understanding of industry issues
4. Informed decision making

Submitted by

Murray Valley Winegrowers' Inc
Contact: Mike Stone

Total project cost excl GST	IDC Levy Funding Sought excl GST	Approx. cents per tonne
\$48,081	\$43,081	\$0.160

Project Name	Grower Communications – MVW News & Views and MVW Easy Update		
Project year	2010-11		
Project Start Date	1/7/2010		
Project Completion Date	30/6/2011		
Final report submitted Date	31/8/2011		
Timing Month	Measurable Outcomes Show timing of project reports and details posted to the industry web site	Budget IDC funding (\$, % total)	Date IDC Review (as per minutes)
<u>2010</u> June-Aug Sept-Nov <u>2011</u> Jan-Feb March-May June	Outcomes proposed <ul style="list-style-type: none"> MVW News & Views published in the periods nominated MVW Easy Update emailed periodically, when industry-related news requires timely distribution What's Going On conference 		

PROJECT BUDGET

Budget Show itemized costs	Funding required from IDC	Timing of funding from IDC	Funding from others
Print preparation, inc. design & layout, printing of MVW News & Views X 4 editions	12,000	Quarterly	
CEO time re writing and editing MVW News & Views X 4	11,400		
OM contribution X 4	1,120		
Mail preparation and postage MVW News & Views X 4	6,300		
Preparation and distribution of an estimated 6 MVW Easy Update email bulletins – OM time - CEO time	1,050 1,710		
Venue, catering and audio visual relating to presentation of What's Going On conference; speakers' liaison, preparation and mailing of promotional flyer to all growers; preparation and distribution of news release; travel and accommodation for speakers; EO and OM time	5,585		
MVW project administration & management	3,916		
TOTAL ex GST	43,081		
GST	4,308		
Total funds requested from IDC (inc. GST)	47,389		
Show estimated value of in-kind contributions to the project: Editorial input from other parties			5,000
Total cost			48,081