

Information Collection, Distribution & Database Management 2010 - 2011

Objective – To provide Murray Valley winegrape growers with information on wine sales and trends; supply/demand and projections to facilitate informed decision-making

Project Description

The collection, analysis and communication of industry-associated information are priority functions for Murray Valley Winegrowers' Inc. (MVW). Information such as tonnes and varieties processed, average prices per variety, area planted, supply/demand projections and so on is then communicated to growers in a number of ways, e.g. via MVW News & Views, MVW Easy Update, other industry journals, workshops and seminars, general media and MVW Annual Report to growers.

Information is drawn from a range of sources: the Australian Wine & Brandy Corporation, Australian Bureau of Agricultural and Resource Economics, Australian Bureau of Statistics, Murray Valley Wine Grape Crush surveys (which are part-funded by this project), industry journals, and industry forums such as the Wine Industry Outlook Conference and Murray Valley What's Going On conference.

Growers' database

A vital source of information for the industry is the growers' database for the Murray-Darling & Swan Hill wine regions, developed and maintained by Murray Valley Winegrowers'. The database is the only means available to MVW and the Murray Valley Winegrape Industry Development Committee (MVWIDC) to communicate with the majority of growers in the area. Growers on the database receive the publications MVW News & Views, MVW Easy Update (if requested), invitations to workshops and seminars, news on specific industry-related developments, meeting notices and project voting papers. The database also enables MVW to connect growers with particular wineries, which becomes very important should urgent communication be required. The database is updated annually by means of a survey. The survey seeks to confirm varieties and area planted to those varieties, irrigation methods, grape sale arrangements, contact details and so on. A vital part of the survey hopes to establish planting intentions – what growers are intending to plant and/or remove.

Project Results

1. Communication of industry-specific information that assists growers and wineries to plan appropriately
2. Publication of the annual Murray Valley Winegrape Crush Survey
3. Presentation of the annual What's Going On conference
4. Maintenance and upgrading of Growers' database

Submitted by

Murray Valley Winegrowers' Inc. Contact: Mike Stone

Total project cost excl GTS	IDC Levy Funding Sought excl GST	Approx. cents per tonne
\$39,446	\$39,446	\$0.146

(A full copy of projects can be obtained on the web site <http://www.murrayvalleywinegrapes.com.au/> or phone Ashley Turner 50239 700 and a copy can be made available.)

Project Checklist – Results/Outcomes and Budget

The MVWIDC has a policy that ***“Every funded project will be monitored to ensure that the intended results and costs are achieved.”***

The procedure to be used is as follows:

1. Submitting a project for approval:
 - 1.1. Project details under the headings provided must be submitted including this checklist and a budget
 - 1.2. Intended results/outcomes including project reporting must be identified
2. If a project is approved for funding the applicant will be required to enter into a written contract for the project
3. Ongoing and final reports for a project:
 - 3.1. Must include this progressive checklist to be reviewed by the MVWIDC
4. Continued funding approval for the project:
 - 4.1. Will be recorded in the minutes of the MVWIDC meeting following receipt of progress reports.
 - 4.2. Project managers shall be informed if the MVWIDC has any concerns regarding the project.
5. A final report is required for each year of funding

Project Name		Information Collection & Database Management	
Project year		2010/2011	
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	Outcomes proposed <ul style="list-style-type: none"> • Analysis & presentation in MVW grower publications of Wine Export report and associated material 		
Crush Report: August/Sept 2010	Outcomes proposed <ul style="list-style-type: none"> • Presentation of survey report in MVW grower publications • News release produced for industry & general media 		
Chairman's report to AGM, Sept/Oct 2010	Outcomes proposed <ul style="list-style-type: none"> • Presentation of annual report to AGM and all growers via MVW grower publications 		
What's Going On conference, June 2010	Outcomes proposed <ul style="list-style-type: none"> • Presentation to growers of harvest & outlook data, export performance, production projections 		
July-October 2010 Database survey	<ul style="list-style-type: none"> • Maintenance of grower database 		

PROJECT BUDGET

Budget itemized costs	Funding required from IDC	Timing of funding from IDC	Funding from others
Subscriptions re ABARE, ABS, AWBC, industry journals & newspapers	2,000		
Input to and part funding Murray Valley Winegrape Crush Survey	3,500		
Re Database: Compile and send survey to all growers; follow-up with reminder letter and telephone est. 200	4,410		
Entering of all database survey returns	900		
EO time re input to supply/demand preparation (Consultation with ABARE, AWBC, DPI, analysis, presentation & communication of statistics), preparation of Annual Report to growers, presentations to Board and grower forums, database consultation	13,680		
Australian Wine Industry Outlook conference registration, travel & accommodation for 2 delegates	2,500		
OM time - maintaining database	6,720		
Printing, envelopes, photocopying survey forms	600		
Preparation & postage re survey forms (inc. reply-paid) and follow-up mail outs	1,550		
Project management and administration	3,586		
Total exclusive of GST	39,446		
GST	3,944		
Total funds requested from IDC (excl GST)	39,446		