

## Welcome to the new-look Winetac quarterly update!

As you can see, Winetac has an exciting new look. This is indicative of the strategic changes that have occurred within Winetac over the past twelve months which we are certain will increase the value of the organisation to the Australian grape and wine industry.

A comprehensive review was conducted of our constitution and subsequently, the structure, scope and strategic direction of the association.

Our new constitution will provide a greater opportunity for participation across industry with a simplified board structure that permits all members of the association to make an equal contribution to the affairs of Winetac. In addition, the association's scope has been broadened to encompass all aspects of learning and skill development - including tertiary education - and will in future, consider all industry occupations, including 'non-technical' roles. Winetac will also increase its influencing role, providing a stronger voice to government regarding policy and resource allocation.

The new strategic plan will provide a roadmap for Winetac's activities over the next three years. This strategy acknowledges the critical role that a learning culture will play in sustaining the Australian grape and wine industry's long-term success and the opportunity for Winetac to wield greater influence through developing policy and advocacy effectiveness. Winetac will also need to contribute to harnessing and translating research outcomes so that new knowledge/skills/technologies are transferred quickly and effectively.

The Winetac board and staff are looking forward to the opportunities that these strategic changes bring, to better serve the learning and skill development needs of our industry. Full details will be available on our new-look website from early January 2004.

Wishing you a joyful festive season and a prosperous 2004.

Peter Mansfield,  
Executive Officer

## Changes to the Winetac board

Nick Slape, Staff Relations Manager The Yalumba Wine Company, has stepped down as Chair of the Winetac board after three years of active input. We thank Nick for his valuable contribution to the industry through this role.

Welcome to Sylvia Healy, Human Relations Manager Employee Development Orlando Wyndham Group, as the new Winetac chair. We look forward to ongoing progress of the learning and skill development agenda through Sylvia's leadership.

Thank you also to Kelvin Box, Houghton's Wines for representing Western Australia on the board for the past 12 months. Welcome to Tony Devitt from Ashbrook Estate as the new WA representative.

To view the list of the complete Winetac board, please go to the "about us" section of our website [www.winetac.com.au](http://www.winetac.com.au)

## NEWS

### WFA Sparkling wine bulletins

The Winemakers' Federation of Australia has recently issued two information bulletins regarding the correct handling procedures for sparkling wine. This is an important issue for all of industry to be aware of, so please take the time to read the bulletins and pass them onto your members, employees and/or students.

The information bulletins are available to download from the packaging committee section of the WFA website:

<http://www.wfa.org.au/PDF/Sparkling%20Wine2.pdf>  
and <http://www.wfa.org.au/PDF/Sparkling%20Wine.pdf>,  
or contact Winetac for copies.

### New Winetac website

The new Winetac website has just been released, in keeping with our new look and strategic focus. It is easier to navigate through and contains updated information about our structure and direction as well as revised resources, latest news and provision for your input into our activities. Please have a look and let us know what you think: [www.winetac.com.au](http://www.winetac.com.au)

### Wish to change your subscription details?

If you would like to receive our Quarterly Update by post or email, or know of someone who does, please email [info@winetac.com.au](mailto:info@winetac.com.au) or phone 08 8373 7090.

## Vision

The Winetac vision is that by 2010 a learning culture will be embedded as a key factor in strengthening the competitive advantage of the Australian grape and wine industry.

## Mission

The Winetac mission is to facilitate learning and skill development within the Australian grape and wine industry.

## Values

We are committed to achieving our mission through working in a collaborative manner, being responsive to the needs of industry, acting with integrity and generating innovative approaches to learning and skill development.

## Goals and Objectives 2003 - 2006

Winetac is committed to strengthening the learning culture of the Australian grape and wine industry by pursuing two goals:

1. An increased commitment to learning and skill development within the Australian grape and wine industry, and
2. An increased return on investment in learning and skill development to the Australian grape and wine industry.

## Goal 1

### An increased commitment to learning and skill development within the Australian grape and wine industry.

Objective 1: Long-term sustainability of Winetac.

Objective 2: Enhanced industry commitment to a learning culture.

Objective 3: Enhanced resource allocation to learning and skill development in the Australian grape and wine industry.

## Goal 2

### An increased return on investment in learning and skill development to the Australian grape and wine industry.

Objective 4: Improved understanding of skill gaps and industry learning requirements.

Objective 5: Influence Governments regarding grape and wine industry learning and skill development needs.

Objective 6: Improved relevance and responsiveness of learning and skill development solutions.

Objective 7: Improved accessibility of learning and skill development solutions.

Objective 8: Improved quality performance of service providers.

## Progress Updates

As this is the first communication on progress towards the new strategic objectives, we have provided a comprehensive update report. Comprehensive updates will continue to be available via our website however we will condense this for future issues of the Quarterly Update.

Objective 1: Long-term sustainability of Winetac.

### Strategy

Confirming and communicating industry's endorsement of Winetac as the peak body for learning and skill development is vital for achieving this objective. Other elements of this strategy include

strengthening industry perceptions of the value of Winetac, enhancing evaluation of strategic outcomes for the industry and the identification of long-term funding solutions.

### Progress update

The objective of the long-term sustainability of Winetac will be achieved when Winetac funding is secured beyond 2006.

In 2003 – 2004 we will accomplish the first steps towards achieving this objective. They are;

- To identify Australian industry peak body funding models and assess them for relevance to learning and skill development within the grape and wine industry
- To develop a process for evaluating progress against our strategic objectives
- To develop a process for annual evaluation by industry of Winetac priorities
- To develop and implement an industry communication plan.

### To date we have;

- Identified Australian industry peak body funding models
- Commenced dialogue with Australian National Training Authority and management committee for CRC for Grapes and Wine regarding future roles for Winetac
- Developed a communication plan and begun implementation
- Re-branded Winetac
- Commenced re-development of the Winetac website
- Presented the Winetac strategic plan and priorities to industry bodies, including the Queensland, Victorian and Tasmanian industry associations, the Australian Regional Winemakers' Forum, the Winemakers' Federation of Australia and the South Australian Farmers' Federation Winegrape committee
- Developed a project brief for evaluating progress against strategic objectives.

Objective 2: Enhanced industry commitment to a learning culture.

#### Strategy

The benefits of a learning culture are numerous for individuals, companies and for the entire industry. They include enhanced performance, improved quality, increased customer satisfaction and a greater capacity to anticipate and deal with change. These benefits will be articulated and communicated to the industry as the starting point for increasing the prominence and incidence of learning and skill development on industry agendas. Learning and skill development achievements will be recognised and promoted to foster an environment of long-term commitment.

#### Progress update

The objective of an enhanced industry commitment to a learning culture will be achieved when industry is actively contributing to the development and maintenance of a learning culture.

In 2003 – 2004 we will accomplish the first steps towards achieving this objective. They are;

- To develop and implement an industry communication plan
- To influence and support learning and skill development components of industry development plans
- To include industry in the wine sector training package update process
- To demonstrate to industry that research outputs are accessible and relevant
- To identify the links between innovation and a learning culture in Australian industry
- To identify Australian industry innovation and learning culture recognition initiatives and assess for relevance to the grape and wine industry.

#### To date we have;

- Developed a communication plan and begun implementation
- Mapped state and national industry association plans to Winetac strategic objectives and drafted an action plan
- Commenced visits and communication to state industry associations
- Provided information for WFA Wineskills program to promote learning and skill development as a component of business planning
- Written articles for industry journals focussed on the development of a learning culture
- Promoted and managed the Peter Barnes Viticultural Scholarship
- Commenced interaction with the SA Wine Industry Council
- Commenced process to update the Wine Sector Training Package
- Identified appropriate CRCV projects with outcomes ready for industry uptake and developed action plan
- Redeveloped Business Needs Learning Solutions information pack and CD
- Conducted preliminary web research into innovation and learning culture in Australian industry.

Objective 3: Enhanced resource allocation to learning and skill development in the Australian grape and wine industry.

#### Strategy

Identifying and influencing resource allocations as well as ensuring there is close alignment between the resource commitments of WINETAC and the strategic priorities of the industry will be a solid starting point for this strategy. We will also be promoting the integration of learning and skill development into all industry business planning processes and providing advice in relation to the learning and development needs of the grape and wine industry. The role of WINETAC will also be expanded to facilitate the adoption and uptake of knowledge from industry research projects.

#### Progress update

The objective of an enhanced resource allocation to learning and skill development in the Australian grape and wine industry will be achieved when an effective resource allocation strategy is in place

In 2003 – 2004 we will accomplish the first steps towards achieving this objective. They are;

- The development and approval of a Winetac strategic plan
- Winetac strategic plan endorsed by industry
- Active promotion of the learning and skill development agenda by the Winetac board
- Research and identification of Australian industry learning and skill development resource allocation
- The provision of appropriate advice to enhance learning and skill development within industry
- CRCV Research to Practice program delivered successfully
- Process for incorporation of research outputs into tertiary programs identified
- Relevant links with the national training system identified and developed
- CRCV PhD development program managed successfully.

#### To date we have;

- Developed and finalised the Winetac strategic plan 2003 - 2006
- Presented the Winetac strategic plan and priorities to industry bodies, including the Queensland, Victorian and Tasmanian industry associations, the Australian Regional Winemaker's Forum, the Winemaker's Federation of Australia and the South Australian Farmer's Federation Winegrape committee
- Commenced promotion of the learning and skill development agenda by the Winetac board
- Conducted preliminary web research into Australian industry learning and skill development resource allocation
- Provided an in-person, phone, email and web based advisory service to industry on learning and skill development issues
- Managed the successful delivery of the CRCV Research to Practice program
- Researched and compiled industry feedback on national tertiary programs
- Managed the successful delivery of the CRCV PhD development and support program.

## Goal 2

### An increased return on investment in learning and skill development to the Australian grape and wine industry.

Objective 4: Improved understanding of skill gaps and industry learning requirements.

#### Strategy

We will identify future shifts in skill requirements at a broad industry level. The scope of WINETAC will also be broadened to encompass the non-technical skill requirements of industry, for example marketing and business management.

#### Progress update

The objective of an improved understanding of skill gaps and industry learning requirements will be achieved when skill and learning requirements are identified.

In 2003 – 2004 we will accomplish the first steps towards achieving this objective. They are;

- To identify future shifts in skill requirements
- To widen the scope of our service delivery to encompass non technical skills
- To identify industry skill and learning requirements at a tertiary level.

#### To date we have;

- Developed a project brief for determining future shifts in skill requirements
- Redefined our service delivery scope
- Undertaken a review of our information and resources to include non-technical areas – these updates will be available from us and our web early January
- Researched and compiled industry feedback on tertiary level skill needs.

Objective 5: Influence Governments regarding grape and wine industry learning and skill development needs.

#### Strategy

WINETAC will be an advocate for the learning and skill development needs of the Australian grape and wine industry and will seek to influence Government priorities and directions and secure an increased share of resources for the industry.

#### Progress update

The objective of influencing the Government will be achieved when Governments are responsive to grape and wine industry learning and skill development needs.

In 2003 – 2004 we will accomplish the first steps towards achieving this objective. They are;

- To develop an advocacy plan

### To date we have;

- Worked with the Winemakers' Federation of Australia to lobby the Federal Education Minister regarding Training Package implementation and improved access to the national training system
- Liaised with state associations regarding Training Package implementation
- Commenced interaction with the SA Wine Industry Council.

Objective 6: Improved relevance and responsiveness of learning and skill development solutions.

#### Strategy

Working with providers including universities, TAFEs, private training organisations and consultants, we will work to influence program development at the policy level and communicate the needs of the industry directly to those who are providing the industry with learning and skill development services.

### Progress update

The objective of improved relevance and responsiveness of learning and skill development solutions will be achieved when learning and skill development solutions meet industry requirements.

In 2003 – 2004 we will accomplish the first steps towards achieving this objective. They are;

- To identify opportunities to influence the development of vocational and tertiary programs
- To communicate industry tertiary requirements to tertiary providers
- To communicate research outputs to service providers for inclusion in learning and skill development solutions.

### To date we have;

- Sourced state and national vocational education and training strategies and commenced their review
- Commenced interaction with SA Wine Industry Council
- Provided input into national projects eg Australian National Training Authority national strategy development
- Nominated for representation on a reference group for a review of vocational education and training programs in SA
- Reviewed tertiary provider program development processes and participated in a review of The University of Adelaide grape and wine studies
- Researched and compiled industry feedback on tertiary training needs
- Identified current Cooperative Research Centre for Viticulture research outputs and established a process for incorporating them into learning and skill development solutions

Objective 7: Improved accessibility of learning and skill development solutions.

#### Strategy

We aim to increase the availability of alternative delivery methods to suit the varied needs of the industry as well as improving the recognition of various learning and skill development approaches and the portability of qualifications.

#### Progress update

The objective of improving accessibility of learning and skill development solutions will be achieved when industry can access appropriate learning and skill development solutions.

In 2003 – 2004 we will accomplish the first steps toward achieving this objective. They are;

- To identify and communicate industry vocational and tertiary program delivery mode requirements
- To implement the Viticulture Research to Practice licence model
- To identify opportunities to influence vocational and tertiary programs bridging and articulation processes.

#### To date we have;

- Researched and compiled industry feedback on national tertiary program delivery mode requirements, bridging and articulation requirements; sought validation of their responses via State associations
- Implemented the Viticulture Research to Practice licence model, with 12 organisations already delivering topics in major wine regions
- Sourced and commenced review of State and National strategic plans
- Contributed to and monitored progress of State Training Authority implementation process for the revised Wine Sector training package- which is now available for use with some restrictions in South Australia, Victoria and Tasmania
- Managed the development of learning guides and assessment instruments to support training and assessment in the Wine Sector Training Package, which are due for completion this month

- Provided a grape and wine industry perspective into projects aimed at enhancing the national training framework.

Objective 8: Improved quality performance of service providers.

#### Strategy

It is imperative that the providers of learning and skill development are supplying the industry with quality services that reflect the latest information, technology or practices available. Implementing a quality assurance process for these providers will enable industry to make a more informed choice when selecting services.

#### Progress update

The objective of improved quality performance of service providers will be achieved when service providers meet industry quality requirements.

In 2003 – 2004 we will accomplish the first steps toward achieving this objective. They are;

- To identify vocational program quality assurance criteria and process
- To identify tertiary program quality assurance criteria and process.

#### To date we have;

- Commenced research into existing vocational and tertiary program quality assurance processes and best practice guidelines
- Managed the development of training package support materials aimed at enhancing consistency of industry training and assessment.

## RESOURCES

### VineLOGIC

The simulation model of vineyard performance VineLOGIC is available for purchase to students and the general public for only \$90 plus \$10 postage and handling. This pack includes the software CD and a full colour printed manual, and access to a help desk set up and run by the CRCV for assistance with technical questions. For education users there are other options available such as CD or manual only purchase and site licensing arrangements, all at a reduced rate.

An improved version of VineLOGIC is currently being finalised and is due for release early in the new year. This version will have an enhanced capacity to predict the impact of salinity of grapevines.

If you would like any further information about VineLOGIC please refer to the CRCV website: [www.crcv.com.au/products/vinelogic/](http://www.crcv.com.au/products/vinelogic/) or call Rob Walker on (03) 5051 3100.

For sales and marketing enquiries please call Bridget Ransome on (08) 8303 9663 or 0403 008 331.

### Growing quality wine grapes to winery specifications

Available from Winetitles, this book is a guide to growing wine grapes that meet the quality requirements of winemakers/wineries. Contact Winetitles for more information and to order – phone 08 8223 4799 or visit their website <http://winetitles.com.au/bookstore/bookstore.asp>

### Innovation tools

Innovation standards (units of competency) have been developed for use across all Australian industries. These standards are aimed at capturing and developing the good ideas that are generated within an organisation. More information on these standards, as well as resources to support their implementation in a business, are available from [www.ratio.net.au](http://www.ratio.net.au) or by phoning Ratio on 02 9281 8023.

### Guide to training and assessment in the grape and wine industry

Available from the Training Packages page on our website, or by contacting us, this guide has been developed for trainers and assessors working with the grape and wine industry standards (in particular for the purpose of assisting industry members achieve a qualification). It includes detailed information, tips and advice in relation to working with the Wine Sector Training Package and is applicable to industry trainers and assessors as well as those working with training providers.

### Other reading

A reference list of publications relevant to tasks undertaken in the vineyard, winery and cellar door sales area can be found on the "Support Materials" page of our website or by contacting us.

## National grape and wine industry standards – a quality framework for growth

- What standards have been developed by the grape and wine industry?
- What benefits do they offer the grape and wine industry?
- How can they be used?
- How can you get a copy of them?
- Who can provide training in them?
- What resources are there to support training and assessment?
- How are they kept up to date?
- What other industries have standards relevant to the grape and wine industry?
- Once you have used these standards, what next?

### What standards have been developed by the grape and wine industry?

The grape and wine industry have developed over 200 standards (units of competency) relevant to the operations of the vineyard and winery. These standards cover the areas of wine grape growing, cellar, bottling & packaging, laboratory and cellar door sales (these are called specialist units). They also include standards imported from other industry training packages that cover such areas as business administration, warehousing & distribution and hospitality & tourism (these are called optional units).

These standards are packaged together in the Wine Sector Training Package (FDF03). The current version of this Training Package was released in March 2003 and now available for use in all states.\*

Each standard details the skill and knowledge required to perform a task. Tasks include picking grapes, operating the crushing process, performing basic microbiological tests, operating the bottle capsuling process and conducting wine tastings. The level of skill and knowledge has been determined by industry groups and 'written into' the standard – in this way the standards are a valuable industry benchmarking tool.

\* Note that in some states some restrictions apply if using the Training Package for the purpose of issuing a statement of attainment or qualification – for more information contact Sarah at Winetac, your registered training provider or state training authority.

### What benefits do they offer the grape and wine industry?

Using the grape and wine industry standards can help you:

- Coach, appraise performance and give feedback
- Set goals
- Motivate people
- Identify skills already possessed and therefore training needs
- Quality assure your operation
- Write job descriptions and recruit new staff
- Train people in the why's as well as the how's – broadening their knowledge and application
- Benchmark your business performance
- Simplify and streamline your industrial relations structure.

They can also be 'packaged' to create a qualification eg Certificate 1 in Food Processing (Wine). They can further help your business by:

- Recognising current skills and knowledge – avoiding duplication of training (in dollars and time!)
- Providing a benchmark for performance
- Enhancing career pathways to your employees
- Establishing quality parameters and evidencing attainment of quality standards.

### How can they be used?

The Wine Sector Training Package can be used in a number of approaches to learning within an organisation, including:

- assess the existing skill and knowledge of your staff, address gaps in current and required skill by learning
- recruit and train an apprentice
- recognise skill and knowledge by awarding qualifications to staff
- create/enhance standard operating procedures
- benchmark standard operating procedures with standards developed by industry
- train seasonal staff
- implement an in-house training and assessment system
- enlist a training provider to deliver training in the Package.

Further information can be found within the fact sheets available on the “Business needs and learning solutions” page of our website, or contact us to further discuss how to use the Training Package within your vineyard or winery.

### How can you get a copy of them?

The Wine Sector Training Package can be purchased from Winetac. Contact us or see the “Training Packages” page of our website.

### Who can provide training in them?

Contact us to discuss how you can implement your own training and assessment system using these standards. If you wish to award qualifications to your staff once they are competent, you will need to work with a training provider as they are the organisations eligible to do this. For listings of training providers, visit the “Links” page of our website or contact us.

### What resources are there to support training and assessment?

Learning guides and assessment instruments will soon be available for all **core and specialist** units of competency within the Wine Sector Training Package (FDF03).

Learning guides and assessment instruments will also be available from Winetac for a number of **optional** imported units of competency within the Wine Sector Training Package (FDF03).

We will keep you informed of prices and availability of these learning guides and assessment instruments. If you would like to specifically register interest with us, phone or email us with your details.

Other support materials relating to optional imported units from other industries may be available from the relevant Industry Training Advisory Board – contact us for more information, or visit the “Support Materials” page of our website.

Got some other questions? Check out the Training Package frequently asked questions available to download from our the “Training Packages” page of our website or contact us for a copy.

Trainers and assessors working with these standards can find detailed information, tips and advice in the Guide to training and assessment in the grape and wine industry also available from our “Training Packages” page or direct from us.

### How are they kept up to date?

Every Training Package has a 'life' of 3 years, at the end of which a major review is undertaken to ensure that it reflects current practice and incorporates the latest research and development outcomes, technologies, legislation etc. In addition, the Package is maintained during the 3 years – providing the opportunity to import additional optional units, upgrade existing units and create new units where required by industry.

Your feedback into these processes is welcomed at any time. Contact Sarah for more information.

### What other industries have standards relevant to the grape and wine industry?

Units of competency have been developed for many other industries including:

- Business services (including frontline management, human resources, marketing, small business management) (visit [www.bsitab.org](http://www.bsitab.org))
- Financial services (including accounting and financial planning) (visit [www.bsitab.org](http://www.bsitab.org))
- Hospitality (visit [www.tourismtraining.com.au](http://www.tourismtraining.com.au))
- Horticulture (visit [www.rtca.com.au](http://www.rtca.com.au))
- Food Processing (visit [www.nfitc.com.au](http://www.nfitc.com.au))
- Information technology (visit [www.ittitab.com.au](http://www.ittitab.com.au))
- Laboratory operations (visit [www.mlaust.com](http://www.mlaust.com))
- Retail (visit [www.natwraps.com.au](http://www.natwraps.com.au))
- Tourism (visit [www.tourismtraining.com.au](http://www.tourismtraining.com.au))
- Transport and distribution (visit [www.tdtaustralia.com](http://www.tdtaustralia.com)).

To find out more, visit the web address as shown or contact us for relevant phone numbers.

### Innovation

In addition to industry specific standards, innovation standards have been developed for cross industry use in Australia. These standards:

- Contribute to workplace improvements
- Share ideas in the workplace
- Develop innovative ideas at work
- Originate and develop a concept
- Lead a team to foster innovation
- Create an innovative work environment
- Set up systems that support innovation.

These standards are aimed at capturing and developing the good ideas that are generated in your organisation. More information on these standards, as well as resources to support their implementation in a business, are available from [www.ratio.net.au](http://www.ratio.net.au) or by phoning Ratio on 02 9281 8023.

### Once you have used these standards, what next?

Depending upon how you have used the standards in the first instance, there are other applications that you may wish to consider for the future including:

- Train seasonal staff
- Redevelop job descriptions
- Establish a performance management system
- Update your standard operating procedures.

If your business and your staff are ready for further training you may consider accessing the Viticulture Research to Practice ® program or tertiary level training. Information on these can be found within the "Resources" section of our website.