

Wine
Australia

EXTENSION & ADOPTION

E&A and Regional Program

How you can get involved



How to get the most out of the Regional Program

The Regional Program has been identified as a major pillar of Wine Australia's Extension & Adoption Strategy (see below) and as a result we will be increasing our support of regional activities close to you.

Learn what you need to know to improve your business and/or grow your professional profile by:

- Providing your regional committee with suggestions for topics and activities
- Hosting an event in your vineyard or winery
- Collaborating with researchers and tech designers to develop and test solutions in your vineyard or winery
- Participating in activities delivered by your Regional Program
- Providing your expert knowledge by speaking or demonstrating what you know at local Regional Program events

Enabling wine regions to thrive through the delivery of local solutions

There's nothing like getting involved in an initiative like Wine Australia's Regional Program to see your business from a fresh, new perspective.

It's proving increasingly hard to take your mind off your everyday jobs list to see what's happening over the fence, let alone in other parts of Australia and the world. Yet, the fact remains there will always be someone, somewhere doing something that might just help solve your problems, saving time and money or just reducing the stress of running a business in today's grapegrowing and winemaking landscape. It doesn't have to be novel, complicated or expensive, just new and valuable to you.

Under Wine Australia's Regional Program, regional association partners develop an annual activity plan of Wine Australia-funded activities, focusing on what they believe will be most useful for the grapegrowers and winemakers in their region. Activities include workshops, trial sites for new tech or practices, vineyard walks, accreditation training, social networking BBQs, demonstrations, field days, conferences and presentations. But we're always open to new ideas!

The goal is to give growers and winemakers the opportunity to find solutions that will help them, as well as to find local support from others who are experiencing similar challenges. Topics are many and varied across grapegrowing, winemaking and business and aim to refresh and consolidate what you already know, introduce new skills and solutions, and provide the chance to toss around ideas with colleagues and experts.

Give us a call – let's chat!

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Getting the solutions you need into your hands – let's work together!

Do you grow grapes, make wine or own a wine-growing business?

Perhaps you provide education, training, advice, information, inputs or services to the sector?

If so, Wine Australia's new Extension and Adoption Strategy has opportunities in store for you and we'd love the opportunity to work together to achieve our shared goals.

Wine Australia will be collaborating with many extension partners to develop a coordinated approach to how we get the right production solutions into the hands of growers and winemakers in a way that works for them, as quickly and efficiently as possible. We will do this in close consultation with those of you who are end-users, from the very start.

How can you get involved?

There are some key initiatives in the E&A Strategy (including the Regional Program) where we'd love to have your help and advice.

• Consultation, co-design and continuous improvement

No amount of design and adult learning expertise can deliver a learning guide for grapegrowers that hits the spot without the input of the growers it has been designed to help. If you're keen to develop your knowledge or to share your expertise by testing educational products and services, we'd love to hear from you.

• National Advisor Network

Every grower and winemaker needs a trusted source of information and advice. Perhaps that's you? We appreciate that keeping up to date on emerging science and the latest solutions takes time, as does developing 'how to' guides and workshop slides. If you'd like free support in your advisory role by joining our pilot network, give us a call.

• Communities of Practice

More brains are better than one and learning how to solve shared problems with a group of other growers or winemakers, with the help of experts and a discussion facilitator, is proving to be successful. Keen to try it? Give us a call.

• Open call for service providers / resource developers

If you develop extension resources and activities, please keep an eye out for our open calls for particular expertise and project delivery. Or just get in touch and let us know about your expertise.