



Submission on the draft National Biosecurity Statement

Section A: General information

Purpose of this form Use this form to respond to key topics in the draft statement or to write a long-form response.

Before applying Review the draft National Biosecurity Statement

Closing date 31 October 2018

To complete this form **Electronically**

Save the PDF or word file to your computer. You will need the latest version of Adobe Acrobat Reader to save changes to the pdf version.

In print

Use black or blue pen.

Print in BLOCK LETTERS.

Mark boxes with a tick or a cross.

Your submission must include a completed and signed submission form
 where relevant, supporting information from organisations, written on their official letterhead.

Post or email (preferred) your submission Biosecurity Consultation
Department of Agriculture and Water Resources
GPO Box 858
Canberra ACT 2601
Email biosecurityconsultation@agriculture.gov.au

Section B: Applicant

1 Organisation name (if applicable) Vinehealth Australia (on behalf of Winemakers' Federation of Australia, Australian Vignerons, The Australian Wine Research Institute and Vinehealth Australia)

2 Contact address

Postal address PO Box 280_____

Suburb/town/city Kent Town_____ State/territory SA_____ Postcode 5071_____

3 Contact person

Given name(s) Inca_____ Family name Pearce_____

Work phone 08 8273 0550_____ Mobile phone 0418 818 543_____

Email inca@vinehealth.com.au_____

Section C: Confidentiality

4 Is all of your submission confidential?

No

Yes Clearly mark the submission 'In confidence'

5 Is part of your submission confidential?

No

Yes Clearly mark the relevant section(s) 'In confidence'

Section D: Publication of submissions on the department website

Unless you request otherwise, the department will publish your name, organisation and the title of your submission on its website. Your contact information will not be made available.

6 Do you agree to your submission being made publicly available?

No Go to question 8

Yes Go to question 7

7 Do you agree to your name and state/territory being listed?

No

Yes

8 Do you agree to the department contacting you about your submission if required?

No

Yes

Section E: Response to the draft statement

9 The key to successful development of the statement will be listening to the views of others, keeping stakeholders informed and building broader conversations across the biosecurity community.

Share your ideas below on what we should include in the statement. In doing so, please consider the following questions:

- What does biosecurity mean to you?
- What is your role within Australia's biosecurity system?
- What responsibilities do you have in building a stronger and more effective biosecurity system?
- What are the benefits of having a nationally agreed statement shared by all and how would you use it?
- Is there any other information you would like to see in the statement?
- How should we present the statement to achieve our goal?

Attach additional sheets if necessary.

Please see attached joint submission by Winemakers' Federation of Australia, Australian Vignerons, The Australian Wine Research Institute and Vinehealth Australia

Section F: Applicant declaration

This declaration must be completed by the person listed in section B of this application.

I understand that:

- the Australian Government reserves the right to refuse to publish submissions, or parts of submissions, that contain offensive language, potentially defamatory material or copyright infringing material
- a request may be made under the *Freedom of Information Act 1982* for a submission marked confidential to be made available. Such requests will be determined in accordance with provisions under that Act
- if I provide personal information about an individual other than myself, I must make that person aware of the privacy notice in section G of this form and draw their attention to the department's privacy policy
- in lodging this submission, I grant the Commonwealth a permanent, irrevocable, royalty-free world-wide, non-exclusive licence to use, copy, reproduce, adapt, communicate and exploit all or any of the material contained in it; and
- in lodging a submission, I warrant that to the best of my knowledge, I have not infringed any third party IPR.



Signature (type or sign your name) _____

Date (dd/mm/yyyy) 31 October 2018 _____

Full name Inca Pearce _____

Section G: Privacy notice

'Personal information' means any information or opinion about an identified, or reasonably identifiable, individual. The collection of personal information by the panel and Department of Agriculture and Water Resources in relation to this submission is for the purposes of gathering opinions on the review of the draft statement and related purposes. You are under no obligation to provide personal information but if you do not, the panel and department will be unable to contact you to discuss or respond to your submission. Under the *Freedom of Information Act 1982*, submissions marked confidential may be made available. Such requests will be determined in accordance with provisions under that Act. Personal information may be published on the department's website, disclosed to other Australian agencies, persons or organisations where necessary for these purposes, provided the disclosure is consistent with relevant laws, in particular the *Privacy Act 1988*. Your personal information will be used and stored in accordance with the Privacy Principles. See the department's Privacy Policy (www.agriculture.gov.au/about/privacy) to learn more about accessing or correcting personal information or making a complaint. Alternatively, telephone the department on +61 2 6272 3933.



The Australian Wine
Research Institute



SUBMISSION ON THE DRAFT NATIONAL BIOSECURITY STATEMENT

Joint submission from:

- **Australian Vignerons** — peak industry body for winegrape growers across Australia
- **Australian Wine Research Institute** — the Australian grape and wine industry's own research organisation.
- **Winemakers' Federation of Australia** — national peak industry body for Australia's winemakers.
- **Vinehealth Australia** — SA statutory authority governed by the *Phylloxera and Grape Industry Act 1995* to protect vineyards from pest and disease.

The Australia wine industry

The Australian wine industry supports the economic, environmental and social fabric of 65 rural and regional wine regions across the country.

It is the only agricultural industry that is vertically integrated at the production and manufacturing enterprise level based in rural and regional Australia. Winemakers grow grapes, manufacture the wine, package, distribute, export and market their own product. A large grower community provides wineries a diverse supply base to meet product and market requirements.

Across Australia's plant industries, the wine industry is unique for its direct interactions with its customers via wine tourism. Wine tourism bridges the gap which traditionally separates and disconnects consumers from the 'where' and 'how' of production. Vineyards and cellar doors offer the consumer a unique opportunity to directly engage with several of the stages of wine production, starting with the growing of the grapes. Wine tourism has experienced significant growth over recent years. This growth is supported by the Australian Government's \$50 million Export and Regional Wine Support Package which aims to showcase the nation's wine tourism offering and draw more tourists to our wine regions.

A sentiment of cautious optimism is growing in the industry, with strong demand for Australian wine in Asia, opportunities in other emerging markets, solid presence in mature markets and continued growth forecasts here in Australia.

Australia has some of the oldest grapevines in the world because of tight quarantine measures that prevented the broad spread of phylloxera (a tiny destructive insect of grapevines that caused devastation of vineyards in Europe in the 19th century) and the entry of other pests and diseases. Our old vines simply can't be replaced. As Andrew Caillard MW wrote in *Gourmet Traveller Wine* recently, Australia's remarkable living heritage of old vines is an important symbol of our fine wine identity. There is no other country in the world that possesses so many surviving 19th century vineyards. This narrative is immensely powerful in building our wine credentials in a highly competitive global market. Additionally, this old vine stock supports the development of high-quality new vineyards today. This demonstrates the industry's passion and commitment to protect its most valuable asset, its vines, from significant pests and diseases.

At a glance

- \$40.2 billion injected into the Australian economy from grapegrowing, winemaking and wine tourism each year
- \$1.11 billion annual crush
- 1.79 million tonnes annual crush production
- \$609/tonne average grape purchase price
- 1.3 billion litres wine production
- \$2.76 billion exports
- 4th most valuable agricultural export
- 61% of production exported
- 2,400 wineries in 65 distinct geographic regions
- Over 6,000 grape growers
- ~173,000 jobs in regional Australia

The biosecurity landscape

Whilst the national biosecurity landscape is becoming increasingly complex and difficult to manage, driven by skyrocketing global trade and tourism, agricultural expansion and intensification, urbanisation and climate change, the wine industry also has specific trends that are driving up biosecurity risk. These include:

- Increased consolidation, with regional grape processing being replaced by ‘super’ processing facilities that import higher volumes of grapes across regional and state boundaries.
- Increased international ownership of Australian wineries and vineyards, adding complexity to the system.
- Increased specialisation, with more contract vineyard management, pruning and harvesting, raising the risk of cross-state, cross-regional and cross-vineyard contamination.
- Increased wine-tourism and improved transportation corridors.

The culmination of these factors means that the risk of an exotic or declared endemic outbreak in vineyards has never been greater.

The wine industry’s response

In response to this challenging environment, the wine industry is working on:

- Advocating for effective regulatory safeguards at national and state borders
- Awareness of and compliance with biosecurity regulations by industry and those across the supply chain
- Improving adoption of farm-gate hygiene practices by vineyard owners
- Investing in prioritised biosecurity research and development
- Enhancing the ‘healthy vine’ messaging by cellar door and wine tourism staff with tourists
- Developing technology powered by geospatial data to drive a relationship-rich digital biosecurity ecosystem
- Improving capability and capacity to respond effectively to an incursion
- Enhancing surveillance for exotic and significant endemics and capability to capture information to support area freedom status

A National Biosecurity Statement

The development of a National Biosecurity Statement (Statement) is a positive and important step forward in uniting all participants in the biosecurity system. The sentiment expressed in the draft Statement is endorsed.

However, it must be acknowledged that having a Statement alone will not drive engagement or foster change in the national biosecurity system. Rather it should be used as a foundation from which greater focus and maturity is achieved across regulators, industry and community with respect to implementing agreed recommendations from the Intergovernmental Agreement on Biosecurity review (IGAB 2017) and progressing biosecurity innovations, systems and frameworks.

A marketing campaign to provide a 'reason to believe'

It is recommended that a marketing / PR plan be developed to support the roll out and ongoing use of this Statement. Like any successful marketing campaign, it should result in the target audience being able to easily consume the key messages – it should be powerful and lead them to buy into the vision presented in the Statement.

A marketing campaign should:

- Be based on audience segmentation that identifies the motivations of government, industry, research organisations and the community — motivations will vary markedly and at times may contradict each other,
- Utilise a multi- channel and platform approach, with various collateral to support messaging,
- Be innovative and contemporary, both in design, language and format — challenge the status quo in terms of government communication,
- Bring the Statement to life through the case studies — show the impact on the ground and the face of those that will suffer the most in the event of an incursion,
- Contain a palpable tagline or sentence that provides a 'reason to believe' for the target audience,
- Be adaptable so that industry bodies can leverage and propagate throughout their industry, and
- Be continuously evolved and tweaked over time to avoid habituation — requires ongoing investment rather than a once off push to 'launch' the Statement.

Further enhancements to the Statement

In addition to some minor word smithing presented in the attachment to this submission, the following are put forward for consideration:

1. Highlight why there is a need for action in the Statement by emphasising the increasing biosecurity risk landscape, which is reflected in the increased number of interceptions at the border, matters being dealt with under the EPPRD etc. The inclusion of strategic statistics may help to engage system participants in the vision detailed in the Statement and urgency to act.
2. The Statement indicates that “Each one of us can have a role to play....” and then highlights three dot points. Suggest thought be given to providing information on (or links to) how people can undertake these actions. People need to feel empowered to act and know where they can easily seek out information.

3. The final sentence in the draft Statement states "...we must all share the responsibility in protecting our unique natural environment." From an industry perspective this suggests that we are simply trying to protect our native environment rather than land to support a productive and sustainable agriculture sector. It is suggested that the word 'natural' is removed from this sentence or it is reworded to clarify that we all need to play our part to protect the whole environment.
4. Clearly articulating the responsibilities of participants in the biosecurity system is important in the Statement. However, the following points are made:
 - The 28 items in the table are quite detailed in comparison to the overall messaging and feel of the Statement – suggest that a simplified version of this table is included in the Statement, or even an infographic depicting at what point each party plays a role. This shouldn't detract, however, from the need to have a detailed matrix of roles and responsibility that are agreed to by all parties. This matrix can then support the Statement rather than having to include the fine detail in the Statement.
 - Need to reference Table 1 / responsibilities in the Statement – currently there is no link.
 - If all 28 roles and responsibilities are included in the Statement, then suggest grouping them into themes or categories for easier comprehension — currently difficult to read with no apparent order or segmentation to the 28 items.
 - Consider identifying and grouping those items that relate to the EPPRD – this should then tie in with roles and responsibilities under the EPPRD.
 - Suggest that there needs to be delineation between 'responsibilities' and 'role' played by the 7 parties listed in Table 1. 'Responsibility' suggests that that party has direct accountability for an item, whereas 'role' suggests that the party is a key facilitator or enabler for the item. For some items where a 'yes' is allocated to a party they don't have direct responsibility/accountability, rather they play a part. An example of this is that industry and research organisations are not directly responsible/accountable for protecting public assets.
 - Specific role changes:
 - Item 3 – industry is responsible for disseminating (not developing original material to publish) information published by state, territory and federal government – suggest rewording
 - Item 6 – this should be a 'yes' for industry – industry plays a significant role in disseminating information
 - Item 11 – for industry to have a 'yes' against this item requires greater clarification of wording. The Australian government is currently responsible for oversight to ensure we meet international obligations, however industry play a critical role in ongoing monitoring for pests and diseases and reporting anything unusual. Ongoing communication will need to be provided to industry regarding what international obligations need to be complied with.
 - Item 21 – industry have a role to play for this item.
 - Item 24 – by the very nature of how this item is worded it would suggest that industry and community play a pivotal role.
 - Item 25 – suggest that research organisations have a role to play in providing research, technical expertise, data and education. Additionally, the community must also play a role.

- Item 26 – industry is not directly responsible for the protection of public assets – rather it is in a broad sense through their role in protecting the land and environment they operate in that they contribute indirectly to protecting public assets. The same could be said for research organisations.

The wine industry recognises that whilst the 'Industry' column in Table 1 is generic to all industries, it is empowered to further tailor and customise this matrix of roles and responsibilities in conjunction with government to reflect its operating environment and to optimise outcomes for grape growers and winemakers.

In reviewing Table 1, it has highlighted the need for the specific role of each party in relation to each of the 28 items to be more clearly defined. It will be the aim of the wine industry in the coming year to further drill down as to the role it plays for each item. This will provide greater clarity and transparency for the industry but also to government to ensure expectations are aligned.