

ANNUAL REPORT 2010



qcwt
queensland college of
wine tourism



Queensland College of Wine Tourism ANNUAL REPORT 2010

Contents

Contents	Page
<i>Foreword</i>	1
<i>Executive Summary</i>	2
<i>Report on QCWT Activities</i>	4
<i>Goal 1 - Education and Training</i>	4
<i>Education and Training Delivery</i>	5
▪ <i>Secondary</i>	5
▪ <i>Southern Queensland Institute of TAFE</i>	7
▪ <i>University of Southern Queensland</i>	8
▪ <i>Wine Tourism Indigenous Participation Project</i>	10
<i>Goal 2 - Industry Support & Promotion</i>	11
<i>Goal 3 - Industry Services</i>	13
<i>Goal 4 - Industry Showcase</i>	13
<i>Operational Issues</i>	14
<i>Financial Report</i>	14
<i>Appendix A – Financial Statements</i>	15

Foreword

The Queensland College of Wine Tourism (QCWT) is a joint venture between the Department of Education, Training & the Arts and the University of Southern Queensland. The governance and management of the College is directed by the Governance Agreement. The leadership, day-to-day management and development of the College are the responsibility of the Chief Executive Officer. The CEO is responsible to the Board of Management.

Under the terms of the Agreement, the College provides and maintains specialist facilities for its education partners and operates the commercial wine tourism delivery in which the vocational education and training (VET) delivery is contextualised. The education partners include Stanthorpe State High School, the Wine Tourism Gateway Schools, Southern Queensland Institute of TAFE and the University of Southern Queensland (Faculty of Sciences).

During 2010 the Partners and the Board endorsed the recommendations of the 2009 external review and endorsed the 2010 – 2014 Strategic, Business and Financial Plans which set the strategic direction of the College as follows:

1. Education & Training

- (i) To support delivery of the USQ Bachelor of Technology (wine);
- (ii) To work with the industry and associated bodies to ascertain training needs, determine appropriate training programs and broker/deliver (through co-provider agreement with SQIT) training in an efficient and effective manner utilising the state-of-the-art specialist facilities provided to service the wine tourism sector.

2. The Key Industry Centre for the Queensland wine tourism sector:

- (i) Delivering a range of industry services;
- (ii) Providing support and promotion for this industry sector;
- (iii) Showcasing the Queensland wine tourism sector, providing an exemplar of wine and its linkages with tourism & hospitality.

This Annual Report provides a comprehensive review of the College's performance in 2010.

QCWT, as a College of USQ, and with a high government and community profile and an established reputation for quality and innovation, provides the Partners a substantial presence and brand in the Southern Downs.

With a capital investment of over \$7.5 million in support of the fledgling wine tourism industry, the College is an innovative showcase education and training centre that exemplifies the Queensland government's much publicised support for the industry.

The college is effectively delivering outcomes consistent with the Queensland Skills Plan 2008, and meeting both State and Commonwealth government policy targets through the national pilot Wine Tourism Indigenous Participation Project.

Executive Summary

Highlights of the Report include the following:

Education & Training Delivery

- Almost **90,000 (indicative) hours** of education and training was delivered across the joint venture at the QCWT campus, representing an increase of 66% over 2009 delivery.

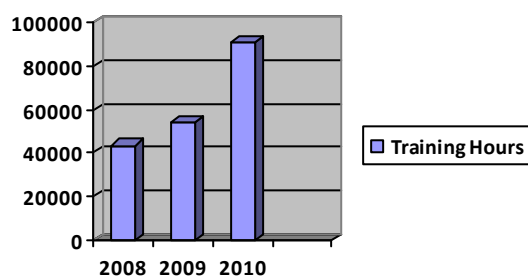


Figure 1: Growth in Training Delivery

- As a **Trade Centre** for viticulture, wine making, wine chemistry, tourism and hospitality, the College delivered over 18,000 hours of education and skilling to more than 800 secondary and TAFE students from 14 schools and colleges. The utilisation of the College in the trade training centre model has more than doubled since 2008 with the development of a suite of innovative residential programs.

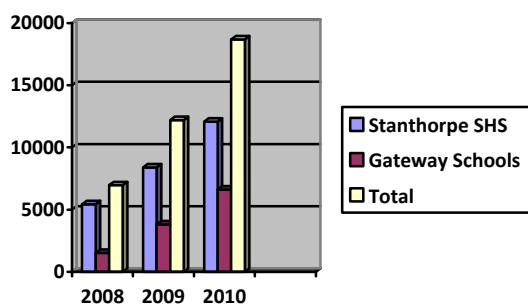


Figure 2: Secondary School Hours

- The College managed and further developed the **Wine Tourism Gateway Schools** program involving 13 schools across 8 Queensland wine regions. New developments in 2010 included the introduction of individual service level agreements and the development of a suite of 'Headstart to the Industry' residential programs.

- The College provided and maintained facilities for the **SQIT Stanthorpe campus** with over 40,000 (indicative) hours actually delivered on site and overall 40 VET qualifications delivered from the campus.
- The College provided and maintained facilities for the **USQ Faculty of Sciences Bachelor of Technology (Wine)** (BTWN) degree program, with 3,200 hours of face-to-face teaching delivered in residential programs. A total of 30 students were enrolled in BTWN courses.
- The college delivered the **national pilot Wine Tourism Indigenous Participation** project involving 10 trainees gaining a Certificate 2 in Food Processing (wine) and extensive industry experience over 12 months. Funded jointly by DEEWR and DEEDI to the extent of \$438,000, the project was completed with 7 of the 10 participants completing the project and most gaining full-time employment.
- The college entered into contractual arrangements with SQIT to broker and co-deliver wine tourism programs, providing the first opportunity since inception for the delivery of **nationally accredited VET** programs.

Industry Support & Promotion

- The College developed an **Industry Training Plan** for the wine tourism sector in collaboration with industry, the Skills Formation Strategy Committee and SQIT.
- In collaboration with SQIT, the College successfully advocated for the purchase of **10,000 hours** of training, the first training purchased for the wine tourism sector in Queensland. By December the College had commenced delivery of **accredited industry up-skilling** (in conjunction with regional wine industry associations) and accredited school VET programs.
- In addition, over 20 **industry short course skilling programs** were delivered by the College and its partners involving 30 days of training.
- In its role as an **industry centre** with modern conference facilities and reputation for excellence, the College hosted over 50 significant industry, government and corporate events, providing a significant boost to the region.

Industry Services

- Considerable **research and extension** was carried out by USQ staff through the College including contributions to some 11 publications and **representation** on key industry bodies such as the Queensland Vine Improvement Association, the Board of the Australian Society of Viticulture and Oenology and the Queensland Wine Industry Skills Formation Strategy Management Committee.
- The partnership with Vintessential Laboratories continued to provide a valuable and successful **grape & wine analysis service** for the Queensland and northern New South Wales industry.
- The College undertook a number of small volume **contract winemaking** contracts and also provided contract bottling services to a number of wine producers.

Industry Showcase

- With the Interpretive Gallery, Restaurant and Conference Centre showcasing the Queensland wine tourism experience and the Qld wine industry, **over 20,000 patrons** enjoyed this experience in 2010, an increase of 32.8% over numbers in 2007 with an estimated 60% of participants from outside the Granite Belt.

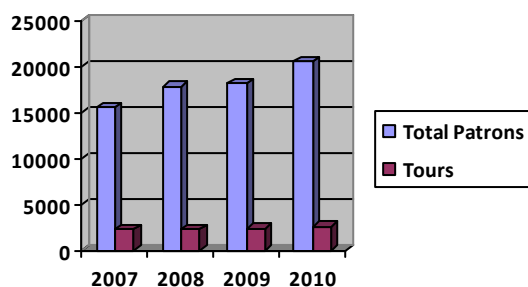


Figure 3: Growth in Visitor Numbers

- The **2010 vintage** involved a crush of 12 tonnes in 11 styles, produced through the “Young Winemakers”, Indigenous and corporate training programs under professional winemakers Michael Hayes and Raymond Costanzo. Wine sales showed an increase of 32% on 2009 sales.

Staff Employed

- In 2010, **23 employees and 16 casual staff** were directly employed by QCWT, with a \$1 million payroll contribution to the local community. A further 10 employees worked at the College in the employ of joint venture

partners, with several itinerant teachers visiting on a regular basis.

Return on Investment

- QCWT, as a College of USQ, and with a high government and community profile and an established reputation for quality and innovation, provides the Partners a substantial presence and brand in the Southern Downs.
- With a capital investment of over \$7.5 million in support of the fledgling wine tourism industry, the College is an innovative showcase education and training centre that exemplifies the Queensland government’s much publicised support for the industry.
- The college is effectively delivering outcomes consistent with the **Queensland Skills Plan 2008**, specifically in relation to:
 - Existing workers & apprentices
 - Unemployed and under-employed people
 - Young people
 - The Qld VET sector
 - Building bridges to the professions
 - Increasing industry partnerships
 - Establishing new models for industry engagement.
- The College is meeting both State and Commonwealth government policy targets through the national pilot Wine Tourism Indigenous Participation Project.
- The current annual cost to each Partner of maintaining and supporting the \$7.5 million capital infrastructure investment and college operations is \$250,000 which:
 - Funded the operational costs of the College including salary and non-salary expenditure for 4 staff members;
 - Maintained serviced facilities for delivery of the USQ BWTN and associated research activities;
 - Maintained serviced facilities for SQIT Stanthorpe operations;
 - Maintained serviced facilities for Stanthorpe SHS use in a trade centre mode;
 - Covered facilities, maintenance and service costs for the complete complex as well as financial expenses including depreciation and asset expenditure;
 - As a fully serviced and maintained education & training facility for the education partners, supported over 56,000 hours of education & training.
- The **commercial operations** of the College realised gross sales of \$641,182 and a net operational break-even position for the 12 month period. In terms of **value derived**, the commercial operations supported:

- 35,000 hours of training including apprenticeships, traineeships, school, university, industry and fee-for-service training programs;
- The employment of 4 full-time trainers, 4 apprentices, 4 trainees and 27 casual training staff with a payroll of \$345,000 contributing to the local economy;
- Effectively showcasing of the Queensland wine tourism industry to over 20,000 visitors.

Governance

- During 2010 the Partners and Board approved the **2010-2014 Strategic, Business and Financial Plans** which address the recommendations of the 2009 external review and set the strategic direction of the College into the future.
- The College entered into **new contracts**:
 - Skills Queensland – Education & Training Manager Performance & Funding Agreement 2009-2011;
 - DEEWR – Wine Tourism Indigenous Participation Project 2010;
 - DEEDI – Wine Tourism Indigenous Participation Project 2010;
 - SQIT - Training Co-provider Agreement; and Training Brokerage Agreement.

Financial Report

- The financial year result published within the University's financial statements as at 31 December 2010 detailed a surplus of \$239,567. The audited financial year result published for the College as at 30 June 2010 detailed a surplus of \$443,853. These balances include carry forward from contracted projects. In terms of operational performance the College finished the calendar year \$75,812 ahead of budget.

REPORT ON QCWT ACTIVITIES

Goal 1 – Education & Training

1. Education Partners

In 2010, as provided by the Governance Agreement, the College facilitated the delivery of education and training through its education partners as follows:

Secondary - Stanthorpe State High School

TAFE - Southern Queensland Institute (SQIT)

Tertiary – USQ Faculty of Sciences:

Delivery through Education Partners		
Partners	Training Space/Hrs	Indicative Student/Hrs
TAFE	1976	39140
SSHS	418	9614 #
USQ	217	3255 ~
Total	2611	52009

based on average cohort of 23
~ based on average cohort of 15

2. QCWT Workplace Training

The College directly delivered in excess of 24,000 hours of direct workplace training contextualised in its commercial operations:

QCWT Workplace Training		
Training	No	Hrs
QCWT Apprentices & Trainees (Hospitality)	5	7088
QCWT Apprentices & Trainees (Indigenous)	10	15360
Paid Work Experience (SSHS students)	16	1109
Structured Industry Placement	39	831
Work Experience	21	354
Total	91	24742

3. Nationally Accredited Vocational Training

In 2010, in accordance with the 2010 -2014 Strategic and Business Plans, the college commenced delivery of 10,000 hours of accredited vocational training delivered through co-provider and brokerage agreements with SQIT:

Accredited Vocational Training		
Program	Participants	Hours
Gold Coast Hinterland /Scenic Rim Wine Industry Association	23	920
Tullawong SHS	14	504
Total	65	1424

4. Fee-for-Service Industry Training

The College delivered a range of training programs to augment the skill levels of community and corporate participants:

Fee-for-Service Industry Training		
Program	Participants	Hours
Sommerset Valley Wine Industry Association	28	1120
Winemaker for a Weekend	45	720
University Immersion Program	24	480
Total	69	2320

5. School Training

The College delivered a range of training programs to introduce students to a career in the wine tourism sector:

School Training		
Program	Participants	Hours
Young Winemakers	93	2604
Young Chefs	52	1248
Wine Chemistry	40	560
Wine Tourism <ul style="list-style-type: none"> • Sunshine Coast TAFE • Cessnock TAFE • Sheldon College • Maroochydore SHS • Laidley SHS • Alstonville Public School • PICSE students • Texas SS • Stanthorpe SS • Inglewood SS • Broadwater SS • Amberley District SS • St Josephs Toowoomba 	325	1950
Total	510	6362

In summary, across the joint venture, in excess of 90,000 hours of education and training was delivered from the QCWT campus in 2010.

Training Summary	
Type of Training	Indicative Hours
Education Partners On-site	52009
QCWT Workplace Training	24742
Accredited Vocational Training	1424

<i>Fee-for-Service</i>	2320
<i>Secondary Students</i>	6362
Total	86857

Education & Training Delivery

Secondary Education

Stanthorpe State High School – Trade Training Centre

The unique and strategic relationship between Stanthorpe State High School and QCWT continued throughout 2010, with the College effectively operating as a **trade centre** for the school in the areas of viticulture, wine training, tourism and hospitality. During 2010 Stanthorpe State High accessed the College on a daily basis in the following areas:

Curriculum delivery:

Senior students accessed QCWT specialist facilities in the subjects of Agricultural Science, Horticulture, Tourism, Tourism Operations and Hospitality. Junior students accessed QCWT specialist facilities in the subjects of Agricultural Science and SOSE.

The utilisation of the College in the trade training centre model has almost doubled since 2008:

Year	Indicative Hours
2008	5436
2009	8400
2010	9614

Structured industry placement:

Senior students accessed QCWT for structured industry placement in the subjects of Agricultural Science, Horticulture, Tourism and Hospitality. Hospitality placement included both food preparation and front-of-house service. Students benefited from working in a real industry setting under the College's expert industry training staff:

Year	Students	Days	Hours
2007	45	265	1473
2008	50	275	1714
2009	25	194	911
2010	38		508

Work experience:

Both junior and senior students accessed the College for work experience in the kitchen, bistro, winery, vineyard and office:

Year	Students	Days	Hours
2007	53	302	1639
2008	48	259	1582
2009	21	69	434
2010	21	62	354

Wine Making

Again in 2010, Stanthorpe SHS utilised the College's teaching winery and oenology laboratories for Chemistry, Agricultural Science and Horticulture. Under the expert tutelage of Stanthorpe High graduate (1995) and current Golden Grove winemaker Raymond Costanzo, the harvest of Merlot and Marsanne grapes was processed under the 'Banca Ridge Estate' label as follows:

- Fossickers (Sweet) White
- Liqueur Merlot

Extended campus

Stanthorpe SHS accessed the College for a range of activities in keeping with the extended campus model. Examples included:

- Year 12 Conference;
- Queensland Core Skills test;
- Course selection evenings and other public meetings;
- Access 10 (students-at-risk program);
- Staff professional development.

Gateway Schools to the Wine Tourism Industry

In 2010, the College re-focussed its approach to the leadership of Gateway Schools to the Wine Tourism Industry through the appointment of an Education and Training Manager whose role encompassed broader training focus than the former Head of Department role. The purpose of this change has led to:

- A more integrated approach to Gateway Schools programs with greater industry engagement rather than it being seen as an add on to other college functions.
- A greater focus on accredited training options for Gateway Schools through a co-provider arrangement with the Southern Queensland Institute of TAFE.
- Greater collaboration with other agencies involved in wine tourism (e.g. DEEDI and USQ) to directly support gateway schools with their programs.

The College is the hub for thirteen wine tourism gateway schools strategically located across Queensland to ensure coverage of the major Queensland wine regions. Interest has been generated in other schools which are looking to become Gateway Schools in 2011. These schools

include Warwick State High School and Helensvale State High School.

Current Gateway Schools are as follows:

School	Wine Region
Centenary Heights SHS	Darling Downs
Kingaroy SHS	South Burnett
Murgon SHS	South Burnett
Nudgee College	Scenic Rim
Sheldon College	Scenic Rim
Emmaus College	Gold Coast
	Hinterland
Stanthorpe SHS	Granite Belt
Laidley SHS	Scenic Rim
Boonah SHS	Scenic Rim
St Josephs College Stanthorpe	Granite Belt
Scots PGC College	Granite Belt
Tullawong SHS	Somerset Valley
Maroochydhore SHS	Sunshine Coast
	Hinterland

Supported by the Education and Training Manager based at the College, the participating schools have continued to engage in wine tourism industry activities that are embedded within school curriculum. Some of the diverse activities have included:

- Wine chemistry using wine samples created in school laboratories.
- Wine racks constructed in manual arts programs.
- Vineyards established and maintained as part of horticulture studies.

Gateway Schools "Headstart to a Wine Tourism Career" Programs

In 2010 the College introduced a suite of programs for Gateway Schools that provide some basic skills and motivation to engage in a wine tourism career. These programs included the successful Young Winemaker program, and have been extended to include newly developed Young Chef, Young Host and Young Wine Scientist.

For the first time, the Young Chef program was linked to national hospitality cookery competencies and delivered to Tullawong State High School students under Southern Queensland Institute of TAFE (SQIT) registration by College Executive Chef Andrew Simpson and SQIT Chef Greg Mai. The Young Host program has also been mapped to food and beverage service competencies and will be offered for the first time in 2011. The Young Wine Scientist program will also be delivered for the first time in March 2011.

Schools participating in Headstart to a Wine Tourism Career programs included:

- Tullawong (Young Chef & Young Winemaker)
- Scots PGC College (Young Winemaker)
- Centenary Heights (Young Winemaker)
- Emmaus College (Young Winemaker)

- Kingaroy (Young Chef)
- St Josephs College Stanthorpe (Young Winemaker)
- Stanthorpe (Young Winemaker & Young Chef)
- Laidley (Young Winemaker & Young Chef).

Gateway Schools Touring Programs

The College provides Gateway schools with an excellent base for general regional tours relating to wine tourism. Schools touring the region and accessing the College for meals, activities and/or support included:

- Sheldon College
- Maroochydore

Teacher Professional Development and Support

Formal professional development programs for teachers in 2010 included an opportunity for teachers to upgrade industry competencies in cookery. Extensive consultation has occurred with the teacher network to determine a range of programs to commence in 2011. This includes a teacher wine immersion program, further cookery competency development and the re-introduction of study tours.

Other support introduced in 2010 included:

- establishment of an e-network through Queensland State Library List Server capability.
- Commencement of quarterly face-to-face network meetings in regional locations at industry venues. This has greatly enhanced industry engagement opportunities while supporting local wine tourism operations.
- Leadership in connecting schools with examples of best practice within the Gateway Schools cluster.
- Expanding the network to include key industry contacts who can support school based programs. These contacts have included people from DEEDI, USQ and Ballandean Estate.

Queensland College of Wine Tourism & Wine Tourism Gateway Schools Awards Program

In 2010, these awards were presented to recipients at school functions. With significant support from Industry, education partners, government and university departments the following awards were presented:

Premier's Award - \$1,500

(Gateway school student proceeding to TAFE programs in wine tourism)

Rachel Colina from Maroochydore State High School. Rachel has commenced a Diploma of Tourism at Sunshine Coast Institute of TAFE

Ballandean Estate Award for Wine Science: \$3,000

Not awarded in 2010

USQ Award for Teaching Excellence

Kathy Watson of Maroochydore State High School

RNA Student Winemaker Award

Alex Daley of Tullawong State High School

RNA Qld Winemaker Award

Dylan Rhymer of Ballandean Estate

TAFE Education & Training

Southern Queensland Institute of TAFE

The Southern Queensland Institute of TAFE (SQIT) is an important education partner in the QCWT joint venture, delivering accredited Vocational education and training in a flexible delivery mode. During 2010, SQIT delivered the following courses:

Wine and Tourism

- Certificate II in Food Processing (Wine)
- Certificate III in Food Processing (Wine)
- Certificate II in Hospitality
- Certificate III in Tourism
- Certificate III in Tourism (Operations)
- Certificate III in Events
- Certificate III in Hospitality
- Certificate III in Hospitality (Operations)
- Certificate III in Hospitality (Commercial Cookery)
- Certificate IV in Tourism
- Certificate IV in Hospitality
- Diploma of Tourism
- Diploma of Events
- Diploma of Hospitality
- Diploma of Hospitality Management
- Diploma of Event Management

Business and Education

- Certificate I in Business
- Certificate II in Business
- Certificate III in Business
- Certificate III in Business Administration
- Certificate IV in Business Administration

Literacy/Numeracy/ESOL

- Course in Vocational Numeracy - Preliminary
- Course in Vocational Numeracy 1
- Course in Vocational Numeracy 2
- Course in Pre-training Assessment - Vocational Literacy
- Course in Pre-training Assessment - Vocational Numeracy
- Course in Vocational Literacy - Contextualised
- Course in Vocational Numeracy - Contextualised
- Certificate II in Access 10 (year 10 alternative)
- Certificate II in Access10

Other

- Certificate III in Aged Care Work
- Certificate III in Aged Care
- Certificate III in Children's Services
- Certificate III in Disability
- Certificate III in Children's Services
- Diploma of Children's Services
- Diploma of Children's Services (Early childhood education and care)
- Certificate III in Agriculture
- Certificate II in Retail
- Certificate III in Transport and Logistics (Road Transport)

The graduation ceremony for 2010 graduands will be held on Friday 4 March 2011.

Listed below are the certificates/courses and the number of Graduates for each.

Course	Graduands
<i>Course in Pre-training Assessment - Vocational Literacy</i>	9
<i>Course in Pre-training Assessment - Vocational Numeracy</i>	10
<i>Course in Vocational Literacy - Contextualised</i>	22
<i>Certificate III in Business</i>	3
<i>Certificate III in Business Administration</i>	2
<i>Certificate III in Aged Care Work</i>	8
<i>Certificate III in Children's Services</i>	6
<i>Diploma of Children's Services</i>	1
<i>Certificate II in Food Processing (Wine)</i>	4
<i>Certificate II in Retail</i>	1
<i>Certificate III in Tourism</i>	17
<i>Certificate III in Events</i>	3
<i>Certificate III in Hospitality</i>	3
<i>Certificate III in Hospitality (Commercial Cookery)</i>	4
<i>Certificate IV in Tourism</i>	1
<i>Diploma of Events</i>	6
<i>Certificate III in Hospitality (Operations)</i>	1
<i>Certificate III in Transport and Logistics (Road Transport)</i>	1

University of Southern Queensland

Faculty of Sciences

Bachelor of Technology (Wine)

Ms Ursula Kennedy and A/Prof Robert Learmonth completed the staged implementation of the new Bachelor of Technology (Wine) (BTWN) degree which was fully rolled out in 2010. A total of 30 students were enrolled in BTWN courses in 2010. Three students are due to graduate in April 2011 after completing their studies in the degree. With the roll out of the full degree program in 2010, a total of five residential schools were run at QCWT.

In order to improve students' learning and experiences, some changes to the BTWN have been implemented for the 2011 and future offers. WIN2201 Wine Analysis Practice will be moved from Semester 1 (February) to Semester 3 (December). This revision of timing moves a residential school from vintage to a better time of year, resolving a conflict between vintage employment and attendance. From 2011, students will complete WIN2201 in S3 of their first year, also assisting them to gain skills for vacation / vintage employment. WIN3304 Viticultural Practice 2 and WIN3305 Winemaking Practice 2 have been condensed into one new course WIN3304 Viticultural and Winemaking Practice 2, which will be offered in Semester 3, to better reflect the period in which the residential school is held (November). This change allows us to incorporate SCI3302 Industry Placement, with specific requirements for BTWN students allowing them to gain more comprehensive industry experience as part of their studies. WIN3306 Sensory Analysis Practice, normally scheduled in the fourth week of November will be offered in Semester 3 to better reflect the period in which the residential school is held.

Other Education Initiatives

USQ remained actively involved in the Gateway Schools and Young Winemakers' programs, with Ms Kennedy leading a number of sessions at the QCWT laboratories in 2010.

Ms Kennedy, A/Prof Learmonth and Mr Kim Larsen conducted wine-associated activities for USQ's secondary student Science Experience days in January ("a feast for the senses") and June (chemical and sensory analysis of wine).

Research and Extension

Ms. Kennedy continued studies towards a PhD on effects of bunch exposure on flavour development of white grapes.

Mr Safri Ishmayana, continued MSc studies under the supervision of A/Prof Learmonth and Ms Kennedy, researching enhancement of yeast ethanol tolerance with a focus on biofuel production, his studies being completed in December 2010.

Bunch exposure trials

In 2009 Ms Kennedy and A/Prof Learmonth completed un-funded work on this project in collaboration with industry and DEEDI staff, establishing exposure trials on Chardonnay. As a result we were awarded a Regional Innovation & Technology Adoption grant from the Grape & Wine Research & Development Corporation (GWRDC) to extend the Chardonnay trial to a larger demonstration and extension project on both Chardonnay and Shiraz, with sites in the Granite Belt, the South Burnett and the Scenic Rim, for the 2010 vintage. We set up demonstration sites to show the impacts of canopy management options on exposure of Chardonnay and Shiraz over the 2009/10 vintage in the Granite Belt, South Burnett and Scenic Rim. Demonstrated options included sprawl, VSP, fruit zone leaf removal at pea size and véraison (easterly or both sides of canopy), bird netting, or commercial sunscreen products (calcium carbonate or kaolin clay). Differences in fruit exposure, grape and wine quality were noted. Growers inspected the demonstration sites prior to harvest and provided feedback on fruit quality. Fruit was harvested, analysed and wines made and analysed, and results presented and discussed at the 2010 Queensland Viticulture Seminar. At this seminar / workshop, industry participants were also able to conduct sensory evaluation of the wines to determine any impacts of alternative management practices on wines produced, to supplement their evaluation of fruit quality prior to harvest. Conclusions from this project were confounded by problematic seasonal conditions with diverse severe events including frost, hail, heat and water stress and fungal disease pressures. Recommendations from this study are that while they may be useful in cooler seasons, in hotter seasons practices such as leaf plucking and shoot thinning are not advised due to potential to exacerbate overexposure and sunburn of fruit.

GWRDC Regional Program

In the GWRDC-funded Regional Plan for Queensland for 2009-2010, A/Prof Learmonth and Ms Kennedy were asked to lead subproject 2 "Educational wine sensory assessment / benchmarking". A very successful event was held in Brisbane on 26 October 2010, with the help of Mr Davydd Westlake, Mr Dylan Rhymer, Mr Tony Harper and Mr Mark Deegenars.

Publications and presentations

1. Kennedy, U. J., Learmonth R.P., Hassall, T. & Playsted, C. (2010) "Crop thinning of Merlot in Queensland – influence of timing of thinning on grape quality". 8th International Symposium on Grapevine and Plant Biotechnology, Adelaide, 23-28 November 2008. Australian Journal of Grape & Wine Research, 16, Supplement 1, pp A36-A37.
2. Kennedy, U. J., Learmonth R.P., Hassall, T. & Playsted, C. (2010) "Crop Thinning of Merlot in Queensland – seasonal influence on quality of grapes from crop thinned vines". 8th International Symposium on Grapevine and Plant Biotechnology, Adelaide, 23-28 November 2008. Australian Journal of Grape & Wine Research, 16 Supplement 1, p A37.
3. Kennedy U. J. (2010) Crop thinning of Merlot – a Queensland perspective. Australian Viticulture, 14 (1), 27-8.
4. Kennedy U. J. (2010) Addressing exposure of Chardonnay in Queensland Vineyards – Part 1. Australian Viticulture, 14 (2), 50-1.
5. Kennedy U. J. and Learmonth, R. P. (2010) Addressing exposure of Chardonnay in Queensland Vineyards – Part 2. Australian Viticulture 14 (4), 66-8.
6. Ursula Kennedy, U. J., Baddeley, D., Dunn, G. and Wheaton, A, (2010) Initial studies into grape berry temperatures of field-grown vines in Queensland. Australian Viticulture, 14 (5), 63-5.
7. Kennedy U. J. and Deegenars M. (2010) Queensland 'vineyard walks'– bringing growers together. Australian Viticulture, 14 (6), 14.
8. Kennedy, U. J., Rhymer, D. J., Parisi. A.V. and Learmonth, R.P. (2010) "Describing the ultra violet light radiation environment of the grape bunch". 14th Australian Wine Industry Technical Conference, Adelaide, 3 – 8 July 2010. Poster 150.
9. Kennedy, U. J., Hassall, T., Deegenars, M., Rhymer, D. J. and Learmonth, R.P. (2010) "Influence of Bunch Exposure in a Commercial Queensland Vineyard on Chardonnay and Shiraz Fruit and Wine Quality". 14th Australian Wine Industry Technical Conference, Adelaide, 3 – 8 July 2010, Poster 152.
10. Learmonth, R. P., Kennedy, U. J., Hassall, T. and Deegenars, M. (2010) "Queensland alternative varieties – plantings and prospects". Queensland Viticulture seminar, 23 June 2010.

11. Kennedy, U. J., Learmonth, R. P., Deegenars, M., Rhymer, D. J. and Hassall, T. (2010) "Addressing fruit exposure in Queensland winegrape vineyards over the 2009/2010 vintage". Queensland Viticulture seminar, 23 June 2010.

Other Professional and Community Contributions

Ms Kennedy and A/Prof Learmonth actively contributed to discussions regarding coordination of wine related research and extension in Queensland with the Queensland Wine Industry Association and regional associations.

A/Prof Learmonth continued to contribute to national committee discussions on priorities and for the National Research Development and Extension Framework for the Wine Sector, through involvement in the National Wine Research Network.

Ms Kennedy continued as Secretary of the Queensland Vine Improvement Association.

Ms Kennedy joined the QCWT Industry Advisory Committee.

A/Prof Learmonth continued on the Board of the Australian Society of Viticulture and Oenology (ASVO) and he was appointed Vice President for 2010.

A/Prof Learmonth contributed to the program subcommittee for the 14th Australian Wine Industry Technical Conference 3-8 July 2010.

Ms Kennedy and A/Prof Learmonth continued to serve on the Queensland Wine Industry Skills Formation Strategy Management Committee, and have contributed to the Steering Committee of the Granite Belt Viticulture and Oenology Group.

Wine Shows

RASQ Wine Show Toowoomba

Our involvement in the RASQ Wine Show in Toowoomba continued in 2010. The USQ Faculty of Sciences was a sponsor of the show, and presented the awards for the Best Queensland non-Mediterranean variety white and red wines as well as a new award encouraging winemakers. A/Prof Learmonth was Chief Steward of the show and Ms Kennedy was an Associate Judge, with Mr Kim Larsen participating as a steward. In addition, Associate Judges included Bachelor of Technology (Wine) student Anthony Rametta. Other Bachelor of Technology (Wine) students were Stewards for the show, including Elspeth Thorne, Karen Goodman and Ken Parke. Wines produced by students in their WIN2202 Winemaking Practice residential schools earlier in 2010 were also included in the line up of

wines shown, providing good feedback to students on the quality of the wines they produced. The stewards were also able to act as Associate Judges for a wine class on a rotating basis. Associated with the judging, we also had our 2010 vintage Chardonnay and Shiraz research wines assessed. At the Presentation Dinner Ms Kennedy captivated the audience with a wine trivia game. At the public tasting, Ms Kennedy and A/Prof Learmonth conducted educational sensory evaluation sessions.

RNA Show judging and future opportunities for Wine Technology students

In 2010 Ms Kennedy acted as a judge of the student fruit wines section of the Pine River show, which included a wide range of fruit wines. She also collaborated with organisers to establish a new class for the 2011 show and beyond, at which our Bachelor of Technology (Wine) students will be able to show wines produced as part of their residential practical component. This means that students will have the opportunity to enter their wines in this prestigious show. In addition to this, Bachelor of Technology (Wine) students will be invited to also act as associate judges at future RNA shows.

Wine Tourism Indigenous Participation Project

The Queensland Wine Tourism Indigenous Participation Project (WTIPP) was established by the QCWT in late 2009 as a way to provide a skill deficit training program for the Queensland Wine Industry by placing 10 Indigenous trainees with industry hosts who were selected through an application process in conjunction with the Qld Wine Industry Association (QWIA).

The project is funded by the Australian (DEEWR) and Queensland Governments (DEEDI). The project has also received strong support, including funding, from the University of Southern Queensland.

In addition to industry relevant work experience the 10 trainees undertook studies in a Certificate II in Food Processing (Wine) through the Southern Queensland Institute of TAFE with the training program designed to provide a range of competencies across viticulture, wine making/cellaring and cellar door operations.

To complement this study a key feature of the program was the level of support provided to the trainees throughout the program including the employment of a manager/mentor and college based programs aimed to develop a strong group dynamic and climate of success and recognition. These included:

- An aspirational program involving Indigenous speaker and motivator Michael Connolly;
- Induction/work readiness program with USQ Safe;

- Travelling, as a group, to Murrin Bridge in NSW to visit Australia's only indigenous owned vineyard. This trip also included visits to the Hunter Valley, Canberra and Griffith Wine regions;
- Encouragement to further study through an organised visit to the University of Southern Qld. Trainees were provided with information on future study options, support available etc.;
- Participation at the Australian Small Winemakers Show;
- The trainees also produced two wines one red & one white. The wines featured artwork by Indigenous artist, Karla McGrady;
- Myers Briggs Personality Type training;
- Participation in the WELL (Workplace English Language and Literacy) program;
- Industry visits to Granite Belt wineries; and
- Industry speakers.

8 of the original 10 participants either completed the project or have gained full time employment as a result of work experience & training gained through the project.

Name	Work	Training / Further education
Trainee # 1	Has been offered casual work with local Budding & Grafting contractor on a trial basis	Cert II in Food Processing (Wine).
Trainee #2	Taken traineeship with his host employer.	Cert II in Food Processing (Wine). Commenced Cert III.
Trainee #3	Is not looking for work at this time	Cert II in Food Processing (Wine).
Trainee # 4	Has been employed by host employer and takes position of Manager when owner is absent.	Cert II in Food Processing (Wine). Has almost completed Cert III in Food Processing (Wine).
Trainee #5	Is looking for work with local wineries/vineyards for coming vintage.	Cert II in Food Processing (Wine).
Trainee # 6	Is currently working at winery in Margaret River WA.	Cert II in Food Processing (Wine). Commenced Cert III. Is planning to complete a Wine Science degree.
Trainee # 7	Has started work at an Aged Care facility.	Cert II in Food Processing (Wine).
Trainee # 8	Left the project in October 2010 to take up full time care of his mother.	Completed a number of competencies towards Cert II.
Trainee # 9	Left the project in June 2010 to take up full time employment.	Completed the unit "Pick Grapes by Hand"
Trainee # 10	Completed 3 months work experience with his host winery.	Completed the unit "Pick Grapes by Hand" & 2 winery competencies.

The QCWT has successfully applied to funding bodies to run the project again in 2011.

Goal 2 – Industry Support & Promotion

Industry Training

Industry Training Plan

An important part of the QCWT charter is to facilitate skill-deficit training for existing members of the workforce. Underpinning this role, as part of the 2010 -2014 Strategic Plan, the Education & Training Manager collaboratively developed an Industry Training Plan for the wine tourism sector. This Industry Training Plan directs both accredited and non-accredited training.

Accredited Training

During 2010, on the basis of brokerage and co-provider contracts negotiated with SQIT, the College delivered its first accredited training programs including both industry up-skilling and school delivery:

- Sommerset Valley Wine Industry Association - 28 industry participants underwent a 2 day workshop at Mt Mee covering wine knowledge and customer service. This very successful program was a collaboration between QCWT, Wine Federation of Australia and supported by DEEDI.
- Gold Coast Hinterland and Scenic Rim Industry Cellar Door Training – 23 industry participants underwent a 2 day workshop at Mt Tamborine. Participants completed the national competency "Evaluate Wines" from the Certificate 2 in Food Processing (wine).
- Hospitality (cooking) training – 14 students from Tullawong State High School completed a 5 day residential and were accredited for 3 competencies from the national hospitality training package.

Other Industry Training

A range of short-course training programs were delivered by the College and its partners during 2010:

Course/Skill Area	Delivering Partner	Duration
RMLV	SQIT	6 days
RSA	SQIT	3 days
Food Safety Supervisor	SQIT	1 day
Internet Skills	SQIT	1 day
WFA Workshop	WFA	1 day
RSG	SQIT	2 days

<i>AWRI IPM Conference</i>	AWRI	1 day
<i>Annual Viticulture Seminar</i>	DPI	1 day
<i>Evaluate Wines Workshop</i>	SQIT	2 days
<i>Food & Wine Masterclass</i>	QCWT	1 evening
<i>Cooking Demonstration</i>	QCWT	1 evening
<i>WPH&S</i>	SQIT	1 day
<i>Agricultural Chemical Accreditation</i>	SQIT	2 days
<i>Cooking Class</i>	QCWT	1 evening
<i>Coffee Workshop</i>	SQIT	2 days
<i>Hand Prune Vines</i>	SQIT	½ day
<i>Palliative Care</i>	SQIT	1 day
<i>Safe & Organised Retail Work Practices</i>	SQIT	1 day
<i>Vine Seminar</i>	DPI	1½ days

All of the programs were well subscribed and well received by the industry and community participants.

Interpretive Centre

In keeping with the College's role as a key industry centre, the Interpretive Gallery, (established with financial support from the Department of Tourism, Fair Trading and Wine Industry Development), was designed to attract visitors, broaden their understanding and appreciation of the Queensland wine industry, and showcase award-winning Queensland wines and wineries.

During 2010 in excess of 20,570 visitors and patrons (excluding students) passed through the interpretive gallery. Of this number, 2,600 undertook a full tour of the college, many under the guidance of Stanthorpe SHS Tourism students.

Year	Patrons	Tours
2007	15,494	2230
2008	17,829	2263
2009	18,200	2336
2010	20,570	2608

Industry Events

As a key industry and education centre, an important role of the College is to facilitate and host industry events. During 2010, events hosted by the College included the following:

- National Ag Conference;
- Apple & Grape Young Ambassadors' Judging & Luncheon;
- Winemaker for a Weekend Program;

- Australian Landcare Management Services Workshops;
- Visitor Information Centre famils;
- Australian Small Winemakers' Presentation Dinner;
- Granite Belt Wine Tourism (Inc) Annual General Meeting & Dinner;
- USQ Council Meeting & Dinner;
- Southern Downs Regional Council Conferences & Staff Training;
- SSSH Year 12 Conference;
- SSSH Graduation Dinner;
- Zonta Area Conference;
- SDGBRT Great South East Filming;
- Winemakers Federation of Australia workshop;
- Power Tynan/Wealth Experience conferences;
- Education Queensland Professional Development workshops;
- Catholic Diocese Principals meeting;
- Qld Murray Darling Committee Conference;
- Chamber of Commerce/USQ Corporate Club Dinner;
- Rural Health Medical Software Workshop;
- Harvey World Travel Information Evenings;
- AWRI Conference;
- DPI – Annual Viticulture Conference;
- Diggers' Club Annual Gardening Conference;
- Workforce Council workshops;
- Australian Autism Education & Training;
- SDGBRT AGM;
- Border Landcare Workshop;
- DPI Vine Seminar;
- Education Queensland HOD Conference;
- Education Queensland Cleaners Conference;
- Responsible Management of a Licensed Venue;
- Local Government Associations of Qld;
- Queensland Health Rural Health Conference;
- Qld Police Service Conferences;
- USQ Big Band;
- Stanthorpe Health Services Seminar;
- Qld. Police Conference;
- Qld Health Community Conference.

During 2009 the college was clearly accepted as an industry education and conference centre not only for the wine industry but also for a broader corporate and government clientele.

Goal 3 – Industry Services

Grape & Wine Analytical Service

The lease arrangement with Vintessential Laboratories operating from the QCWT site continued to provide a valuable and successful grape & wine analysis service for the Queensland and northern New South Wales industry in 2010, as well as providing an additional income stream to QCWT.

Research Programs

Considerable research and extension was carried out by USQ staff through the College including contributions to some 11 publications and representation on key industry bodies such as the Queensland Vine Improvement Association, the Board of the Australian Society of Viticulture and Oenology and the Queensland Wine Industry Skills Formation Strategy Management Committee.

Professional Winemakers Cluster

During 2010 the College facilitated the professional winemakers' cluster on behalf of the Industry. With funding support from DEEDI, the College organised three programs, including laboratory techniques and workshops held in collaboration with the RNA Wine Shoe aimed at enlarging understanding of wine show issues.

Winery Services

During 2010 the College undertook a number of small volume contract winemaking contracts and also provided contract bottling services to a number of wine producers.

Goal 4 – Industry Showcase

Commercial Activities

The commercial model deployed in the restaurant and function centre involves the employment of key industry training staff with the day-to-day staff comprising secondary VET students in structured industry placement or work experience. In addition, the QCWT Food and Beverage Training Manager and Front of House Trainer provided significant training at the request of our secondary partners. Again in 2009, this training was provided at no cost to the schools.

Wine Production

The 2010 vintage involved a crush of 12 tonnes in 11 styles, all produced through the following training programs:

- Gateway Schools Young Winemakers program;
- Stanthorpe SHS Agricultural Science and Horticulture programs;
- Wine Tourism Indigenous Participation program;
- Winemaker for a Weekend Program.

Varietals produced in 2010 under instruction from professional winemakers Michael Hayes and Raymond Costanzo include:

- Verdelho;
- Viognier;
- Sparkling chardonnay/pinot noir;
- Tempranillo;
- Cabernet Sauvignon;
- Petit Verdot;
- Chardonnay;
- Marsanne;
- Sweet White (Fossickers White);
- Rose;
- Liqueur Merlot.

Wine Sales

Wine produced in the teaching winery is sold through the cellar door. Only Banca Ridge wine made on site by students is sold at the cellar door. Wine Sales in 2010 showed an increase of 32% on 2009 sales.

Cellar door, bistro, conference/function, catering

Once again in 2010 the College operated a busy program in these areas. These activities provide a real industry teaching context for vocational education & training. The cellar door and restaurant opened Tuesday to Sunday with patronage at a similar level to 2009. Sampling of our clientele indicates an average of 65% from outside of the Granite Belt, this figure being higher in the 'high' season (winter). In terms of conferences and functions, in excess of 60% involve a participant pool from outside the Granite Belt, providing a valuable influx of business to the Granite Belt.

Year	Patrons	Visitors from Outside Granite Belt (est.)
2007	15,494	10,070
2008	17,829	11,500
2009	18,200	11,800
2010	20,570	13,350

Operational Issues

Staff

In 2010, 23 people were employed at the College as well as 16 casual hospitality students, as follows:

- Chief Executive Officer;
- Executive Assistant;
- Education & Training Manager;
- Food & Beverage Training Manager & Executive Chef;
- Indigenous Program Manager;
- Facilities Officer;
- Front of House Training Supervisor;
- Winemaker (casual);
- Sous Chef;
- Apprentice Chefs (2);
- School-based trainees - 3;
- Indigenous trainees – 10;
- Additional staff members employed on a casual basis.

Other College-based positions including part time and itinerant personnel provided within the joint venture included:

Position	Agency
<i>Cleaners (1.3 fte)</i>	SSHS
<i>Hospitality Teacher (0.4)</i>	SQIT
<i>Business Teacher</i>	
<i>Tourism Teacher (0.5)</i>	
<i>Wine Teacher (0.4)</i>	
<i>Administrative Assistants (1.5)</i>	
<i>Itinerant Teachers</i>	
<i>Wine Science Lecturers (2); Laboratory Technician;</i>	USQ (Itinerant)

Development

Strategic, Business & Financial Plan 2010 -2014

The 2010 -2014 Strategic, Business and Financial Plans were approved by the Board in December 2009. They were developed in response to the recommendations external review of the College undertaken in the latter part of 2009 by Aurecon Pty Ltd.

Underpinning the Plans, the College entered into new contracts as follows:

- DET – Education & Training Manager Performance & Funding Agreement 2009 – 2011

- DEEDI – Wine Tourism Indigenous Participation Project 2010
- DEEWR – Wine Tourism Indigenous Participation Project 2010
- SQIT – Training Co-provider Agreement
- SQIT – Training Brokerage Agreement

Financial Report

The financial accounts for the Queensland College of Wine Tourism - Joint Venture (QCWT) operations are 100% held in the books of University of Southern Queensland. The Qld College of Wine Tourism financial accounts are also subject to audit by the Auditor General.

QCWT Joint Venture operations do not include contributed assets which are held in the books of the contributing parties. Cash Contributions from joint venture partners were received as detailed and have been accounted for as Revenue.

The University of Southern Queensland operates a financial year based on the calendar year, whereas the college is reported on a standard 30 June financial year.

The financial year result published within the University's financial statements as at 31 December 2010 detailed a surplus of \$239,567. The audited financial year result published for the College as at 30 June 2010 detailed a surplus of \$443,853. In terms of overall operational performance, the College finished the calendar year \$75,812 ahead of budget.

Return on Investment

In 2010 each Partner contributed \$250,000 as a Facility Contribution, which:

- Funded the operational costs of the College including salary and non-salary expenditure for 4 staff members;
- Maintained serviced facilities for delivery of the USQ BWTN and associated research activities;
- Maintained serviced facilities for SQIT Stanthorpe operations;
- Maintained serviced facilities for Stanthorpe SHS use in a trade centre mode;
- Supported over 56,000 hours of education & training;
- Covered facilities, maintenance and service costs for the complete complex as well as financial expenses including depreciation and asset expenditure.

The **commercial operations** of the College realised gross sales of \$614,000 and a net break-even position for the 12 month period. In terms of the **value proposition**, the commercial operations supported:

- over 48,000 hours of training including apprenticeships/traineeships, school, university, industry and fee-for-service training programs;
- 4 full-time trainers, 4 apprentices, 4 trainees and 27 casual training staff with a payroll of \$345,000 contributing to the local economy;
- The showcasing of the Queensland wine tourism industry for over 20,000 visitors.

The QCWT 2010 Financial Statements for the 1 January to 31 December period are at Appendix A.