

“Partnerships in Learning Meeting SA Wine Industry Needs”

A Case Study

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Presented by

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Abstract

This paper looks at Partnerships formed to meet the needs of the South Australian Wine Industry.

TAFESA’s Wine, Viticulture and Regional Food Team are leaders in South Australia offering specialist training to industry using various methodologies.

A training need was identified through the team’s strong Wine Industry partnerships which were that Wine Industry personnel would be required to obtain an additional qualification because of a newly introduced mandatory requirement for NSW Liquor Licensing. To enable them to partake in promotional tastings in New South Wales in particular Wine Australia in 2004 they would need to undertake additional training. A method of delivery apart from face to face classes was needed to not only meet industry requirements it was also necessary to meet regulations and service the industry as a whole no matter the location.

A product needed to be developed which was flexible as well meeting the requirements for providing responsible Service of Alcohol and it was vital it be available in a short time frame.

A flexible methodology using an interactive CD-Rom format was chosen as an alternative to traditional lectures to make available the opportunity for as many people as possible to gain the necessary competence in Responsible Service of Alcohol. This inturn allowed industry members to undertake the bridging course so as they could be compliant with New South Wales Liquor Licensing requirements

Throughout the process in being able to provide the necessary training many partnerships were formed which contributed to the initial and ongoing success of alterative delivery projects.

Background

The TAFE SA Wine, Viticulture & Regional Food Program is the largest provider of training to the wine and regional food sector in South Australia. In collaboration with industry we develop training to meet the current and future needs of the wine and food industries, our courses increase the skill, knowledge and capacity of current workforces, and provide relevant training for individuals and community groups. Wine and food industries and individuals use TAFE SA to train staff in the areas of cellar operations, bottling and packaging, warehousing, viticulture, brewing, laboratory, food processing and cellar door sales. Companies and individuals also benefit from advanced training through the Diploma of Wine and Food and the Diploma of Viticulture Management. TAFE SA Wine, Viticulture & Regional Food Program offer a range of study modes including external learning, workshops, tutorials and interactive CD-ROMs

The lecturers have been selected to the program because of their Industry expertise knowledge and continued involvement within the Industry. This has resulted in training delivery which is driven by industry and an on going partnership.

The team prides itself in being responsive and innovative and to achieve this, project methodology is often employed to ensure effective and timely training to Industry. This process involves staff with the necessary skills coming together to work on a particular project where there has been a defined need, working intensely on it and having a tangible product at the end. The project methodology has been at the instigation of managers in particular Melindy Bellotti which has given the staff a structure of empowerment that enables creative and innovative solutions.

Purpose and Description of the Partnerships

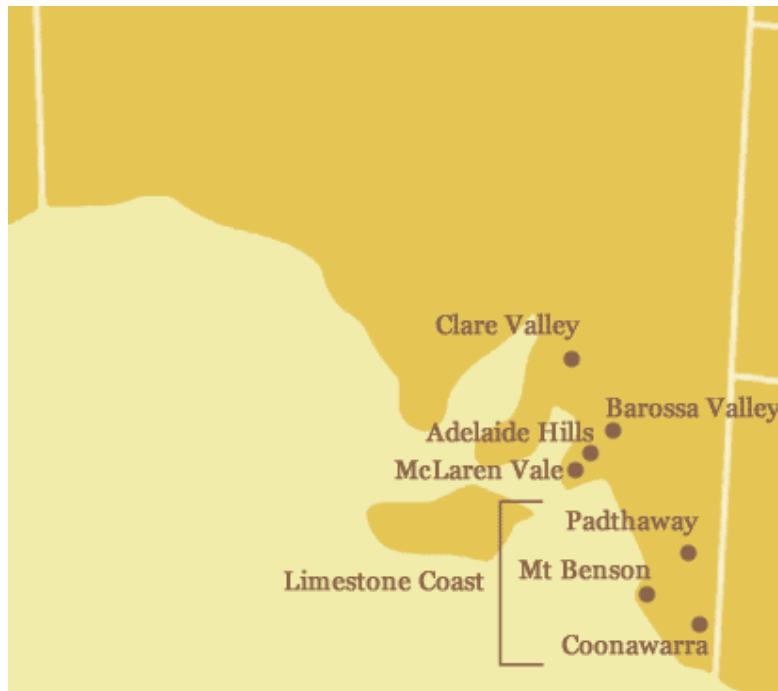
In October 2003 new regulations were approved by the Minister for NSW Gaming and Racing, Grant McBride that all licensees and staff working in the states 12,000 licensed venues will be required to undertake responsible service of alcohol training. The mandatory training scheme was introduced as part of the government's commitment to minimising alcohol related incidents.

In the first instance this decision impacted on the hundreds of exhibitors from the other Australian states and territories who were attending Wine Australia International 2004. Wine Australia International is a biennial exhibition of Australian Wine. It is held at the Sydney Convention and Exhibition Centre where exhibitors can showcase and supply tastings of their products.

Problem 1

It is a requirement in South Australia for people serving alcohol to undertake training in Responsible Service of Alcohol and South Australian Liquor Licensing Laws. Cellar Door Sales staff are the main personnel in a wine company who for the most part have a need this qualification. The new NSW law created a necessity for the people who would be taking part in promotional tastings in that state. Winemakers and Wine Marketing staff needed to become accredited in Responsible service of alcohol and NSW liquor licensing laws within a short time frame so they could partake in Wine Australia

There are many wineries and wine regions in South Australia and the vast distance caused a dilemma for TAFESA staff in being able to provide this essential training, particularly to the smaller more isolated regions.



The question the TAFESA staff had were, what would be the best methodology to cover all wine regions in South Australia and how could this be achieved in minimal time?

The outcome desired was to service the Industry's need to gain the necessary qualifications to enable them to serve alcohol at Wine Australia and other promotional events in NSW.

Solution to problem 1

We formed a working party of lecturers, managers and support staff to evaluate the options and cost effectiveness to provide the required training. The methodologies selected were face to face classes be scheduled in the larger wine regions and an open learning alternative for smaller remote regions and for those who could not attend classes.

An online option was considered however because of the unreliability of internet in regional South Australia at the time coupled with the development time needed this was unsuitable in this instance. Another choice was paper based external learning. However the material we had available did not cover full competencies and did not cater differing learning styles.

Due to the acceptance of pilot interactive CD-ROMs being used by our Laboratory lecturer for open learning delivery to Industry staff the preference was to utilise this method as an alternative. We also knew this could be developed in a short time frame and be cost effective because we had the necessary skills profile to achieve our objective

Phase 1 An initial project team was established between lecturers Jayne Siegele from the Barossa Campus and Judi Brooks from the Coonawarra campus. who were the key deliverers of the unit Provide Responsible Service of Alcohol. Whilst they both had content expertise they lacked the skills in developing interactive CD-ROMs

To gain the skills required Coralie Bee laboratory lecturer joined the project team. This allowed for the utilisation of her information technology skills and experience in putting together CD-ROMs and to also allow for Jayne and Judi to be up skilled in this area.

The team spent two days gathering the materials and resources needed. Compliance was checked with SA Office of liquor and gambling and permission was gained to use videos and material in the interactive CD –Rom format. A draft version was then created with this information.

Phase 2 The information gathered was then developed into an interactive presentation form using PowerPoint as the mode and hyper linking to the resources. Judi, Jayne and Coralie also attended an information session provided by Education Services and Programs which ensured the interactive CD -Rom was compliant At the time Judi Brooks and Jayne Siegele were located a different campuses some 400 km apart and relied on email, telephone and Australia Post to make possible content editing. Once the CD-Rom was edited and checked that hyperlinks were useable it was piloted with industry representatives and TAFESA staff to establish useability and effectiveness.

It was also realized due to the anticipated large numbers we would also need some form of tracking of enrolments for the interactive CD-Rom and the face to face classes

During the training phase and the development and of the Responsible Service of Alcohol Interactive CD-Rom a tracker using Excel was developed which was to be utilised by the delivery and administrative support staff.

Responsible Service of Alcohol Tracking Sheet				tafesa			
FACE - TO - FACE							
Roll No	Details		No of Students	Roll No	Details		No of Students
BA3941	21.6.04	10am Clare	13	BA	Date	Time	Venue
BA3141	23.6.04	5pm BV	21	BA	Date	Time	Venue
BA3901	24.6.04	9am BV	6	BA	Date	Time	Venue
BA3981	20.7.04	12pm Berri	11	BA	Date	Time	Venue
BA4011	29.6.04	1pm Lang	26	BA	Date	Time	Venue
BA4021	30.6.04	9am McL	15	BA	Date	Time	Venue
BA4031	30.6.04	1pm McL	10	BA	Date	Time	Venue
BA4051	1.7.04	2pm McL	15	BA	Date	Time	Venue
BA4041	1.7.04	9am Hahn	25	BA	Date	Time	Venue
BA4001	2.7.04	9am Val	15	BA	Date	Time	Venue
BA4061	19.7.04	1pm WB	15	BA	Date	Time	Venue
Grand TOTAL		172	Total Fees				
Surname	First Name	Company	Roll Number	Students attending	Authority to Enrol (ATE) Sent	Paid	
		Adelaide Hills	BA4041	20			
		Angas Plains	BA4011	1			
		Annie's Lane	BA3941	1			
		Barossa VE	BA3141	1			
		Bleasdale	BA4011	8			
		Cardinham Es	BA3941	1			
		Cardinham Es	BA3941	1			
		Chaple Hill Winery	BA4051	1			
		Chaple Hill Winery	BA4031	1			
		Chaple Hill Winery	BA4031	1			
		Coriole Wines	BA4031	1			
		Coriole Wines	BA4031	1			
		Early Day Vineyards	BA4011	3			
EST. COO		EST. COO	BA3141	17			

Problem 2

Face to face classes and the interactive CD Rom covered the unit Provide Responsible Service of Alcohol and SA Liquor Licensing Laws.

The questions arose how could we provide training to people to become compliant with NSW Liquor Licensing Laws component after they had successfully completing the nationally recognised unit of competency Provide Responsible Service of Alcohol and SA Liquor Licensing Laws?

The uncertainty we had was how the industry students could become compliant with the newly introduced NSW liquor licensing laws.

Solution to Problem 2

New South Wales TAFE were contacted and a meeting was arranged with the Business Development Manager of TAFE NSW Riverina Institute Albury – Wodonga who travelled to South Australia to discuss with TAFESA program managers and delivery staff on how we could effectively service the Wine Industries needs. The upshot was an establishment of a partnership that would be workable and beneficial for both Institutes.

A joint venture was formed with TAFE NSW Riverina Institute Albury-Wodonga and TAFESA

An agreement was established that face to face classes would be the most effective methodology for the NSW Liquor Licensing Laws component.

An intensive timetable was created to allow face to face delivery by the NSW trainers over a one week period

This would enable the hundreds of Wine Industry people to become compliant in a short time frame. Lecturers from the TAFE NSW Riverina Institute would travel to South Australia and work in collaborative partnership with Judi Brooks and Jayne Siegele to deliver NSW Liquor Licensing Laws by means of a bridging course

Fifteen classes were scheduled across the state covering thousands of kilometres. Those people located in remote regions were taken into consideration and we were able to direct them to the OTEN flexible delivery unit in NSW giving them an opportunity to gain competence in NSW liquor licensing laws through external learning therefore meeting the needs of industry yet again Through our links with New South Wales TAFE's were also able to refer Industry to "just in time" sessions which were occurring the day before the Wine Australia event.

Due to of the success of the South Australian model and through our strong industry links we were approached by the Western Australian Wine Industry Association to extend the service to their members. This training was co-ordinated by TAFESA Barossa Campus and utilised our newly developed tracking tool this not only allowed the WA Wine Industry to also become compliant it also developed our partnership with a wider industry base.

A sub-partnership was also formed with the Winemakers Federation of Australia. They were able to promote the training options through their regular updates to industry in their newsletter and on their web site.

An affiliation was also formed with the many regional wine industry associations throughout South Australia which included Langhorne Creek, Adelaide Hills, McLaren Vale, Limestone Coast, Mt Benson, Barossa Valley, Riverland and Clare. We worked closely with these groups to ensure bringing them up to date to so their members new of the requirements of the NSW regulations and to assist us with scheduled training dates, numbers of attendees and to secure training venues.

Success of the Partnership

The successful outcomes of this project was our further enhanced partnerships with the Wine Industry which resulted in over 600 people across South Australia being trained in Responsible Service of Alcohol and New South Wales Liquor Licensing laws in a monthly period.

Throughout the time of this Learning Partnership of ensuring the needs of the South Australian Wine Industry were met we were able to form further partnerships with other sectors of the Industry,

This project enabled new skills to be learnt from developing interactive CD-ROMs, and tracking tools and enhancement of co-ordination abilities.

The crucial aspect which made the Partnerships successful was a defined action plan which identified not only the skills required to solve the problems but also served as a tool in managing the Partnerships. Each player in the partnership had a significant role and it was seen as an opportunity to enhance skills through reciprocal learning.

Lessons learnt

Throughout the partnerships the progress by the TAFESA staff was tracked by the weekly reporting to those involved in the project and including managers. However upon review of the Partnerships there was a realisation that this might not be sufficient for future projects. Since then for our Interactive CD-ROMs and other Learning partnerships the Wine, Regional Food & Viticulture team has developed tools to track the progress. A project report template has been developed for a Continuous Improvement program which incorporates




- Professional Development needs
- New Product Development
- Ensuring Compliance
- Timeline tracker

An extract of such is below showing how we identify skills required for a particular project and how we track the progress.

The Team

Facilitator	Jayne Siegele & Judi Brooks			
Name	Position	Skills	PD	Skills Required
Jayne Siegele	Lecturer	Knowledge of RSA delivery	development of Inter PPT Skills.	Liaise and Update RSA& LL knowledge
Judi Brooks	Lecturer	Knowledge of RSA delivery	Development Inter PPT Skills.	Liaise and Update RSA& LL knowledge
Chris Dahms	Lecturers assistant	Knowledge of interactive cd modification	Continued development of Inter PPT Skills.	No new skills required
Coralie Bee	Lecturer	Advanced Information technology knowledge	Continued development of Inter PPT Skills.	No new skills required

Time Lines

Activity	Week 1 06/03/06					Week 2 13/03/06					Week 3 20/03/06				
	Mon	Tues	Wed	Thurs	Fri	Mon	Tues	Wed	Thurs	Fri	Mon	Tues	Wed	Thurs	Fri
Review existing CD															
Make changes to CD															
Confirm links work & review with Coralie Bee & burn trial to confirm working															

Conclusion

The key to the success of this Learning Partnership has been our strong Industry links, a skilled, and a credible and motivated work group. This has enabled our team not only to understand the needs of the Wine Industry but to meet them.

We looked at the problems facing us as an opportunity to develop new skills, increase business and to be an integral part of the Wine Industry in South Australia and beyond.

The main message is that for a project such as this to be successful the key is to select a team who have a variety of skills and knowledge which compliment. and a willingness to achieve a successful outcome.

Acknowledgements

Coralie Bee lecturer Wine, Viticulture & Regional Food TAFESA

Chris Dahms lecturers assistant Wine, Viticulture & Regional Food TAFESA

South Australian Office of Liquor and Gambling Commission

Melindy Bellotti program manager Wine, Viticulture and Regional Food TAFESA

Helinka Williams senior program manager Primary & Allied Industries TAFESA