



**VINEHEALTH**  
AUSTRALIA



**Head Office**  
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South Australia  
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**CANDIDATE BRIEFING DOCUMENT**  
**CEO**  
**VINEHEALTH**  
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## Overview: about Vinehealth

### About Us

The Phylloxera and Grape Industry Board of South Australia, trading as Vinehealth Australia is an independent South Australian statutory authority established in 1899, with a single-minded focus on grape and wine biosecurity. The organisation obtains its powers and functions from its governing legislation, the Phylloxera and Grape Industry Act 1995 (Act) and is fully funded by the state's 3,000 vineyard owners through a mandatory levy based on area of planted vines.

The overriding aim of the Act is to provide for the protection of vineyards from pests, with a core focus on phylloxera, and to assist and support the grape and wine industry in South Australia. A key function of Vinehealth Australia is to maintain a Register of all 74,500 hectares of vineyard in the state, being half of the national wine industry's plantings. The Register enables Vinehealth Australia to work together with industry and government to prepare for, prevent and respond to an outbreak of a significant pest or disease. The Register also provides significant insights for industry and government and is a highly valued resource.

### OUR PURPOSE

To foster a profitable, sustainable and reputable grape and wine industry, by working alongside growers, winemakers, propagation specialists and government to protect vines from biosecurity risk and to advance vine health.

### OUR VISION

Biosecurity action is integrated in every grape and wine business.

### OUR GUIDING PRINCIPLES

**Knowledge:** Pursuing new knowledge to empower evidence-based decision making by industry and government.

**Action:** Completing targeted, high impact biosecurity activities that deliver measurable change in biosecurity practices by industry, government and other priority stakeholders.

**Collaboration:** Partnering with grape and wine businesses, government, researchers and industry bodies to drive accountability for biosecurity and to leverage resources.

**Focus:** Investing in biosecurity initiatives that support the state's growth agenda and the industry's enviable reputation for quality and heritage.

**Independence:** Honouring our status as an independent statutory authority, as defined by our governing Act, and working to create enduring value for industry through ongoing strategic review and performance monitoring.

## OUR PRIORITY AREAS

**Priority Area 1:** A stronger, active defence against vineyard pest threats, with biosecurity practices integrated into everyday operations and access to high-health planting material.

**Priority Area 2:** The impact of an incursion on assets, people and profitability is minimised, providing business continuity for growers, winemakers and other entities along the supply chain.

**Priority Area 3:** A responsive and robust biosecurity regulatory system, respected and complied with by industry.

**Priority Area 4:** An active and connected network across the South Australian grape and wine supply chain, with impact and results extending across the country.

**Priority Area 5:** A sustainable organisation with expertise, systems and resources, that delivers exceptional outcomes.



## The Advertised Role

### CHIEF EXECUTIVE OFFICER

Vinehealth Australia (Vinehealth) is an independent statutory authority in South Australia with a single-minded focus on grape and wine biosecurity and partners with growers, winemakers, suppliers, and industry stakeholders to empower them with tools, information, and expertise to safeguard their vineyards from pests, particularly Phylloxera.

The organisation obtains its powers and functions from its governing legislation, the Phylloxera and Grape Industry Act 1995 (Act) and is fully funded by the state's 3,000 vineyard owners through a mandatory levy based on the area of planted vines.

Our client is seeking high performing candidates for the role of CEO to drive and implement Vinehealth's strategic agenda. Reporting to the Presiding Member and the Board of Vinehealth, key accountabilities include, but are not limited to:

- Developing and advocating for Vinehealth's Strategic Agenda in conjunction with the Board and driving its implementation.
- Identifying and negotiating strategic partnerships and alliances to enhance Vinehealth's capacity, capability and reach across the grape and wine industry and biosecurity landscape, including building and maintaining effective relationships with industry and government partners.
- Leading the Vinehealth team and effectively managing all operations.
- Developing annual budgets and ensuring accurate, timely and transparent reporting against budget to the Board as well as maintaining strong internal financial management systems.
- Developing and implementing a communication strategy and content plan to support the delivery of Vinehealth's Strategic Agenda and Annual Operating Plan.

As the successful candidate, you will display a deep and genuine commitment to Vinehealth's purpose, vision and guiding principles and be able to demonstrate a proven track record of outstanding leadership, relationship management and business development.

Contemporary knowledge of the Australian biosecurity landscape, including management framework, risks and preparedness and prevention strategies is required for this role, as is extensive operational experience and networks in the grape and wine industry.

Tertiary qualifications in Science, Agriculture or Business (or related fields) are also essential.

For details of the Position Description visit [www.vuca.com.au/vha](http://www.vuca.com.au/vha). For further enquiries, contact VUCA Senior Associate Paul Bell on 0412 552 302 for a confidential discussion during business hours. Please forward your letter of application and CV in MS Word format to [ceovha@vuca.com.au](mailto:ceovha@vuca.com.au) by Sunday 9th June 2024.

## JOB AND PERSON SPECIFICATION

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**Position:** Chief Executive Officer

**Reporting to:** Presiding Member and the Board of Vinehealth Australia

**Location:** Adelaide

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### POSITION SUMMARY

The Chief Executive Officer is responsible for driving and implementing Vinehealth Australia's (Vinehealth) Strategic Agenda, leading the Vinehealth team, management of all operations, and ensuring exceptional standards of governance and reporting to the Board, industry and to the Minister of Primary Industries and Regional Development.

### KEY INTERACTIONS AND RELATIONSHIPS

- Presiding Member and Board of Vinehealth
- Vinehealth staff
- South Australian vineyard owners as the current investors in Vinehealth
- Industry stakeholders including wine producers, nurseries, and contractors
- Regional, state, and national wine industry bodies
- Minister for Primary Industries and Regional Development and staff
- South Australian government agencies, including PIRSA, DEW, AGD, DPC
- National biosecurity organisations, groups, and committees
- Conveyancers and property transfer lawyers
- Research institutions

### SCOPE

- Positions reporting to the CEO:
  - Technical Assistant
  - Systems Manager (0.8 FTE)
  - GIS Specialist (0.8 FTE)

### JOB SPECIFICATION

*Key responsibilities: –*

#### Leadership and strategy

- Develop Vinehealth's Strategic Agenda in conjunction with the Board and drive its implementation.
- Build Vinehealth's value proposition to ensure enduring industry support for the *Phylloxera and Grape Industry Act 1995* (Act).

- Build and maintain effective links with industry and government partners.
- Identify and negotiate strategic partnerships and alliances to enhance Vinehealth's capacity, capability and reach across the grape and wine industry and biosecurity landscape.
- Maximise awareness, participation, and engagement of Vinehealth's stakeholders in key activities and imperatives.
- In consultation with the Board, implement robust governance practices across all operations of Vinehealth.
- Oversee the currency of provisions of the Act.

### **General management**

- Manage all operations of Vinehealth within the Delegations of Authority policy set by the Board.
- Maintain the Risk Management Framework for Vinehealth to ensure that all priority risks are within the risk appetite set by the Board.
- Ensure a safe working environment and compliance with all OH&S requirements.
- Ensure that Vinehealth is fully compliant with the Act.
- Develop and maintain policies, standard operating procedures, terms of reference and other documents to support Vinehealth's operations and to ensure compliance with government requirements where applicable.

### **Financial management**

- Develop annual budgets and ensure accurate, timely and transparent reporting against budget to the Board.
- Maintain strong internal financial management systems.
- Manage the levy management system for contributions payable under the Act.
- Under direction from the Board, ensure compliance with all requests from external auditors appointed by the Board.

### **Reporting**

- Drive performance reporting against Vinehealth's Strategic Agenda and Annual Operating Plan to the Board and to key stakeholders.
- Prepare documentation to facilitate the effective and efficient operation of Board meetings and working groups of the Board.
- Ensure compliance with all reporting requirements of Vinehealth as a statutory authority to the South Australian government.

## Vineyard Register

- Ensure the maintenance of the Register in accordance with the Act and internal policies approved by the Board.
- Drive the evolution of the Register through adoption of new technology to deliver enhanced value to vineyard owners, industry, Vinehealth and government.
- Oversee the protection of information held within the Register and adherence to disclosure principles.

## Stakeholder engagement

- Develop and implement a communication strategy and content plan to support the delivery of Vinehealth's Strategic Agenda and Annual Operating Plan.
- Maintain high vineyard owner (investor) satisfaction ratings for the functions and services provided by Vinehealth.
- Represent Vinehealth across a range of forums and act as spokesperson to media as required.

## Human resources

- Create a dynamic and positive workplace in which Vinehealth employees can thrive and deliver on performance expectations.
- Foster a service-orientated culture that is proactive, engaged, considered and innovative.
- Regularly review performance of Vinehealth employees.
- Engage and manage contractors and consultants to support the delivery of Vinehealth's Strategic Agenda and Annual Operating Plan.

## SKILLS

- Strong leadership ability, empowering others
- Clear and confident communicator
- Proven strategist and tactician, visionary
- Strong background in evidence-based decision-making
- Financial budgeting, forecasting and reporting
- Strong negotiation skills
- Strong ability to build and enhance relationships and partnerships with a wide range of stakeholders
- Proven ability to create opportunities

## EXPERIENCE

- Extensive operational experience and networks in the grape and wine industry
- Demonstrated best practice in knowledge management and service delivery



- Engaging stakeholders
- Prior delivery of reports and recommendations at Board level or similar
- Demonstrated experience building partnerships and commercial arrangements
- Prior experience with government reporting and government relations

## KNOWLEDGE

- Relevant tertiary qualifications in agriculture (or related field) or business
- Strong knowledge of the Australian biosecurity landscape, including management framework, risks and preparedness and prevention strategies
- Knowledge and experience in business development, with a proven capacity to grow the profile and commercial outcomes of Vinehealth
- Broad knowledge of commercial management, information technology and human resources

## ATTRIBUTES AND BEHAVIOURS

- Professional, mature and credible
- Ability to manage conflicts, negotiate and influence
- Flexible
- Hands on
- Self-confident and engaging
- Creative and critical thinker
- Forward-thinking
- Emotional intelligence and self-awareness to read situations and adapt to changing conditions
- Willingness and confidence to take calculated risks
- Commercially and technologically savvy
- Transparent

## EMPLOYMENT CONDITIONS

- Full time
- Fixed term 3 year contract
- Six months probation
- Performance reviews
- Out of hours work
- Current driver's licence
- Intrastate and occasional interstate travel involving overnight absences will be required

## Living & Working in Adelaide, South Australia

Adelaide is one of the most liveable cities on the planet, in fact it's the third most liveable city in the world. It is well known for its arts, festivals, fine foods and wine, retail and dining experience and spirit of entrepreneurship and innovation. It has an advanced economy, world class universities and a flourishing multicultural heritage. Adelaide is the traditional home of the Kurna people and has a strong indigenous culture today.

### LIFESTYLE

Adelaide is known for its **Mediterranean style climate**, where the weather is pleasant and moderate most of the year. Year-round big blue skies mean average winter temperatures of 16 degrees Celsius (°C) and 28°C in summer. Hot days can be real sizzlers and easily reach 40°C though!

Adelaide is a city that offers the physical and emotional space to breathe. There is a sense of freedom here – of expression, of movement, of thought. With a **diverse and eclectic array of accessible experiences**, it's a city that allows time for immersion, paired with a sense of space and freedom that actively encourages true indulgence.

The Adelaide Hills which are home to many villages, towns, wildlife parks and natural resources to explore, are less than half an hour drive from the city centre. You'll never be far away from some of the most **pristine beaches** and water sanctuaries in the world, with almost 30km of beaches bordering Adelaide. Our beaches are famous for the beautiful waters and wide sandy foreshores. Beachside areas like Glenelg, Brighton and Henley Beach are only 15-minute drives from the city and offer **cosmopolitan hearts with retail and dining opportunities**. Within short drives from the city centre are Port Willunga where you can scuba dive in natural and man-made reefs, Port Adelaide where you can frolic with dolphins and St Kilda where you can wander the mangroves and natural reserves, also home to dolphins and other Australian fauna.

A number of international measures rate metropolitan Adelaide highly for liveability, quality

of life and cost of living. The Economic Intelligence Unit undertakes an annual Liveability Ranking and Overview of 140 cities around the world and Adelaide has most recently ranked 3rd in the world. The Property Council of Australia undertakes its own annual survey on liveability of Australia's top 10 biggest cities. In this survey Adelaide is ranked second only to Canberra, our nation's capital, and above all other capital cities.

### REGIONAL EXPERIENCE:

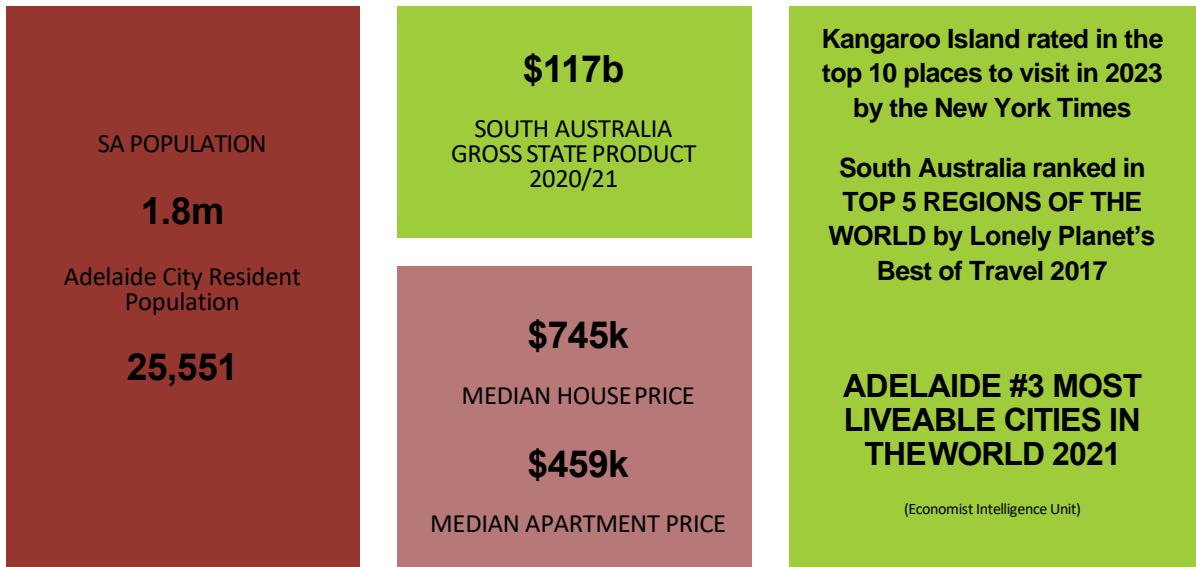
**The regions surrounding Adelaide offer a unique experience with gourmet food offerings, internationally renowned wine, villages to explore and wildlife and natural attractions.**

Adelaide is a city that lives well beyond its conveniently designed square mile epicentre, flowing seamlessly into world-famous wine and food regions such as Barossa, just an hour's drive north, or coastal escapes in the Fleurieu or Yorke Peninsula. You'll be spoilt for choice.

Travel another hour north and you'll reach the Clare Valley, which is famous for its Rieslings. The Adelaide Hills has some stunning whites and there's McLaren Vale and Langhorne Creek on the Fleurieu Peninsula – about an hour's drive south of the city. Drive yourself or join a guided tour of Adelaide and its surrounds - the choice is yours. Take a road trip and discover the reds from the Coonawarra on the Limestone Coast.

Kangaroo Island is an iconic destination, just two hours' drive and a short ferry ride south of Adelaide. It has pristine beaches, unique wildlife, awesome sunsets and fantastic food and wine.

## South Australia & Adelaide, Fast Facts



### One of the world's most liveable cities

Adelaide offers a relaxed, easy-going lifestyle, and was rated as the world's 3rd most liveable city in the world in 2021 (Economist Intelligence Unit). It is located in a beautiful region of South Australia, which is also ranked in the top 5 of the world's regions.

### Australia's most affordable mainland capital

Your money will go much further in Adelaide. Studies show it costs 18% more to live in Melbourne and 30% more to live in Sydney than Adelaide. Adelaide is around 11% cheaper than Brisbane and Perth, meaning you will have more money to discover Australia during your weekends and holidays.



## Contact Information

For a confidential discussion regarding the Chief Executive Officer position, please contact VUCA Senior Associate, Paul Bell on +61 412 552 302 during business hours.

Applications; including your current CV, and letter of application are to be forwarded to [ceovha@vuca.com.au](mailto:ceovha@vuca.com.au)

*Applications close Sunday 9<sup>th</sup> June 2024.*

## Important Information

Please note that VUCA Trusted Advisors believes that while the information contained in this document is true to the best of the Company's knowledge at the time of writing, such information may change without notice. Further, the information herein is the property of the Company and must not be published or attributed unless explicitly agreed.