

# NSW DPI *VineWatch* Connecting the NSW wine industry



Department of  
Primary Industries

NEW SOUTH WALES



## *VineWatch* bulletins

NSW DPI *VineWatch* is a subscription-based news bulletin containing region-specific viticulture updates, weather station network data (Figure 1), pest and disease information and links to industry resources.

*VineWatch* reports from 11 NSW viticulture regions:

- Canberra district
- Cowra–Canowindra
- Hilltops
- Hunter Valley
- Mudgee
- Murray Valley
- New England
- Orange
- Riverina
- Southern Highlands
- Tumbarumba.

## Open rates and clicks

Since August 2015, NSW DPI has published 83 *VineWatch* editions (as of 12 June 2019) via MailChimp. During this time, subscriptions have grown from zero to 480 NSW wine industry participants and reporting has increased from 6 to 11 regions.

The average open rate for *VineWatch* is 43.5%; the MailChimp industry average for agriculture and food services is 20.0%. Similarly, the click rate for *VineWatch* is 10.9% while the industry average is only 2.5%.

## NSW DPI G.A.T.E.

NSW DPI Development Officers Adrian Englefield and Dr Amanda Warren-Smith are working with the NSW DPI Global Ag–Tech Ecosystem (G.A.T.E.) to redesign *VineWatch* delivery. Funded by the NSW DPI Viticulture Skills Development Program 2019–24, this project will improve delivery of timely information and resources from NSW DPI to NSW viticulturists.

The new *VineWatch* minimal viable product is currently under development. Further product demonstration and industry validation will occur at the 2019 NSW DPI Spring Vine Health Field Days.

## Subscribe to *VineWatch*

To view the full list of online NSW DPI Viticulture resources and subscribe to *VineWatch*, please visit the NSW DPI Grapes website:

[www.dpi.nsw.gov.au/agriculture/horticulture/grapes](http://www.dpi.nsw.gov.au/agriculture/horticulture/grapes)



Figure 1. A Riverina vineyard weather station.



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