

The Australian Grape & Wine Sector

Supporting Document to the

Diversity and Equality in Wine Charter

On behalf of the Australian wine sector, the Winemakers' Federation of Australia (WFA) is working to deliver a more diverse and equal wine community that allows all participants to fulfil their potential, delivering benefits to individuals, companies and broader society. This will present the wine sector as a leader in the area of meeting consumer expectations in terms of product, services and behaviour.

As a first step, WFA established a working group to advise it on the content of a Charter for the Australian wine community that reflects our shared values. The Working Group:

- Recommended suggested wording for the Charter
- Recommended how to encourage adoption of the Charter
- Recommended further initiatives to promote diversity and equality
- Recommended on the impact of the Charter and associated initiatives

The Working Group is conscious of the need to respond appropriately and sensitively to diversity and equality around gender, race and ethnicity, disability, religion, sexuality, class and age. The successful implementation of diversity and equality in all aspects of work ensures that all employees are valued, motivated and treated fairly. Initially, WFA will concentrate its activities in the area of gender. Women already play a major role in our sector, but some clear anomalies exist. Business is better when everyone can contribute fully.

Australia has a strong equality and human rights legal framework, covering employment practices and service delivery - we need to ensure we work within this and avoid discrimination. However, given the reality of the current situation, it seems we must go much further than legal requirements. Improvements in this area will lead to more productive work forces, increased efficiency and improved societal well-being, and a higher regard for our sector. It is not just the *right* thing to do, it's the *smart* thing to do.

The Charter we have proposed is driven by respect for, and valuing the competitive advantage of diversity, and the benefit of its integration throughout the sector, in order to improve performance, increase consumer and societal acceptability of the sector, and enhance the likelihood of achievement of the sector's goals and objectives.

We know people are at the heart of our community. We value and respect our consumers, our customers, our suppliers and our colleagues. We embrace diversity and equality and we seek to create workplaces that are positive and respectful. Leaders in the wine sector need to be committed to providing an environment that will enhance the ability of all participants to fulfil their potential, and will deliver benefits to individuals, companies and the broader society.

We want the sector to strive for equal representation of women at all levels of the sector, and equal remuneration.

As a sector, we realise that we are not there yet, and we have some work to do in the areas of diversity and gender equality. The Charter has been developed as the first step in re-shaping the wine sector.

We believe that all participants should adopt the principles in the Charter because it is the right thing to do – and on top of that it makes good business sense. We want to be an employment sector of choice.

Commitment

We want everyone in the sector, businesses and individuals, to commit to the principles in the Charter as part of, and to demonstrate, their own commitment to diversity and equality. If businesses and organisations already demonstrate a commitment to similar principles through their existing policies, we will recognise this as equivalent to a commitment to the Charter.

WFA will make membership of our Committees and our Board, subject to commitment to, and compliance with, the principles of the Charter and will encourage the broader industry to make similar commitments.

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