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MEDIA RELEASE

Wine's environmental sustainability credentials 'refreshed'

Workshops are about to get underway to road-test some changes to the Australian wine industry's flagship environmental assurance program, Entwine Australia.

Since forming in 2009, the Entwine program has grown to over 700 vineyard and winery members, highlighting the sector's commitment to continuous improvement and matching it with the worlds' best when it comes to sustainable wine production.

The workshops have been organised by the Winemakers' Federation of Australia in partnership with the South Australian Murray-Darling Basin Natural Resources Management Board and will be held in South Australia at the following times and locations:

- April 21 – Jacobs Creek Visitor Centre, **Barossa Valley**, 9am-1pm;
- April 22 – Loxton Research Centre, **Riverland**, 9am-1pm;
- April 23 – Langhorne Creek Bowling Club, **Langhorne Creek**, 9am-1pm.

The sessions are free, with morning tea and lunch provided. All are welcome but participants must register by calling the Murray Bridge Natural Resources Centre on 08 8532 9100 or emailing SAMDBEnquiries@sa.gov.au

"We are excited about Entwine's uptake and its next steps to make the program even better which we want to explore at the workshops with industry and stakeholders," said Federation Natural Resource Policy and Programs Manager Damien Griffante.

"Continuous improvement is a cornerstone of Entwine and we want to increase flexibility in the program, introduce another and cost effective tier of membership as well as look to the horizon at where Entwine could be globally as a recognised environmental assurance program to give its participants a marketing and business edge."

Workshops will also be held in Tasmania, Western Australia, NSW and Victoria during May 2015.

Some of the issues to be discussed include:

- An evolved approach to membership that will allow for greater flexibility in membership and remove barriers to adoption;
- Better linkage to regional and company-based initiatives to streamline processes;
- Improved recognition of the program for external and industry stakeholders, and;
- Expanded tools, benchmarking and information for Entwine members.

"What we are very focused on is evolving the program so it continues to meet business needs and give participants benefits beyond the vineyard and cellar door," Mr Griffante said.

The earmarked program changes have been developed from industry feedback and learnings gathered over the past five years. A discussion paper, for broad industry input will also be available shortly.

For more information about the Entwine refresh process and the workshops, go to www.wfa.org.au/entwineaustralia/about-entwine/entwine-refresh

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