



**FOR INDUSTRY
BY INDUSTRY**

Australian Grape & Wine is Australia's national association of grape and wine producers. We provide leadership, strategy, advocacy and support that serves Australia's 2,500 winemakers and more than 5,000 winegrape growers now and into the future.

Our role is to help create a political, regulatory and socially responsible landscape to enable grape and wine businesses to be profitable, sustainable, and focused on producing, and promoting the enjoyment of Australian wine, in moderation.

Invest in advocacy, and join producers across the country to create an environment in which Australian grape and wine businesses can continue to thrive.



Smart advocacy. A collective voice.

2020 promises to be the most challenging year in the history of the Australian grape and wine sector. Smart advocacy, focussed on these priorities, will help guide our sector through this recovery phase.

Priorities for 2020/2021:

- ▶ Economic Recovery
- ▶ Creeping Regulation
- ▶ Winegrape Grower Advocacy
- ▶ Alcohol and Health
- ▶ Biosecurity
- ▶ Protecting our Environment
- ▶ Water
- ▶ Code of Conduct
- ▶ Market Access
- ▶ Geographical Indications
Protection and Grape Varieties

In addition to our advocacy efforts, Australian Grape & Wine delivers a range of valuable services to help strengthen our members' businesses.

We provide:



"News you can use", to help you understand the key issues facing your business.



Guidance and support on regulatory issues.



Online workshops, seminars and webinars through our WineSkills program.



Member benefits and discounts on industry tools and resources



An opportunity for you to join other leaders of your industry to help drive a more profitable and sustainable Australian wine industry into the future.



MEMBERSHIP IS YOUR INVESTMENT IN ADVOCACY

A message from our Chief Executive, Mr Tony Battaglione

I don't remember a more challenging set of circumstances facing the grape and wine sector than what is in front of us now. The serious drought conditions across much of our growing regions over a number of years has impacted water availability and costs of production. The bushfires at the beginning of this year affected a number of regions, resulting in direct fire damaged and smoke effected grapes and a resultant serious downturn in tourism. With welcome rain in some areas, we finally thought the worst was over – but then COVID-19 struck.

COVID-19 has created immediate and drastic economic impacts on the sector. The role of Australian Grape & Wine in the initial phase of the pandemic was to ensure the best available information was provided to businesses and government. We wanted businesses to have information for decision making, and government support for cash flow assistance. We worked tirelessly with the Federal Government to maintain our status as an 'essential industry'.

As we slowly emerge from the lock down phase, ongoing restrictions to prevent repeat waves of COVID-19, a lack of consumer and business confidence, a battered world economy and cash poor businesses will result in a long and protracted recovery process, with some businesses unable to survive this global problem. But Australian's are resilient, and we can pull through this together.

2020-21 will be challenging. But Australian Grape & Wine is a dedicated team of professionals who are committed to seeing that all grape and wine businesses not only survive, but prosper. We are here and we will help the sector get through this crisis.

We need you, and you need us to champion the cause for your business and the sector more broadly. So, please invest in advocacy, and join Australian Grape & Wine as a member to contribute to the sustainable success of the Australian wine sector.

Tony



We stay on top of the issues that matter to the sector and let our members know what's on the horizon.

TRENDS WE'RE WATCHING

With significant economic impacts from COVID-19 and the resulting effects on the Australian wine sector, we are working on ways to assist wine businesses capitalise on e-commerce and Direct to Consumer sales channels.

We are monitoring COVID-19 recovery policies, with a focus on wine and winegrape producers' license to operate through a protracted recovery period.

A strong and profitable winegrape growing sector is vital for the success of the broader wine sector. We will continue to work to improve the trading environment and maintain winegrape growers' ability to access a suite of agri-chemicals.

The growth and reach both domestically and internationally of anti-alcohol groups is alarming. We will continue to work with other industry groups to monitor and denounce false and misleading messaging from the anti-alcohol movement.

We will continue to promote ABAC, ensuring wine companies' advertising is compliant with the Code, demonstrating a socially responsible sector.

Increased competition for water resources creating upward pressure on pricing.

Sustainability is essential. Social influence is changing expectations around climate change action. Meanwhile, government and businesses are looking at how they can account for natural capital on farms.



An evolving global trade environment including route to market shifts, expanding e-commerce channels, distribution and logistical challenges, changing consumer habits and volatile agro-political settings.

The domestic market is vital for many of our small and medium sized businesses. Increased regulation and red-tape is making it harder to survive and we will monitor and advocate for better regulation.

Alternative varieties provide producers with opportunities to adapt and innovate in their wine styles. As many of these varieties now share their name with regions in Europe, there is a serious threat that GI protection will exclude our ability to name these varieties on our labels.

R&D and demand growth are vital to the success of the sector. Australian Grape & Wine is uniquely placed to influence and guide Wine Australia's priority setting and investment decisions in these areas.

We are tracking and seeking to reduce barriers to trade across all markets including number of emerging markets in South East Asia, India, Central and South America and Africa.

We will continue our work to ensure Australian wine sector's interests are represented in trade negotiations, including FTA's, and we continue to work bilaterally to reduce and remove trade barriers.

OUR PRIORITIES

ECONOMIC RECOVERY

COVID-19 and bushfires have placed unprecedented challenges in front of winegrape growers and winemakers. Recovery is likely to be slow, and investment in the domestic market, tourism and exports will be required to help businesses bounce-back. Australian Grape & Wine will be relentless in making sure grape and wine businesses are front-and-center in the Government's considerations, and we will continue to work with Government and advocate for support to keep our sector viable in the face of what is likely to be a severe and potentially long recession.

CREEPING REGULATION

We welcomed the recent decision to review the proposed pregnancy warning label designed by Food Standards Australia-New Zealand (FSANZ) by the Australian and New Zealand Ministerial Forum on Food Regulation. This decision reflected the strong advocacy work by Australian Grape & Wine. We were able to mobilise wine businesses and regional wine associations to highlight FSANZ's bureaucratic overreach, and demonstrate how the unjustifiably costly label proposed would hurt Australian wine businesses and employment across rural and regional Australia.

Pregnancy warning labels are just the latest example of bureaucratic overreach that is targeting draconian regulatory responses to satisfy the anti-alcohol lobby.

The views of anti-alcohol lobbyists must be effectively countered and Australian Grape & Wine will be working with Government to ensure the policy agenda is balanced, based on evidence, and takes the enormous economic and social contribution of grape and wine businesses into account.

ALCOHOL AND HEALTH

COVID-19 has flushed out the anti-alcohol advocates who are using this opportunity to argue for tighter and stronger restrictions on the sale and marketing of alcohol.

The growth in power and reach of the anti-alcohol lobby and its determined efforts to eliminate alcohol, including wine, as a legitimate part of Australia's culture is alarming.

Australian Grape & Wine remains committed to working to achieve a safe drinking culture in Australia. We work with Government and the alcohol beverage industry to help design targeted, evidence-based policies that aim to reduce the level of dangerous drinking.

Like you, Australian Grape & Wine firmly believes drinking wine in moderation is in Australia's social fabric, and can be part of a balanced lifestyle. Our sector also contributes immensely to rural and regional economies right across Australia through jobs, tourism, hospitality and regional exports.

WINEGRAPE GROWER ADVOCACY

COVID-19 and bushfires have affected the whole sector indiscriminately. Australian Grape & Wine has been working for the benefit of winegrape growers during the current turbulent times.

As well as taking part in a round table to secure financial assistance for the many vineyards and wineries impacted, we are collaborating with Wine Australia and supporting the excellent work done by the AWRI in arranging fruit analysis for smoke taint, and webinars to provide valuable information about vineyard recovery after fire.

We are working with the AWRI to produce a series of webinars and protocols focussing on pruning and vine training to combat the restrictions implemented due to COVID 19. The webinars will be available to whole of industry and released to state and regional bodies and available on our website in the coming months.

BIOSECURITY

Increases in trade, passenger movement and wine tourism mean that biosecurity risk to the wine sector is rapidly increasing.

Australian Grape & Wine's goal is to future proof the sector by improving our capacity to respond quickly and effectively in the event of a pest or disease incursion.

We will do this by collaborating with Plant Health Australia, Vinehealth Australia, supply chain businesses and other government agencies to raise awareness of biosecurity practices that can be practically implemented by winegrape and wine producers, and by advocating for appropriate levels of government control that consider both the benefits and costs to industry of intervention.



PROTECTING OUR ENVIRONMENT

Australian Grape & Wine represents the best interests of grape and wine producers on issues such as energy, waste, climate change, biodiversity, environmental assurance and sustainable pest and disease management. We support winegrape growers and winemakers to demonstrate and continuously improve their sustainability credentials. We oversee Australia's national sustainability program, Sustainable Winegrowing Australia, through our Sustainability Advisory Committee, and along with AWRI, have recently co-invested in the development of a sustainability Trustmark.

Environmentally sustainable production is an essential precondition to an internationally respected wine sector and Australian Grape & Wine advocates for research and policy that supports the ability of businesses to improve their environmental credentials.

WATER

Australia's winegrape growers must continue to strive for improvements in water use efficiency.

Ensuring healthy and sustainable water resources across Australia is a shared responsibility across industry, government and the community.

Our aim is to ensure that water policy decision-makers give appropriate consideration to the economic, environmental and social impacts of their actions. We advocate for policies that support the security and long-term viability of the wine sector. In doing so we highlight grape and wine producers' contribution to jobs, economies and regional communities.

CODE OF CONDUCT

We established a new Code Management Committee in 2019, comprising equal representation from winemakers and growers. The Australian Wine Industry Code of Conduct aims to provide a foundation for building these types of relationships so that partnerships are fair, equitable and mutually beneficial. Australian Grape & Wine supports the Australian Wine Industry Code of Conduct, thereby promoting successful grower/winemaker partnerships and the prosperity and long-term viability of the entire wine sector.

Successful relationships between winegrape growers and winegrape purchasers rely on trust and respect on behalf of both parties.

MARKET ACCESS

More than 60% of Australian wine is sold in export markets, making the sector highly reliant on maintaining competitiveness and access to existing and future export markets. Our aim is to ensure that the Australian wine sector is able to respond to customer demand for Australian wine exports by delivering substantial and meaningful improvements in market access.

We work to achieve significant new market opportunities by reducing trade distortions in global markets, driving regulatory harmonization, which reduces or removes barriers to trade, and reduces costs and red tape.

With COVID-19 significantly slowing global economies and trade, some economies may begin to consider policies which implement protectionist measures. This is a significant risk to a wine sector highly reliant on international trade.

GEOGRAPHICAL INDICATIONS PROTECTION AND GRAPE VARIETIES

In recent years, the European Union and some of its member states have invested heavily in protecting Geographic Indications (GIs) through trademark applications, applications for GI protection and Free Trade Agreements. A number of terms for which protection is being sought, are grape variety names, common English words or other terms which, if protected, would restrict Australian producers' legitimate rights to use those terms, in both the Australian and export markets.

Prosecco, Montepulciano, Fiano, Barbera, Vermentino, Alicante Bouschet, Dolcetto, Nero d'Avola and others.

Australian Grape & Wine supports protecting legitimate GI rights that have clearly defined rules around how terms can be protected as we have in Australia. We fight against illegitimate attempts to use GI protection to distort the market to the trade advantage of others.



HOW WE SUPPORT OUR MEMBERS

From Vine to Wine

Growing quality grapes and making wine takes skill, passion, perseverance, continuous learning and the support of a vibrant community. Australian Grape & Wine supports the Australian wine sector by giving them peace of mind knowing their interests are being promoted and protected, so they can focus on making world-class wines.

1

We support

We support the sector by being a trusted source of information. We listen to issues raised by grape and wine businesses and provide a strong voice to Government to protect your rights.

2

We advocate and provide a united voice

We track domestic and international regulations and develop and advocate for policy responses to benefit winegrape growers and winemakers that are evidence-based, ethically and socially acceptable, environmentally sustainable and economically feasible. We take your collective voice to Australia's Parliament to make sure the sector's point of view is heard. When politicians want to talk about the issues affecting your business, they contact us.

3

We represent

We represent the Australian wine sector on the international stage, working to ensure barriers to trade are removed or reduced. We actively pursue fair and profitable trade arrangements for all Australian grape and wine producers.

4

We are leading the way for equality and diversity

We have established the Charter for Diversity and Equality in the wine sector. We continue to roll out activities within the action plan, and strive to make the Australian wine sector a sector of choice for all participants, by attracting and retaining top talent throughout the value chain.

5

We provide industry leadership and support collaboration

United and coordinated industry bodies will deliver the best outcomes for Australian grape and wine producers in all areas of public policy. We collaborate with all industry bodies, to ensure we deliver the best outcomes for grape and wine businesses across Australia.

6

We support the enjoyment of wine in moderation

We believe wine should be enjoyed in moderation and that wine companies must encourage and promote responsible consumption. However, we strongly reject increasingly strident rhetoric from anti-alcohol groups seeking to deny wine's legitimate and accepted place in modern society.

COMPLETE YOUR DETAILS

Company name: **ACN/ABN:**

Address:

Postal address: (if different from above)

Phone: **GI zone:** **GI region:**

Main contact *(membership and communications)* **Name:** **Job title:**

Phone: Office: **Mobile:** **Email:**

Financial contact **Name:** **Job title:**

Phone: Office: **Mobile:** **Email:**

Cellar door facilities: Y N As proud members we give permission for Australian Grape and Wine
Do you export wine?: Y N to display our company's name and logo as a member on their website: Y N

SIGN YOUR MEMBERSHIP FORM

On behalf of the above organisation, I *(name)*

holding the position of *(title)* hereby apply for membership of Australian Grape and Wine Inc.

In doing so I have read and understood the Constitution of Australian Grape and Wine Inc (available at agw.org.au) and upon approval as a member agree to be bound by those terms. Members of Australian Grape and Wine Inc are signatories to the ABAC scheme. Your membership becomes effective when Australian Grape and Wine Inc receives your signed and dated form.

Signature: **Date:** / /

MEMBERSHIP

New Existing **Membership number:** **2020 Production (tonnes):**

Small sized winery - up to 2000 tonnes **OR** Medium sized winery - 2001-100,000 tonnes **OR** Large sized winery - above 100,000 tonnes

Section A if your 2020 production was 500 tonnes or below. **Section B** if your 2020 production was above 500 tonnes.

SECTION A: 500 TONNES OR BELOW: *(levy amounts are inc GST)*

0-20 tonnes Levy \$255 inc GST

21-100 tonnes Levy \$455 inc GST

101-500 tonnes

Base levy of \$455 applies for the first 100 tonnes crushed.	Base levy 100 tonnes	= \$455 +
101-500 tonnes is calculated at \$3.00 per tonne and added to the base membership levy.	Plus tonnes crushed above 100	x \$3.00 = \$

TOTAL MEMBERSHIP LEVY \$

SECTION B: ABOVE 500 TONNES: *the Domestic levy of \$0.0012455 per dollar of gross domestic sales revenue and the Export levy of \$0.000186 per dollar of gross export sales revenue are inc GST:*

2019/20 Domestic sales revenue* ex GST \$	x 0.0012455	= \$
<small>* Gross turnover received for wine, wine based products and grape spirit products less GST, WET and revenue received from sales of wine products to other wineries. Exports and imports are excluded.</small>		
2019/20 Export sales revenue* ex GST \$	x 0.000186	= \$
<small>* Free on board (FOB) value of the wine (the point of valuation where the goods are placed on the international carrier of the exporting country). The FOB value includes production and other costs up until placement on the carrier but excludes international insurance and transport costs. Please use the invoice price less GST for wine sold to a company who will arrange export.</small>		

TOTAL MEMBERSHIP LEVY *(Domestic + Export levy)* \$

All Membership Levies capped at \$293,598 inc GST, with Large Winemakers minimum levy of \$100,000 inc GST.

I would like to request deferring payment until 30 September 2020

PAYMENT OPTION

- EFT:** Australian Grape and Wine **BSB:** 035-000 **Account:** 739200
Please reference payment with company name or Australian Grape and Wine membership number and confirm by email to info@agw.org.au
- Cheque:** payable to Australian Grape and Wine Incorporated to accompany this form
- Credit card:** payments of Australian Grape and Wine levies can be made when completing an online membership form: www.agw.org.au/members/how-to-apply

RETURN THIS FORM

-  **Return this form:** PO Box 2414
Kent Town SA 5071; **OR**
-  **Email** info@agw.org.au; **OR**
-  **Phone** 08 8133 4300



2020/2021 Membership Form Vigneron Membership

COMPLETE YOUR DETAILS

Company name: _____ **ACN/ABN:** _____

Address: _____

Postal address: (if different from above) _____

Phone: _____

Location of Vineyard: GI zone: _____ **GI region:** _____

Main contact Name: _____ **Job title:** _____

Phone: Office: _____ **Mobile:** _____ **Email:** _____

Financial contact Name: _____ **Job title:** _____

Phone: Office: _____ **Mobile:** _____ **Email:** _____

As a proud member we give permission for Australian Grape and Wine to display our company's name and logo as a member on their website: Y N

SIGN YOUR MEMBERSHIP FORM

On behalf of the above organisation, I (*name*) _____
 holding the position of (*title*) _____ hereby apply for membership of Australian Grape and Wine Inc.

In doing so I have read and understood the Constitution of Australian Grape and Wine Inc (available at agw.org.au) and upon approval as a member agree to be bound by those terms. Members of Australian Grape and Wine Inc are signatories to the ABAC scheme. Your membership becomes effective when Australian Grape and Wine Inc receives your signed and dated form.

Signature: _____ **Date:** / /

MEMBERSHIP

New Existing **Membership number:** _____

Vineyard Size (hectares): _____

2020 Fruit Sold (tonnes): _____

<input type="checkbox"/> 0-300 tonnes Levy \$150 inc GST		
<input type="checkbox"/> Above 300 tonnes Base levy of \$150.00 applies for the first 300 tonnes sold <i>Above 300 tonnes is calculated at \$0.50 per tonne and added to the base membership levy.</i>	Levy \$150 inc GST Plus tonnes sold above 300 tonnes _____ x \$0.50	= \$150.00+ = \$
TOTAL MEMBERSHIP LEVY		\$

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RETURN THIS FORM

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Kent Town SA 5071; **OR**
- Email** info@agw.org.au; **OR**
- Phone** 08 8133 4300

WHAT YOUR MEMBERSHIP GIVES YOU

	LARGE WINEMAKER MEMBER	MEDIUM WINEMAKER MEMBER	SMALL WINEMAKER MEMBER	INDIVIDUAL VIGNERON MEMBER	REPRESENTATIVE VIGNERON BODY MEMBER
A safeguard for your business through our advocacy, leadership and support	✓	✓	✓	✓	✓
Exclusive networking opportunities and invitations to exclusive industry events	✓	✓	✓	✓	—
Eligible to nominate for Membership Committee position	✓	✓	✓	✓	✓
Display business logo on Australian Grape & Wine website	✓	✓	✓	✓	ON REQUEST
Invitation to the AGM	✓	✓	✓	✓	✓
Invitation to Australian Grape & Wine's Industry Briefing (AWITC alternate years)	✓	✓	✓	✓	ON REQUEST
Discounted rates for Wineskills training modules and AGW participating roadshows	✓	✓	✓	✓	✓
Receive eNewsletter and member communications	✓	✓	✓	✓	ON REQUEST
Receive Press Releases	✓	✓	✓	✓	ON REQUEST
Priority Announcements	✓	✓	✓	✓	ON REQUEST
Membership Certificate	✓	✓	✓	✓	ON REQUEST
Participation on Advisory Committees	✓	✓	✓	✓	ON REQUEST

MEMBER RESOURCES

Chief Executive

Tony Battaglione
tony@agw.org.au

Government Relations

Lee McLean
lee@agw.org.au

Domestic & International Policy

Anna Hooper
anna@agw.org.au
Damien Griffante
damien@agw.org.au

Brand, Media & Communications

Ali Laslett
ali@agw.org.au

Membership

Laura Squire
laura@agw.org.au

Nikki Zorzi
nikki@agw.org.au

Corporate & Business Services

Sarah McLoughlin
sarah@agw.org.au
Angie Mcgee
angie@agw.org.au

DIGITAL RESOURCES

Social Media

 AustralianGrapeWine

 AusGrapeWine

 australian-grape-and-wine

Website

agw.org.au

OFFICES

Adelaide

National Wine Centre
Botanic Road
Adelaide SA 5000
(08) 8133 4300

Canberra

NFF House
14-16 Brisbane Avenue
Barton ACT 2600
(02) 6239 8300