



**FOR INDUSTRY
BY INDUSTRY**

**MEMBERSHIP
PROSPECTUS
2021-2022**

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.

Smart advocacy. A collective voice.

It is most likely that the challenges we face as an industry will continue over the next few years. The global pandemic of COVID-19 continues to present issues on numerous fronts, and the fallout from China's import duties on Australian bottled wine will affect all areas of the supply chain. Over the next 12 months, advocacy, through a collective voice, will guide our sector through these challenges by focusing on our priorities for 2021-2022.

The *Australian grape and wine sector Vision 2050* lays out the steps we need to take to craft a prosperous and self-reliant sector into the future. Australian Grape & Wine's priorities seek to deliver on this ambitious vision for the Australian wine sector.

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The FABAL Group Pty Ltd continues to greatly value the support and stewardship of Australian Grape & Wine. Operating with a national footprint in an ever increasingly complex environment, Australian Grape & Wine provides the insight and advocacy on the key issues that influence our business. There is no clearer example of the importance of national representation than the recent export market challenges.



Priorities for 2021-2022:

- ▶ Market Diversification
- ▶ Economic Recovery
- ▶ Securing a skilled and sustainable workforce
- ▶ Reducing Unnecessary Regulation
- ▶ Alcohol and Health
- ▶ Biosecurity
- ▶ Sustainability (Water, Waste and Climate Change)
- ▶ Improving the business environment around grape grower and winemaker relationships
- ▶ Trade and Market Access

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



eAlerts and eNews with timely and relevant information to help you understand the key issues facing your business.



Guidance and support on regulatory issues.



Industry briefings focused on issues facing the sector.



Online workshops, seminars and webinars.



Access and discounts on various industry tools and resources.



An opportunity for you to join other leaders of your sector to help drive profitable and sustainable Australian grape and wine businesses into the future.

Our tax-deductible membership is your insurance policy against badly designed policies that ultimately hit your bottom line. So, invest in advocacy, have a seat at the table and be part of the conversation to create a future in which Australian grape and wine businesses can continue to thrive.



MEMBERSHIP IS YOUR INVESTMENT IN ADVOCACY

A message from our Chief Executive, Mr Tony Battaglione.

Financial year 2021-22 is bringing in a range of challenges we must meet to ensure grape and wine businesses can overcome the problems caused by bushfires, COVID-19 and China's import duties.

COVID-19 has created immediate and drastic economic impacts on the world economy. The role of Australian Grape & Wine during the next phase of the pandemic is to ensure that the economic recovery process is smooth and recognises the interests of our sector.

Market diversification is key to economic recovery as we try to respond to the market impacts of China's import duties. Diversification, through product innovation or investing in new markets, requires new strategies that lead to understanding consumer drivers, identification of opportunities, product development and improved access to markets. While there is a short-term imperative, a long-term strategy is essential. We can deliver this strategy and drive government investment back into the sector.

We are always working to find new ways to interact with our members, and collaborate as effectively as possible with governments, state and regional associations and the community more broadly. Like all businesses, we are also working hard to improve efficiencies within our organisation to maximise every dollar our members contribute.

2021-22 will be challenging. But Australian Grape & Wine has a dedicated team of professionals who are committed to seeing that all grape and wine businesses not only survive, but prosper.

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

TRADE

- ▶ New and emerging markets
- ▶ Border policy, supply chains and access to international workers
- ▶ Trade negotiations, FTA's, advising and addressing trade barriers
- ▶ Geopolitical relations

LICENCE TO OPERATE

- ▶ Regional economies and tourism
- ▶ Increasing rhetoric from the anti-alcohol lobby
- ▶ Increasing scrutiny on sustainability and environment



We're really pleased and proud to be supporting Australian Grape & Wine from a regional platform. The outcomes you've achieved over these past months have been fantastic and we look forward to working alongside Australian Grape & Wine to further progress the industry.

OLIVIA BARRIE—CHIEF EXECUTIVE, MORNINGTON PENINSULA WINE





THE CHANGING OPERATING ENVIRONMENT

- ▶ Improving winegrape market transparency
- ▶ Competition and pricing of water resources
- ▶ Increasing biosecurity risk

RESEARCH, DEVELOPMENT AND ADOPTION

- ▶ Innovation and consumer trends
- ▶ New products and packaging
- ▶ Advancing technologies



The grape and wine sector needs a national body who understands all the complexities of government, who are open and transparent with members and who will represent us all in navigating through the many challenges and join us in celebrating our successes—Australian Grape & Wine has demonstrated it is all of these. Being members of Australian Grape & Wine gives our South Australian grape growers a voice and a valuable seat at the table. It allows us to collaborate not only with other growers but also with winemakers and other stakeholders at the national level.

LISA BENNIER—BUSINESS MANAGER, WINE GRAPE COUNCIL OF SA





OUR PRIORITIES

MARKET DIVERSIFICATION

With Australian wine's biggest export market effectively closed off to Australian bottled wine exports...

...the need to build and develop alternative export markets to account for the \$1.2 billion, 130 million litre-shortfall, is vital to the sector's ongoing viability.

We are leading work, with Members and the Australian Government, to create strategies to deliver short, medium, and long-term activities, and coordinating market diversification priorities and resourcing nationally. This will include providing oversight for marketing and promotion activities, business support and delivering trade and market access activities to ensure that Australian wine exports have the best chance to continue to thrive.

ECONOMIC RECOVERY

COVID-19, bushfires and Chinese import tariffs have placed unprecedented challenges in front of winegrape growers and winemakers.

Recovery is ongoing and investment in the domestic market, tourism and exports will be required to help businesses bounce back.

We will continue to work with all levels of government to advocate for support to keep our sector viable in the face of what is likely to be a severe and potentially long recession.

SECURING A SKILLED AND SUSTAINABLE WORKFORCE

COVID-19 has exposed just how reliant Australian grape and wine businesses are on international workers, and workers who travel across state and local government boundaries.

In the immediate term, we are working with others in the agriculture sector to ensure governments understand the needs of businesses, and how much travel and visa restrictions can impact grape growing and winemaking in Australia. In the long term, in line with Vision 2050, we are also working with government, universities, TAFE, and Members to explore ways to strengthen Australia's home-grown workforce, with the objective of attracting people to our sector and to Australia's wine regions.

REDUCING UNNECESSARY REGULATION

The Australian grape and wine sector is one of the most highly regulated in the world. We pride ourselves on our producers' abilities to continue to maintain a high level of regulatory compliance when creating our premium Australian wine.

However, unnecessary or ineffective increased regulation places a major burden on the sector—something that has been growing in recent years.

This includes aspects of labelling, testing, certification, measurement, definitions and approvals processes and logistics. Key priorities for the coming year will include mitigating any unnecessary regulatory burdens that may result from the Food Standards Australia New Zealand review of energy, ingredient and allergen labeling proposals, container deposit schemes, health labelling and the measurement law review.

ALCOHOL AND HEALTH

Australian Grape & Wine firmly believes drinking wine in moderation is a legitimate part of Australia's social fabric and a balanced lifestyle.

We support a safe drinking culture in Australia and work with government and the alcohol beverage industry to help design targeted, evidence-based policies that aim to reduce the level of dangerous drinking. Our sector contributes immensely to rural and regional economies right across Australia through jobs, tourism, hospitality and regional exports.

BIOSECURITY

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

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



PROTECTING OUR ENVIRONMENT

Australian Grape & Wine advocates for research and policy that supports the ability of businesses to improve their environmental credentials. Our Vision 2050 sets a bold target for the sector to achieve net zero emissions and zero waste.

We support continuous improvement in winegrape growers and winemakers' sustainability credentials in energy, waste, climate change, biodiversity, environmental assurance and sustainable pest and disease management. We work with Wine Australia and the Australian Wine Research Institute to oversee Australia's national sustainability program, Sustainable Winegrowing Australia.

WATER

Australia's winegrape growers must continue to work towards improvements in water efficiencies.

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.

CODE OF CONDUCT

The newly revised Code of Conduct for Australian Winegrape Purchases (the Code) aims to provide a foundation for building relationships between the buyer and seller that are fair, equitable and mutually beneficial.

In doing so, the Code promotes successful grower/winemaker partnerships and supports the prosperity and long-term viability of the entire wine sector.

The revised Code is not perfect and we are learning from our experiences in Vintage 2021. We will continue to modify and develop it, but it is not a silver bullet.

TRADE & MARKET ACCESS

Creating demand in new and emerging markets is vital to retaining levels of demand to offset the gap from the China tariffs—but it is only one piece of the puzzle. In order to grow export markets we also need to ensure Australian producers can effectively trade in these markets.

The results of our work ensures the Australian wine sector is able to respond to customer demand by delivering improvements in market access, and by reducing trade distortions in global markets.

This includes reducing or removing barriers to trade, and reduces costs and red tape. Australian Grape & Wine will deliver trade and market access activities in key markets for diversification to prioritise removal of trade barriers and improved market access under this strategy.



We see our membership of Australian Grape & Wine as a small investment in the future health and prosperity of the Australian wine sector. As a small winemaker in Australia, we rely on Australian Grape & Wine to speak on our behalf and to ensure our sector's best interests are protected.

ED SWIFT—PRINTHIE WINES





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 Australian grape and wine businesses by giving them the peace of mind of knowing their interests are being promoted and protected in Canberra, so they can focus on making world-class wines.

1

We support

We support the sector as 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, represent and provide a united voice

We represent the Australian grape and wine sector's interests on the national and international stage. We track domestic and international regulations and develop and advocate for policy responses to benefit winegrape growers and winemakers that are evidence-based, in line with community expectations, 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 are leading the way for equality and diversity

We have established the Charter for Diversity and Equality in the wine sector, and actively encourage and advocate for all participants in the grape and wine sector to sign it. We are committed to continuous improvement through an evolving 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.

4

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.

5

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:** _____ **2021 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 2021 production was 500 tonnes or below. **Section B** if your 2021 production was above 500 tonnes.

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

0-20 tonnes Levy \$260 inc GST

21-100 tonnes Levy \$460 inc GST

101-500 tonnes
Base levy of \$460 applies for the first 100 tonnes crushed. Base levy 100 tonnes = **\$460 +**
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 \$0.0012592 per dollar of gross domestic sales revenue and the Export levy of \$0.000188 per dollar of gross export sales revenue are inc GST:*

2020/21 Domestic sales revenue* ex GST \$ _____ x 0.0012592 = **\$** _____

* 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.

2020/21 Export sales revenue* ex GST \$ _____ x 0.000188 = **\$** _____

* 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.

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

All Membership Levies capped at \$296,828 inc GST, with Large Winemakers minimum levy of \$100,000 inc GST.

I would like to request deferring payment until 30 September 2021

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



2021/2022 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): _____

2021 Fruit Sold (tonnes): _____

<input type="checkbox"/> 0-300 tonnes Levy \$155 inc GST		
<input type="checkbox"/> Above 300 tonnes Base levy of \$155.00 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 \$155 inc GST Plus tonnes sold above 300 tonnes _____ x \$0.50	= \$155.00+ = \$
TOTAL MEMBERSHIP LEVY		\$

I would like to request deferring payment until 30 September 2021

PAYMENT OPTION

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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

WHAT YOUR MEMBERSHIP GIVES YOU

	WINEMAKER MEMBER	VIGNERON MEMBER	FULL AFFILIATE MEMBER	SPONSOR AFFILIATE MEMBER	STUDENT MEMBER	PROFESSIONAL MEMBER	REPRESENTATIVE GROWER ASSOCIATION MEMBER*
Exclusive networking opportunities and invitations to exclusive industry events	✓	✓	✓	—	—	✓	✓
Eligible to nominate for Membership Committee position	✓	✓	—	—	—	—	✓
Display business logo on Australian Grape & Wine website	✓	✓	✓	✓	—	—	Representative Grower Association Logo
Invitation to the AGM	✓	✓	✓	✓	✓	✓	✓
Invitation to Australian Grape & Wine's Industry Briefing	✓	✓	✓	ONLINE	ONLINE	✓	✓
Invitation to participating industry events	✓	✓	✓	—	✓	✓	✓
Invitation to online events	✓	✓	✓	✓	✓	✓	✓
Discounted rates for participating industry roadshows	✓	✓	✓	✓	✓	✓	✓
Receive eNewsletter, eAlerts and member communications	✓	✓	✓	✓	✓	✓	✓
Receive Press Releases	✓	✓	✓	✓	✓	✓	✓
Priority Announcements	✓	✓	✓	✓	✓	✓	✓
Membership Certificate	✓	✓	✓	—	—	✓	✓
Eligible to nominate for Advisory Committee positions	✓	✓	✓	—	OBSERVER	✓	✓

* Due to privacy laws, Australian Grape & Wine does not have access to regional grower association member contact details. All communications and invitations are forwarded directly to the regional grower association for distribution. If you would like to receive direct communication from Australian Grape & Wine, please contact us at info@agw.org.au

MEMBER RESOURCES

Chief Executive

Tony Battaglione
tony@agw.org.au

Government Relations & External Affairs

Lee McLean
lee@agw.org.au

Domestic & International Policy

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

Communications & Stakeholder Relations

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

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

DIGITAL RESOURCES

Website

agw.org.au

Social Media

 **FACEBOOK**
[/AustralianGrapeWine](https://www.facebook.com/AustralianGrapeWine)

 **TWITTER**
[/AusGrapeWine](https://twitter.com/AusGrapeWine)

 **LINKEDIN**
[/australian-grape-and-wine](https://www.linkedin.com/company/australian-grape-and-wine)

 **INSTAGRAM**
[/ausgrapewine](https://www.instagram.com/ausgrapewine)

 **YOUTUBE**
[bit.ly/3hTreIn](https://www.youtube.com/bit.ly/3hTreIn)

 **APPLE PODCAST**
apple.co/3oOFbsx

 **SPOTIFY**
[spoti.fi/3bVJVHr](https://open.spotify.com/playlist/spoti.fi/3bVJVHr)