



**FOR INDUSTRY
BY INDUSTRY**

**MEMBERSHIP
PROSPECTUS
2022-2023**

Australian Grape & Wine is Australia's national association of grape and wine producers. We provide leadership, strategy, advocacy and support that serves Australia's 2,100 winemakers and more than 6,000 winegrape growers now, and into the future.

Our role is to support the profitability and sustainability of grape and wine businesses by creating a more favourable political and regulatory environment, where our wines are celebrated and enjoyed responsibly.



Definitely worth joining AGW. I'm a small winemaker and have found the quality and frequency of information to be of great benefit to my business across so many areas. I also think it's really important to be involved and have a seat at the table. My views have always been respected and listened to by everyone at AGW and I strongly urge all small winemakers to consider joining. Together we can have a big voice.

NIKKI PALLUN—OWNER & WINEMAKER
OCTTAVA WINES



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 strategic priorities.

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.

Priorities for 2022-2023:

- ▶ Market Diversification and Growing Demand
- ▶ Trade and Market Access
- ▶ 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

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.

The next few years are likely to be very challenging for many winegrape growers and winemakers. The global pandemic of COVID-19 continues to cause market disruptions including freight, labour and logistics. These will take time to resolve. What is also largely unseen at this stage, but will start to bite over the remainder of 2022 and beyond, are the inflationary pressures caused by the COVID 19 pandemic and the recovery process. This is putting upward pressure on both interest rates and production costs, potentially also reducing consumer discretionary spend.

The fallout from China's import duties on Australian bottled wine will continue to affect all areas of the supply chain. Grape prices were under pressure in 2022, and unfortunately in 2023 we are unlikely to see an improvement. The relationship with China is such that the market is likely to remain closed for the next few years at least.

The role of Australian Grape & Wine during the recovery phase of the pandemic, and in response to the market conditions resulting from the closure of the China market, is to ensure that we can navigate through the next few years and guide the Government towards supporting a smooth economic recovery process that 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 have proven that we can work effectively with Government to deliver in these areas. We obtained two grants through the Australian Government's Agribusiness Expansion Initiative, designed to improve our understanding of critical developing markets, drive the market presence of Australian wine and reduce trade barriers. We were also instrumental in working with the Government to deliver benefits for the Australian grape and wine sector through Free Trade Agreements with the United Kingdom and India. We managed to maintain the Cellar Door and Wine Tourism Grant and are working to deliver on tourism outcomes for the industry. We also worked closely with the Inland Regions Alliance and Wine Australia to obtain a Market transparency grant that will deliver better price information to winegrape growers.

Like all businesses, we are also working hard to improve efficiencies within our organisation to maximise every dollar our members contribute. We listen, we respond, and we deliver.

2022-23 will be a challenging year. 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 know the issues and we have the relationships with Government to deliver.

We need you, and you need us to champion the cause for your business and the sector more broadly. We know it is tough out there, but we can't advocate for you without your help. 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

- ▶ Growing new and emerging markets in a changing geopolitical environment
- ▶ Border policy, supply chains and access to international workers
- ▶ Trade negotiations, FTA's, advising on and addressing trade barriers

LICENCE TO OPERATE

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



The many challenges of recent times provide us all with a sharp reminder of how important effective industry advocacy, unity and collaboration are. Our regional membership contribution to AGW ensures that our voice is heard, and our challenges are understood at the top end of town.

ANNALEE NOLAN—EXECUTIVE OFFICER, WINEMAKERS OF RUTHERGLEN





THE CHANGING OPERATING ENVIRONMENT

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

RESEARCH, DEVELOPMENT AND ADOPTION

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



Australian wine growers, whether large or small, need Australian Grape & Wine to help navigate through the complexities of growing grapes in the current environment. To have a national body who understands the complexities of government, is open and transparent and who will represent the industry and growers through the many challenges we are presently facing, is vital to the sustainability of our industry. As a grower member, I am proud to represent all Australian growers on the Australian Grape & Wine Board, by providing a voice from the grassroots level.

ADRIAN HOFFMANN—5TH GENERATION WINEGRAPE GROWER
AND OWNER OF DIMCHURCH VINEYARDS BAROSSA VALLEY; CHAIR OF WGCSA



OUR PRIORITIES

MARKET DIVERSIFICATION

With the Australian grape and wine sector's biggest export market effectively closed 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, initiating a long-term collaborative strategy with India, expanding business supports and delivering trade and market access activities to ensure that Australian wine exports have the best chance to continue to thrive.

TRADE & MARKET ACCESS

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

Our work enables the Australian wine sector 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 that impose costs and burdensome red tape on our exports.

ECONOMIC RECOVERY

COVID-19, bushfires and Chinese import duties 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 as the economies continues along the pathway to recovery.

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 on 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 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 labelling proposals, container deposit schemes and health labelling.

ALCOHOL AND HEALTH

Australian Grape & Wine firmly believes wine is a legitimate part of Australia's social fabric and a balanced lifestyle for those who choose to enjoy a glass of their favourite wine, in moderation.

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.



BIOSECURITY

Increases in trade, passenger movement and wine tourism mean that biosecurity risks to the grape and 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 an exotic 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 the appropriate and practical government regulation. This year we are working with governments and industry towards a national harmonised approach for the management of Phylloxera.

PROTECTING OUR ENVIRONMENT

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

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 will commence work with Wine Australia on pathways for industry to reduce waste and emissions and with Australian Wine Research Institute to provide industry oversight over Australia's national sustainability program, Sustainable Winegrowing Australia.



Being a member of Australian Grape & Wine has provided our winery with many opportunities to be heard on key industry matters. Having input into the agenda and the key issues enables us to be a proactive business, adjusting to our always changing landscape. We appreciate the work at home and abroad that AGW does to enable us to build a sustainable winery fit for the future.

MITCHELL TAYLOR—MANAGING DIRECTOR, TAYLORS WINES

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 grape and wine sector.

CODE OF CONDUCT AND THE WINEGRAPE MARKET

In today's uncertain environment, it has never been more important for growers to understand the market. This year Australian Grape & Wine, in partnership with Wine Australia and the Inland Wine Regions Alliance will be involved in a project to collect and publish pricing information to better inform the winegrape market. In partnership with ABARES we will use this information to provide forecasts for commercial grapes. We continue to encourage more winemakers to sign the Code of Conduct for Australian Winegrape Purchases. The code aims to...

...promote fair and equitable grower / winemaker relationships supporting the prosperity and long-term viability of the entire wine sector.

We will continue to make improvements to strengthen the Code and we value the input from both growers and winemakers.





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 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 by providing 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 effecting your business, they contact us.

3

We are leading the way for equality and diversity

We have established the Charter for Diversity, Equality and Inclusion 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 grape and 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.



2022/2023 Membership Form Australian Wine Producers

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 **Do you export wine?:** 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:** _____ **2022 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 2022 production was 500 tonnes or below. **Section B** if your 2022 production was above 500 tonnes.

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

0-20 tonnes Levy \$275 inc GST

21-100 tonnes Levy \$485 inc GST

101-500 tonnes

Base levy of \$485 applies for the first 100 tonnes crushed. **Base levy 100 tonnes = \$485 +**

101-500 tonnes is calculated at \$3.00 per tonne and added **Plus tonnes crushed above 100 _____ x \$3.00 = \$ _____**

to the base membership levy.

TOTAL MEMBERSHIP LEVY \$ _____

SECTION B: ABOVE 500 TONNES: *the Domestic levy of \$0.0013234 per dollar of gross domestic sales revenue and the Export levy of \$0.000198 per dollar of gross export sales revenue are inc GST:*

2021/22 Domestic sales revenue* ex GST \$ _____ x \$0.0013234 = \$ _____

* 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.

2021/22 Export sales revenue* ex GST \$ _____ x \$0.000198 = \$ _____

* 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 \$311,970 inc GST, with Large Winemakers minimum levy of \$100,000 inc GST.

I would like to request deferring payment until 30 September 2022

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: agw.org.au/members/membership-categories

RETURN THIS FORM

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

This form constitutes a Tax Invoice. ABN 45 903 873 163

Individual information is kept strictly confidential in accordance with our privacy policy.

PLEASE FOLD THEN TEAR ALONG PERFORATION



2022/2023 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:** _____

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): _____

2022 Fruit Sold (tonnes): _____

<input type="checkbox"/> 0-300 tonnes Levy \$165 inc GST	
<input type="checkbox"/> Above 300 tonnes Base levy of \$165.00 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 \$165 inc GST = \$165.00+ Plus tonnes sold above 300 tonnes _____ x \$0.50 = \$
TOTAL MEMBERSHIP LEVY \$	

I would like to request deferring payment until 30 September 2022

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: agw.org.au/members/membership-categories

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PLEASE FOLD THEN TEAR ALONG PERFORATION

WHAT YOUR MEMBERSHIP GIVES YOU

	WINEMAKER MEMBER	VIGNERON MEMBER	FULL AFFILIATE MEMBER	SPONSOR AFFILIATE 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	✓	✓
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	✓	✓	✓	—	✓	✓

* 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

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

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

Corporate & Business Services

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

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)