

Joint Marketing Group Communique. February 2023.

The Joint Marketing Group (JMG) is an initiative of Australian Grape & Wine and Wine Australia and acts as an advisory committee to both bodies. The desire was that the JMG is representative of the entire sector and as such it comprises small, medium and large producers and representatives across the broad range of states and regions. The JMG provides advice to Wine Australia and to Australian Grape & Wine with respect to the marketing, tourism and promotional priorities of the Australian grape and wine sector and Wine Australia's strategies to deal with them. The full terms of reference are available [here](#).

Communication with the sector

The JMG will provide regular updates to the grape and wine sector on the work we are doing regarding the marketing strategy for Australian wine. We want to reassure the sector that we are passionate about getting this strategy right. Our aim is to steward the Australian wine brand in a way that is active with purposeful steps to build demand for Australian wine.

JMG Update

To date, the JMG has met three times, including sessions with the Wine Australia market insights team, sessions with the ATMAC funded Country Managers in Japan and Korea and a full day workshop session to determine alignment of the marketing strategy with the industry's needs.

There has been a consistent view expressed by many across the sector suggesting the branding of Australian wine could evolve to better represent the unique quality and diversity of our offer – the people, the place(s) and the wonderful wines that we grow and craft. The JMG is working on the next steps to refine positioning of the Australian wine brand, building on an established platform and adding depth where relevant. This is not a quick fix as we identify the layers within the national brand through to regional brand stories. The positioning strategy must be inclusive of all segments of the industry from boutique wineries through to corporate wine businesses. It will allow us to communicate in a consistent way across messaging, images and tone of language that all Australian wine producers will feel a connection to.

The JMG will be focusing on reviewing the Australian wine brand, leveraging the Australian Government's Nation Brand, building a foundation for regional brand stories and a foundation for wine brands.

JMG Committee Members

The members of the JMG are listed below. We encourage you to reach out to them with any questions or queries you have regarding the work the JMG is doing on behalf of the Australian wine sector. JMG Committee members will also be going back into their regions to share information and get feedback on the strategies being developed.

Wine Australia



Joint Marketing Group

Nick Waterman – Independent Chair
Darryn Hakof – Pernod Ricard Winemakers
Libby Nutt – Casella Family Brands
Ellie Vince – Brown Family Wine Group
Caroline Evans – Wine Yarra Valley
David Birch – Qualia Wines
David LeMire MW – Shaw + Smith
Lloyd Constantine – Vasse Felix Wines
James March (to be replaced by Amanda Longworth) – Barossa Australia

Ex officio members

Paul Turale – Wine Australia
Martin Cole – Wine Australia
Lee McLean – Australian Grape & Wine
Ali Laslett – Australian Grape & Wine
Jay Jayeshwaran – Wine Australia
Peter Bailey – Wine Australia
Steven Weinert – Wine Australia

Industry Consultation

Wine Australia and Australian Grape & Wine will communicate, engage and consult with the sector through, but not limited to, existing industry activities including States and Regional Associations monthly meetings and face to face forums and in-region engagement activities across the sector.

With best regards,

A handwritten signature in black ink, appearing to read "M. Cole".

Martin Cole
Chief Executive Officer
Wine Australia

A handwritten signature in black ink, appearing to read "Lee McLean".

Lee McLean
Chief Executive Officer
Australian Grape & Wine

About Australian Grape and Wine Inc

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation. Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.

About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RD&A), growing domestic and international markets and protecting the reputation of Australian wine. Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&A investments.