

Joint Marketing Group (JMG) Terms of Reference

Purpose

To ensure Wine Australia's marketing activities are aligned with the priorities of the Australian grape and wine sector, a Joint Marketing Group (JMG) will be established, which will act as an advisory committee to both Australian Grape and Wine Inc (Australian Grape & Wine) and Wine Australia.

This document defines the responsibilities, membership, and operations of the JMG, noting that the Wine Australia Portfolio Review Committee and Wine Australia Board is responsible for overseeing and approving the activities and investments with regard to the promotion of Australian wine that are aligned to the Wine Australia strategic and operational plans.

Responsibilities

The JMG is responsible for:

- Providing 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 strategies to deal with them
- Reviewing updates on progress against Wine Australia's strategic priorities pertaining to marketing and promotional activities and key performance indicators – specifically, those stated in Strategy 1 of Wine Australia's 2020-25 Strategic Plan, market Australian wine
- Providing advice on Wine Australia's planned marketing and promotional activities as proposed in its Annual Operational Plans (AOP)
- Reviewing updates on the implementation of the plans included in the AOP.
- Advising on opportunities for sector engagement and co-investment
- Providing advice on any other issue related to the marketing and promotion of Australian wine

Membership and governance

- The JMG will be represented by small, medium and large levy payers and representatives across a broad range of states and regions
- Members shall have appropriate qualifications, knowledge, skills and expertise to assist the JMG in discharging its responsibilities
- An independent chair will be appointed by the Boards and/or their delegates of Australian Grape & Wine and Wine Australia and the independent chair position will be funded by Wine Australia
- The JMG acts in an advisory capacity only to both Australian Grape & Wine and Wine Australia
- Ex officio members will include:
 - Wine Australia
 - Chief Executive Officer
 - GM Marketing
 - Manager, Market Insights
 - GM Corporate Services (secretariat)
 - Australian Grape & Wine
 - Chief Executive Officer
 - Director, Communications & Engagement or as appointed by the Board of Australian Grape & Wine and agreed by Wine Australia

Appointment and term of office

- Members of the JMG shall be appointed jointly by the Boards and/or their delegates of Australian Grape & Wine and Wine Australia, in consultation with the JMG Chair
- Membership of the JMG will be reviewed regularly and at least every three years
- Members of the JMG will participate in their capacity as representative levy payers
- If a member's professional involvement in the Australian grape and wine sector varies, the JMG Chair, Wine Australia and Australian Grape & Wine will determine whether their involvement in the JMG ought to continue

Conflict of Interest and Material Personal Interests

The Chair or presiding member must call for disclosures of conflicts of interests and material personal interests at the beginning of each meeting of the JMG, noting that similar to clause 19 of the *Wine Australia Act 2013*, a JMG member who is a winegrape grower, winemaker or works for a winegrape grower or winemaker is not taken to have a personal material interest that relates to the affairs of Wine Australia.

Confidentiality

All proceedings of the JMG, including discussions, papers, presentations, and other material provided to the committee, must be kept confidential except as required by law or as approved by the Australian Grape & Wine and Wine Australia Boards.

Meetings

- The JMG will meet as agreed
- The Chair shall call a meeting if required to do by the CEO of Wine Australia and or the CEO of Australian Grape & Wine and shall decide whether to call a meeting at the request of another member of the JMG
- Given the JMG is an advisory committee, there is no quorum
- If the Chair is absent from a meeting, the attending members of the JMG can appoint one of those members to preside over the meeting
- Meetings may be held face-to-face or through any technological means by which members can participate in discussion
- The Chair or presiding member may approve attendance by employees, alternative representatives and/or external advisors at meetings

Secretary, papers and minutes

- The Wine Australia GM Corporate Services or their delegate shall act as secretary for the JMG and be responsible for:
 - preparation and dispatch of the agenda and papers
 - preparation of minutes
- Members will receive relevant papers a reasonable time before each meeting
- Meeting minutes will be approved by the Chair and then circulated to all members. Minutes shall be confirmed at the next meeting of the committee and then signed by the Chair.
- Committee members will be responsible for their own travel and accommodation if required, unless otherwise agreed.

August 2023