



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.





MEMBERSHIP IS YOUR INVESTMENT IN ADVOCACY

A message from our CEO, Mr Lee McLean.

I am incredibly proud to present this membership prospectus to Australia's grape and wine businesses. As Australian Grape & Wine's CEO, I want to give you a sense of who we are and what we do, and why I believe it's critical that you join the team as a member of Australian Grape & Wine. As always, we are committed to focusing on challenges and opportunities for our sector both domestically and internationally, which we have outlined in this prospectus.

We are your national association for grape and wine producers. We listen to your concerns, inform you of threats and opportunities, and design policy positions and an advocacy agenda that we can all get behind. Our core role is representing you, your businesses, and your communities when dealing with the Federal Government, to make sure our parliamentarians and government officials have you in mind when they are making critical policy decisions. We do this by building strong networks and relationships, developing compelling, evidence-based policy positions on a broad range of issues relevant to the sector, and raising awareness about the unique economic and employment contribution our sector makes in communities across Australia's 65 wine regions.

Ultimately, our work enables you to do what you do best - growing fantastic fruit and making and selling world-class wine around the globe.

There has never been a more important time to support Australian Grape & Wine's work for the sector. We know businesses across many parts of the country are under unprecedented levels of stress. Now is the time to make sure our sector is bringing a united voice to government on the issues that matter to us, and investing in the capability and resources to enable Australian Grape & Wine to do this work effectively for you. Join Australian Grape & Wine today to drive a brighter future for your business, your wine regions and your sector.

This Membership Prospectus for 2023 – 2024 outlines how Australian Grape & Wine will create an environment to build resilience and protect our reputation as a clean and green industry with those that will drive immediate demand growth. We are a resilient industry that can rise to this challenge. Working together as one-sector, I am confident we can weather this storm and create a stronger and more sustainable future.



SMART ADVOCACY

A collective voice.

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 growing beautiful grapes and making world-class wines.

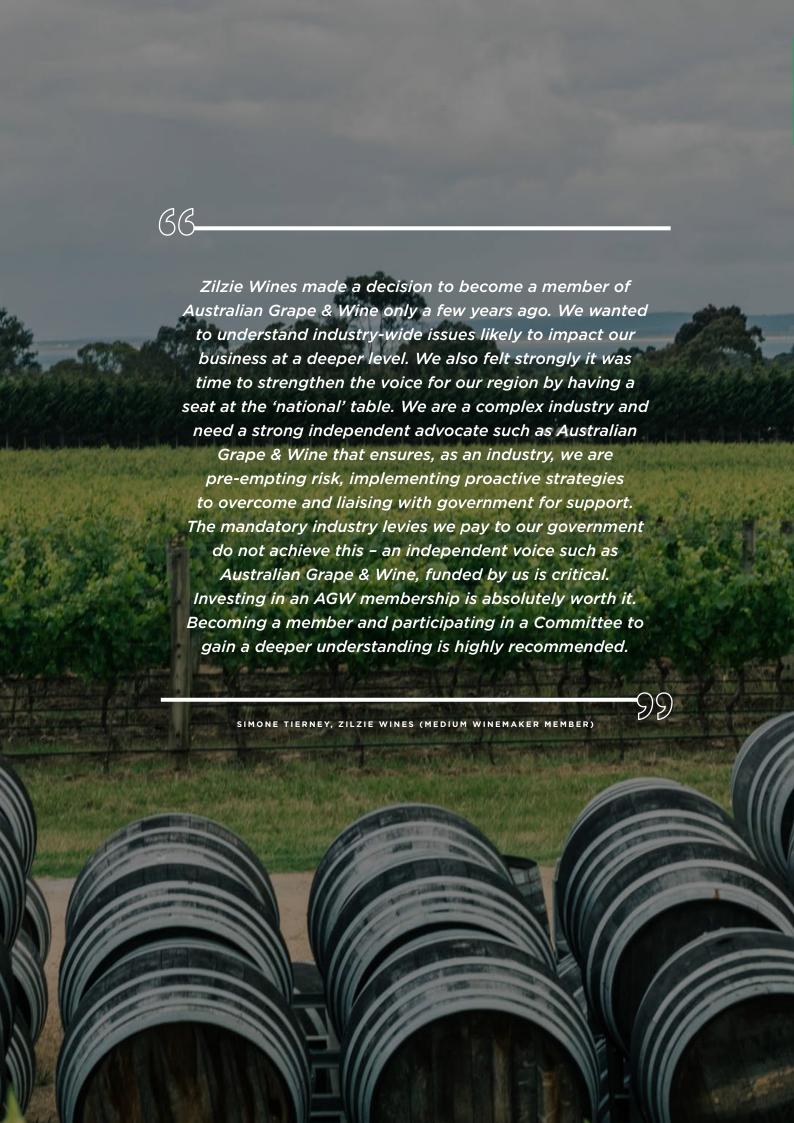
Whether it be seeking investment or avoiding harmful regulations, gaining Government support requires that we can present them with justification. Therefore, we need to be able to provide our political representatives with a clear understanding of our sector and a compelling, evidence-based rationale to make decisions with our interests in mind. Australian Grape & Wine continues to promote to Government our significant contribution to the broader economy including food and wine tourism and specifically to regions.

Later this year, in collaboration with Wine Australia, we will launch the *One-Sector Plan*. This Plan will lay out the steps we need to take to craft a prosperous and self-reliant sector into the future and define the roles and responsibilities of industry organisations clearly, to make sure every levy dollar or membership dollar is spent effectively, without duplication. Australian Grape & Wine's priorities seek to deliver on this ambitious vision for the Australian wine sector.

Priorities for 2023-2024:

- ▶ Economic Recovery.
- Supporting demand growth in existing, new and emerging markets.
- Reducing or removing barriers to trade such as China's trade tariffs on wine.
- ▶ Influencing positive outcomes in trade agreements in the interests of the wine sector.
- Fostering an appropriate regulatory environment, allowing wine to prosper.
- ▶ Securing a skilled and sustainable workforce.
- ► Championing diversity, equality and inclusion in the wine sector.
- ▶ Ensuring ongoing social and political acceptance of wine in moderation and countering the views of extremist antialcohol lobbyists.
- ▶ Supporting the sector to meet Environment, Social and Governance (ESG) credentials.
- Working to ensure growers and winemakers are getting what they need from the sector's Sustainable Winegrowing Australia (SWA) program.
- ▶ Promoting SWA internationally to make sure our trading partners understand that it is a best-in-class demonstration of our sustainability credentials.
- Promoting prosperous grape grower and winemaker relationships.
- ▶ Ensuring there are appropriate processes for regulating new and existing priority pests and diseases, including Phylloxera and Grapevine Red Blotch Virus.
- Keeping you up to date with the latest information regarding emerging trends and risks.





MEMBER SERVICES

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 for your business.



Exclusive *Members Only* portal on the Australian Grape & Wine website.



Guidance and support on regulatory issues.



Through our Membership and Advisory Committees, 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.



Industry briefings focused on issues facing the sector.



Online workshops, seminars and webinars.



Access to various industry tools and resources, often with discounts for members.

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.



TRENDS WE'RE WATCHING

- Supply chains and access to international workers
- Trade negotiations, FTA's, advising on and addressing trade barriers
- Increasing scrutiny on alcohol advertising
- Increasing pressure on Governments globally to

- implement blunt instrument policies to reduce alcohol consumption, including higher taxes, restrictions on sales and advertising and extreme labelling requirements
- Changing market expectations surrounding Environmental Social Governance (ESG)

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Becoming a regional member of AGW has provided terrific benefits to our members, including their willingness and availability to listen to the challenges of large and small businesses and provide them support. Australian Grape & Wine is both well-connected and well-regarded in government and provides our industry with advocacy that is critical in facing the many challenges before us.

CAROLINE EVANS, YARRA VALLEY WINE ASSOCIATION (REGIONAL MEMBER)



- ▶ Environmental groups and other beverage categories with commercial interests in Container Deposit Schemes who continue to put pressure on governments across the country to expand such schemes to include wine bottles
- Competition and pricing of water and other critical inputs
- ▶ Emerging biosecurity risks
- Innovation and consumer trends
- New products and packaging
- ▶ Advancing technologies

BB

Australian Grape & Wine is the peak industry voice bringing together winemakers and growers from across Australia's diverse regions. From Advocacy to Government, to trade protocol negotiations, to providing direction to Wine Australia on marketing and R&D efforts, to simply keeping industry participants up to speed on issues and opportunities, AGW is an essential and highly effective body, with benefits reaching far beyond its membership. There is strength in numbers, and the more growers and winemakers that become members, the more our voice will be heard.

HENRY CRAWFORD, YALLAMBEE AGRICULTURAL COMPANY (VIGNERON MEMBER)



OUR FOCUS

SUPPORTING DEMAND GROWTH

MARKET DIVERSIFICATION AND GROWING DEMAND

Australian Grape & Wine maintains a collaborative relationship with Wine Australia and Austrade. Through participation in the One-Sector Plan, we will influence the marketing agenda so that investment meets the needs of grape and wine producers, is equitable across business types and locations and targeted to areas of high growth potential. Under the ATMAC program we are delivering short, medium, and long-term actions, and coordinating market diversification priorities nationally.

Through the Joint Marketing Group (JMG) we are 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 not only vital in supporting the sector's economic recovery, it is only one piece of the puzzle. To grow export markets, we also need to ensure Australian producers can effectively export to these markets and compete on a level playing field with other producer nations.

Our work enables the Australian wine sector to respond to customer demand by delivering improvements in market access and reducing trade distortions in global markets.

This includes reducing or removing barriers to trade that impose costs and burdensome red tape on our exports.

ESG CREDENTIALS

It is becoming increasingly important that grape and wine producers pay close attention to the environmental and social impact they have on the planet, and that they are transparent and accountable in how they manage their performance.

Australian Grape & Wine has a leadership role encouraging sector wide improvement against the Environmental Social Governance (ESG) expectations of today's society.

As co-owners of the Sustainable Winegrowing Australia trust mark, we work closely with AWRI to ensure that the trust mark is used appropriately and that the benefits of sustainable production are promoted. Together with AWRI and Wine Australia, we are responsible for leading what is a world class sustainability program, and we play an active role ensuring industry has input into its management and promotion. We continue to seek pathways towards achieving the aspirations and commitments articulated in the Australian Grape & Wine Vision 2050 so that grape and wine producers can continue to prosper into the future.



BUILDING FINANCIAL RESILIENCE

ECONOMIC RECOVERY

Winegrape growers and winemakers continue to face unprecedented challenges.

The economic shock caused by the loss of Chinese exports has been compounded by rising input costs, labour shortages, floods and various other seasonal challenges across many regions.

Economic recovery will require an ongoing effort and we will continue to promote opportunities that put businesses on the road to recovery. We will work with all levels of government to raise awareness of the challenges we face, to provide support for growers impacted by natural disasters and to provide direct investment to the sector towards innovation, domestic and export sales growth and tourism.

SECURING A SKILLED AND SUSTAINABLE WORKFORCE

COVID-19 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, we are also working with government, universities, TAFE, and members to explore ways to strengthen Australia's home-gown 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 and added sugar proposals, container deposit schemes, health labelling as well as consideration of changes to the Food Standards Code to support innovation and no and low wine products.

BIOSECURITY

The increased prevalence of harmful pests and diseases around the world means biosecurity risks to the grape and wine sector remain a serious issue. The recent detection of grapevine red blotch virus in Australia has been an unwelcomed reminder of the importance of managing the risk both within Australia and at our borders.

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 detection.

Australian Grape & Wine represents the sector within Plant Health Australia, the national coordinator of the government-industry partnership in plant biosecurity.

BUILDING FINANCIAL RESILIENCE CONTINUED

We alert industry to harmful grapevine pest detections and raise awareness of biosecurity practices that can safeguard businesses. Through our relationship with government biosecurity agencies, we advocate for a balanced approach to government regulation that reduces risk at least cost to business.

CODE OF CONDUCT AND THE WINEGRAPE MARKET

In today's uncertain environment, the role of accurate and timely information to support informed decision making has come to the fore. Business relationships built on trust and open communication are one important contributor to this.

We will promote the role of fair and equitable grower/winemaker relationships in supporting the prosperity and long-term viability of the wine sector.

With welcomed input from both growers and winemakers we will continue to strengthen our voluntary Code of Conduct for Australian Winegrape Purchases and encourage more winemakers to sign. Over the next two years, 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 help growers to understand and anticipate the market. In partnership with ABARES we will leverage this work to deliver regular forecasts for commercial grape markets.

WATER

Our aim is to ensure that water policy decisionmakers give appropriate consideration to the economic, environmental and social impacts of their actions.

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

We advocate for policies that support water availability and price security along with the longterm viability of irrigated viticulture. Meanwhile, we will continue to advocate that Australia's winegrape growers and winemakers capture opportunities to improve water use efficiency.

GARNERING SOCIAL & POLITICAL SUPPORT

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 favorite 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.

CHAMPIONING CHANGE IN DIVERSITY. **EQUALITY AND INCLUSION**

Australian Grape & Wine has established the Diversity, Equality and Inclusion Committee (DEIW) because we believe that the Australian grape and wine sector can - and should - be driving positive cultural change in all workplaces, in all regions of the Australian grape and wine sector.

Our hope is that this Committee can help create the right conditions, mindsets and motivations for individuals and organisations to take positive action. And that by shining a light on these challenges, we can reframe them as opportunities to drive change that makes good business and cultural sense.

PROTECTING OUR ENVIRONMENT

Our aspiration is for the grape and wine sector to become global leaders in sustainability, achieving net zero emissions and zero waste before our competitors.

We advocate for a policy environment that supports this aspiration along with a research base that supports continual improvement. There continues to be a growing global focus on climate change, biodiversity and natural capital and sustainable pest and disease management. The ability to demonstrate our credentials is becoming increasingly importance. Australian Grape & Wine has worked with Wine Australia to release a Zero Emissions Roadmap and we will continue to work with the Australian Wine Research Institute and Wine Australia to provide industry oversight over Australia's national sustainability program, Sustainable Winegrowing Australia.

HOW YOU CAN BE INVOLVED

Australian Grape & Wine uses committees to develop and advocate policy positions on issues critical to the Australian grape and wine sector for both domestic and global markets.

Our Board Directors are nominated through their positions on the relevant Membership Committee.

Our Membership and Advisory Committees coordinate and facilitate evidence-based, democratic policy formation driven by grape and wine producers.

Australian Grape & Wine Members nominate representatives to committees based on their expertise and interests. Committees meet a number of times throughout each year and whenever an issue requires.





MEMBERSHIP COMMITTEES

Small Winemaker Membership Committee

The role of the Small Winemaker Membership Committee (SWMC) is to represent the interests of the Small Winemakers cohort (1-2000 tonne crush) within the Australian grape and wine sector. Members of the SWMC are eligible to nominate for a position on the Australian Grape & Wine Board.

Medium Winemaker Membership Committee

The role of the Medium Winemaker Membership Committee (MWMC) is to represent the interests of the Medium Winemakers cohort (2001-100,000 tonne crush) within the Australian grape and wine sector. Members of the MWMC are eligible to nominate for a position on the Australian Grape & Wine Board.

Large Winemaker **Membership Committee**

The role of the Large Winemaker Membership Committee (LWMC) is to represent the interests of the Large Winemakers cohort (100.001+ tonne crush) within the Australian grape and wine sector. Members of the LWMC are eligible to nominate for a position on the Australian Grape & Wine Board.

Vignerons Membership Committee

The role of the Vigneron Membership Committee (VMC) is to represent the interests of the Vigneron / grape grower cohort within the Australian grape and wine sector. Members of the VMC are eligible to nominate for a position on the Australian Grape & Wine Board.

ADVISORY COMMITTEES

Diversity, **Equality & Inclusion in Wine** Committee

The role of the Diversity, Equality & Inclusion in Wine (DEIW) Committee is to drive uptake on the Diversity, Equality & Inclusion Charter for the Australian wine sector and advise the Australian wine sector's Environment. Social and Governance (ESG) strategic plan regarding issues pertaining to DEIW.

National Wine Biosecurity Committee

The National Wine Biosecurity Committee provides advice on emerging issues relating to biosecurity with the aim to minimise the negative effects of pests and diseases on the Australian vine, grape and wine sector. The committee provides input into biosecurity policy positions, research priorities and projects funded under the plant health levy.

Packaging Committee

The role of the Packaging Committee is to provide a forum for direct discussion among stakeholders - and advice to the Australian Grape & Wine Board on political, technological, environmental, regulatory and market driven changes in wine. wine product and brandy packaging.

Research **Advisory** Committee

The role of the Research **Advisory Committee** is to provide broad recommendations and advice to the Australian Grape & Wine executive with regards to research, development, extension and innovation for the Australian wine industry. A key function of the committee includes advising Wine Australia of industry perspective on RD&A project proposals.

Sustainability **Strategic Advisory** Committee

The Sustainability Strategic Advisory Committee provides advice on emerging issues relating to the sustainability of grape and wine producers which includes keeping across society's changing expectations relating to environmental social governance. The committee also acts as an advisory body for Australia's national sustainability program, Sustainable Winegrowing Australia.

Wine Industry **Market Access** Group

The role of the Wine Industry Market Access Group is to be the key forum for the discussion and development of international market access policies and strategies for the benefit of the Australian wine industry.

Wine Industry Technical Advisory Committee

The role of the Wine Industry Technical Advisory Committee (WITAC) is to review and provide technical input on wine production to Food Standards Australia New Zealand (FSANZ), provide technical input into international fora, including the Codex Alimentarius Commission and the OIV, and assesses technical requirements of trading partners and provide advice to Australian Grape & Wine to liberalise these requirements.



HOW WE SUPPORT OUR MEMBERS

From Vine to Wine



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We provide industry leadership and support collaboration

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. 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.

We advocate and represent with 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, 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.





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.

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.



2023/2024 Membership Form Australian Wine Producers

Company name:	ACN/ABN:
Address:	
Postal address: (if different from above)	
Phone: GI zone:	GI region:
(membership and 1ain contact 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 I
In doing so I have read and understood the Constitution of Australian	
	rape and Wine Inc are signatories to the ABAC scheme. Your membership
Signature:	Date: / /
MEMBERSHIP	
New Existing Membership number:	2023 Production (tonnes):
Small sized winery - up to 2000 tonnes OR Medium sized wine	ery - 2001-100,000 tonnes OR Large sized winery - above 100,000 tonr
	ow. Section B if your 2023 production was above 500 tonnes.
SECTION A: 500 TONNES OR BELOW: (levy amounts are	inc GST)
□ 0-20 tonnes Levy \$286 inc GST	
21-100 tonnes Levy \$505 inc GST	
	Base levy 100 tonnes = \$505 +
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2023/2024 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.						
ABAC scheme. Your membership becomes effection Signature:	AC scheme. Your membership becomes effective when Australian Grape and Wine Inc receives your signed and dated form Date: / /						
MEMBERSHIP							
□ New □ Existing Membership number:							
Vineyard Size (hectares):							
2023 Fruit Sold (tonnes):							
□ 0-300 tonnes Levy \$172 inc GST							
Above 300 tonnes Base levy of \$172.00 applies for the first 300 tonnes sold Above 300 tonnes is calculated at \$0.50 per tonne and added added to the base membership levy.	Levy \$172 inc GST = \$172.00+ Plus tonnes sold above 300 tonnes x \$0.50 = \$						
	TOTAL MEMBERSHIP LEVY \$						
☐ I would like to request deferring payment until 30 Septe	ember 2023						
PAYMENT OPTION	RETURN THIS FORM						
☐ EFT: Australian Grape and Wine BSB : 035-000 Acc Please reference payment with company name membership number and confirm by email to in	or Australian Grape and Wine Kent Town SA 5071: OR						
☐ Cheque: payable to Australian Grape and Wine Inco	prporated to accompany this form Email info@agw.org.au; OR						
☐ Credit card: payments of Australian Grape and Win completing an online membership form: agw.org.au/n	Phone ()8 8144 44()()						

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	✓	✓				4
Display business logo on Australian Grape & Wine website	4	4	4	✓		Representative Grower Association Logo
Invitation to the AGM	✓	✓	✓	~	✓	~
Invitation to participating industry events	✓	4	✓		✓	✓
Invitation to online events	✓	4	/	~	✓	✓
Discounted rates for participating industry roadshows	✓	✓	✓	~	✓	4
Exclusive Access to Members Only portal on AGW website	✓	/	✓	~	✓	~
Receive eNewsletter, eAlerts and member communications	✓	✓	✓	~	✓	~
Receive Press Releases	~	/	✓	~	✓	✓
Priority Announcements	✓	✓	✓	✓	✓	✓
Eligible to nominate for Advisory Committee positions	✓	1	✓	_	✓	✓

^{*} 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

Level 1, The Realm 8 National Circuit Barton ACT 2600 (02) 6198 3461

MEMBER RESOURCES

Chief Executive

Lee McLean

Government Relations

Lisa Scott lisa@agw.org.au

Domestic & International Policy

Anna Hooper

Damien Griffante damien@agw.org.au

Communications & Stakeholder Relations

Ali Laslett

Corporate &

Business Services Laura Squire

Angie McGee

DIGITAL RESOURCES

Website

agw.org.au

Social Media



/Australian lorape Wi

TWITTER /AusGrapeWine

LINKEDIN
/australian-grape-and-wing

INSTAGRAM /ausgrapewine

YOUTUBE
bit ly/3hTrelr

APPLE PODCAST apple.co/3oOFbsx

SPOTIFY
spoti.fi/3bVJVH