



FOR INDUSTRY BY INDUSTRY

MEMBERSHIP
PROSPECTUS
2024-2025

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. We influence Federal and State governments, and government authorities, thereby creating a more favourable political and regulatory environment for our sector.

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Australian Grape & Wine provides leadership and advocacy for our sector. This is important to many regional communities throughout the country to overcome industry challenges and capture opportunities. Australian Grape & Wine's advocacy on issues from international trade to the environment benefits growers and producers of all sizes. Australian Grape & Wine co-ordinates the industry to ensure effective collaboration which is essential to overcoming the challenges we face now and into the future in order to recapture prosperity in our industry.

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HELEN STRACHAN,
PERNOD RICARD WINEMAKERS



MEMBERSHIP IS YOUR INVESTMENT IN ADVOCACY

A message from our CEO, Mr Lee McLean.

As we embark on the journey of the 2024-25 financial year, I am thrilled to present the Australian Grape & Wine Membership Prospectus to our valued grape and wine businesses. As CEO, I am honored to outline our values, priorities and commitment to your success in this prospectus. Australian Grape & Wine remains steadfast in its dedication to addressing the challenges and seizing the opportunities that lie ahead for your business, both domestically and internationally.

As your national association, we serve as your voice, advocating for your interests with policymakers at all levels of government. Through strategic networking, evidence-based policy development, political engagement, and awareness-raising initiatives, we ensure that the unique contributions of our sector to Australia's economy and employment landscape are recognised and supported. Our primary goal is to empower you to focus on what you do best: producing outstanding fruit and crafting world-class wines that captivate consumers worldwide but creating a regulatory and business enabling environment within which you can operate.

We cover a broad range of areas, from domestic policy matters, to international trade, biosecurity, alcohol and health policy and more. With our grape growers and winemakers facing the toughest set of commercial conditions in generations, we are focused on working with governments to find ways through the challenges to a more sustainable and profitable future. Current priorities include:

- ▶ Seeking to address the current oversupply of red wine and red grapes across many regions;
- ▶ Steadfastly defending and promoting wine's place as a legitimate product in our society in the face of increasingly strident and ill-informed views about alcohol;
- ▶ Growing market opportunities at home and abroad by influencing Wine Australia's marketing spend and working to remove trade barriers in key export markets;
- ▶ Reviewing our levies system to ensure it is fit for purpose, equitable and effective today and into the future;
- ▶ Working to strengthen Australia's sustainability credentials around the world to improve our way of doing business at home, while ensuring we maintain market access overseas.

In these unprecedented times, it is more crucial than ever to stand together as a united sector and champion the resilience and reputation of our industry. With the launch of the One Grape & Wine Sector Plan (the Plan) this year, you will see that Australian Grape & Wine's priorities outlined in this prospectus align directly with our commitments in the Plan. These commitments are what you have told us are your priorities over the next 18 months, with the medium-term priorities to get our sector back on track to achieve the targets set out in Vision 2050.

Over the next 12 months, Australian Grape & Wine's goals are to foster an environment of resilience and safeguard our position as a clean, green industry poised for demand growth. By joining Australian Grape & Wine today, you are not only investing in the future of your business but also contributing to the collective strength and sustainability of our sector. Together, we can weather any storm and emerge stronger than ever before.

WHY BELONG TO AUSTRALIAN GRAPE & WINE?

As the Australian grape and wine sector's representative body, Australian Grape & Wine works across many fronts to ensure that winemakers and vignerons can operate effectively. Being a part of Australian Grape & Wine means having the chance to have your voice heard across matters as diverse as market access, wine labelling regulation, biosecurity and industry strategy.



FOR VIGNERONS (WINEGRAPE GROWERS):

- ▶ Access comprehensive toolkits and resources designed to optimise grape growing practices, including essential updates on export market requirements and regulatory changes.
- ▶ Benefit from personalised support and guidance on implementing the latest research findings and industry best practices, ensuring the success and sustainability of your vineyard operations.
- ▶ Enjoy complimentary access to Australian Grape & Wine's extensive repository of technical, research, and market access committee outputs, providing invaluable insights tailored to grape growing.
- ▶ Engage with our diverse range of workshops, webinars, and podcasts, all offered to you free of charge, to stay abreast of industry trends and innovations.

FOR SMALL WINEMAKER BUSINESSES:

- ▶ Gain exclusive access to updated toolkits and resources covering the latest in wine production and sales, including invaluable insights into evolving labelling regulations, changes to regulations, and resources for managing plant health and biosecurity.
- ▶ Connect with fellow industry peers at Australian Grape & Wine networking events, regional information sessions, and round tables tailored to enhance your wine business acumen.
- ▶ Enjoy complimentary access to Australian Grape & Wine's wealth of technical, research, and market access committee outputs, empowering you with crucial industry knowledge.
- ▶ Immerse yourself in our enriching workshops, webinars, and podcasts—all provided to you free of charge.

FOR MEDIUM WINEMAKER BUSINESSES:

- ▶ Seize the opportunity to actively engage in critical discussions on key industry issues, such as export market access, labelling laws, and taxation policies, ensuring your business interests are well-represented.
- ▶ Contribute directly to shaping the industry's strategic direction and investment priorities, influencing the allocation of resources and funding for impactful research and marketing initiatives.
- ▶ Play a pivotal role in optimising sector resources, including securing vital government grants, directing research and marketing expenditures, and fortifying our collective response to biosecurity challenges.

FOR LARGE WINEMAKER BUSINESSES:

- ▶ Shape the future of advocacy and policy-making within the wine sector, exerting influence on critical industry matters.
- ▶ Participate in the development and execution of the industry's strategic roadmap, guiding transformative initiatives and fostering sustainable growth.
- ▶ Secure representation on key industry platforms, including market access groups and policy committees, amplifying your voice on pivotal industry initiatives.
- ▶ Contribute to the effective coordination of regional, state, and national responses to industry challenges, elevating the sector's adoption of best practices and fostering collaboration.

Join Australian Grape & Wine to unlock unparalleled opportunities for growth, networking, and advocacy within the dynamic Australian wine industry landscape. Your membership is not just an investment in your business—it's a commitment to shaping the future of Australian wine.

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.

A group of geese are standing in a grassy field in front of a vineyard. A large bush of yellow roses is visible on the right side of the image. The background shows more trees and a clear sky.

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Paxton Vineyards and Paxton Wines have been long term members of Australian Grape & Wine and see our membership as a beneficial partnership for the future. We benefit from the direct support and industry voice that Australian Grape & Wine has on our behalf and see it as a value add for our business, for now and for the future. It has also given us the opportunity to have our own voice as part of the Small Winemaker's Committee and share what is important to us and our collaborators to make positive change for the better.

ASHLEIGH SEYMOUR, PAXTON WINES

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Australian Grape & Wine represents the diversity of winemakers and winegrape growers nationally. At a time when so many difficulties are facing our industry, it is important to have a strong national voice representing us. Advocacy to Government, international market access and compliance, advising Wine Australia on marketing and R&D direction, and keeping industry participants up to speed on issues and opportunities, Australian Grape & Wine is an essential and highly effective body, which benefits the entire industry. The larger our membership base, the louder our voice is and the more we are seen as representing our industry as a whole.

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DARREN RATHBONE, RATHBONE WINE GROUP



ENHANCED MEMBERSHIP BENEFITS

Empowering Your Business with Australian Grape & Wine

At Australian Grape & Wine, we're committed to championing your interests at every turn, ensuring a thriving environment for grape growing, winemaking, and consumer enjoyment. Here's how our enhanced membership offerings will elevate your experience:



ADVOCACY EXCELLENCE

We serve as your unwavering voice in Canberra, tirelessly advocating for a conducive business environment that fosters growth and profitability.

When government policies or programs with potential impact on your bottom line are in the works, policymakers turn to us directly, ensuring your concerns are heard and addressed.

Our non-partisan stance ensures that political representatives fully grasp the nuances of our sector, while our commercial perspective challenges government assumptions, safeguarding your interests.



EVIDENCE-BASED APPROACH

Embracing a sensible, evidence-based approach, we collaborate closely with policymakers to shape regulations that foster industry prosperity while meeting broader community needs.

By working with policymakers, we endeavour to cultivate a regulatory environment that empowers grape and wine businesses to flourish, driving sustained growth and profitability.



LEAN AND EFFECTIVE

Australian Grape & Wine operates as a lean organisation fuelled by voluntary membership contributions, free from government levies and independent of Wine Australia.

Our dedicated team of seven professionals tackles a diverse array of issues—from levy reviews to taxation, trade, health, and biosecurity—all directly impacting your business.

As your staunch advocate in Canberra, we serve as your insurance policy, safeguarding your interests against political uncertainties and bureaucratic hurdles.



EXCLUSIVE INSIGHTS AND SUPPORT

Membership grants you direct access to our knowledgeable staff, ensuring you're equipped with the latest information and insights ahead of the curve, giving you a competitive edge in the market.

In an industry where timely information is paramount, our members gain privileged access to critical updates and resources, empowering informed decision-making and strategic planning.



STRATEGIC PARTNERSHIP

While your company may or may not have standalone government relations personnel, our strategic partnership provides invaluable advocacy at arm's length, shielding your organisation from direct involvement in sensitive issues.

When policymakers seek industry input, they rely on a single representative—Australian Grape & Wine—streamlining the communication process and amplifying your influence.

Elevate your business's potential and secure your future in the Australian wine industry by joining Australian Grape & Wine. Together, we'll navigate challenges, shape policies, and unlock new opportunities for growth and success.

OUR IMMEDIATE PRIORITIES

INDUSTRY VISION. AUSTRALIAN WINE:

*Enjoyed and
respected
globally
(Vision 2050)*

ONE SECTOR PLAN MISSION:

*Help reset
the sector on
the path to
Vision 2050.*

OUR PLACE AND PRODUCT: BALANCE SUPPLY AND DEMAND

\$30m Sustainability support package for vineyard owners

Australian Grape & Wine is advocating for a \$30 million sustainability support package for vineyard owners, emphasizing competitive grants for those committed to achieving sustainable profitability through asset redevelopment. Aligned with Australian Government priorities on water and the environment, this initiative aims to secure a more sustainable future for businesses and regional communities.

OUR MARKETS: DIVERSIFY AND INTENSIFY OUR INTERNATIONAL MARKETS

Invest \$36 million on an export market driven recovery:

\$6m ATMAC Funding

Australian Grape & Wine is advocating for a \$6m partnership with the Australian Government to continue the Agricultural Trade and Market Access Cooperation (ATMAC) program that has already delivered initiatives like tools, resources, Country Managers, forums, coordinated marketing, and trade barrier removal, with a focus on fostering collaboration with India. This proposed partnership aims to continue vital activities, ensuring ongoing support for country managers in Japan, South Korea, and Vietnam, and sustaining efforts to enhance opportunities for businesses exploring the high-growth India market.

\$30m Export Market Development Grant (EMDG)

Australian Grape & Wine is advocating for a \$30m investment to continue the Australian Government's impactful investment in the Export Market Development Grant (EMDG) program, which has significantly influenced business export success. Importantly, we are asking for this grant to be open to all winemakers, even those who have exhausted their claims, to ensure maximum sales growth.

Australian Grape & Wine responded immediately to the One Grape & Wine Sector Plan consultation sessions held in 2023, developing our Pre-Budget Submission and advocacy strategy based on what we heard. We will continue to advocate for these priority areas for the Australian wine sector.

OUR MARKETS: GROW DOMESTIC MARKET SHARE

Invest \$20 million in a domestic marketing campaign to drive food and wine tourism in Australia, including an additional \$10 million to retain and extend the Wine Tourism and Cellar Door Grant scheme on an ongoing basis.

Australian Grape & Wine is advocating for a \$20m investment to leverage Australia's interconnected wine, food, and tourism offering. We propose to co-design and fund a marketing program aligning the promotion of Australian wine with the expansion of regional food and wine tourism. These sectors together present a lucrative opportunity that demands harnessing through a comprehensive domestic marketing initiative. We will also advocate a "buy Australian wine" campaign to the domestic retail and on-premise trade. Currently imported wine makes up more than 20% of sales in Australia.

OUR MARKETS: TRADE & MARKET ACCESS

Continue advocacy in trade and market access, including reducing barriers to trade, delivering Free Trade Agreements that benefit wine producers and pursuing strong outcomes for wine.

Creating demand in new and emerging markets is critical to supporting the sector's economic recovery, but 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. Australian Grape & Wine's advocacy 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.



OUR CONSUMERS, CUSTOMERS AND COMMUNITY

Continue advocacy to defend wine as a legitimate product accepted in a modern society. Counter the anti-alcohol lobby and its increasing influence over public health policy.

An immediate priority for Australian Grape & Wine is to strengthen advocacy efforts aimed at safeguarding wine as a legitimate product within modern society. Despite the mounting pressure from anti-alcohol factions and their escalating influence on public health policies, wine holds a rightful place in a modern society, symbolising conviviality, and tradition. As advocates for responsible consumption, Australian Grape & Wine will continue to collaborate with government bodies and industry peers to devise evidence-based strategies aimed at curbing harmful drinking behaviours. By countering the narrative perpetuated by anti-alcohol groups, which threatens to stigmatise wine consumption, we strive to protect the cultural significance and integrity of our product while promoting moderation and balanced lifestyle among consumers.

OUR FOCUS

OUR PLACE AND PRODUCT

ALCOHOL AND HEALTH

Australian Grape & Wine is dedicated to defending wine's legitimate and accepted place in modern society by taking proactive measures. We will enhance the availability of evidence-based information for industry stakeholders, particularly those in customer-facing roles such as cellar doors, retail, and hospitality. Additionally, we will implement a comprehensive program of engagement with federal and state governments to underscore the significant economic contribution of the wine industry and dispel some of the myths associated with moderate alcohol consumption and alcohol related harms. Furthermore, we will revitalise responsible drinking messaging at cellar doors to promote a culture of moderation and safety. Through these initiatives, we aim to effectively navigate the public health debate with anti-alcohol lobbyists and uphold wine's rightful position in contemporary society.

SUSTAINABLE SUPPORT PACKAGE FOR VINEYARD OWNERS

Without government intervention to support growers in this critical period, our sector will experience forced exits and widespread vineyard abandonment which can lead to significant biosecurity risks, attrition of younger generations in the affected areas, and adverse mental health consequences across regional communities. Australian Grape & Wine proposes a competitive grants package for business owners who can see a pathway towards sustainable profitability through asset redevelopment.

ADDRESSING THE STRUCTURAL OVERSUPPLY

Australian Grape & Wine commits to addressing the structural oversupply by implementing several key actions. We will advocate for sustainable infrastructure planning and enhance understanding of the supply base by collaborating with stakeholders to provide insights into initiatives for improved transparency and data availability. Lastly, we will support producers in adapting products and packaging by advocating for policies that foster innovation, disseminating consumer trend information, and collaborating to identify emerging market opportunities. Through these actions, we aim to uphold our advocacy commitment and assist producers in navigating challenges while maintaining dignity in their industry exits.

BIOSECURITY

Increases in trade, passenger movement and wine tourism mean that biosecurity risk to the wine sector is rapidly escalating. We work to future proof the sector by improving our capacity to respond quickly and effectively in the event of a pest or disease incursion by collaborating with Plant Health Australia, Vinehealth Australia, supply chain businesses and other government agencies to raise awareness of practical biosecurity practices and advocating for appropriate levels of government control that consider both the benefits and costs to industry of intervention.



OUR MARKETS

MARKET DIVERSIFICATION AND GROWING DEMAND

Australian Grape & Wine maintains a collaborative relationship with Wine Australia and Austrade. Delivering actions as outlined in the One Grape & Wine 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. **Through the Joint Marketing Group (JMG) we are providing oversight for marketing and promotion activities, advocating for a dedicated domestic marketing campaign and influencing the reinvigoration of 'Brand Australia' on the world stage, to grow demand in our export markets.**

TRADE & MARKET ACCESS

Creating demand in new and emerging markets is critical to supporting the sector's economic recovery, but 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. For example, we are implementing a long-term collaborative strategy with India, expanding business supports and delivering trade and market access activities to ensure that Australian wine exporters can do business as smoothly and cost-effectively as possible.**

FREE TRADE AGREEMENTS (FTA)

We work to ensure barriers to trade are removed or reduced where applicable, and actively advocate for high-quality, comprehensive FTAs for all Australian winemakers. We work with the Federal Government to promote free trade and the removal of tariff and non-tariff barriers for wine, ensure international standards are set on the basis of sound science and not used as an impediment to trade. We work to maintain the integrity of the current multilateral trade agreements under the auspices of the World Trade Organisation and present submissions on behalf of the wine industry to FTA negotiations.

CHINA

Australian Grape & Wine acknowledges the removal of duties on Australian wine as a positive step for producers and growers yet cautions against expecting an immediate return to pre-tariff export levels in China. Non-tariff barriers, such as complex labelling regulations, persist in the market. Despite the market's contraction to a third of its former size, Mainland China remains a significant opportunity for Australian wine. **Australian Grape & Wine commits to collaborating with Wine Australia and Austrade to facilitate a sustainable return to the Chinese market. This entails providing guidance on market requirements, while also prioritising diversification efforts in other markets to ensure the long-term resilience of the Australian wine sector.**

OUR CONSUMERS, CUSTOMERS AND COMMUNITY

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.

CODE OF CONDUCT AND THE WINEGRAPE MARKET

In today's uncertain environment, the role of accurate and timely information to support informed decision making is more important than ever. 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.

OUR ESG (ENVIRONMENT-SOCIAL-GOVERNANCE)

ESG CREDENTIALS

Australian Grape & Wine is committed to delivering on our commitment to Environmental, Social, and Governance (ESG) for grape and wine producers through several key actions. Firstly, **we will support Sustainable Winegrowing Australia (SWA) by advocating for a modular (SWA Lite) option and providing guidance, resources, and assistance to help producers adopt sustainable practices.** Additionally, we will communicate our emissions reduction commitments by clearly conveying the industry's dedication to reducing emissions in line with the goals outlined in the Emissions Reduction Roadmap, while transparently sharing progress, challenges, and achievements related to emission reduction efforts. Furthermore, we will integrate ESG Frameworks by advocating for harmonisation across global markets, working towards streamlining processes, reducing duplication, and collaborating with stakeholders to develop unified standards and guidelines for sustainable practices that are adaptable to businesses of all sizes.

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. We have successfully advocated to Wine Australia to fund a scoping study on gender equality

in the Australian grape and wine sector. This research will help us better understand where the challenges and opportunities lie, and the data required to lay the foundation for informed decision-making and actions. From this, roles and responsibilities can be clarified and identified so we can share practical strategies, resources, and existing success stories. **Our hope is that the DEIW 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 important. 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.

OUR PEOPLE

SECURING A SKILLED AND SUSTAINABLE WORKFORCE

Australian Grape & Wine is dedicated to **ensuring that the grape and wine sector is seen as dynamic and forward-thinking, with a strong emphasis on attracting and retaining talent.** To achieve this, we will foster sector-wide collaboration by working closely with stakeholders to promote diversity, equality and inclusion through various programs and policies. We will strengthen advocacy efforts by ensuring that workforce needs are considered in government policy and decision-making processes, integrating workforce considerations into our advocacy activities, and collaborating with other agricultural sector bodies to attract more young people into the industry. We will support career growth opportunities by disseminating information about relevant programs, supporting leadership development initiatives such as Future Leaders, and advocating for funding for programs that benefit individuals across the value chain. Through these concerted efforts, we aim to create a vibrant and innovative workforce that drives the future success of the grape and wine sector.

OUR SYSTEMS

FIT FOR PURPOSE LEVY REVIEW

We are undertaking a comprehensive review of the current levy system within the Australian wine sector to ensure its long-term sustainability. **Our industry's viability hinges on implementing a fit-for-purpose levy framework that accurately reflects our funding requirements and addresses the unique challenges we face,** including those relating to a hotter and dryer climate, and the potential for a reduced production level in the decades ahead. To achieve this, we are actively engaging with industry stakeholders and initiating discussions with the Department of Agriculture, Fisheries, and Forestry (DAFF) to explore which system will serve us most effectively. This review will be conducted in three phases: Phase 1 will assess the existing levy collection system for any deficiencies; Phase 2 will evaluate various options and engage stakeholders; and, if change is deemed to be needed and is supported by a strong evidence-base, Phase 3 will focus on design and leading the requirement for a vote of levy payers. By undertaking this critical review, we aim to ensure our levy system is equitable and effective for the long term, to support the growth and resilience of the Australian wine industry.

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.

As a member, you can nominate to be a representative on our committees, based on your expertise and interests. Our Committees allow you to contribute towards setting the future trajectory of the industry. 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

1

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.

2

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 affecting your business, they contact us.

3

We are leading the way for Equality, Diversity and Inclusion

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 support the enjoyment of wine in moderation, for those who wish to drink it

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.

2024/2025 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: <input type="checkbox"/> Y <input type="checkbox"/> N		Do you export wine?: <input type="checkbox"/> Y <input type="checkbox"/> 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. By becoming a member, you acknowledge and agree that your business / brand name may be used in our marketing collateral, including but not limited to our website, promotional materials and any other platforms deemed appropriate by Australian Grape and Wine Inc. Your membership becomes effective when Australian Grape and Wine Inc receives your signed and dated form.

Signature: _____ Date: ____/____/____

MEMBERSHIP

☐ New ☐ Existing Membership number: _____ **2024 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 2024 production was 500 tonnes or below. **Section B** if your 2024 production was above 500 tonnes.

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

<input type="checkbox"/> 0-20 tonnes Levy \$286 inc GST
<input type="checkbox"/> 21-100 tonnes Levy \$505 inc GST
<input type="checkbox"/> 101-500 tonnes Base levy of \$505 applies for the first 100 tonnes crushed. Base levy 100 tonnes = \$505 + 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 \$0.0013763 per dollar of gross domestic sales revenue and the Export levy of \$0.000206 per dollar of gross export sales revenue are inc GST:

2023/24 Domestic sales revenue* ex GST \$ _____ x \$0.0013763 = \$ _____ <small>* 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.</small>
2023/24 Export sales revenue* ex GST \$ _____ x \$0.000206 = \$ _____ <small>* 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.</small>
TOTAL MEMBERSHIP LEVY (Domestic + Export levy) \$

All Membership Levies capped at \$324,450 inc GST, with Large Winemakers minimum levy of \$100,000 inc GST.

☐ I would like to request deferring payment until 30 September 2024

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



2024/2025 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. By becoming a member, you acknowledge and agree that your business / brand name may be used in our marketing collateral, including but not limited to our website, promotional materials and any other platforms deemed appropriate by Australian Grape and Wine Inc. 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): _____

2024 Fruit Sold (tonnes): _____

<input type="checkbox"/> 0-300 tonnes Levy \$172 inc GST	
<input type="checkbox"/> 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 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 September 2024

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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	✓	✓	✓	—	✓	✓
Complimentary attendance to AGW webinars and in-region workshops.	✓	✓	✓	—	✓	✓
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 participating industry events	✓	✓	✓	—	✓	✓
Invitation to online events	✓	✓	✓	✓	✓	✓
Discounted rates for participating industry roadshows	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	—	✓	✓

Due to privacy laws, Australian Grape & Wine does not have access to representative grower association member contact details. All communications and invitations are forwarded directly to the representative 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
18 National Circuit
Barton ACT 2600
(02) 6198 3300

MEMBER RESOURCES

Chief Executive

Lee McLean
lee@agw.org.au

Government Relations

Lisa Scott
lisa@agw.org.au

Domestic & International Policy

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

Communications & Engagement

Ali Laslett
ali@agw.org.au

Membership, Corporate & Business Services

Laura Squire
laura@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



APPLE PODCAST

apple.co/3oOFbsx



SPOTIFY

spoti.fi/3bVJVHr