

March 2026

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 (AGW) 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 regarding 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 AGW 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 market development activities outlined in the One Grape & Wine Sector Plan and Wine Australia's 5YP.
- Providing advice on Wine Australia's planned marketing and promotional activities as proposed in its Annual Operational Plans (AOP) and reviewing outcomes against key performance indicators detailed in the AOP and 5YP.
- Advising on opportunities for broader 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 regional 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 AGW and Wine Australia and the independent chair position will be funded by Wine Australia.
- The JMG acts in an advisory capacity only to both AGW and Wine Australia.

- Wine Australia executive as required
- Australian Grape & Wine executive as required

Appointment and term of office

- Members of the JMG shall be appointed jointly by the Boards and/or their delegates of AGW 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, unless acting as a regional representative where no levy is payable.
- If a member's professional involvement in the Australian grape and wine sector varies, the JMG Chair, Wine Australia and AGW 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 grapegrower, winemaker or works for a grapegrower 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 AGW and Wine Australia.

Discussions, deliberations and decisions of the Committee will remain confidential until the content for dissemination/communication is agreed.

To enable JMG committee members to fulfill their role as conduits between AGW, Wine Australia and the sector, a summary will be made available after each meeting that can be shared with industry as relevant.

Minutes of meetings may be provided to the Board of Wine Australia and AGW and their respective Sub-Committees upon request.

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 AGW 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

- A designated Wine Australia 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 will document advice provided by the committee. For each recommendation, the minutes will indicate whether it was reached by consensus or majority vote and include a concise summary of discussions relating to the decision.
- Committee members will be responsible for their own travel and accommodation if required, unless otherwise agreed.

Review of the Terms of Reference

Next review December 2028.