



The Australian Wine
Research Institute

Wine
Australia
for
Australian
Wine

Sustainable Winegrowing Australia – Frequently asked questions

What is Sustainable Winegrowing Australia?

Sustainable Winegrowing Australia is the Australian grape and wine sector's sustainability program, that will commence on 1 July 2019. It is a single, united program for all Australian grape and wine producers that builds on the strengths of the previous Sustainable Australian Winegrowing (SAW) and Entwine Australia programs.

Why the name Sustainable Winegrowing Australia?

A single, united, national sustainability program is a significant change in the way sustainability is managed in Australia and it is fitting that the program gets a new name and a new look. In February 2019, Wine Australia facilitated a workshop with representatives from all states and business types and sizes to define the value proposition of Sustainable Winegrowing Australia and to consider potential names. The consensus within the workshop group was that the name needs to be descriptive of what the program is and does – hence Sustainable Winegrowing Australia.

Who benefits from Sustainable Winegrowing Australia?

Australia's winegrape growers, wine producers and wine businesses will all benefit from a single national sustainability program. The program will assist with:

- tools and resources to enhance business sustainability
- meeting customer sustainability requirements
- sustainability claims made by participants.

Australian wine consumers and customers will also benefit from consistent communication underpinned by a technically robust program.

How will Sustainable Winegrowing Australia be delivered?

Sustainable Winegrowing Australia will be overseen by a steering committee comprising representatives of Australian Grape & Wine, Wine Australia and the AWRI, with support from an industry advisory group made up of program users, regional representatives and other key stakeholders. The program will be administered and supported with technical resources by the AWRI.

How do current SAW and Entwine members maintain their commitment to sustainability?

Existing members of both SAW and Entwine are strongly encouraged to continue their commitment to sustainability by transitioning to Sustainable Winegrowing Australia. Entwine members will automatically transition to Sustainable Winegrowing Australia under the existing terms and conditions of membership. SAW members are strongly encouraged by MVGWTA to transition to Sustainable Winegrowing Australia. In the coming months, historical and current SAW program members will receive a written 'Request to Transfer' that will seek the SAW program member's permission and authority to transfer all data to Sustainable Winegrowing Australia. SAW program members (historical and current) who do not authorise for their data to be transferred will be offered the opportunity to download and export a copy of their data prior to MVGWTA closing the SAW Program platform.

Who owns and manages the program's data?

All data will be managed under the [terms and conditions](#) currently used by Entwine members, which ensure confidentiality and privacy of all member information.

What will the membership fees be?

All members will pay an annual membership fee of \$100 (ex GST). Members who choose to become certified will incur additional fees associated with auditing. Details about certification will be provided ahead of the program launch in July.

Will there be a trustmark for use on wine packaging?

A trustmark is desired by some in the industry and the steering committee of Sustainable Winegrowing Australia will consider development of a trustmark in tandem with program uptake by industry.

How will regions be involved in Sustainable Winegrowing Australia?

All regions are encouraged to continue to demonstrate sustainability leadership and engage with the AWRI about participation in Sustainable Winegrowing Australia. Regions will be invited to participate in the continuous improvement of the program through the industry advisory group, an annual forum and working groups. Annual, tailored reports will be delivered to regions for their use and input. Regions will actively engage with new and existing members to publicly support and promote the program.

Contact details

For more information, contact Dr Mardi Longbottom, Senior Viticulturist, AWRI (mardi.longbottom@awri.com.au or 08 8 313 6600) or Jennifer Lynch, General Manager, MVGWTA (jennifer@mclarenvale.info or 08 83238999).