

5 February 2021

STATEMENT

The Australian wine community is rightly proud of its collegiate and cooperative culture, willingness to help each other out in times of hardship, and its commitment to diversity. This culture of working together and continual improvement for the good of all have been the backbone of Australian wine's success over decades.

In recent months that culture has, in our view, come under threat from the manner in which an industry member has chosen to communicate online. While it might be argued that it is better to ignore bad behaviour rather than draw attention to it, there comes a point when too much damage is being inflicted to stand silent.

The "Wine Rules" blog has published certain content that is inaccurate in our view, and which a fair minded person may regard as offensive in making claims about Australian wine industry individuals and organisations. The blog includes images which have been digitally manipulated in a way that appear intended to humiliate the persons depicted, and the blog has in several instances misused trademarked material.

Australian Grape and Wine and the Australian Wine Research Institute are united in condemning this behaviour. We encourage all members of our industry to call out unacceptable behaviour and to support one another in maintaining our industry's positive culture.



Tony Battaglione
Chief Executive
Australian Grape and Wine Incorporated



Mark Krstic
Managing Director
The Australian Wine Research Institute



Sandy Clark
Chairman
Australian Grape and Wine Incorporated



Louisa Rose
Chair
The Australian Wine Research Institute

Links to resources on online bullying:

<https://www.esafety.gov.au/key-issues/adult-cyber-abuse>

<https://humanrights.gov.au/our-work/commission-general/cyberbullying-what-it-and-how-get-help-violence-harassment-and-bullying>