



# SUSTAINABLE WINEGROWING AUSTRALIA

## JOIN TODAY

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Sustainable Winegrowing Australia is Australia's national program for grapegrowers and winemakers to demonstrate and continuously improve their sustainability credentials in the vineyard and winery through the environmental, social and economic aspects of their businesses.

Sustainable Winegrowing Australia is a voluntary program designed with flexibility to suit the changing goals and needs of all Australian grape and wine producers. Every financial year, members measure, monitor and report on their carbon footprint and sustainability practices in six key areas: land and soil, waste, energy, water, biodiversity, people and business.

The program is administered by the Australian Wine Research Institute with governance, endorsement and active support from Australian Grape & Wine and Wine Australia. The program is modelled on global best practices and aligned to the United Nations Sustainable Development Goals, with progress towards these monitored annually.

## COMMUNICATING A COMMITMENT TO SUSTAINABILITY

Australian grape and wine producers are well known for their commitment to sustainable production and continuous improvement. Many are thoughtful custodians, actively practising in a sustainable way. It's now time to commit, show leadership and demonstrate our nation's credentials around the globe.



## KEY STEPS OF THE PROGRAM



Independent audit every three years

## MEMBERSHIP

Members are a community of like-minded grapegrowers and winemakers who produce exceptional wines that make a positive difference for people and the planet. They care about protecting Australia's distinctive land to secure a thriving future, through excellence in sustainability practices today.

Becoming a member is easy. For a minimal annual fee, the national program provides a simple online reporting framework, practical tools and access to benchmarking data. The aim is for all producers to achieve business efficiencies, cost savings and increased business value over the long term.

The program fosters stronger relationships between growers and wineries. It also provides authority and confidence to customers, who receive reliable certified produce to address growing global consumer demand.

No matter where a grapegrower or winemaker is on the journey, the program is relevant and user-friendly. It provides a clear pathway to becoming a Certified Member, with the full support of the Australian Wine Research Institute along the way. Certified members are required to commit to an independent audit once every three years.

### BENEFITS OF BECOMING A CERTIFIED MEMBER INCLUDE:

- peace of mind that your sustainability claims have been independently verified
- use of a certified trust mark – an assurance to customers and consumers of how the product is produced
- enhanced international marketing opportunities through Wine Australia's marketing events programs
- integration of sustainability stories into Wine Australia's education and content for customers and consumers
- eligibility for certified wineries to participate in Qantas Wine's green tier loyalty program

