



Entwine Australia

- The Australian wine industry's national environmental assurance program
- Launched in 2009 for wineries and vineyards
- Membership involves:
 1. Implementation of an **Environmental Management System** independently audited by a third party;
 2. Annual reporting of key natural resource indicators.

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Entwine Drivers

- **Sustainability:** Vital to the Australian wine industry's viability
- **Market access:** Risk of markets placing guidelines on products being sold.
- Support the **environmental credentials** of Brand Australia
- **International competitors:** South Africa, New Zealand, Chile and California have well established systems in place
- **Aligned approach:** Creation of a recognised national "umbrella"



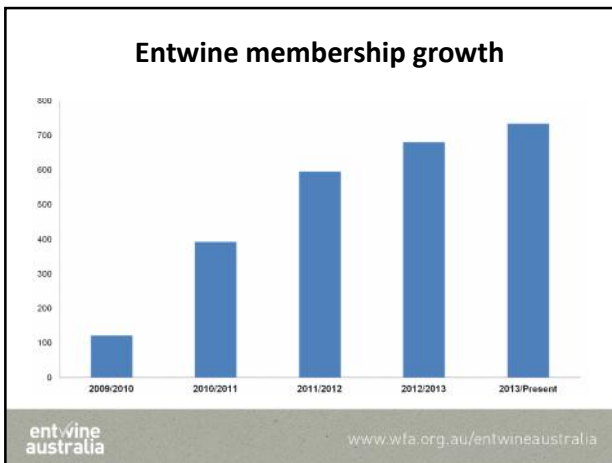
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Industry Participation

- Casella
- De Bortoli
- Kingston
- Lion
- Pernod Ricard
- Taylors
- Treasury
- Voyager
- Yalumba
- Zilzie
- + Others

- 735 Members
- Wineries = ~40% of the total industry crush
- Vineyards = ~30% of total vineyard area
- All shapes and sizes
 - >100,000 Tonne Wineries
 - 2 Ha Vineyards

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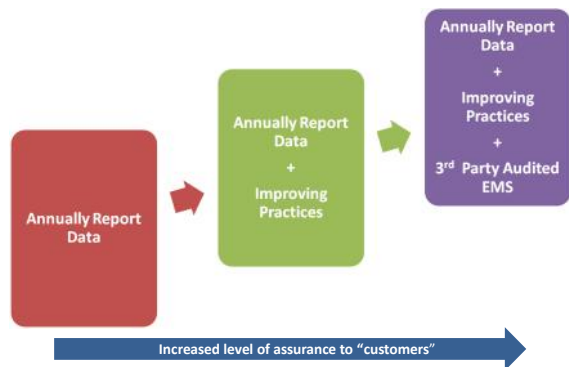


Entwine "refresh"

- Next step in program's evolution
- Involving a number of changes
- Inclusive/Flexible - "One size does not fit all"
- The aims is to deliver a national program that continues to be:
 - Credible
 - Collaborative
 - Encourage continuous improvement

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What's going to change? – Program structure



What else is involved in the project?

Entwine Australia Name

- Will be reviewed
- Consideration of Member ability to make "claims"/logos/labelling

Pilots

A number of pilots will be run within industry groups, companies and regions as part of the project.

Aim of these will be to:

- Validate and seek improvements on the new structure/rules and practical implementation
- Test new elements of the program
- Engage industry and seek feedback on a number of the new elements

What else is involved in the project?

Increase member benefits

- Flexibility in membership – You choose the level to suit your business needs.
- Improved reporting/benchmarking
- Improved online system, tools & resources
- Opportunities to bring on partners with associated benefits
- Improved marketability

Program relaunch

- Scheduled for Mid 2015

Informing the changes

- 5 years of practical application and Industry Feedback
- 2012 Entwine review (40 industry and external stakeholders)
- Entwine 2013/14 member survey
- Wine Industry National Environment Committee desire to continually improve the program
- Project industry piloting and feedback

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Support for the Refresh

SA Murray Darling Basin NRM Board

Wine Industry National Environment Committee:

- All state associations
- National bodies: AWRI, AGWA, WGGA
- S/M/L wine businesses
- Independent environmental experts



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