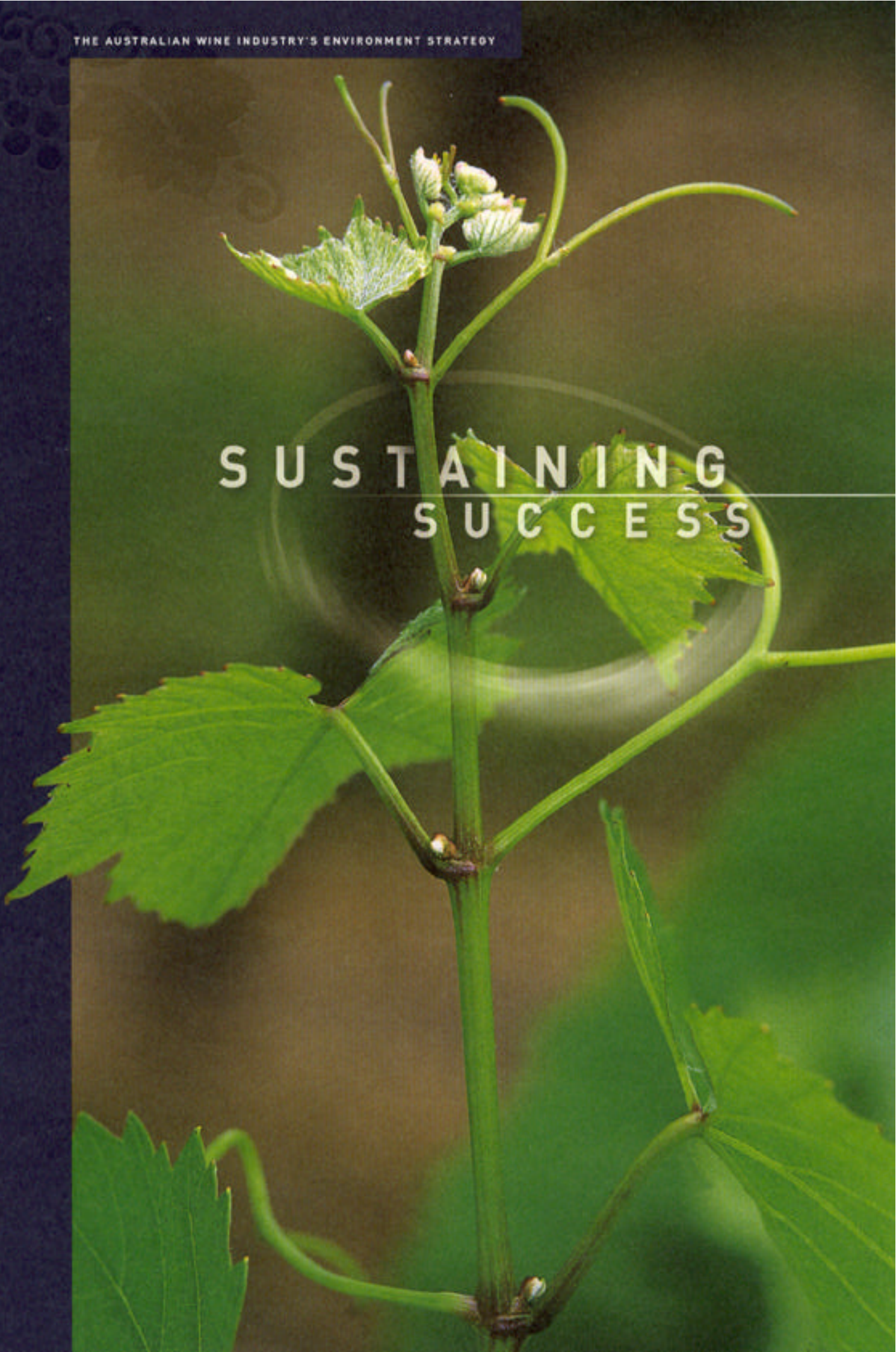
THE AUSTRALIAN WINE INDUSTRY'S ENVIRONMENT STRATEGY



SUSTAINING SUCCESS

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• PATRON'S FOREWORD •

The culture and philosophy of the Australian wine industry has always been to strive for excellence, economic viability and customer satisfaction. Customers and stakeholders of today expect not only excellence in flavour and presentation, plus good value for money, but also excellence in the industry's association with the natural environment. A healthy environment provides the precious natural resources that are required and used by this successful industry.

In 1992 the Australian Government committed its citizens to a National Strategy for Ecologically Sustainable Development, whereby the needs of present generations should be met "without compromising the ability of future generations to meet their own needs". The citizens of Australia who comprise the national wine industry have taken that commitment to heart, and have worked assiduously to develop a national environment strategy for their industry, which will guide them in the achievement of their overall goal.

Sustaining Success is a notable milestone in the evolution of this very successful, intrinsically Australian, industry and will greatly assist in emphasising its credibility and its true worth – a clean, green and admirable industry indeed.

It gives me great pleasure to be Patron of this national environment strategy for the enterprising wine industry of Australia.

Barbara Hardy AO

• EXECUTIVE SUMMARY •

The wine industry has long recognised how important the Australian environment is in providing a competitive advantage in terms of soil, climate and international image.

Sustaining Success provides the framework for members of the wine industry – including grapegrowers, winemakers, packagers and distributors – to continue their commitment to sustainable development.

Over the past decade the export success of the Australian wine industry has fuelled a rapid expansion of viticultural areas and manufacturing facilities. This growth gives rise to challenges and opportunities.

The emphasis for the industry must be on natural resource security, maintaining ecological integrity and addressing greenhouse gas-induced climate change. The industry must also respond proactively to the increasing performance demands from community, government and customers by clearly demonstrating its environmental credentials.

Other benefits, such as increased efficiencies, reduction in resource consumption and expanded marketing opportunities, will further entrench competitive advantages for the Australian wine industry.

In *Sustaining Success* the Australian wine industry undertakes to address environmental issues in a systematic, holistic and proactive manner.

COMMITMENT

The Australian wine industry is committed to the continual improvement of its environmental performance. Accelerating the adoption of ecologically sustainable practices throughout all aspects of its operation is critical to its future success and will ensure the needs and expectations of the wider community and customers are met.

OBJECTIVES

The objectives address three key areas:

- Sustainable interactions with the environment.
- Mutually beneficial relationships with all industry stakeholders.
- Demonstrating environmental stewardship.

STRATEGIES

Summarised, the strategies cover:

- a coordinated national approach;
- environmental improvement programs
- environmental values, principles and best practice
- government policies and programs;
- customer and community expectations
- collaboration and partnerships with key stakeholders
- mechanisms to communicate and promote the industry's performance;
- environmental studies and surveys
- wine industry public environmental reporting
- developing national standards and guidelines.

IMPLEMENTATION

Sustaining Success advocates a systems approach to environmental management. A continuous improvement model will ensure progress is coordinated and sensitive to the changing needs of industry, government and the community. An action plan identifies practical measures to be implemented immediately.

"As leaders in the wine industry, we must ensure the wine industry's Environment Strategy raises the bar and take every opportunity to drive environmental management to the forefront of Australian agribusiness performance."

ALISTER PURBRICK, PRESIDENT, WINEMAKERS' FEDERATION OF AUSTRALIA, ADDRESS TO THE ENVIRONMENT STRATEGY DEVELOPMENT WORKSHOP, JULY 2001

• CONTEXT •

INTRODUCTION

For many years the winegrape growers and winemakers of the Australian wine industry have understood the need for careful environmental management of natural resources.

This has underpinned Australia's environmentally friendly image in marketing its products domestically and overseas, providing it with a distinct competitive advantage.

But, like many other industries in the agricultural and manufacturing sectors, it must formalise a framework within which the wine industry can demonstrably comply with market and community expectations of responsible environmental management.

The wine industry must also formally adopt the triple bottom line concept, combining traditional financial profit with the added dimensions of social and environmental accountability, thus ensuring the sustainability of the industry.

This strategy will provide direction for the Australian wine industry to be a leader nationally and internationally in supporting sustainable development.

The industry recognises that continuously improving environmental performance is an imperative. It is not an option. How well natural resources are managed will ultimately determine the future growth and development of the Australian wine industry.

INDUSTRY DIRECTION

The industry's 30-year plan – *Strategy 2025, The Australian Wine Industry* – launched in 1996, recognised the importance of good environmental management.

One section of the report was dedicated to resource management, including the issues of vineyard expansion and water access and use. Strategy #7, under the heading *Competitive Advantage*, stipulates that the industry should "accelerate the adoption of environmentally sustainable policies and practices in all aspects of the industry".

Subsequently, in 2000, the industry released a 10-year marketing strategy titled *The Marketing Decade.* In a section headed *The Future of Wine* it stated that "...90% of [Australian] consumers regard companies which tell the truth or behave in decent, ethical, responsible ways as an important factor in making purchasing decisions."
(Grey Advertising, 1999)

The document further commented: "There is an unprecedented consumer focus on food integrity and a rapidly growing concern about ecological sustainability – factors which suit the 'clean and green' Australian wine industry." As recognised in Strategy 2025, "wine will meet the consumer's demand for individualised, customised products which are natural, environmentally friendly and healthy".

The Marketing Decade made it clear that Australia's 'clean and green' image is a critical competitive advantage, and cautioned the industry that it must "preserve this image through environmental policies which manage salinity, pollution and urban encroachment".

In recognition of the need for Australia to develop its environmentally friendly image, *The Marketing Decade* specifically stated the industry should "Ensure that the forthcoming National Wine Industry Environment Strategy fulfils wine consumers' expectations of product integrity and of the industry's environmental stewardship".

· STRATEGY 2025 ·

THE VISION

By 2025 the Australian wine industry will achieve $4.5 billion in annual sales by being the world's most influential and profitable supplier of branded wines, pioneering wine as a universal first choice lifestyle beverage.

THE MISSION

Total commitment to innovation and style from vine to palate.

STRATEGIES RELATING TO ENVIRONMENT MANAGEMENT

STRATEGY 1. Progress and sustain the community acceptance positioning of wine (health, environment, lifestyle).

STRATEGY 6. Benchmark industry production and management processes to assure world best practice.

STRATEGY 7. Accelerate the adoption of environmentally sustainable policies and practices in all aspects of the industry.

STRATEGY 19. Influence water access and pricing policies to ensure that the wine industry can secure its additional water supplies.

STRATEGY 23. Pursue cost reductions through productivity improvement and adoption of world best practice.

STRATEGY 24. Introduce a risk management strategy that identifies and formulates contingencies for industry - wide risks.

STRATEGY 27. Ensure that State and Local Government land use planning policies, infrastructure provision and regional development strategies are supportive of the wine industry.

· WHAT IS SUSTAINABLE DEVELOPMENT? ·

The Australian Government released the National Strategy for Ecologically Sustainable Development (NSESD) in 1992. In developing the strategy the following core objectives and guiding principles were used:

CORE OBJECTIVES OF ECOLOGICALLY SUSTAINABLE DEVELOPMENT:

- To enhance individual and community well-being and welfare by following a path of economic development that safeguards the welfare of future generations.
- To provide equity within and between generations.
- To protect biological diversity and maintain ecological processes and life-support systems.

GUIDING PRINCIPLES OF ECOLOGICALLY SUSTAINABLE DEVELOPMENT:

- Decision-making processes should effectively integrate both long and short-term economic, environmental, social and equity considerations.
- Where there are threats of serious or irreversible environmental damage, lack of full scientific certainty should not be used as a reason for postponing measures to prevent environmental degradation.
- The global dimension of environmental impacts of actions and policies should be recognised and considered.
- The need to develop a strong, growing and diversified economy, which can enhance the capacity for environmental protection, should be recognised.
- The need to maintain and enhance international competitiveness in an environmentally sound manner should be recognised.
- Cost-effective and flexible policy instruments should be adopted, such as improved valuation, pricing and incentive mechanisms.
- Decisions and actions should provide for broad community involvement on issues which affect them.

Hence, ESD is about finding a balance between economic, environmental and social imperatives, and ensuring that the long-term aspects are addressed.

GLOBAL PERSPECTIVE

In 1987 the *Brundtland Report: Our Common Future* provided a blueprint for environmental reforms worldwide and formalised the concept of sustainable development – or ecologically sustainable development as it has been labelled in Australia.

The Brundtland Report describes sustainable development as: *"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."*

In 1992 the United Nations Conference on Environment and Development was held in Rio de Janeiro, Brazil, which led to an international treaty between nations and the publication of Agenda 21 – the action plan developed to implement the Rio Declaration Agreements. Australia is a signatory to the Rio Declaration on Environment and Development, and is committed to the principles of sustainable development.

CHALLENGES AND OPPORTUNITIES

The wine industry is entirely dependent on natural resources: solar energy, suitable climate, clean water, healthy soils and the interaction of all these elements with ecological processes are critical.

Degradation of these resources would have devastating effects on the wine industry.

In Australia our natural water systems are seriously threatened by salinity and overuse (Australia State of the Environment Report, Environment Australia, 2001); precious topsoil is being lost through excessive erosion (Australia State of the Report, Environment Australia, 2001); and greenhouse gas-induced global warming and climate change is likely to exacerbate all these problems (Climate Change Predictions for Australia, CSIRO, 2001).

The industries that can generate wealth while protecting and improving the environment will survive and prosper. Hence, the future development of the Australian wine industry will be based on its capacity to use natural resources in a sustainable manner.

The preservation of our natural resource base is considered the main environmental imperative for the wine industry – not only to provide long-term security, but also to maintain the long-term integrity of ecological processes.

Internationally, government environmental regulations have become more stringent. This has certainly been the case in Europe and North America, and more recently in Australia.

Society is demanding that governments be more proactive in protecting the environment, which has led to increased regulations. While these additional government pressures have not yet had a major influence on the Australian wine industry, it is likely that this trend will continue.

It is expected that government policy and programs increasingly will favour industries that can demonstrate strong and responsible environmental credentials. It is within the long-term interest of the Australian wine industry to ensure its performance exceeds the expectations of government, both domestically and internationally.

The ability of the industry to maintain and justify its 'clean and green' image is vitally important. Customers are demanding environmental performance information and the Australian wine industry must meet these demands and present its credentials.

If it does not, the Australian wine industry risks losing its export market share purely on environmental grounds.

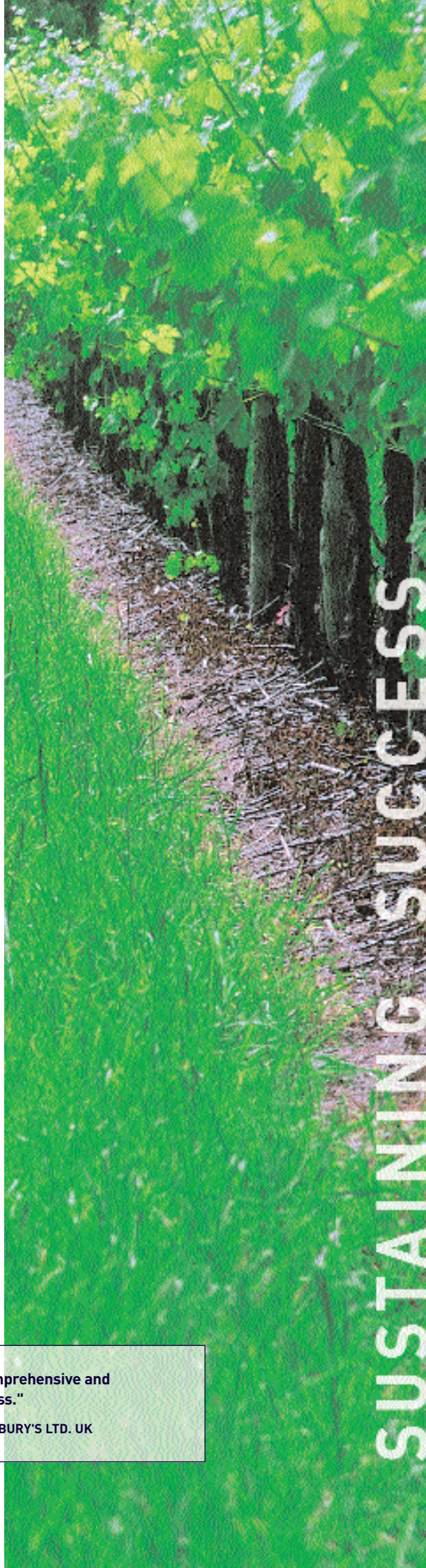
More consumers now include environmental criteria in product selection. While this is seen mostly in export markets, there is a growing awareness of environmental issues within the domestic wine market.

Strategy 2025 predicted that 'cause marketing' would be an important issue for the wine industry by 2025, a statement backed up by an international marketing survey conducted by Roper Starch (2000), which suggested that the environment is the most prominent issue among general consumers.

Although there are challenges facing the Australian wine industry, there are also many opportunities.

Using natural resources more efficiently is an effective way to improve performance. There are multiple financial, as well as environmental, benefits associated with the efficient use of resources. Reduction in resource demand helps preserve the natural resource base and reduces waste and unwanted by-products. In addition, efficiency gains usually lead to a reduction in operational costs.

Accelerating the uptake of environmental best practice will help the industry maintain a competitive advantage in the wine export market.



"Our long-term goal is for all own brand suppliers to be able to demonstrate comprehensive and meaningful engagement with all the environmental issues affecting their business."

RAISING THE STANDARD: SUPPLIERS GUIDE TO REDUCING ENVIRONMENTAL IMPACTS, SAINSBURY'S LTD. UK

ADOPTING A NEW APPROACH

The Australian wine industry's impressive record in terms of investing in research and development, and engaging in collaborative initiatives such as education, self-regulation and having a 'quality' production focus, is testament to its commitment to minimal environmental impact.

However, while these activities go some of the way towards the industry obtaining full environmentally responsible credentials, there is much to be done before it can formally declare full compliance with the environmental management expectations of its markets, the general public and government.

There are a number of fronts on which the wine industry has an opportunity to further improve its performance.

Industry recognises the increased environmental pressures associated with rapid production growth in recent years. Providing industry with easy access to relevant information, techniques and support tools will ensure that industry growth is sustainable.

It is essential the industry does not take for granted its 'pristine' image. Complacency is potentially dangerous as markets and the public now look beyond perceptions and at the industry's ability to demonstrate its actual environmental performance.

The concept of triple bottom line accountability, combined with greater transparency in environmental reporting, provides a new approach for the industry that will help it deal with the environmental realities of the 21st century.

If the Australian wine industry is to continue to move to a truly sustainable basis, it must bring about a change in culture within its own industry and in its markets, where the environmental and social impacts of the industry are measured as diligently as its financial impact.

Far from having an adverse effect on profitability, this is the only sustainable path to prosperity.

Support tools must be developed to help companies reduce resource use and create less waste. Through the concept of eco-efficiency, wine companies can begin to look at the entire production cycle of their product, which includes encouraging suppliers to contribute to resource and waste reduction.

In conjunction with this, the industry as a whole must endorse full transparency in the reporting of environmental issues and environmental initiatives being undertaken. In this way public confidence in the industry will be further enhanced.

"The Australian wine industry has the opportunity to become a leader in ecologically sustainable development and become a champion for environmental reforms worldwide. It is in our long-term interests to operate transparently and provide evidence of our environmental credentials through independent verification."

TONY SHARLEY, MANAGER, BANROCK STATION, BRL HARDY LTD., ENVIRONMENT STRATEGY DEVELOPMENT REFERENCE COMMITTEE.

KEY ENVIRONMENTAL ISSUES

The business of producing wine can be segregated into three distinct areas: viticulture; winemaking; and packaging and distribution.

▼ **POTENTIAL ENVIRONMENTAL ISSUES ASSOCIATED WITH THE WINE INDUSTRY**

ISSUE	VITICULTURE	WINEMAKING	PACKAGING & DISTRIBUTION
Water	Ecological flows Irrigation dams Groundwater Wastage Salinity Surface runoff Turbidity Wetlands	Equipment washing Salinity Surface runoff Turbidity Wastage	Bottle washing Cleaning agents Equipment washing Salinity Surface runoff Turbidity Wastage
Waste	Chemical storage Containers Chemical waste Green waste Odours Treated posts Wastewater	Chemical storage Cleaning agents Chemical waste Filter material Grape marc Stormwater management Wastewater	Adhesives Glass palettes Paper/cardboard/wood Plastics Printing inks Slip sheets Wastewater
Land-use	Biodiversity Erosion GMOs Nutrient management Pest management Soil salinity/sodicity Soil compaction Soil contaminants Vegetation clearance	Biodiversity Composting Groundwater Soil salinity Treelots Vegetation clearance Wastewater	Biodiversity Groundwater Soil salinity Vegetation clearance Wastewater
Greenhouse	Carbon sequestration Climate change Energy use Emissions from waste Nutrient management Soil carbon Transport Vegetation clearance	Carbon dioxide Emissions from waste Energy use Fermentation Transport	Emissions from waste Energy use Transport
Community	Aesthetics Chemical spray drift/runoff Conflicting land-uses Dust Genetic modifications Light Noise Odours	Aesthetics Conflicting land-uses Dust Genetic modifications Light Noise Odours	Aesthetics Conflicting land-uses Noise Odours

· STRATEGIC DIRECTION FOR THE INDUSTRY ·

The first National Wine Industry Environment Conference & Exhibition, held in Adelaide in November 2000, provided a key forum to ascertain a strategic direction for the wine industry.

The conference identified a broad range of issues facing the industry and highlighted current best practice and possible deficiencies. Debate also focussed on the need for a more coordinated approach to environmental management throughout all aspects of the industry. The conference resolutions were:

- **TRIPLE BOTTOM LINE ACCOUNTABILITY** - the concept of sustainable accounting that applies fiscal values for environmental, social and economic imperatives;
- **ENVIRONMENTAL ETHICS** - instilling environmental values and principles throughout all levels of the industry;
- **SELF-REGULATION** - industry setting standards and guidelines to ensure an agreed level of environment performance is achieved;
- **SYSTEMS APPROACH** - addressing the continual improvement aspects of the National Environment Strategy, using monitoring and evaluation systems to ensure the strategy is dynamic and changes to meet the needs of the community, consumers and industry;
- **ENVIRONMENTAL MANAGEMENT SYSTEMS** - offer an industry-wide framework that provides a flexible and consistent approach to implementing systems that support environmental management and provide a mechanism to measure and evaluate environmental performance.

These key points have been incorporated into *Sustaining Success* and provided a foundation for the development of this environmental strategy.

THE PRIORITIES

The table on page 7 shows that the wine industry interacts with the environment in a substantial and diverse manner. While all these interactions are important and need to be managed for long-term sustainability, several issues are perceived as priorities by industry, government, customers and the wider community.

The priority issues are:

- Water quality and use in viticulture, winemaking and packaging.
- Generation and disposal of wastewater from winemaking and packaging.
- Management of solid waste products, such as grape marc, filter material and treated timber vineyard posts.
- Use of insecticides, fungicides and herbicides (pesticides).
- Maintaining and enhancing natural ecological systems and protecting biodiversity.
- Conflicting land-uses with local communities and other industries.
- Ramifications of future greenhouse gas-induced climate change on viticulture.

COMMITMENT

The Australian wine industry is committed to the continual improvement of its environmental performance.

Accelerating the adoption of ecologically sustainable practices throughout all aspects of its operation is critical to its future success and will ensure the needs and expectations of the wider community and customers are met.

OBJECTIVE 1

Optimise business operations to ensure the use of resources and generation of unwanted by-products are managed in an efficient and ecologically sustainable manner.

OBJECTIVE 2

Anticipate and satisfy community and customer expectations on environmental performance.

OBJECTIVE 3

Measure and evaluate performance to demonstrate environmental stewardship.

OBJECTIVE 1

Optimise business operations to ensure resource utilisation and the generation of unwanted by-products are managed in an efficient and ecologically sustainable manner.

STRATEGY 1.1 Adopt a coordinated national approach to formulating environmental policy and identifying and addressing priority environmental issues.

The wine industry has recognised that a more coordinated approach to environmental management will be adopted. State and regional industry associations, support organisations, government bodies and many wine industry companies are addressing environmental management issues and there is an urgent need to ensure there is national coordination. There is also a need for wine industry bodies and support organisations to determine their respective roles in terms of environmental responsibility. This will assist with industry coordination and avoid potential duplication.

STRATEGY 1.2 Initiate an environmental improvement program throughout all aspects of the industry.

An environmental improvement program will address the practical aspects of environmental management. This will include the development of industry-based action plans, providing a holistic view of environmental improvements and a prioritised list of actions. Support tools, techniques and best practice examples will be developed and documented to assist industry.

"The greatest impediment we really have as an industry in meeting the [Strategy] 2025 vision and the growth goals that are included, is our ability as an industry to manage our natural resources in a long-term sustainable manner."

GRAEME KRAEHE, FORMER CEO, SOUTHCORP WINES, NATIONAL WINE INDUSTRY ENVIRONMENT CONFERENCE & EXHIBITION, NOVEMBER 2000.

STRATEGY 1.3 Capitalise on the 'education and innovation' culture of the industry to entrench environmental values, principles and best practice.

Collaboration in education and innovation continues to be an important strength on which the wine industry can capitalise to entrench environment management throughout all aspects of its activities. Environmental education is a key tool to improving performance. Education will address the range of technical issues facing the industry, as well as raising environmental awareness. Consequently, 'education' will address a broad industry audience. Environmental issues will be integrated into existing education and training programs.

STRATEGY 1.4 Work with all levels of government to ensure that legislation, programs and policies support the long-term sustainability of the wine industry.

The wine industry will be more proactive concerning environmental and sustainability issues in dealing with government. It will work with government to ensure the utilisation of natural resources is sustainable and protects the long-term interests of the wine industry. In addition to influencing policy, the wine industry will seek government partnership support in the form of access to programs, technical advice, resources and funds.

OBJECTIVE 2

Anticipate and satisfy community and customer expectations on environmental performance.

STRATEGY 2.1 Further expand industry's understanding of the environmental expectations of domestic and international customers and communities.

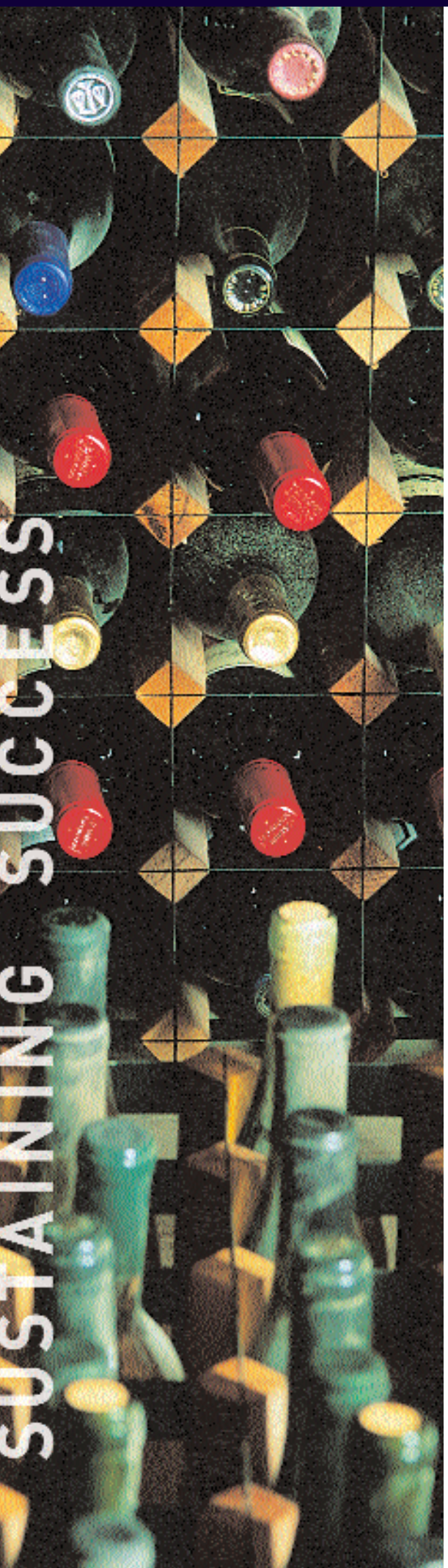
A greater understanding of community and customer environmental expectations is required. Environmental awareness throughout the wider community has increased significantly in recent years and this trend is likely to continue. Hence, it is imperative for the wine industry to have a sound understanding of community and customer environmental expectations as they evolve. As a global industry, the Australian wine industry needs to keep abreast of environmental developments overseas. Studies will be conducted to identify environmental marketing issues and potential trade barriers. Identifying the expectations of customers and the wider community will also help industry establish environmental standards and support programs.

STRATEGY 2.2 Enhance collaboration and partnerships with community groups, government and research organisations.

Industry will ensure there are direct communication channels with government and community groups. This will enable a two-way dialogue with stakeholders and the community. Community input mechanisms will be important at regional, state and national levels. Industry will further enhance collaboration and partnerships with government, research organisations and community groups.

STRATEGY 2.3 Establish mechanisms to communicate and promote the environmental performance of the wine industry.

The progress of industry's environmental performance is of interest to the general community and to stakeholders in the wine industry. There are many examples of environmental management best practice, and the industry will more actively promote these to the general public. There is also an opportunity to integrate environmental perspectives into marketing and tourism initiatives.



OBJECTIVE 3

Measure and evaluate performance to demonstrate environmental stewardship.

STRATEGY 3.1 Periodically undertake environmental studies and surveys to identify areas where performance can be improved.

Studies and surveys will help identify priority areas, the extent of best practice throughout the industry and provide a focus for action plan development. This will require the provision of more comprehensive data from industry, on an annual basis. The most appropriate and efficient way to acquire this information may involve integrating environmental data into existing surveys.

STRATEGY 3.2 Institute a wine industry environment reporting system.

The wine industry is committed to producing an Australian wine industry public environment report, which will provide an up-to-date scorecard of environmental progress. These industry-based reports will be produced annually and be available to the general public.

STRATEGY 3.3 Develop national environmental standards and guidelines.

National environmental standards and guidelines will ensure an acceptable level of environmental performance is achieved. A commitment has been made to develop a national environment code of practice, which will encourage best environmental practice throughout all aspects of the industry's activities. Practical guidelines and an environmental audit and assurance scheme will be developed to support the code. The possibility of developing an eco-labelling scheme associated with the code of practice would provide further incentive for industry.

• IMPLEMENTATION •

SYSTEMS APPROACH

Sustaining Success advocates a systems approach to environmental management. A systems development model will be applied at an industry level to ensure environmental progress is coordinated and sensitive to the changing needs of industry, government and the community. Continuous improvement is facilitated through the evaluation and review of the wine industry's stakeholders (see below).

▲ SYSTEMS APPROACH TO ENVIRONMENTAL MANAGEMENT IN THE AUSTRALIAN WINE INDUSTRY.

The planning stage of the mo addresses the creation of national environment policies and strategy reviews. Policies will initially focus on the environmental issues identified within this document (eg water, waste, biodiversity, greenhouse and land-use conflicts). The development and implementation phases involve the creation of programs and materials. Formal evaluation will be addressed through the existing decision-making bodies of the wine industry and through feedback from other relevant groups, such as support organisations, government bodies and a variety of community forums.

The success of the continuous improvement model at an industry level is dependent on the following:

* Industry using decision-making bodies to provide feedback on environmental progress.
* Using feedback constructively to evaluate the effectiveness of environmental progress.
* Industry responding by instigating change which is propagated through all levels of the system.
* Allocating responsibility for communication channels between industry and stakeholders.

The systems approach will ensure grapegrowers and winemakers receive the necessary support on the ground and, at the same time, it will provide a coordinated approach to environmental management at industry level.

ACTIONS

The implementation of *Sustaining Success* requires a generic plan to initiate action at industry level. The following two pages outline actions for the wine industry as a whole.

OBJECTIVE 1

Optimise business operations to ensure resource utilisation and the generation of unwanted by-products are managed in an efficient and ecologically sustainable manner.

STRATEGY	ACTION
1.1 Adopt a coordinated national approach to formulating environmental policy and identifying and addressing priority environmental issues.	• Establish a National Environment Forum with responsibility for the management, development and review of environmental strategy and policy. • Determine the environmental roles and responsibilities of industry bodies and support organisations.
1.2 Instigate an environmental improvement program throughout all aspects of the industry.	• Develop a rolling 5-year environmental management action plan to address current priorities of natural resource management (water, waste, greenhouse and biodiversity), eco-efficiency, industry-based management systems and land-use conflicts. • Develop a national approach to environmental management systems ensuring continuous improvement of environmental performance. • Provide a support program and advisory service to the wine industry. • Develop an Environmental Management Kit to provide practical guidelines and support to guide environmental improvements at a company level.

1.3 Capitalise on the 'education and innovation' culture of the industry to entrench environmental values, principles and best practice.	• Integrate environmental principles and management techniques into existing education forums, such as universities, WINETAC, TAFE and industry training programs.
	• Develop a series of environmental management training courses addressing:
	  • environmental awareness
	  • environmental management systems
	  • best environment practice.
	• Provide innovative educational support materials by utilising electronic forms of media.

1.4 Work with all levels of government to ensure that legislation, programs and policies support the long-term sustainability of the wine industry.	• Ensure the wine industry is represented on government policy development and consultation forums. • Lobby government on priority environmental issues. • Proactively work with state government regulators to advance a self-regulation model that satisfies the needs of government, community and industry.

OBJECTIVE 2

Anticipate and satisfy community and customer expectations on environmental performance.

STRATEGY	ACTION
2.1 Further expand industry's understanding of the environmental expectations of domestic and international customers and communities.	• Instigate a series of environmental marketing studies to identify customer and community environmental issues. • Enhance collaboration between environmental and marketing practitioners at an industry level. • Keep abreast of regulatory and voluntary standards overseas to ensure the Australian wine industry can satisfy all environmental criteria stipulated by export markets.
2.2 Enhance collaboration and partnerships with community groups, government and research organisations.	• Identify strategic partners for the industry and establish mutually beneficial relationships. • Actively participate in community forums, public meetings and environmental information sessions. • Actively assist with specific environmental projects and programs of strategic importance to local community and environmental groups. • Provide research and development organisations with information to align research with environmental priorities.
2.3 Establish mechanisms to communicate and promote the environmental performance of the wine industry.	• Document environmental successes from industry as case studies and best practice examples. • Integrate environmental credentials into industry marketing and tourism plans. • Promote industry's environmental performance through the media, publications, internet and conferences.

OBJECTIVE 3

Measure and evaluate performance to demonstrate environmental stewardship.

STRATEGY	ACTION
3.1 Periodically undertake environmental studies and surveys to identify areas where performance can be improved.	• Conduct annual environmental surveys. • Investigate opportunities to integrate environmental information into other industry-based surveys. • Develop industry benchmarks and key performance indicators. • Analyse survey results to identify areas of potential weakness.
3.2 Institute a wine industry public environmental reporting system.	• Develop an environmental information repository comprising environment contacts, support services, reports, case studies and best practices. • Produce an Australian wine industry 'State of the Environment' report on an annual basis.
3.3 Develop national industry environmental standards and guidelines.	• Develop a national environment code of practice. • Develop environmental guidelines designed to support the national code of practice. • Implement a national environment management system framework. • Develop a model for a national environment compliance scheme that integrates with national and international environmental standards.

• GLOSSARY •

BENCHMARK: A standard set by the best existing practice, product or service. A standard by which something can be measured or judged. Benchmarking is the process of comparing performance against that of others in an effort to identify areas for improvement.

BIODIVERSITY: The variety of all life-forms – the different plants, animals and micro-organisms, the genes they contain, and the ecosystems of which they form a part.

BIOMASS: The amount of living matter in a given habitat.

CONSERVATION: Preserving and renewing human and natural resources to assure their highest economic or social benefits.

CONSUMERS: Relates to customers that are end-users of the product. A section of the community that purchases and consumes wine.

CUSTOMERS: Relates to wine industry stakeholders that purchase wine for the purpose of packaging, distribution, sales (wholesale and retail) for consumers.

ECO-EFFICIENCY: A management process that is designed to 'produce more from less'. Eco-efficiency can be achieved by increasing resource recovery, using fewer inputs such as energy and water, recycling more and reducing emissions and wastes.

ECO-LABELLING: Eco-labels affixed to a product show that it has met eco-friendly criteria laid down by governmental or standards certification bodies. Examples include the Eco Mark (Japan) and the International Energy Star (United States/Japan).

ENVIRONMENT MANAGEMENT SYSTEM: Provides a structured approach to environmental management. It includes the environmental parameters of reporting, monitoring and data collection, auditing, legal compliance requirements and due diligence.

EROSION: The wearing away of the land surface by running water, wind, ice, or other geological agents, including processes such as gravitational creep. Geological erosion occurs naturally over long periods of time. Accelerated erosion is more rapid than normal erosion and results primarily from human activities.

GREENHOUSE EFFECT: Is a natural process that keeps temperatures on earth suitable for life to exist. The enhancement of the greenhouse effect relates to the build-up of greenhouse gases in the atmosphere. Energy absorbed at the earth's surface, which is normally able to radiate back into space in the form of long-wave infrared radiation, is retained by gases in the atmosphere, causing a rise in temperature and global warming.

GREENHOUSE GASES: Gases that affect the temperature of the earth's surface. They include water vapour (H_2O), tropospheric ozone (O_3), chlorofluorocarbons (CFCs), carbon dioxide (CO_2), methane (CH_4), and nitrous oxide (N_2O).

PUBLIC ENVIRONMENTAL REPORTING: The public disclosure of information about an organisation's environmental performance, including its impacts on the environment, its performance in managing those impacts and its contribution to ecologically sustainable development.

RUNOFF: The flow of water from the land to oceans or interior basins by overland flow and stream channels.

SALINITY: The concentration of dissolved salts in water.

SEQUESTRATION: Removal of greenhouse gases from the atmosphere by plants or technological measures. Defined by the International Panel on Climate Change as the process through which carbon is absorbed by biomass such as trees, soils and crops.

STAKEHOLDERS: All those who are either affected by or who can affect the activities of an organisation, namely customers, shareholders, investors, governments, media, non-government organisations, local residents and employees.

TRIPLE BOTTOM LINE: Reporting on the financial, social and environmental impacts of an organisation.

TURBIDITY: A measurement of the amount of suspended solids (colloids) in a solution.

WASTEWATER: Water that has been used in washing, flushing, manufacturing, etc.

WINE INDUSTRY: Business entities that include viticulture, winemaking, wine packaging and/or wine distribution.

• GENESIS •

In 1999 the wine industry recognised it must address environmental management in a more holistic manner to achieve the objectives of Strategy 2025. SA Wine & Brandy's proposal to lead development of a national environment strategy was endorsed by the Winemakers Federation of Australia. A group of sponsors led by the Australian Greenhouse Office and key industry bodies came together and established a two-year environment program.

Keith Jones was appointed to manage the program and, with a dedicated working group, researched and developed *Sustaining Success*. A committed reference committee of industry personnel from all states, and a national workshop sponsored by the Winemakers Federation, provided critique and feedback as the work progressed. This ensured the strategy demonstrated a balanced and appropriate perspective, taking into consideration environmental, social and economic imperatives relevant to the Australian wine industry and to the broader community.

As a result of the strategy development, the Wine Industry National Environment Committee was established on 17 April 2002 under the auspices of the Winemakers Federation of Australia to oversee the implementation of *Sustaining Success* and review environmental policy.

The wine industry particularly records its gratitude to the Australian Greenhouse Office for its financial support of *Sustaining Success* as part of the industry's Greenhouse Allies Program.

• ACKNOWLEDGMENTS •

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Australian Wine and Brandy Corporation

Beringer Blass Wine Estates Limited

BRL Hardy Limited

Business SA

City of Onkaparinga

Environment Protection Agency of SA

Grape and Wine Research and Development Corporation (GWRDC)

Orlando Wyndham Group Pty Ltd

South Australian Wine and Brandy Industry Association (SA Wine & Brandy)

Southcorp Wines Pty Limited

Winemakers' Federation of Australia

Yalumba Wine Company

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Cooperative Research Centre for Viticulture

Energy SA

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