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Winemakers' Federation of Australia
For the Industry by the Industry

Australian Government
Grape and Wine Research and Development Corporation

Natural Resource Management Coordinator



FINAL REPORT to

GRAPE AND WINE RESEARCH & DEVELOPMENT CORPORATION

Project Number: **WFA 04/01**

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Research Organisation:
WINEMAKERS' FEDERATION OF AUSTRALIA

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NATURAL RESOURCE MANAGEMENT COORDINATOR

Final Report to the GWRDC

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Acronyms:

AWBC	Australian Wine and Brandy Corporation
AWIS	Australian Wine Industry Stewardship
AWRI	Australian Wine Research Institute
BMP	Best Management Practice
DAFF	Dept of Agriculture Fisheries and Forestry
NRM	Natural Resource Management
SAWIA	South Australian Wine Industry Association
WFA	Winemakers' Federation of Australia
WINEC	Wine Industry National Environment Committee

1 Abstract

The appointment of an industry-based Natural Resource Management Coordinator has enabled the Australian wine industry to raise awareness of environmental issues amongst its members, supported the Wine Industry National Environment Committee in setting environmental policy directions for the industry, and increased the profile of the industry in environmental management activities in Australia and abroad. The NRM Coordinator was appointed by the Winemakers' Federation of Australia, and was responsible for delivering commitments under the final years of an EcoEfficiency Agreement and the development and implementation of Australian Wine Industry Stewardship.

2 Executive Summary

The wine industry NRM Coordinator Project sought resources for the appointment of a national NRM Coordinator, tasked with coordinating Australian Wine Industry Stewardship (AWIS), delivering on the WFA's Eco-efficiency Agreement commitments, and supporting the Wine Industry National Environment Committee.

The provision of dedicated NRM support to the wine industry has increased the industry's profile in NRM issues of relevance to the national and international wine industry.

Through the project, the industry undertook the final two State of the Environment reports required under the industry Eco-Efficiency Agreement. The NRM Coordinator was responsible for the coordination of the AWIS, which has achieved considerable industry buy in and will now evolve into EnviroWine Australia, to link in with the national industry's Wine Australia campaign.

Increasing industry NRM activity has been captured in the new wine industry strategic plan *Wine Australia – Directions to 2025*, which outlines a work plan to be delivered by the NRM Coordinator and the Wine Industry National Environment Committee.

The NRM Coordinator position was supported by funding received from the GWRDC, the DAFF Sustainable Industries Initiative, and the Winemakers' Federation of Australia. The project has demonstrated that there is a demand for NRM coordination services within the wine industry, and as such, the position will be retained by the WFA beyond the current grant funding.

3 Background

Following the release of *Sustaining Success*, the Wine Industry National Environment Committee (WINEC) was convened to manage, develop and review environment strategy and policy for the Australian wine industry.

At the same time, a three way agreement between the South Australian Wine Industry Association (SAWIA), Winemakers' Federation of Australia (WFA) and the Commonwealth (Environment Australia - EA) was signed which outlined much of the industry's practical response and implementation of the actions defined in *Sustaining Success*.

A number of tools have been developed under the EcoEfficiency Agreement and previous GWRDC funding, including Best Management Practice Guidelines (BMPs), a draft code of practice, risk assessment tools and fact sheets. Topics for existing BMPs include Water Conservation, Pest Management, Greenhouse Gas Management, Environmental Management Systems (EMS) and Waste Management.

A survey was also distributed and compiled into an industry public environmental report in late 2004. With the completion of the first 12 months of the EcoEfficiency Agreement, the WFA assumed portfolio responsibility for delivery of the national environmental program, under the terms of the remaining two years in the EcoEfficiency Agreement.

Late in 2004, on behalf of the industry, WFA submitted a proposal to the 'Pathways to Industry EMS' program of the Dept of Agriculture, Fisheries and Forestry (DAFF). The proposal was successful and DAFF provided almost $700,000 over 3 years for the development and implementation of Australian Wine Industry Stewardship (AWIS). The major use of the funds will be the employment of 3 FTEs as AWIS regional coordinators. AWIS aimed to encourage grapegrowers to provide natural resource management information to winemakers as part of their spray diary reporting requirements. Other components of the program involved getting a better understanding of international expectations of the environmental performance of the Australian wine industry as well as reviewing international and domestic best practice with respect to monitoring and reporting environmental performance. The natural resource management coordinator was charged with the operational management of AWIS.

4 Project Aims and Performance Targets

Objectives

- Firmly establish *Sustaining Success* and its implementation as a national program coordinated by WINEC on behalf of WFA
- Establish and maintain two-way consultation processes with states and regions, government agencies, supply chains and other key interest groups to identify and address NRM priorities
- Establish links and ensure wine industry regional NRM and EMS approaches are consistent with, and contribute to, regional catchment and state resource and sustainability plans

- Leverage benefit from tools being developed for the EcoEfficiency Agreement and promote their use by key target audiences for greater social, environmental and economic outcomes for wine industry participants
- Coordinate the ongoing education program to disseminate and update information on critical NRM priorities, using existing networks and mechanisms and other potential delivery outlets
- Promote innovation and R7D outcomes and best management practices to encourage adoption
- Establish a network for sharing information about BMP and NRM initiatives being undertaken by the wine industry and in wine making regions

Performance Target	**Due Date**
Natural Resource Management Coordinator appointed	March 2005
3 year detailed action and communication plans endorsed by WINEC	April 2005
Resource developed to deliver NRM and sustainability concepts as a component of business and marketing planning	June 2005
Report identifying R&D outcomes in the area of sustainable resource management that could be better extended to the wine industry	June 2005
Customer Reviews and System Mapping completed and regional coordinators employed	July 2005
Wine industry environmental manual/kit framework completed	December 2005
Pilot program completed. Program workshops initiated	July 2006
AWIS program workshops completed and evaluated	April 2007
National summary report of AWIS results for vintage 2007 completed	August 2007
Options for extension of AWIS into the winery prepared	August 2007
Presentation of AWIS at the AWITC and the National Wine Industry Environment Conference	August 2007
Wine Industry 'Signposts for Australian Agriculture' profile completed	December 2007
Online industry stewardship resource developed using the Signposts content management system	February 2008
WFA Facilitative Agreement for membership of Greenhouse Challenge Plus completed	October 2007
Documented evidence of Australian wine industry alignment with FIVS Global Wine Sector Environmental Sustainability Principles	January 2008
AWIS Final report with options for future administration completed	April 2008

5 Method

The funding provided by the GWRDC was used to support the position of Natural Resource Management Coordinator with the WFA, and as such, there is no formal method to the project.

6 Results/Discussion

Mid Financial Year Progress 2007/08

Output	Performance Target	Target Date	Progress Towards Target (A/N/O/D)
National AWIS Report	National summary report of AWIS results for vintage 2007 completed	August 2007	A
AWIS Winery Extension	Options for extension of AWIS into the winery prepared	August 2007	A
AWIS Presentations	Presentation of AWIS at the AWITC and the National Wine Industry Environment Conference	August 2007	A (Presentation made to Outlook conference instead of AWITC)
'Signposts for Australian Agriculture' Wine industry profile	Wine Industry 'Signposts for Australian Agriculture' profile completed	December 2007	D (Being developed by Bureau of Rural Sciences - beyond WFA's control)
Online industry stewardship resource	Online industry stewardship resource developed using the Signposts content management system	February 2008	D (Unable to commence until Bureau of Rural Sciences completes Profile)
Greenhouse Challenge Plus Facilitative Agreement	WFA Facilitative Agreement for membership of Greenhouse Challenge Plus completed	October 2007	A
	Documented evidence of Australian wine industry alignment with FIVS Global Wine Sector Environmental Sustainability Principles	January 2008	A (Paper presented to OIV World Congress 2007)
AWIS Final Report	AWIS Final report with options for future administration completed	April 2008	A (EnviroWine Australia paper being presented for consideration by WFA Board in April 2008)

Objective 1: Firmly establish *Sustaining Success* and its implementation as a national programme coordinated by WINEC on behalf of WFA

All natural resource management activities undertaken by the WFA occur in line with the objectives, strategies and actions of *Sustaining Success.* Sustainability aspects have also been identified in the new *Wine Australia: Directions to 2025* strategy released by the industry in 2007. The WINEC is the recognised national forum for environmental sustainability matters, and boasts a full membership comprising representatives from WFA Member companies, State industry associations, GWRDC, Australian Wine Research Institute, Australian Wine and Brandy Corporation and Wine Grape Growers Australia.

Objective 2: Establish and maintain two-way consultation processes with states and regions, government agencies, supply chains and other key interest groups to identify and address NRM priorities

WINEC comprises representatives from state wine industry associations, wine industry research and development organizations, and member companies of the Winemakers' Federation. WINEC is the national industry's key communication and policy forum relating to NRM matters.

Government relationships, as they relate specifically to NRM have been based around the funding grants obtained from both the NLP Sustainable Industries Initiative and the NHT Pathways to Industry EMS programme. The provision of a NRM Coordinator has essentially provided the wine industry with an interpreter to foster communications between the wine and NRM industries. As a result of the wine industry's elevated role in NRM issues, the WFA finds itself being actively consulted on NRM matters such as biodiversity, climate change and water policy. The WFA NRM Coordinator has been invited to sit on the DAFF Property Management Systems Independent Expert Panel of only 11 people drawn from academic, Landcare and industry backgrounds, and also to be a member of Australian Wool Innovations Life Cycle Assessment Expert Panel.

This influence has also expanded to key export markets and international industry bodies. The WFA is recognised as a Key Stakeholder for consultation on the BSI British Standards process to develop *PAS 2050: Specification for the assessment of the life cycle greenhouse gas emissions of goods and services*, and the WFA NRM Coordinator is the co-convenor of the International Federation of Wine and Spirits (FIVS) Sustainability Committee.

Supply chain consultation is an evolving issue and will be progressed as WFA implements an affiliate membership structures. Supply chain partnerships have also found focus around the issue of industry carbon footprints, with the WFA convening a roundtable of packaging suppliers to investigate data availability and future research needs.

Objective 3: Establish links and ensure wine industry regional NRM and EMS approaches are consistent with, and contribute to, regional catchment and state resource and sustainability plans

The NRM Coordinator's main task has been the development and management of Australian Wine Industry Stewardship (AWIS), which is being positioned to replace *Sustaining Success* as the national wine industry's flagship environmental management programme. Under AWIS, there has been an extensive review of 34 regional NRM plans relevant to wine grape growing regions of Australia. The review focused on the potential impact of the plans on the wine industry, and identifying contributions

that the wine industry could make to recommended actions and targets in the plan. Ensuring consistency with these plans is difficult, as it can be hard to work out exactly what is being said and there is heavy use of jargon. Regional NRM bodies also have a habit of disregarding entire plans in favour of developing new ones.

To accommodate this variability, the AWIS strategy shifted to focus on the National Environmental Outcomes that all regional NRM plans were required to contribute to. These 8 outcomes unified the regional plans - the issues were constant, but the priority and method in which they were tackled varied in the context of regional conditions. This underpinning framework has again been thrown into disarray with the launch of the new government's new national environmental initiative, *Caring for our Country*, which replaces the Natural Heritage Trust and all programs that were funded by it. For these reasons, future iterations of AWIS will focus on market demands rather than trying to accommodate and align with constantly shifting government initiatives.

During the programme, observation was made of the value of regional industry association coordinator staff. Where these already exist, there is a higher level of observed activity across matters including NRM. In regions dominated by small producers with fewer resources to contribute to regional collaborative initiatives, these positions require support from third-party funding.

Objective 4: Leverage benefits from tools being developed for the Eco-Efficiency Agreement and promote their use by key target audiences for greater social, environmental and economic outcomes for wine industry participants

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Objective 5: Coordinate the ongoing education programme to disseminate and update information on critical NRM priorities, using existing networks and mechanisms and other potential delivery outlets.

Eco-efficiency tools have been included in the WFA online environment resource. However, the tools require explanation, hence their historical delivery through workshops. The number of workshop participants at Eco-efficiency workshops in the past has been low, giving rise to a move to integrate Eco-efficiency modules into the WineSkills workshop framework. WineSkills ceased to operate at about the same time that the NRM Coordinator project commenced, and has only recently been reinstated with the implementation of the *Wine Australia: Directions to 2025* strategy. In the meantime, EcoEfficiency information was covered in stand-alone AWIS workshops, however these also attracted relatively low numbers of participants. As the industry progresses towards a life cycle assessment of Australian wine, the Eco-efficiency materials will have renewed relevance. The materials are also relevant to the Greenhouse Challenge Plus programme and Greenhouse Gas Accounting Protocol for the International Wine Industry that the WFA is participating in.

Through the project, the industry undertook the final two State of the Environment reports required under the industry Eco-Efficiency Agreement. This approach was not successful because of declining numbers of industry responses, significant differences in the respondent pools between years, excessive periods needed to complete the surveys for multiple sites, and the irrelevance of national average figures for indicators such as water use.

Objective 6: Promote innovation and R&D outcomes and best management practices to encourage adoption

WINEC has compiled a research register cataloguing wine industry NRM research undertaken since 2000. This has been used in identifying research and development needs that are then forwarded to the industry R&D Committee. The research register and needs analysis is also being used in canvassing international wine industry support for cooperative research activities. The international collaboration to develop the Greenhouse Gas Accounting Protocol for the International Wine Industry is just the first example of this type of collaboration on environmental matters.

The WFA has included direct links to online wine industry best management practice documents or, where documents aren't online or must be purchased, have flagged the existence of these resources. The Federation has also recently drafted a compilation document of best management practices, for use as by regions currently without identified best management practices. This document will be refined and IP issues will be dealt with prior to the document being made widely available under next iteration of AWIS, which will be rebranded as EnviroWine Australia.

Objective 7: Establish a network for sharing information about BMP and NRM initiatives being undertaken by the wine industry and in wine making regions

WINEC continues to be the hub of the national industry's NRM communications network. The web resources created under AWIS, including the document 'Wine and Environment: What's going on in the Australian wine industry', are also an important vehicle for sharing NRM and BMP information across the wine industry. The AWIS survey results report provide a snapshot of current industry NRM practices and allow individual producers and regions to benchmark their performance against other regions.

The WFA NRM Coordinator has also established a Facebook group called the Wine and Environment Network, open to participants throughout Australia, to promote knowledge sharing in a non-traditional forum. There are currently 26 members of the group, few of whom are known from other industry environmental circles.

7 Conclusion

The appointment of a wine industry NRM Coordinator has both increased industry awareness of environmental sustainability issues, and expanded the role and influence of the Australian wine industry in environmental issue in Australia and abroad. The growing importance of environmental issues, and the demonstrated value of an industry-based NRM position has meant that the WFA will retain the position using core funding. Future industry environmental programs, however, will need to be resourced under a ‘user pays’ scheme, or with the support of third party funding.

8 Recommendations

a. That the wine industry maintains a focus on environmental matters, with coordination provided by the Wine Industry National Environment Committee, a sub-committee of the WFA.
b. That the WFA continue to work with the Commonwealth Bureau of Rural Sciences to complete the ‘Signposts for Australian Agriculture’ wine industry profile.

c. That the wine industry support EnviroWine Australia, recognising that it is based on years of preliminary work including the industry environment strategy *Sustaining Success*, the industry EcoEfficiency Agreement, and Australian Wine Industry Stewardship.
d. That the WFA continue to stay abreast of environmental assurance trends in domestic and export markets, to enable the wine industry to pre-empt regulatory, retailer and consumer pressure.

Appendix 1: Communication

The position of WFA NRM Coordinator has produced numerous communication items over the term of the project, related to specific WFA project activities, or in response to general media enquiries and market pressures. NRM communications issued by the WFA are under the AWIS banner, with the exception of State of the Environment surveys and reports which were issued under their own banner. Articles have been issued in industry journals and newsletters, mainstream print and radio media, WFA website and through presentations at multiple conferences. The WFA works informally with other industry peak bodies, and regularly shares information and market research with the NRM portfolios of these organisations.

Appendix 2: Intellectual Property

There are no IP issues associated with outputs of this project.

Appendix 3: Staff

Amy Russell, NRM Coordinator - Winemakers' Federation of Australia
Doug Young, Policy Director - Winemakers' Federation of Australia
Members of the Wine Industry National Environment Committee

Appendix 4: Budget reconciliation