Key issues impacting the progression of members to certified?

- Cognitive overload
- Present bias
- Procrastination

Techniques used to increase the member to certified rates.

- Reduce Uncertainty
- Increase Salience

Wine Industry Participants for small to medium enterprises:
- struggle to divert resources to meet requirements
- do not see the value in the trademark or certification
- not IT savvy

Subject to:
- Cognitive overload
- Present Bias
- Procrastination
- Some do not know of Sustainable Wine Australia

Remedied by:
- Decision Support-Tool
- Awards night
- Awards Program

Authors:
Reece Blackett
Serena McLennan
John Naoom
How winegrowers make their audit decision is made:

- Often labor intensive & costly
- Often rely on word-of-mouth for recommendations
- Winegrowers are responsible for deciding who audits

Bias identified: cognitive overload, procrastination.

How winegrowers make their audit decision is made:

- It is common and socially desirable to conform with the norm. Further, there is a ‘drive to acquire’ rewards (IRF 2017).
- The ‘Halo effect’ will act to encourage purchasers
- Descriptive positive feedback is suitable and preferred for communications (Allcott, 2011).
- Increasing the availability of SWA through awards listed online or publicity through event socials will influence decision making.

Implement a centralised decision-making tool – simplify decision-making process & reduces uncertainty

Wine grape producers are unaware of SWA; and wine grape producers do not value the benefits of membership.

Grape growers often forgo the certification process because it can require them to divert their attention from their default operations

It will be available for all members to attend, with physical trophies to be awarded – SWA’s own ‘Nudgeathon’ event!

- Engagement is critical and the night will aim to provoke engaging dialogue on the dynamic nature of sustainability.
- The event will be publicly promoted for onlookers to envy, ensuring SWA’s gospel is spread through Australia.
- We seek to leverage SWA’s trusted and credible status to develop the awards.
- Non-members will view membership as their ‘reference point’ with zoom access available for those interested, and members are encouraged to progress into certification.

Awards night: A night where SWA members gather to recognise the innovation and sustainable work of grape growers.