

Wine
Australia
for
Australian
Wine



Information Session

Jo Hargreaves, Senior RDA Program Manager

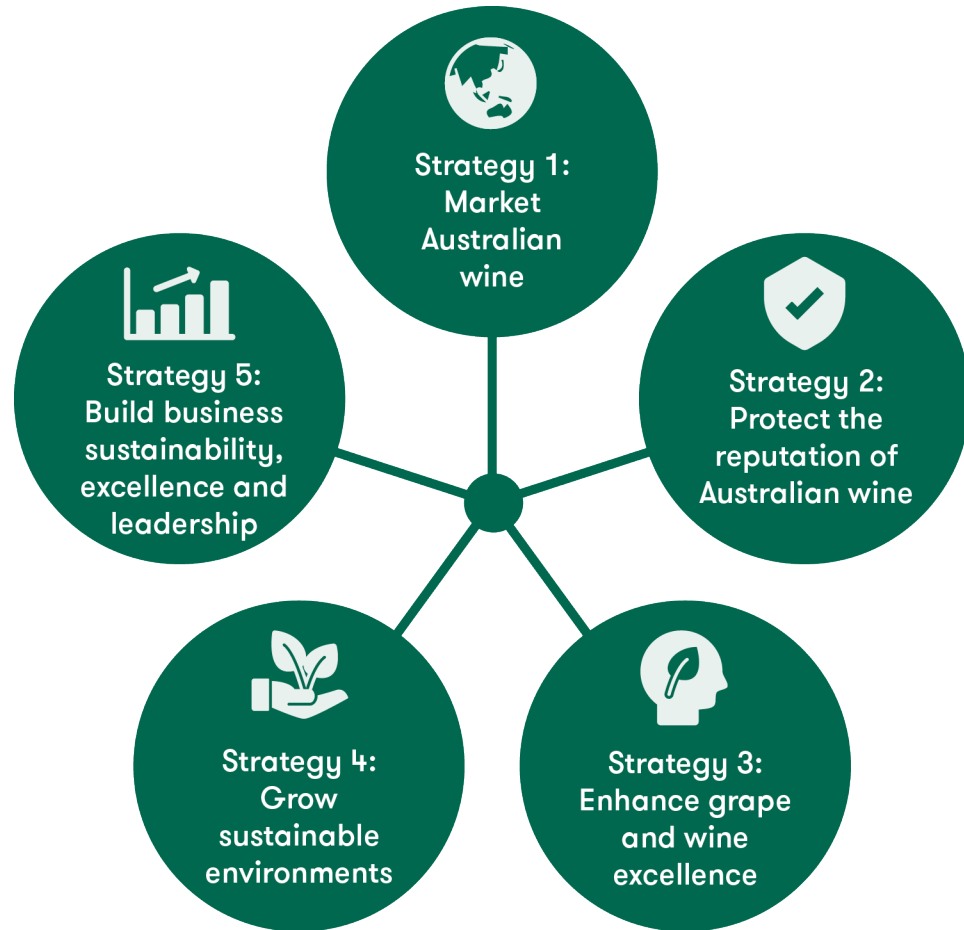
Alex Sas, Senior RDA Program Manager



About Wine Australia

One of 15 Rural Research and Development Corporations (RDCs)

An Australian government statutory authority, governed by the *Wine Australia Act 2013*



Optimising practice change – the problem

Most investments based on ‘hope’

- an assumption that individuals will change behaviour on the basis that knowledge = action (economic rationalism)

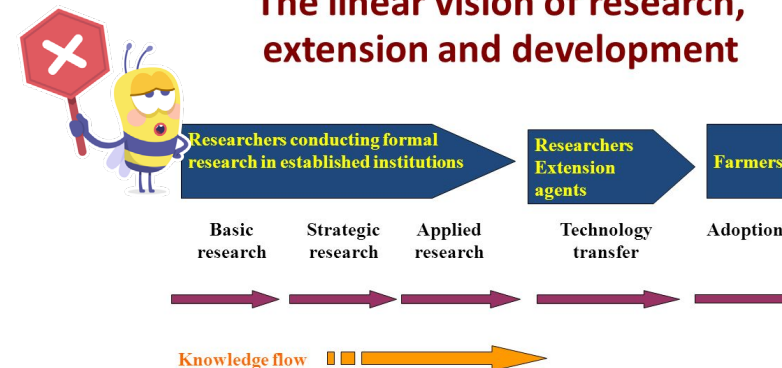
Individual project outputs don't necessarily solve problems or create opportunities for change

- most projects are either research (a reductionist view of a bigger problem) and/or extension (which tends to promote the findings of the most recent research ... often in that same reductionist form)

“There is no strategic effort to force a step change in grower behaviour. We need to ... ‘overhaul’ our approach to dealing with growers and adoption.”

Grower stakeholder, E&A review

The linear vision of research, extension and development



Source: Ekboir et al. (2002); Wall (2007);

Wine sector operating environment

\$3.5b

DOMESTIC MARKET

9%

OF ALL AGRICULTURAL EXPORTS



\$2.87b

EXPORT MARKET

\$45.5b

CONTRIBUTION TO THE AUSTRALIAN ECONOMY

\$6.4b

TOTAL WINEMAKER REVENUE

\$2.04m

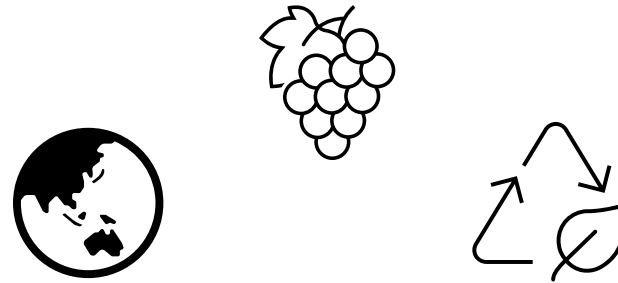
AUSTRALIAN ECONOMY GAIN FOR EVERY ADDITIONAL \$1 MILLION OF GROSS OUTPUT BY THE WINE SECTOR

\$12.0b

WAGES AND SALARIES PER ANNUM

163,790

DIRECT AND INDIRECT FULL- AND PART-TIME JOBS



Productivity and supply chain

- Unicorn Vintage!
- China tariffs
- Shift in supply and demand
- Geo-political tensions
- Market access – ESG credentials

Sustainability and resilience

- COVID-19 disruptions
- Climate – drought, bushfires
- Soil and water
- Pests and diseases
- Biosecurity
- Digital, data and technology

Markets and consumers

- Premiumisation
- Trade and regulation
- Consumer and investor preferences
 - Values and ethics
 - Health and wellness
 - Sustainable solutions
- Social licence and trust



NUDGEATHON

BEHAVIOUR / INSIGHT / CHANGE

CHALLENGE 1

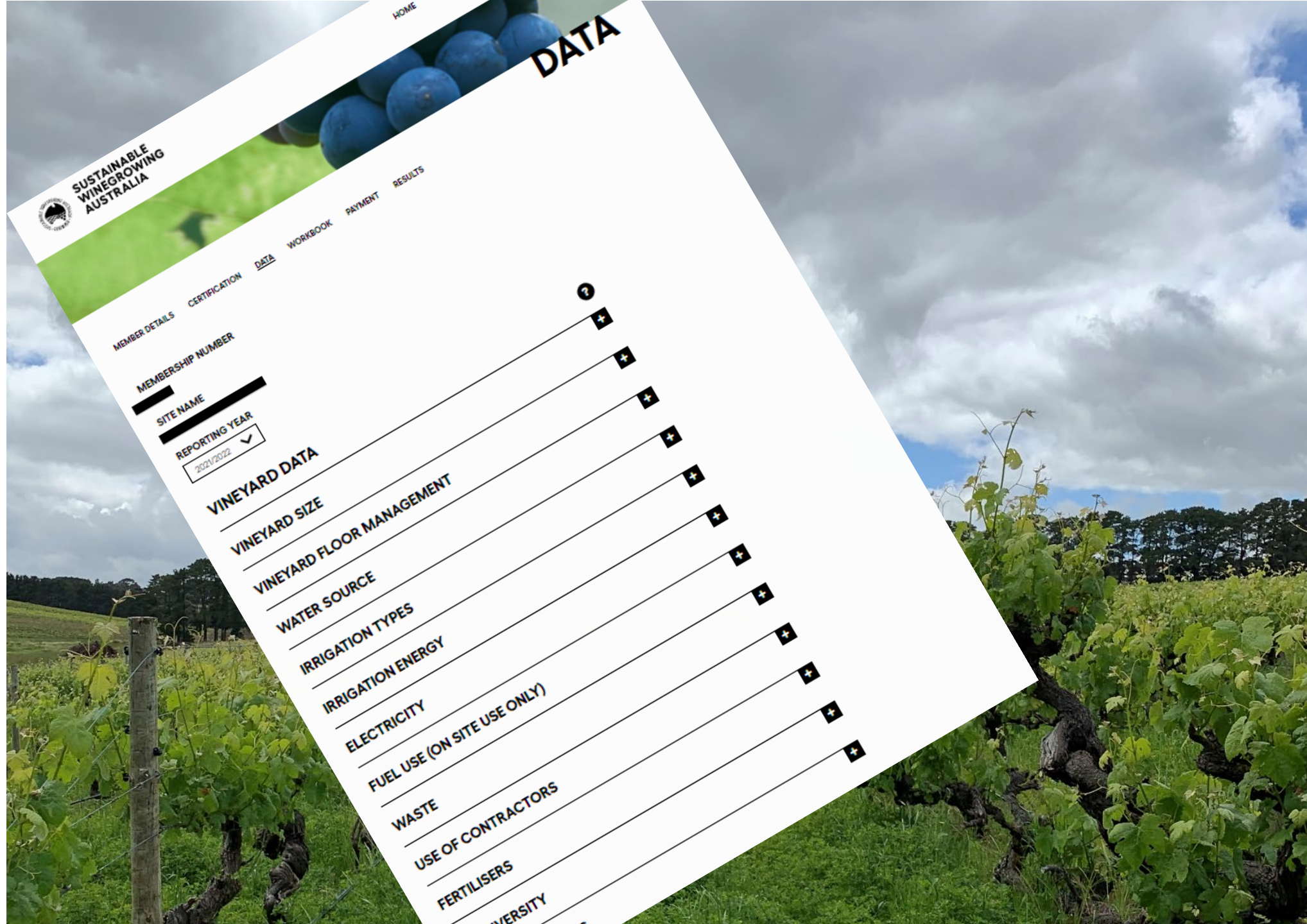
Wine Australia want more people to visit the Sustainable Winegrowing Australia website, sign up for membership and then progress through to becoming certified.

Develop an intervention(s) that will prompt participants to discover Sustainable Winegrowing Australia, and then see value in progressing through from membership to certification.

CHALLENGE 2

The wine sector has set a target of net zero greenhouse gas emissions by 2035. In order to measure and monitor progress towards this target, Wine Australia needs to have a critical mass of producers reporting their Scope 1 and 2 emissions.

How can we leverage behavioural insights to motivate wine and winegrape producers to voluntarily share business emissions data.



DATA

MEMBER DETAILS CERTIFICATION **DATA** WORKBOOK PAYMENT RESULTS

MEMBERSHIP NUMBER

SITE NAME

REPORTING YEAR

2021/2022 ▾

VINEYARD DATA ?

VINEYARD SIZE +

VINEYARD FLOOR MANAGEMENT +

WATER SOURCE +

IRRIGATION TYPES +

IRRIGATION ENERGY +

ELECTRICITY +

FUEL USE (ON SITE USE ONLY) +

WASTE +

USE OF CONTRACTORS +

FERTILISERS +

BIODIVERSITY +

MISCELLANEOUS +

WORKBOOK

MEMBER DETAILS CERTIFICATION DATA **WORKBOOK** PAYMENT RESULTS

MEMBERSHIP NUMBER

SITE NAME

REPORTING YEAR

2021/2022 ▾

WORKBOOK - VINEYARDS ?

BIOSECURITY +

LAND, SOIL AND NUTRIENT MANAGEMENT +

PEST AND DISEASE MANAGEMENT +

WATER +

BIODIVERSITY +

WASTE +

AIR QUALITY +

ENERGY AND FUEL +

COMMUNITY +

DOCUMENTATION OF SUSTAINABLE MANAGEMENT +

BUSINESS MANAGEMENT +



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+

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+

IRRIGATION ENERGY

+

ELECTRICITY

-

Electricity from the grid

0 kWh

?

Renewable energy sourced from the grid

0 kWh

?

How much renewable energy is your business generating onsite from the following sources:

Solar

0 kWh

?

Wind

0 kWh

?

Other

0 kWh

?

Comments

Renewable electricity generated and exported to the grid

0 kWh

?

+



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BUSINESS MANAGEMENT

ENERGY AND FUEL

ENERGY AND FUEL

RESPONSIBLE SOURCING - ENERGY AND PURCHASE DECISIONS ?

- ☐ Energy and fuel efficiency is a low priority in selection and/or design of new premises, vehicles, machinery, and equipment. 0
- ☐ Energy and fuel efficiency is considered in selection and/or design of new premises, vehicles, machinery, and equipment. 1
- ☐ Energy and fuel efficiency is a priority to the business and incorporated into selection and/or design of new premises, vehicles, machinery, and equipment. 2
- ☐ Energy and fuel efficiency is a key criterion in selection and/or design of new premises, vehicles, machinery, and equipment; only those with the highest efficiency are purchased. 3
- ☐ A plan is in place for all future premises, vehicles, machinery, and equipment to be highly energy efficient. 4

Comments

ENERGY EFFICIENT OPERATING PRACTICES ?

- ☐ Efficient operating practices for the premises, vehicles, machinery, and equipment are not known. 0
- ☐ Efficient operating practices for the premises, vehicles, machinery, and equipment are known. 1
- ☐ Efficient operating practices for the premises, vehicles, machinery, and equipment are identified and implemented in the business. 2
- ☐ Opportunities for improvements in energy efficiency are documented in the Sustainability Action Plan. 3
- ☐ The business has conducted an energy audit in the past two years and understands the efficiency of all plant and equipment; energy efficient operating practices are known and adhered to by all workers. In-efficient plant and equipment have been replaced by more energy efficient choices. 4

Comments

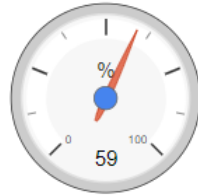
SERVICE AND MAINTENANCE RECORDS ?

- ☐ Vehicles, machinery, and equipment are serviced and repaired when broken. 0
- ☐ Vehicles, machinery, and equipment are serviced and repaired at least annually. 1

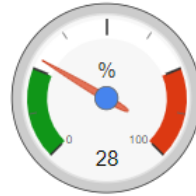


NUMBER OF SITES IN BENCHMARKS: 175

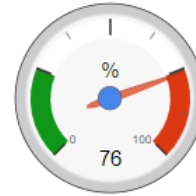
PRODUCTION METRICS



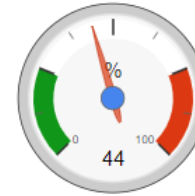
YIELD (T/HA) (T/HA)



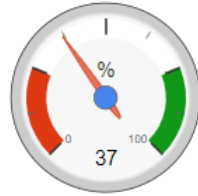
WATER (ML) (ML)



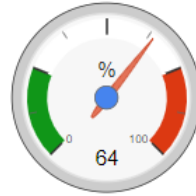
NITROGEN (KG)



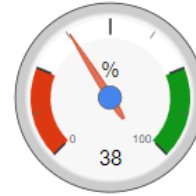
TOTAL ELECTRICITY (KWH)
(KWH) ⓘ



GENERATED ELECTRICITY
(KWH)

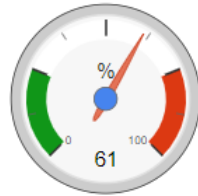


DIESEL (L) (L) ⓘ

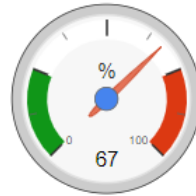


BIODIVERSITY AREA (HA)

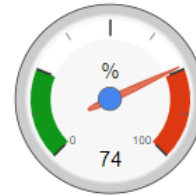
GREENHOUSE GAS EMISSION METRICS



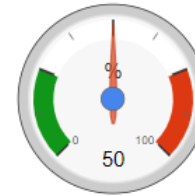
ON-SITE TOTAL
GREENHOUSE GAS
EMISSIONS (GHGS) (KG
CO₂E) ⓘ



FUEL USE (KG CO₂E) ⓘ



FERTILISERS (KG CO₂E) ⓘ



ELECTRICITY (KG CO₂E) ⓘ



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