

	Member Benefits	Non Member	Grape Grower Levy Contributor	Winemaker Levy Contributor	Business Member	Plus Package - Member Add-on	Barossa.com Feature Package (30 day feature)
Brand & Marketing							
Barossa.com - Basic listings <small>Includes events & things to do</small>	✓	-	✓	✓			
Barossa.com - Extended listings <small>Display important information such as wine varieties, tasting options, meal types, room rates, and more</small>		-	✓	✓			
Barossa.com - Booking link <small>Drives direct bookings for tastings, tables, tours, rooms</small>		-	✓	✓			
Barossa.com - Shop link* <small>Displays a link straight to your online shop (e.g. buy wine) * not available to all listing types</small>		-	✓	✓			
Barossa.com - Social media <small>Grow your following with Facebook and Instagram handles shown</small>		✓	✓	✓			
Barossa.com - Priority search <small>Appear higher in search results to boost visibility (randomised with other priority listings)</small>		-	✓	✓			
Barossa.com - Curated content <small>Get featured in carousels, landing pages, inspiration ads, blogs etc.</small>		-	✓	✓			
Barossa.com - Vineyard & Wine Profile <small>Old Vine Charter and Single Vineyard Register</small>		✓	✓	-			
Barossa.com - Participation in amplification of Barossa Old Vine story		✓	✓	-			
Barossa Australia Logo & Assets		✓	✓	✓			
Monthly Barossa Data Insights Report		-	-	-	✓		
Barossa.com - Feature ad <small>A high profile carousel or similar hosted on Barossa.com landing page for maximum views * image quality rules apply</small>		-	-	-			✓
Key venue photography shoot for use on Barossa.com* <small>* if own marketing photos are not provided, or not inline with Barossa.com guidelines</small>		-	-	-			✓
EDM inclusions <small>Inclusion in our monthly Visit Barossa EDM, reaching thousands* * image quality rules apply</small>		-	-	-			✓
Reporting on Barossa.com feature visitation metrics		-	-	-			✓
Events & Programs							
Press & trade visits <small>Be considered for wine, grape, travel media, content creators, trade</small>		✓	✓	✓			
Participation opportunities in leadership development and networking programs		✓	✓	✓			
Support for Sustainable Winegrowing Australia (SWA) certification		✓	✓	-			
Participation opportunities in the Wildlife for Wine project		✓	✓	-			
Export development programs / International Market Development Program		-	✓	✓			
Trade and Consumer Programs & Activations		-	✓	✓			
Barossa Wine Show		-	✓	-			
Barossa Wine Auction		-	✓	-			
Barossa Wine School in-market activations		-	✓	-			
Barossa Wine School local immersion visits		✓	✓	-			
Intelligence & Training							
Access to ATDW support		-	✓	✓			
Access to Tourism Industry Training and Capability Workshops		-	✓	✓			
Participation opportunities in Premium, Profitable, Sustainable Barossa Growers demonstration vineyard program		✓	✓	-			
Barossa CropWatch (4-5 annually)		✓	✓	-			
Next Crop leadership program for young grape growers		✓	-	-			
Participation opportunities in best practice viticulture workshops <small>e.g. Barossa VitiTech Group</small>		✓	-	-			
Connection opportunities to operational viticulture apprenticeship program		✓	-	-			
Participation opportunities in 'Grow Strong' business skills training		✓	-	-			
Participation opportunities in soft pruning skills training		✓	-	-			
Access to Barossa vineyards cost of production information		✓	-	-			
Access to Barossa Australia Wellbeing Fund mental health first-aid workshops		✓	✓	✓			
Access to Barossa Wine Grapes for Sale Register		✓	-	-			
Access to Bulk Wine for Sale Register		-	✓	-			
Barossa Australia Member Communications <small>Weekly Updates</small>		✓	✓	✓			
Regional Leadership							
Barossa Australia Board Voting & Nomination		✓	✓	✓			
Grape Committee Voting & Nomination		✓	-	-			
Wine Committee Voting & Nomination		-	✓	-			
Tourism Committee Voting & Nomination		-	-	✓			
Access to updates and consultations on key policy and advocacy issues		✓	✓	✓			
Voice in Barossa New Water and long-term water security planning		✓	-	-			
Environmental and Social Governance (ESG) initiatives <small>e.g. zero carbon glass bottle</small>		✓	✓	-			
Barossa Circle Working Group Nomination		-	✓	✓			
Networking & Open House Invitations <small>e.g. Grower BBQs for market intelligence and networking</small>		✓	✓	✓			
Invitation to participate in the annual contributor survey		✓	✓	✓			
General access to Barossa Australia staff & services		✓	✓	✓			