

	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 &amp; 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		✓	✓	✓			

## Barossa Australia Business Membership – Terms & Conditions

- 1. Membership Term**

Membership is valid from the date of payment until 30 June of the current financial year, unless otherwise stated.
- 2. Payment Terms**

Membership fees must be paid in full within 14 days of invoice unless a payment plan has been arranged. Payments are non-refundable unless agreed by Barossa Australia.
- 3. Pro-rata Membership**

New members who join during the financial year will be issued a pro-rata invoice, calculated from their sign-up date through to 30 June.
- 4. Eligibility and Voting Rights**

Only businesses located within the Character Preservation Zone (CPZ) and the SATC-defined Barossa tourism region may nominate and vote for Barossa Australia Tourism Committee positions. Members outside this area may access all other benefits but do not hold voting rights.
- 5. Use of Barossa Australia Branding**

Members may use the Barossa Australia logo in their own marketing and communications, provided usage aligns with the brand guidelines supplied upon joining.
- 6. Access to Benefits**

Benefits listed in the Membership Prospectus are provided on a best-effort basis and may vary slightly based on operational requirements, funding, or availability. Benefits may evolve annually.
- 7. Use of Member Content**

By becoming a member, you grant Barossa Australia permission to use your business name, listing information, images, and content for marketing and promotional purposes across its websites, digital campaigns, and social media platforms.
- 8. Data and Privacy**

Member information will be used by Barossa Australia to communicate updates, opportunities, and news. Contact details will not be shared externally without consent.
- 9. Conduct and Participation**

Members are expected to engage respectfully with Barossa Australia staff, events, platforms, and other members. Conduct that harms the reputation of Barossa Australia or the region may result in suspension of membership.
- 10. Business Listing Responsibility**

Members are responsible for ensuring their ATDW listing is accurate and up to date in order to maximise exposure on Barossa.com and through relevant campaigns.
- 11. Feature Package – Barossa.com**

Members who purchase a Barossa.com Feature Package will receive a feature placement that links to their associated listing for a period of 30 days. Payment must be made at the time the allocated period is confirmed to reserve the exclusive feature placement.

All feature placements will be created and published by Barossa Australia to align with the tone, style and standards of the Barossa.com brand. Barossa Australia reserves the right to curate and edit any content or imagery supplied. While member input is welcome, final creative control rests with Barossa Australia to ensure consistency, brand integrity and a high-quality user experience.
- 12. Business Plus Package – Insights Reporting**

Members who purchase the Business Plus Package will receive periodic data insights reports compiled by Barossa Australia to assist in understanding regional visitation trends.
- 13. Changes to Membership**

Barossa Australia reserves the right to update or change membership levels, fees, benefits, and terms as required. Members will be notified of any significant changes.