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MEDIA RELEASE

Expanded wine export grant a welcome relief

Australian Grape & Wine welcomes the Minister for Agriculture, Drought and Emergency Management, the Hon David Littleproud MP's announcement of a second round of Wine Export Grants to support the small and medium Australian wine producers to showcase their wines in export markets.

The previous round of Wine Export Grants, supported by the governments \$50 million Export and Regional Wine Support Package, focused on promotional activity in the United States and China and saw 135 wine producers take advantage of the funding. Round 2 of the Wine Export Grants will allow for wine producers to access up to \$25,000 in reimbursement for the cost of promotional activities in any export market, expanding the scope of the previous grant.

Australian Grape & Wine's Chief Executive, Tony Battaglione, said the support couldn't have come at a better time. "With the economic impacts of COVID-19, bushfires and smoke taking its toll on the sector, this support to help businesses promote their wines and drive export market development is very welcomed."

"The expansion of the program to all markets is sensible, and will encourage businesses to consider new opportunities. We welcome this change, and appreciate Minister Littleproud's enthusiasm for looking at practical ways we can diversify our export footprint"

"Our export markets and our ability to recover quickly across a broad range of markets will be pivotal to the long term economic viability of the sector and the regional economies it supports" he said.

Applications for Round 2 open from 17 August 2020 until 1 May 2021 or until the funds are exhausted. There is a total of \$1 Million of funds and applications are assessed on a first-come, first-served basis.

Guidelines for Round 2 of the Wine Export Grants are available at the Wine Australia website:
<https://www.wineaustralia.com/whats-happening/export-and-regional-wine-support-package/grants>

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About Australian Grape and Wine Inc

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation.

Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.