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MEDIA RELEASE

Australian Food, Wine and AFL a winning combination for China

Australian Grape and Wine Inc (Australian Grape & Wine) Chef Executive , Tony Battaglone today welcomed the announcement by the Australian Government to build a 'Festival of Australia' around the third Australian Football League (AFL) premierships game in Shanghai, between Port Adelaide and St Kilda, on 2 June 2019.

The announcement by Minister for Trade, Tourism and Investment, Simon Birmingham will enable Australian businesses to showcase their produce first-hand to the growing China market under a new joint initiative between Austrade, the AFL and the Port Adelaide Football Club, to be launched ahead of the upcoming AFL premierships game in Shanghai.

In 2018, Australian wine producers exported \$2.82 billion worth of product to the world. 40% (\$1.14 billion) was sold to China alone - an increase of 18% from the previous year – demonstrating Chinese consumers' increasing love of Australian wine. 'This is a strategic opportunity to strengthen Australia's trade relationship with China by supporting and elevating the sporting, cultural, trade and investment activities that are already coalescing around the AFL game in Shanghai. Australian Grape & Wine will be ensuring there is every opportunity for grape and wine producers to participate in the Festival, this year and beyond' said Mr Battaglone.

'The annual AFL game has quickly become a catalyst for activity, exchange, and business. The true strength of this undertaking from the perspective of the business community is the opportunity to build stronger connections with Chinese business partners and investors in the margins of the game. These networking opportunities will increase connectivity between Australian and Chinese businesses and consumers and we believe it will become an important annual event in the business calendar".'

Highlights include Wine Australia masterclasses, a Tmall Global online promotion, the annual Australia-China Business Awards Dinner, consumer and alumni competitions, business delegations promoting sports technology asset management and aged care, and Australian photography exhibitions, Indigenous music performances and film screenings, culminating in the AFL game on 2 June.

"Just like the great game of Australian Rules Football, quality Australian wine and food brings people together, across cultures and backgrounds. We are thrilled to have an opportunity to help build and strengthen Australia's business, commercial and cultural connections with China" said Mr Battaglone.

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