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## MEDIA RELEASE

### **Growing export demand is the key to a successful grape and wine sector**

Australian Grape & Wine has taken a major step in its partnership with the Australian Government under the Agricultural Trade and Market Access Cooperation (ATMAC) grants program by engaging widely respected industry experts Paul Henry and Andrew Stark to lead the grant's marketing component.

'Today I am pleased to announce the next step in this project, with Paul Henry and Andrew Stark selected to create a strategic marketing framework and undertake two pilot market activations in key developing markets' said Australian Grape & Wine Chief Executive, Mr Tony Battaglene.

'Working closely with Austrade, Wine Australia and the industry we will deliver a marketing and promotion strategy for new and emerging export markets that maximises our current resources and expertise to move the export dial'.

Following on from the big vintage in 2021 and the closure of the Chinese export market, it is likely that real price pressure on grapes will be felt in 2022. Large increases in shipping costs and decreases in availability of services is also causing significant problems for a number of Australian wine exporters and is likely to exacerbate the difficulty in increasing exports and diversifying markets.

"Our best opportunity to mitigate the impacts of the trade disruptions with China is to diversify our exports across a more diverse range of markets, and we're delighted that the Australian Government, through the ATMAC program, has provided \$998,000 to Australian Grape & Wine to help do just that".

The Agricultural Trade and Market Access Cooperation (AMTAC) grants program is also providing valuable resources to help access the United States market for new exporters and develop meaningful reduction in technical market access barriers across the world.

Tony Battaglene said "It doesn't matter if you are a grape grower or a winemaker, whether you sell from your cellar door or domestically to a retailer, or export, if we can sell more wine at higher prices around the world, this program will benefit the whole sector."

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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.