

04 April 2022

MEDIA RELEASE

Government investment to grow demand for Aussie wine

Australian Grape & Wine is delighted by today's announcement that the Australian Government will invest \$1.817 million in the grape and wine sector through the Agricultural Trade and Market Access Cooperation (ATMAC) program. The ATMAC grant will help grow demand for Australian wine and reduce trade barriers Australian grape and wine businesses face in a diverse range of export markets.

"Minister Littleproud's support for the sector could not come at a more important time for grape and wine businesses" said Tony Battaglène, Chief Executive of Australian Grape & Wine.

"Many businesses have been working to diversify their export footprint over recent years, but this is easier said than done in what is a competitive global marketplace," said Mr Battaglène. "The effective closure of the China market has brought this challenge sharply into focus and I'm thankful that the Australian Government is working with us to address it."

Today's announcement builds on the first-phase ATMAC investment in our sector, following a \$998,000 grant awarded in 2021. It is the central plank in our sector's effort to withstand the impact of China's decision to impose import duties on Australian wines, which came into effect in March 2021. These duties have seen the \$1.2 billion China market reduced to almost nothing in the space of 12 months, with the impacts being felt by the whole grape and wine sector, including those businesses that do not export. The only way we can begin to mitigate these impacts is to grow demand elsewhere and this grant will support the sector to do this.

"Australian Grape & Wine will undertake a broad range of activities on behalf of the grape and wine sector as part of this ATMAC grant. We will build on the successes enabled by the first-phase of ATMAC funding, to further our marketing and promotional efforts in Japan and South Korea" said Mr Battaglène.

"In addition, we'll work closely with the Australian Government to address persistent trade and market access barriers in export markets, reducing the costs of doing business and enabling more producers to explore opportunities to new markets."

India will also be a long-term priority for Australian Grape & Wine. "The potential of the Indian market is significant and we will undertake a range of activities to engage with Indian grape growers and winemakers, along with government officials and technical experts, to share knowledge, build relationships and grow the wine category in India" said Mr Battaglène.

"Australian Grape & Wine will work with its members, Wine Australia, Austrade and other stakeholders, to maximise this investment in a collaborative way. I applaud Minister Littleproud's willingness to work with us to help ensure more of Australia's fantastic wines can be enjoyed by more people around the world."

- Ends -

Media Contact: Lee McLean, 0418 998 749 / lee@agw.org.au

Media Contact: Ali Laslett, 0424 135 381 / ali@agw.org.au

Available for Interview: Tony Battaglène, Chief Executive – 0413 014 807 / tony@agw.org.au



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.