

26 October 2022

## MEDIA RELEASE

# Government makes the right call in retaining the Wine Tourism and Cellar Door Grant

The Australian Government's decision to continue the Wine Tourism and Cellar Door Grants program is a relief to winemakers and their teams right across Australia's sixty-five wine regions.

"We are delighted that the Government has shown its commitment to Australian grape and wine businesses during a very challenging period for the sector" said Australian Grape & Wine's Chief Executive, Tony Battaglene.

"This grant helps Australia's grape and wine businesses to invest in their cellar door offerings and employ local people" said Mr Battaglene. "We know great cellar doors attract tourists to regional Australia and we also know these tourists tend to spend more money in regional communities when they visit, with benefits flowing from the vineyard through to the local pub and bakery."

Under the Wine Tourism and Cellar Door Grants program, producers who meet the eligibility criteria in the preceding financial year can apply for a grant payment of 29 per cent of the notional wholesale selling price of their eligible domestic cellar door sales (up to \$100,000 (GST exclusive). Total funding under the grant program is capped at \$10 million each financial year.

"We applaud the Government for listening to Australian winemakers and making the right call for regional communities in this budget."

### Key Facts:

- **Australian grape and wine businesses operate in every state of the country, across sixty-five distinct wine regions.**
- **There are more than 2000 wineries and more than 6,000 wine grape growing businesses across the country.**
- **Grape growing, winemaking and wine-related tourism contributed an estimated \$45.5 billion to the Australian economy in 2019.**
- **The sector supports the employment of more than 160,000 people across Australia (full and part time), the majority of which are located in rural and regional Australia.**
- **Approximately 8.3 million visits to wineries in the year to March 2019 (although this fell to 5.5 million visits to wineries in the year to September 2020 as a result of the Pandemic).**

- Ends -

**Media Contact: Lee McLean, 0418 998 749 / [lee@agw.org.au](mailto:lee@agw.org.au)**

**Available for Interview: Tony Battaglene, Chief Executive – 0413 014 807 / [tony@agw.org.au](mailto: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.