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## MEDIA RELEASE

### **Australian Grape & Wine joins new Trade Diversification Network to support exporters into new markets**

Australian Grape & Wine has welcomed today's announcement by the Albanese Government establishing a new Trade Diversification Network, under the \$50 million Accessing New Markets Initiative (ANMI).

Australian Grape & Wine is proud to have been selected as one of 40 national peak bodies to participate in the Network, which will bring government and industry closer together to support Australian exporters to diversify and grow into new markets.

The Trade Diversification Network will work with Government to identify and deliver tailored export initiatives, including trade missions, training and market showcases, drawing on industry expertise alongside the global reach of Austrade.

Australian Grape & Wine Chief Executive Lee McLean said the Network comes at a critical time for Australia's grape and wine sector.

"Export diversification is essential to the long-term sustainability of Australia's grape and wine sector, particularly as global consumption patterns shift and competition intensifies," Mr McLean said.

"Being part of the Trade Diversification Network will allow Australian Grape & Wine to work closely with Government to ensure export support is targeted, practical and aligned with real market opportunities for wine producers across Australia's regions."

Mr McLean said the initiative builds on the sector's strong track record of engaging in trade missions and market development activities and reinforces the importance of collaboration between government and industry.

"Wine supports thousands of regional jobs and communities, and access to new and emerging markets will be critical to rebuilding export value and resilience," he said.

"We look forward to working with the Government and fellow peak bodies through the Network to help more wine businesses export to more markets."

**ENDS**

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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.

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.