

Wine Australia

Media Release

31 March 2021

Wine Export Grant changes to help Australian producers pursue new markets

Wine Australia's Wine Export Grants are now available to supplement promotional activities in any overseas market, and to facilitate a wide range of promotional and market research and development activities.

Changes to the eligibility criteria have been made to increase accessibility of funds, and in recognition of the importance of market diversification, **and** the exploration of new sales, marketing and distribution channels.

Multiple reimbursements of up to 50 per cent are available to small and medium wine producers up to an accumulative cap of \$25,000.

The Minister for Agriculture, Drought and Emergency Management, David Littleproud said 'The Government is committed to helping Australian wine producers explore new opportunities in overseas markets.'

'The inclusion of market research and development activities in this grant program will help wine exporters develop targeted marketing, sales and distribution strategies to facilitate entry into new markets.'

Wine Australia Chief Executive Officer Andreas Clark welcomed the changes.

'While it's been a challenging year for the wine sector, Australian wine producers are focussed on exploring new opportunities and leveraging from existing relationships.'

'While international travel restrictions have prevented producers from travelling to market to meet customers and grow their customer base, they are exploring new channels through which they can achieve the same outcomes.'

'Access to market intelligence and securing quality representation in export markets is vital for producers to develop market diversification and expansion strategies and I strongly encourage producers to take advantage of the funds that are available-' **Mr Clark said.**

The grant deadline has been extended to 2 May 2022 or until funding is exhausted. Applications are assessed on a first-come, first-served basis. Previous applicants are welcome to apply.

Application details for the Wine Export Grants are available **here.**^[sc1]

[Ends]

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About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RD&A), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package (ERWSP).

Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&A investments and funds the ERWSP.