

# \$50m Export and Regional Wine Support Package

## Headline figures



**\$2.89 billion**

▼ **1%**

Total exports

Target: \$2.835b  
Base: \$2.84b



**\$1.15 billion**

Value of exports to China incl. Hong Kong and Macau

Target: \$1.2b  
Base: \$1.18b



**\$434 million**

Value of exports to the USA

Target: \$420m  
Base: \$430m



**\$7.34**

Australian bottled wine exports, average price per litre

Target: \$7.14  
Base: \$7.08



**\$694**

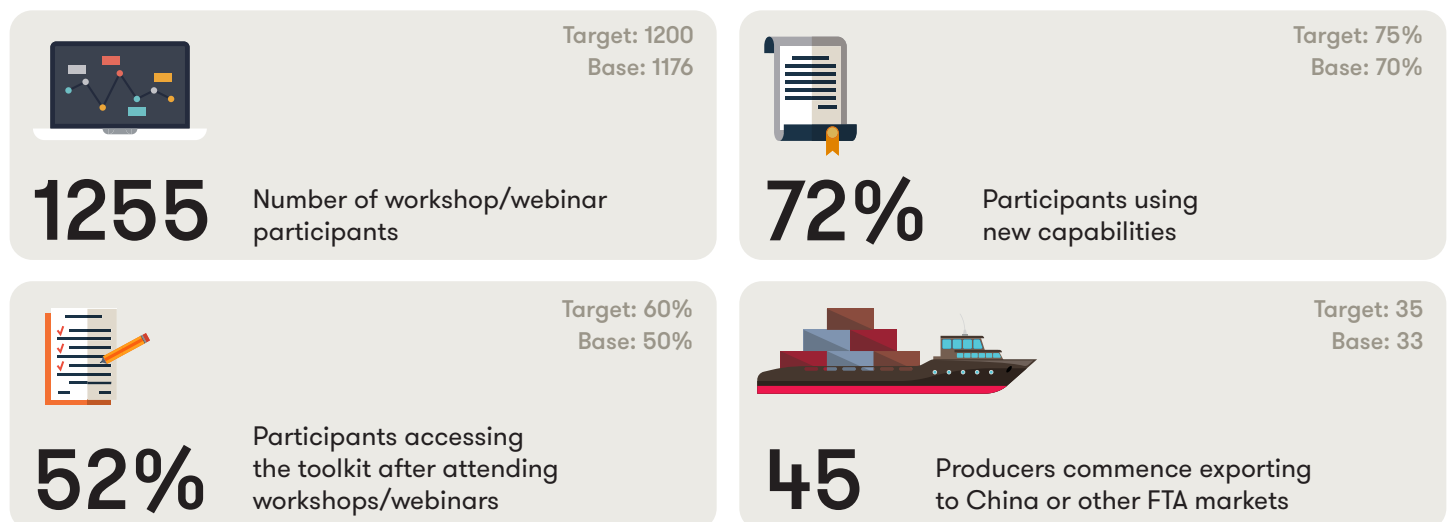
Grape purchase price, average per tonne

Target: \$664  
Base: \$694

### Program 1 – International marketing



### Program 2 – Capability development



### Program 2b and 3 – Grants



### Program 4 – Cider

