

Wine Australia fact sheet

Industry Support - Australian Wine and Brandy Corporation



The Australian Wine and Brandy Corporation (AWBC) is a federal statutory authority that provides vital industry support in the areas of collaborative marketing, information services and the regulation of wine labelling, exporting and the identification of wine regions.

Established in July 1981, the (AWBC) has approximately 45 staff in its head office in Adelaide and a further 20 staff in its seven overseas offices in London, Dublin, The Hague, Tokyo, New York, Toronto and Vancouver.

Overseas marketing of Australian wine

Through its strategic marketing unit, the Australian Wine Export Council (AWEC), the Corporation works in collaboration with Australian wine exporters and importers in developing and expanding the global market for Australian wine. The AWBC also plays a leading role in facilitating export growth by addressing market access issues such as Free Trade Agreements and how to export wine to overseas countries.

Any individual or company exporting more than 100 litres of wine from Australia requires approval from the AWBC.

Providing wine information and analysis

The Corporation has an extensive database of accurate and up-to-date wine sector information and analysis that is available to industry stakeholders to assist their effective decision making (stakeholders pay a levy to the Corporation based on grape production or wine exports).

Online access to information is available through the WINE-FACTS Information Search at www.awbc.com.au. In some instances, a fee may apply.

Supporting wine quality and label integrity

The Corporation's regulatory activities are aimed at preserving Australian wine's internationally recognised reputation for quality and integrity. The Corporation licenses exporters, issues permits for Australian wine and brandy exports, runs a label integrity program to prevent false or misleading labelling and, through the Geographical Indications Committee, defines the winegrape producing regions of Australia.

The Corporation is responsible to the federal Minister for Agriculture, Fisheries and Forestry.

More information

The Corporation's head office can be contacted during normal business hours on (61 8) 8228 2000.

Further information on the Corporation's responsibilities and contact details for overseas offices are available on www.awbc.com.au

General information on Australian wine is available at www.wineaustralia.com



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