



Wine
Australia



One Grape & Wine Sector Plan

2026 Actions Workshop

Victoria

Progress and achievements



Our Place and Product

Our sector needs to protect its vineyards, increase resilience, and drive innovation by leveraging market and consumer insights to maintain global standards while preserving regional uniqueness.

Australian Grape & Wine has:

- **Advocated for targeted government assistance:** and policy measures to support sector transition, business resilience and regional sustainability.
- **Supported producers:** to adapt to changing consumer and market preferences, including through engagement on packaging, innovation and regulatory settings.
- **Advanced industry discussions:** on mechanisms to address structural oversupply and support an orderly rebalancing of the sector.
- **Advocated for practical, evidence-based sustainability:** biosecurity and climate resilience policies affecting vineyards and wine businesses.
- **Worked with government and industry stakeholders:** to support long-term sector competitiveness, innovation and regional prosperity.

Wine Australia has:

- **Progressed the National Vineyard Register:** including detailed sector consultation, engaging a build partner, developing platform framework and design, and continuing conversations with Vinehealth Australia. The register is planned for release in late 2026.
- **Continued to provide data and insights to support supply and demand:** including the National Vintage Report, Production, Sales and Inventory report, Export Reports, Economic Contribution of Australian Wine report, Market Bulletins, consumer insights for key markets, and delivered the Grape Growing Cost Calculator, new domestic sales dashboard and a study into consumer behaviour in the Australian on-premise.
- **Co-designed innovation to align products with consumer and market demand:** including mid-strength wine category development and research into innovations across vine, production and packaging solutions.
- **Funded on-the-ground support for growers and makers:** including joint appointments in Hayley Purbrick (Wine Victoria) and Stephen Kelly and Stuart Putland (Murray Valley Winegrowers), establishment of a National Advisor Network and local Discussion Groups.
- **Invested in supply options:** including research into mothballing/resting vineyards, ongoing development, validation and commercialisation of Wine Industry Smoke Detectors in collaboration with La Trobe University and Goanna Ag (including appointment of Victoria-based Scott Sharland to the role of Technical Adoption Lead – Wine Industry Smoke Detectors). Wine Australia's new Program Manager – Regional Innovation, Chris Beard, is also based in Victoria.
- **Invested in supply security to ensure quality, health and integrity of planting material:** through new nursery certification program VitiCert Australia to ensure quality of planting material, biosecurity for pest and diseases and rootstock breeding program including field trials in Victoria of Gen 1 and Gen 2 disease-resistant varieties.

Wine Victoria has/is focused on:

- **Victorian Wine Strategy 2025-2030:** Launched in partnership with the Victorian Government to strengthen the competitiveness, profitability and resilience of Victoria's wine industry.
- **Economic and Industry Insights:** Delivered the Victorian Wine Industry Economic Impact Assessment demonstrating a \$10.8 billion contribution to the Victorian economy and support for 17,178 jobs.
- **Industry-Led Priorities:** Through Trade and Technical Advisory Committees, Wine Victoria works with industry leaders to identify priorities and opportunities across trade, innovation, sustainability and industry development.
- **Industry Competitiveness:** Advocates for investment, innovation and policy settings that support the long-term growth and competitiveness of Victoria's wine industry.
- **National Collaboration:** Works closely with Australian Grape & Wine, Wine Australia and industry partners to support initiatives that strengthen Australia's wine sector and Victoria's position within it.

Grape & wine producers can:

- Adopt sustainable and innovative vineyard practices
- Align business and product plans to market trends and data
- Respond to supply and demand imbalance



Our Markets

Our sector needs to increase its international presence while growing its footprint in the domestic market through collaborative efforts, innovative marketing strategies, alignment with consumer trends, reducing trade and market access barriers and a continued dedication to quality.

Australian Grape & Wine has:

- **Advocated for fair and transparent commercial arrangements:** across the wine value chain, including implementation of the mandatory Code of Conduct for winegrape purchases.
- **Progressed export market access and trade advocacy:** through engagement on FTAs, tariffs, technical barriers and international regulatory issues.
- **Worked collaboratively:** with Wine Australia, government and industry stakeholders to support market diversification and export growth opportunities.
- **Advocated for targeted government investment:** to support export market re-engagement, diversification and domestic market growth.
- **Continued engagement with policymakers and stakeholders:** to strengthen the long-term competitiveness and reputation of Australian wine in domestic and international markets.

Wine Australia has:

- **Supported domestic sales:** by launching the "We make a wine for that" domestic campaign in August 2025 with flexible, reusable marketing assets.
- **Provided domestic insights:** with the delivery of the domestic sales dashboard.
- **Sponsored national quality-focused programs:** such as the Wine List of the Year Awards and Halliday Wine Companion 'People's Choice' Award, to support on-premise positioning and consumer consideration.
- **Hosted key decision makers:** from Canada, Japan, USA, UK, Europe and educators from China and Southeast Asia as part of the inbound visits program.

- **Expanded digital promotion:** Engaging and supporting brands and industry across industry-, trade- and consumer-facing social media, digital content, webinars and the refreshed Australian wine website.
- **Increased global awareness of Australian wine:** including an extensive program of activity across trade shows, roadshows, education seminars, and collaborative partnerships designed to reach both trade and consumer audiences.
- **Improved market access through global engagement:** including the World Wine Trade Group and OIV, updated more than 41 Export Market Guides and continued regulatory services with audits and export assistance.

Wine Victoria has/is focused on:

- **Drink Victorian:** Continued growth of the Drink Victorian program to increase awareness, availability and consumption of Victorian wine.
- **Wines to the World:** Delivered more than 40 export activities supporting over 170 Victorian wineries, generating more than \$4.5 million in realised export sales and creating new market opportunities.
- **International Market Development:** Delivered trade missions and market engagement activities in China and South Korea while working closely with Global Victoria, Wine Australia and Austrade.
- **Trade Advisory Committee:** Provides direct industry input into trade priorities, export development and market growth opportunities.
- **Accessing New Markets Initiatives (ANMI):** Working with Australian Grape & Wine, Wine Australia and state partners to maximise opportunities arising from Australian Government export funding.

Grape & wine producers can:

- Diversify product offering
- Brand building and storytelling
- Tailor market strategies and participate



Our Sustainability

Sustainability is central to our sector's current and long-term resilience and profitability. Our sector aspires to be recognised as a global leader, it therefore needs to embed environmental, social, and governance (ESG) practices to enhance resilience, profitability, and sustainability.

Australian Grape & Wine has:

- **Advocated:** for practical and evidence-based sustainability policies that support environmental outcomes alongside sector productivity and profitability.
- **Continued leadership and engagement on ESG:** climate resilience, packaging sustainability, biosecurity and circular economy issues affecting the wine sector.
- **Worked with government and industry stakeholders:** to improve sustainability outcomes while minimising unnecessary regulatory burden on producers.
- **Supported industry collaboration:** and policy development on emissions reduction, water, waste, recycling and sustainable production practices.
- **Supported governance and leadership renewal at Sustainable Winegrowing Australia:** including transition to a new Chair, Executive Officer and Board Directors.
- **Continued advocacy on sustainability-related regulatory reforms:** including container deposit schemes, environmental reporting and packaging obligations.

Wine Australia has:

- **Future-proofed supply through:** investment in grapevine and rootstock breeding and the National Grapevine Collection, establishment of national grapevine certification program VitiCert Australia and ongoing development, validation and commercialisation of Wine Industry Smoke Detectors.
- **Developed grape and wine business ESG toolkits:** including Sustainability Reporting and Communications Guides, and Ethical Business Guides.
- **Advanced sustainability through:** trials of autonomous electric technology in a commercial vineyard using an autonomous vehicle to tow a UV-C light unit for non-chemical disease control and an electric mower, best practice management guides on soil health in Australian vineyards, smoke risk support for Victorian regions, supporting Once Basin CRC project aimed at increasing adoption and value from grower use of digital irrigation technologies, development of an ongoing series of ESG videos showcasing small to medium wine businesses actively reducing their carbon footprint; development of emissions reduction program tailored for Winemakers of Rutherglen.
- **Promoted Sustainable Winegrowing Australia in our marketing:** At tradeshows, roadshows, expos, social media and market access discussions.
- **Driven collaboration and improvement in Sustainable Winegrowing Australia:** Collaborated with AGW and AWRI to activate governance recommendations and appoint the new Chair, EO, Board Directors, and co-funded improvements through the Australian Wine Future Fund.
- **Strengthened regional sustainability capability:** through joint appointment of Hayley Purbrick to the role of Sustainability & Innovation Lead.
- **Facilitated grant support for the sector:** across light-weight glass and alternative packaging (Business Research and Innovation Initiative), drought and industry resilience (SA Drought Hub), and commercialisation of Wine Industry Smoke Detectors (AEA Innovate).

Wine Victoria has/is focused on:

- **Victorian Wine Strategy 2025–2030:** Launched in partnership with the Victorian Government, providing a long-term framework for trade, sustainability, tourism, workforce and innovation priorities.
- **Sustainability and Innovation Lead:** Established through a partnership with Agriculture Victoria and Wine Australia to support adoption of innovation and sustainable practices.
- **Regional Program Delivery:** Delivered workshops, field days and discussion groups focused on climate resilience, sustainability, biosecurity and innovation.
- **Climate Smart Viticulture Field Days:** Delivered sold-out events attended by more than 140 industry participants focused on climate adaptation, technology and innovation.
- **Sustainable Winegrowing Australia:** Supporting increased industry participation and certification across Victorian wine regions.
- **Bushfire and Planned Burns Taskforce:** Convened annually with CFA, Forest Fire Management Victoria and regional wine associations, delivering industry forums focused on preparedness, smoke impacts and resilience.
- **Technical Advisory Committee:** Provides industry guidance on sustainability, innovation, viticulture and technical priorities.

Grape & wine producers can:

- Adopt sustainable practices
- Communicate sustainability commitments
- Reduce carbon emissions



Our People

Our sector is a respectful and inclusive community, and we need to foster diverse leadership, long-lasting careers, and provide the knowledge and skills for resilient businesses.

Australian Grape & Wine has:

- **Continued to foster an inclusive, collaborative and representative wine sector:** through committee engagement (DEIW), governance renewal and industry leadership development (DEIW Charter).
- **Supported diversity, equality and inclusion:** initiatives across the sector, including ongoing promotion of the Gender Equity Toolkit and industry capability building activities.
- **Strengthened sector advocacy and collaboration:** through active committee participation and stakeholder engagement across the industry.
- **Supported workforce capability and organisational development:** through Board, committee and staff renewal, including the appointment of Helen Strachan as Chair of Australian Grape & Wine.
- **Continued to invest in organisational capability:** through staff recruitment and expanded partnership and engagement support.

Wine Australia has:

- **Developed national leadership capability:** through Future Leaders 2025, Rootlings young professionals network, Next Crop Yarra Valley 2025 and Wine Industry Mentor Program. Strong Victorian participation including seven in Future Leaders, state and regional Rootlings champions, and Wine Industry Mentor Program.
- **Strengthened extension and adoption:** through events, discussion groups, a National Advisory Network and resources designed to build capability and improve knowledge sharing. Evolved national extension and adoption strategy incorporating Regional Program with enhanced collaboration and co-design across partners.
- **Advanced diversity, equity and inclusion:** through the Australian wine industry Gender Equity Toolkit and associated research study, as well as webinars, industry partnerships (including Australian Women in Wine and AGW DEIW committee), reports and support to drive awareness, action and outcomes across the sector. The 2026 AWIW national symposium will be held in Melbourne 15 Sept and Wine Australia will support as session sponsor to further promote the toolkit and industry.
- **Delivered a sector guide for Acknowledgement and Welcome to Country protocols:** through Wine Australia's Reflect Reconciliation Action Plan, strengthening ongoing partnerships with First Nations peoples.
- **Curated a comprehensive resource:** of crisis, wellbeing and mental health services and programs on the Wine Australia website in support of business resilience across the sector.

Wine Victoria has/is focused on:

- **Industry Representation:** Represents Victoria's 21 wine regions and more than 700 wineries and 770 grape growers through advocacy, events, export programs and regional engagement.
- **Industry Advisory Committees:** People & Community, Visitor Experience, Trade and Technical Advisory Committees provide direct industry input into priorities, programs and advocacy.
- **Leadership Development:** Promotes participation in Future Leaders, Rootlings, mentoring, scholarships and professional development opportunities.
- **Mental Health and Wellbeing:** Successfully secured and delivered funding for wellbeing initiatives supporting Victorian wine businesses and regional communities.

- **Workforce and Skills Advocacy:** Works closely with Australian Grape & Wine and government stakeholders on workforce, migration and skills development priorities.

Grape & wine producers can:

- Support programs to make the sector a career of choice
- Invest in employee training and development



Our Systems

Our sector needs to integrate state-of-the-art technologies, digital methodologies, and data-driven approaches to improve efficiency, quality, profitability, competitiveness, and connectivity.

Australian Grape & Wine has:

- **Advocated for:** better infrastructure, investment and regulatory settings to support efficient and competitive wine businesses.
- **Continued work on digital transformation:** and reducing red tape across the sector.
- **Led advocacy on container deposit schemes:** including rollout impacts, harmonisation and the need for a national portal.
- **Improved industry communication and information sharing:** through webinars, digital updates and stakeholder engagement.
- **Continued engagement on:** technology, innovation and data issues affecting the future of the sector.

Wine Australia has:

- **Unlocked investment opportunities:** through the Australian Wine Future Fund (AWFF), driving additional investment into wine sector innovation through co-design and co-investment with partners to create impact.
- **Supported digital transformation and vineyard future proofing:** through agtech trials and alternative energy projects focusing on electric or autonomous vehicles, robotics, and CSU Vineyard of the Future.
- **Supported digital transformation in regulation and market access:** through WALAS enhancements, certification refinements, working towards improvements to trade processes, collaboration with government and international partners, and strengthened data systems underpinning key industry tools including the National Vineyard Register.
- **Improved access to information:** through refreshed, role-focused newsletters 'VitiSnips' and 'On the Marc', expanded digital content including webinars, video and social media, and refreshed websites for consumers and the sector in development.
- **Funded AWRI extension services:** webinars, fact sheets, technical bulletins, Dog Book, HelpDesk and Information Services Library.
- **Strengthened data management:** through improved records archiving, enhanced data systems, and exploration of AI to future-proof platforms.

Wine Victoria has/is focused on:

- **Industry Collaboration:** Participates on key steering committees and advisory groups focused on biosecurity, workforce development, sustainability, innovation and regional economic development.
- **Biosecurity Leadership:** Represents the Victorian wine sector on key biosecurity committees and working groups.

- **Workforce and Skills Engagement:** Contributes to the Victorian Skills Advisory Committee and other agriculture and food industry workforce initiatives.
- **Cross-Sector Partnerships:** Collaborates with Agriculture Victoria, Wine Australia, Australian Grape & Wine, CFA, Forest Fire Management Victoria, regional wine associations and tourism bodies.
- **Visitor Experience Advisory Committee:** Provides industry leadership and guidance on wine tourism, visitor experiences and destination development.
- **Industry-Led Governance:** Advisory committee structure ensures industry priorities are reflected in advocacy, programs and strategy implementation.

Grape & wine producers can:

- Invest in technology and data integration
- Streamline supply chain processes
- Enhance regulatory compliance measures



Our Customers, Consumers & Community

Our sector needs to be more flexible and responsive to the needs of consumers, customers, and communities, and ensure social licence is maintained in a rapidly evolving market landscape.

Australian Grape & Wine has:

- **Advocated for balanced, evidence-based alcohol policy and regulation:** including through ACMA, CODEX and ABAC processes, working with national, state and international partners. Supporting industry-led initiatives to promote moderation, including through support of Drinkwise, and encouraging age-gating in social media.
- **Supported industry understanding of changing consumer preferences:** moderation trends and evolving market expectations.
- **Worked collaboratively across the sector:** to improve communication, share information and develop practical policy solutions.
- **Continued engagement with tourism, retail, on-premise:** and trade stakeholders to support the reputation and long-term success of Australian wine.

Wine Australia has:

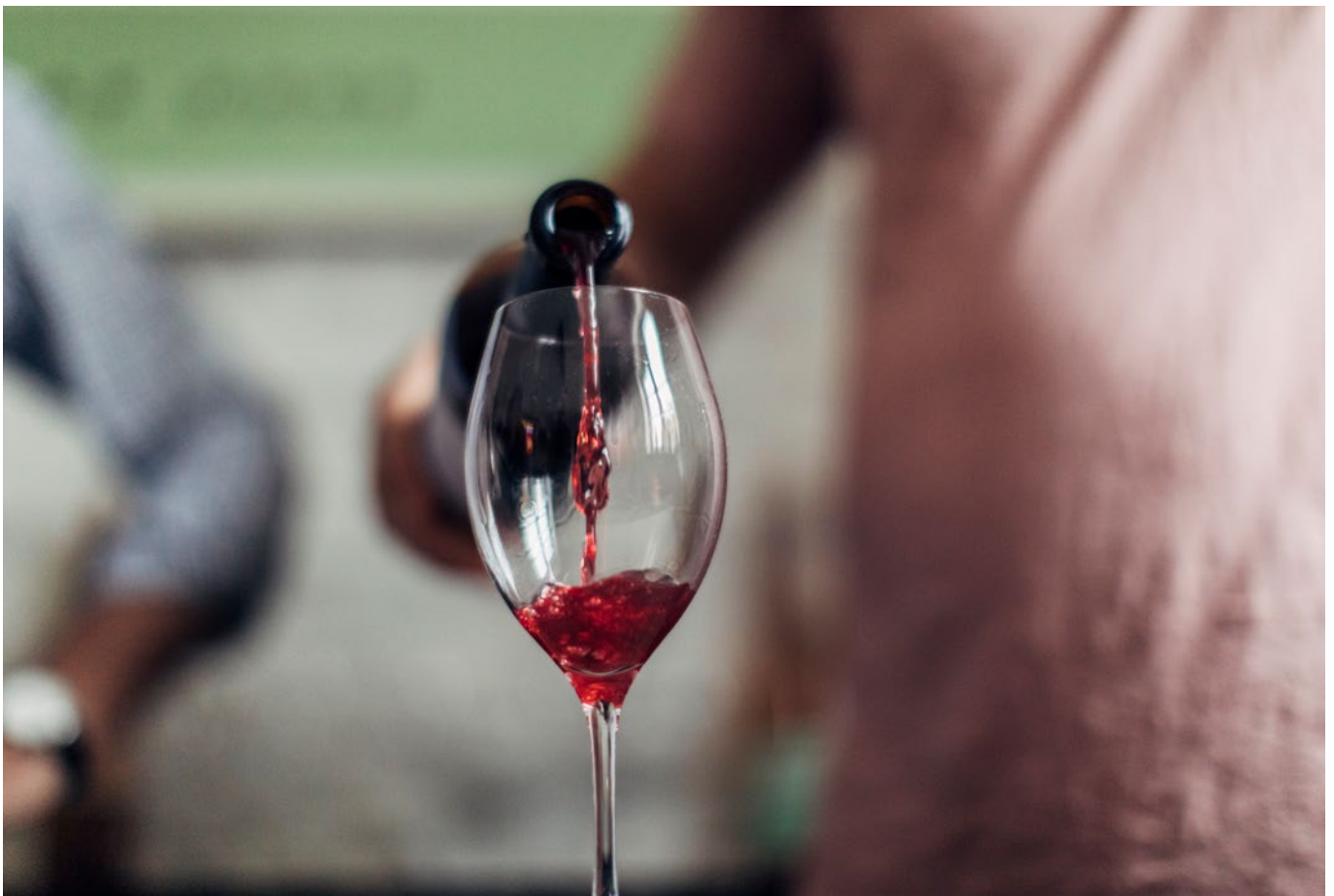
- **Established a cross-sector consumer insights advisory group (CIAG):** for data and trend sharing to support innovation, growth and opportunities for the sector, such as the mid-strength wine category concept development.
- **Strengthened access to consumer insights:** through domestic sales dashboard and research led by partners including Square Holes, IWSR, KMPG, Nielsen IQ, Endeavour Group and various wine businesses.
- **Supported and sponsored industry-led events and programs:** focused on domestic sales, direct-to-consumer, wine tourism, supply chain and on-premise.
- **Reviewed and refreshed the Wine Tourism Ready program:** for re-launch by 2027, to ensure it remains relevant and practical for wine tourism operators.
- **Raised the profile of the Australian Wine brand:** by refreshing the Australian wine website and Australian Wine Connect digital exhibition, reinvigorating the Australian wine Instagram to engage with trade and consumers and delivered international education programs through Australian Wine Discovered modules.

Wine Victoria has/is focused on:

- **Visitor Experience Advisory Committee:** Provides industry leadership and guidance on wine tourism, visitor experiences and destination development.
- **Partnerships:** Works closely with Visit Victoria, Regional Tourism Boards and regional wine associations to strengthen wine tourism outcomes and regional economic development.
- **Communications:** Expands industry communication and engagement through events, newsletters, digital channels and regional networks.
- **Community Contribution:** Promotes the contribution of wine to regional communities, tourism, employment and economic development.
- **Social Licence:** Supports responsible consumption messaging and national advocacy initiatives that protect wine's social licence.
- **Collaboration:** Strengthens partnerships across government, tourism, agriculture and industry organisations.

Grape & wine producers can:

- Engage local communities
- Leverage consumer insights
- Support positive engagement in public health



Broad sector challenges

Increased market expectation for sustainability credentials

Rapidly changing consumer preferences

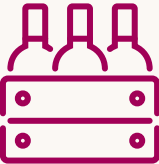
Increased cost of doing business

Global shipping challenges

Impacts from extreme climatic events



More direct health lobby



Declining global wine consumption

Mental health pressures

Fuel & fertiliser supply and cost

Access to workers and workforce

Australian record wine production combined with reduction in sales



Impact on regional wine tourism

Trade headwinds

Rising inflation, interest rates and cost of living



Certification burden

Vineyard abandonment / Succession planning

Taxation changes and CDS

Urgent sector priorities

- At the launch of the OGWSP in August 2024, we committed to six key urgent sector priorities. We reported on their progress in 2025. Since then, further progress has been achieved:

Priority	AGW	Wine Australia	Wine Victoria
<p>Balance supply and demand</p> <p>Objective</p> <p>Determine the true demand position and future-proof Australia's production base.</p>	<ul style="list-style-type: none"> • Delivered a comprehensive pre-Budget submission focused on rebalancing supply and demand. • Undertook extensive parliamentary engagement with 40+ parliamentarians and advisers, positioning supply-demand imbalance. • Worked to align and amplify advocacy across states and regions. 	<ul style="list-style-type: none"> • National Vineyard Register Framework delivered and build underway. • Grape Growing Cost Calculator launched. • Launched Domestic Sales Dashboard and conducted deep-dive study into consumer behaviour in the Australian on-premise. • Continued annual Vintage and Production, Sales, and Inventory surveys. • Released the Economic Contribution of the Australian Wine Sector report. • Inland Grower Revenue Options Decision Support Guide with AgriFutures through funding from Department of Agriculture, Fisheries and Forestry. 	<ul style="list-style-type: none"> • Delivered Climate Smart Viticulture Field Days attracting more than 140 industry participants, focused on productivity, profitability, innovation and resilience. • Established a Sustainability & Innovation Lead role through a partnership with Agriculture Victoria and Wine Australia. • Continued delivery of the Victorian Regional Program, connecting producers with national RD&E activities, discussion groups and technical resources. • Delivered and promoted the Victorian Wine Industry Economic Impact Assessment, demonstrating a \$10.8 billion contribution and support for 17,178 jobs. • Advocated for industry co-investment, innovation and sustainability initiatives through implementation of the Victorian Wine Strategy 2025-2030.
<p>Diversify and intensify our international markets</p> <p>Objective</p> <p>Engage global markets to increase demand for Australian wine</p>	<ul style="list-style-type: none"> • Continued collaboration with Wine Australia on national marketing, tourism and export diversification priorities. • Progressed trade advocacy through FTAs, market diversification work, and engagement on tariffs and global trade pressures. • Secured additional export-focused government support, including through ANMI and India market development opportunities. • Developed the proposed Export Market Re-engagement Fund for inclusion in the Federal Pre-Budget Submission. • Strengthened Australia's global wine trade leadership through engagement with the International Organisation of Vine and Wine. • Delivered the Australia-China Winemaker Immersion Program. 	<ul style="list-style-type: none"> • New consumer and market Insights and capability building. • Joint Marketing Group advisory committee coordination with AGW. • Consumer insights advisory group developments. • Mid-strength product innovation. • Tradeshow and roadshow activations in emerging and growth markets and new cities. • Education programs and capability. • Refreshed digital communications and social media strategy. • Hosted key decision makers from Canada, Japan, USA, UK, Europe and educators from China and Southeast Asia in an inbound visit program. • Collaboration across RDC food & wine group in emerging markets in Asia. 	<ul style="list-style-type: none"> • Delivered the Wines to the World export program, supporting more than 170 Victorian wineries through over 40 export activities. • Facilitated trade missions, buyer engagement and subsidised participation in Wine Australia export activities • Worked with Global Victoria, Austrade and Wine Australia to strengthen export capability and market access. • Participated in the Australian Government's Accessing New Markets Initiative (ANMI). • Continued advocacy for long-term export investment and market development opportunities.

Priority	AGW	Wine Australia	Wine Victoria
<p>Grow our domestic market</p> <p>Objective Support wineries to grow opportunities in the domestic wine market.</p>	<ul style="list-style-type: none"> Secured Government commitment to continue funding the Wine Tourism and Cellar Door Grant Program for the next three years. Included Domestic Wine & Regional Tourism Stimulus (\$20m) to support domestic demand and regional economies in pre-Budget submission. Re-enforcing the need to “buy Australian wine” in engagement with policymakers and media. 	<ul style="list-style-type: none"> Action domestic campaign “We make a wine for that” with reusable templates and tools. Developed the domestic sales dashboard. Collaborated with Endeavour Drinks Group on the ‘State of the Grapes’ report. Mid-strength category market insights. Sponsored Australian Wine List of the Year Awards, Wine Communicator Awards, and Court of Master Somms. Re-launched trade and consumer facing social media for the Australian Wine brand. Australian wine website updated May 2026. AWD education materials rebranded to new Australian wine livery. Wine Tourism resource updates to be launched by 2027. 	<ul style="list-style-type: none"> Continued delivery and expansion of the Drink Victorian program to increase awareness and consumption of Victorian wine. Secured Victorian Government investment to continue and expand promotion of Victorian wine and locally produced beverages. Advocated for increased procurement and promotion of Victorian wine through government, tourism and major events. Promoted the economic and tourism contribution of Victoria’s wine industry through research, stakeholder engagement and media activity.



Priority	AGW	Wine Australia	Wine Victoria
<p>Embrace sustainability and aim for continuous improvement in practices</p> <p>Objective Improve access to Sustainable Winegrowing Australia</p>	<ul style="list-style-type: none"> Completed Sustainable Winegrowing Australia (SWA) governance review in conjunction with Wine Australia strengthening the program's structure and accessibility. Implemented a new governance model, including appointment of an independent Chair, establishment of a new Board of Directors, and recruitment of a new Executive Officer (launched May 2026). Finalised a new tripartite agreement between Australian Grape & Wine, Wine Australia and the Australian Wine Research Institute, enabling enhanced oversight and management of SWA. Established a skills-based advisory board structure to support improved program delivery, industry engagement, and uptake. 	<ul style="list-style-type: none"> Worked with AGW and AWRI to finalise SWA governance review and implement new governance structure and Board. Funded regional programs for localised support of SWA training and awareness. Promoted SWA and SWA Trustmark wines at tradeshow and roadshows in international markets. Exhibited and delivered sustainability-focused activity at Winetech and AWITC, including SWA co-sponsored events, mid-strength and sustainability workshops. Produced resources for the sector in sustainability business strategies, communications planning and ethical business guides. Delivered ESG four-part webinar series. 	<ul style="list-style-type: none"> Launched the Victorian Wine Strategy 2025-2030 and established a Sustainability & Innovation Lead role to drive industry resilience and innovation. Delivered field days and extension activities focused on climate adaptation, biosecurity and technology adoption. Continued leadership of the Bushfire and Planned Burns Taskforce with CFA and Forest Fire Management Victoria, including annual industry preparedness forums. Supported increased participation in Sustainable Winegrowing Australia and adoption of sustainable practices. Represented the Victorian wine sector on key biosecurity committees and working groups.
<p>Defend wine's social licence</p> <p>Objective Defend wine's social licence in public health debate with anti-alcohol lobby</p>	<ul style="list-style-type: none"> Represented the wine sector in alcohol policy and public health inquiries, advocating for evidence-based and proportionate regulation. Prepared industry advocacy and messaging materials in partnership with Alcohol Beverages Australia. Advocated for balanced approaches to alcohol advertising and labelling regulation, including through ACMA and CODEX processes. Continued engagement with policymakers and stakeholders to support informed public health policy development. 	<p>* Wine Australia's role prohibits advocacy activities.</p>	<ul style="list-style-type: none"> Supports national advocacy led by Australian Grape & Wine on responsible consumption, health policy and protection of wine's social licence. Promotes the positive contribution of Victoria's wine industry to regional communities, tourism, employment and economic development. Works with industry, government and tourism stakeholders to strengthen community understanding of wine's role in regional Victoria. Supports responsible consumption messaging and industry initiatives that encourage moderation and consumer education. Uses industry research and economic impact data to demonstrate the value of wine to Victoria's economy and regional communities.

Priority	AGW	Wine Australia	Wine Victoria
<p>Fit for purpose levy system</p> <p>Objective</p> <p>Ensure that the sector's national funding models are fit for purpose</p>	<ul style="list-style-type: none"> Progressed sector-wide discussions on the sustainability and effectiveness of the national funding model, including levies and broader industry structures. Established a Levies Working Group to examine options for reform and ensure funding settings remain fit for purpose. Undertook extensive consultation with stakeholders across regions, associations and companies, gathering diverse perspectives on funding priorities and structural settings. Identified limited alignment across the sector on levy reform, but strong consensus on the need to ensure existing structures are operating effectively and delivering value. A levy review remains under active consideration, alongside broader work to optimise current funding arrangements. Consideration of models to best serve the sector, along with changes to the status quo. 	<ul style="list-style-type: none"> * Wine Australia's role prohibits advocacy activities. Established the Australian Wine Future Fund (AWFF) including Research Innovation Fund (RIF) and Venture Investment Portfolio (VIP) to fund impact for the sector. 	<ul style="list-style-type: none"> Supportive of Australian Grape & Wine's review of the wine sector levy system and associated industry consultation. Actively engages in national discussions to ensure Victorian industry perspectives are represented in levy reform conversations. Supports a levy system that is transparent, equitable and fit for purpose to meet future industry needs.



Victoria

Crush

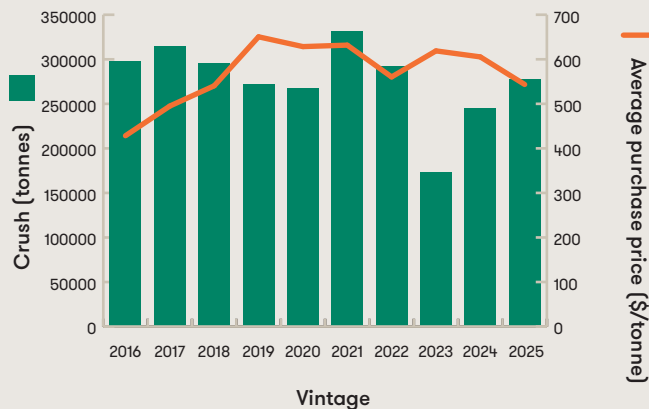


Share of Australian crush by volume **17.7%**

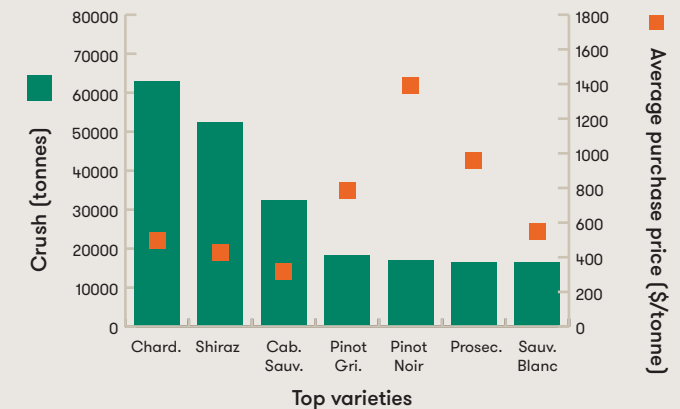


Share of Australian crush by value **17.8%**

Tonnes and average value



Top varieties in 2025



Exports

12 months ended March 2026, based on regional label claims: Victoria

Total value	\$56m	▼ -8%
Total volume	8.8m litres	▼ -22%
Average value	\$6.30/litre	▲ 17%

Price point by value

\$15.00 +	\$20.3m	▼ -10%
\$10.00-\$14.99	\$9.6m	▲ 6%
\$7.50-\$9.99	\$9.0m	▲ 9%
\$5.00-\$7.49	\$10.2m	▼ -12%
< \$5.00	\$6.5m	▼ -30%

Top 5 markets by value

	Mainland China	\$14m	▼ -29%
	United Kingdom	\$8m	▼ -12%
	Canada	\$6.6m	▲ 46%
	New Zealand	\$6.6m	▲ 3%
	United States	\$3.5m	▼ -13%

Exports

12 months ended March 2026, based on regional label claims: South East Australia

Total value	\$649m	▼ -10%
Total volume	404m litres	▼ -5%
Average value	\$1.61/litre	▼ -6%

Price point by value

\$15.00 +	\$4.9m	▲ 314%
\$10.00-\$14.99	\$1.5m	▼ -50%
\$7.50-\$9.99	\$15.1m	▼ -25%
\$5.00-\$7.49	\$33.5m	▲ 3%
< \$5.00	\$594.1m	▼ -11%

Top 5 markets by value

	United Kingdom	\$214.1m	▼ -4%
	United States	\$197.1m	▼ -23%
	Canada	\$67.6m	▲ 4%
	Mainland China	\$28.7m	▲ 16%
	Denmark	\$16.2m	▼ 0%

