



WINES OF
WESTERN AUSTRALIA
Extraordinary Regions

One Grape & Wine Sector Plan

2026 Actions Workshop

Western Australia

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 Eloise Jarvis and Lucy Nankervis (part funded by the Australian Wine Future Fund), establishment of the National Advisor Network and local Discussion Groups.
- **Invested in supply options across seasons:** 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.
- **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, support of the relocation of the WAVIA germplasm collection, and grapevine and rootstock breeding program (part funded by the Australian Wine Future Fund).

Wines of Western Australia has/is focused on:

- Supporting regional collaboration and knowledge sharing across Western Australia's wine regions through grower, producer and regional association engagement. WA Wine Industry Partnership (WIP) provides financial resourcing to support regional collaboration. WoWA works together to develop formalised frameworks to support producers on regionally relevant opportunities.
- Driving sustainability, climate resilience and innovation across viticulture and winemaking through industry-led initiatives focused on water security, lightweight packaging, carbon-smart practices, biodiversity, soil health, revegetation and agtech adoption, while supporting producer readiness for evolving sustainability and market expectations through extension, workshops, demonstration projects and practice change initiatives. WIP, Wine Australia RDE investments and Climate Smart program align to deliver programs addressing opportunities across the value chain as listed above.
- Strengthening biosecurity preparedness and rapid response capability through collaboration with industry, government and research partners. WIP, Wine Australia RDE investments and Wine Australia Regional Program (WARP) provides funding with support from DPIRD to deliver regionally specific biosecurity awareness and capacity at farm level.
- Supporting premium market positioning and market diversification opportunities for Western Australian wine producers domestically and internationally. WIP funding supports regions and producers to implement market positioning and diversification activities in collaboration with Wine Australia, AusTrade and in-market partners.
- Collaborating with national industry bodies including AGW and Wine Australia to support advocacy, research, sustainability and supply resilience initiatives. WoWA and regional IDOs support extension of national programs to producers and communities of practice.
- Supporting regional storytelling, wine tourism and provenance-led marketing that reinforces Western Australia's reputation for premium wine production and experiences. WIP funding supports regionally led wine tourism strategies to develop programs for producers and collaboration with regional, state and national tourism bodies.

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.

Wines of Western Australia has/is focused on:

- Driving “drink local” initiatives and regional campaigns that encourage consumers to support Western Australian wine producers and cellar doors. WIP funding supports producers and regions to develop and implement drink local initiatives including wine education engaging trades and consumers, direct engagement with trade and consumers and strategic engagement with media and third party endorsers.
- Supporting inbound tourism and wine visitation experiences across WA’s wine regions to strengthen DtC engagement and regional economic outcomes. Wine Industry Partnership (WIP) funding supports regionally led wine tourism strategies to develop programs for producers and collaboration with regional, state and national tourism bodies. Support producers to implement best practice DtC programs.
- Expanding domestic and international market opportunities through trade engagement, targeted activations and market diversification initiatives. WIP funding supports state based domestic and export trade engagement programs, supporting regions and producers to leverage Wine Australia activities.
- Collaborating with tourism, hospitality and regional development partners to increase visibility and access to Western Australian wines in key markets. WIP funding supports regionally led wine tourism strategies to develop programs for producers and collaboration with regional, state and national tourism bodies in international markets with high visitation potential.
- Encouraging producers to align with evolving consumer trends including premiumisation, sustainability credentials, experiential tourism. Develop and maintain WA relevant market demand data to guide product innovation and support for sustainability accreditation and tourism experiences development.
- Working collaboratively with national industry bodies including Wine Australia, Australian Grape & Wine (AGW) and government trade to improve market access and strengthen export capability. WoWA to provide WA specific input on market access improvement and support export capability through WIP programs.

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, the National Grapevine Collection, 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, and development of an ongoing series of ESG videos showcasing small to medium wine businesses actively reducing their carbon footprint (including episode on Margaret River's Lightweight Glass Packaging Charter).
- **Promoted Sustainable Winegrowing Australia in our marketing:** At tradeshow, roadshow, expo, social media and market access discussions.
- **Strengthened regional sustainability capability:** through the joint appointment of Lucy Nankervis as Sustainability Support Coordinator to drive adoption of sustainable practices in vineyards and wineries; and renewal of support for Eloise Jarvis as Sustainability and Industry Development Program Manager to continue the development of state-specific programs to improve sustainability initiatives and promote a Lightweight Bottle Charter (all part funded by the Australian Wine Future Fund).

- **Driven collaboration and improvement in Sustainable Winegrowing Australia:** Collaborated with Australian Grape & Wine (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.
- **Facilitated grant support for the sector:** across light-weight glass and alternative packaging (BRIL), drought and industry resilience (SA Drought Hub), and commercialisation of the Wine Industry Smoke Detector (AEA Innovate).

Wines of Western Australia has/is focused on:

- Delivering the Western Australian Wine Sustainability Advancement Program (WAWSAP, funded by ClimateSmart grant) to strengthen industry resilience through sustainability, climate adaptation and environmental stewardship initiatives. With support from the Wine Industry Partnership (WIP) and Wine Australia RDE funding and activities.
- Supporting producer participation in the Carbon Smart and Carbon Halo programs to build carbon literacy, improve emissions preparedness and demonstrate the environmental value of vineyard landscapes and revegetation. With support from WIP, WAWSAP and Wine Australia RDE investments and activities.
- Facilitating regional projects focused on water security, biodiversity, soil health, riparian restoration and revegetation across WA wine regions. With support from WIP, WAWSAP and Wine Australia RDE investments and activities.
- Encouraging adoption of sustainable and resilient vineyard practices through workshops, demonstration sites, extension activities and producer collaboration. With support from WIP, WAWSAP and Wine Australia RDE investments and activities.
- Supporting industry preparedness for evolving ESG, sustainability reporting and market expectations through practical tools, education and knowledge sharing. With support from WIP, WAWSAP and Wine Australia RDE funding and activities.
- Promoting sustainability leadership through programs such as NextCrop, Rootlings and regionally implemented initiatives. Environmental stewardship and innovation as key pillars of Western Australia's premium wine reputation. With support from WIP, WAWSAP and Wine Australia RDE funding and activities.
- Collaborating with regional associations, research organisations, government and industry partners to strengthen long-term sustainability outcomes across the sector. With support from WIP, WAWSAP, DPIRD, WARP and WARDE funding and activities.

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 (Diversity, Equality and Inclusion in Wine 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 and Wine Industry Mentor Program. Strong WA representation in state Rootlings champions, and 6 of 52 mentor program mentees acknowledge and support WA's commitment to developing regional leaders through Next Crop | Cultivating Leadership programs 2025 and 2026.
- **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. Supported regional extension and adoption delivery in WA through support of Eloise Jarvis and Lucy Nankervis.
- **Advanced diversity, equity and inclusion:** through the Australian wine industry Gender Equity Toolkit and research study, as well as webinars, industry partnerships (including Australian Women in Wine and AGW Diversity, Equality and Inclusion in Wine committee), reports and support to drive awareness, action and outcomes across the sector.
- **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.

Wines of Western Australia has/is focused on:

- Supporting workforce capability, leadership development and long-term career pathways across WA's wine industry through regional engagement, collaboration, mentorship and knowledge-sharing initiatives, while promoting wine industry careers and future workforce development through partnerships with education, training and regional community organisations. Supported by NextCrop, Rootlings and regionally implemented initiatives.
- Supporting extension and adoption activities that strengthen business resilience, sustainability knowledge and practical skills across viticulture, winemaking and wine business operations. With support from Wine Industry Partnership, Western Australian Wine Sustainability Advancement Program (WAW SAP funded by ClimateSmart grant), DPIRD, Wine Australia Regional Program and Wine Australia RDE funding and activities.

- Supporting producer wellbeing, resilient regional businesses and strong industry communities through collaborative initiatives and access to sector resources. Supported by NextCrop, Rootlings, and regionally implemented initiatives Agrisector business support programs such as FarmElevate and RuralWest.

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.

Wines of Western Australia has/is focused on:

- Supporting adoption of technology, agtech and data-driven practices across Western Australia's wine industry through extension activities, regional collaboration and knowledge sharing, with a focus on low-emissions technologies, automation, climate adaptation and

emerging vineyard management systems that improve efficiency, sustainability, wine quality and business resilience. Supported by WARDE Program IDO in collaboration with WAWSAP and DPIRD programs such as Shoestring.

- Providing producer access to research, market insights, sustainability resources and digital tools that strengthen informed decision-making and operational capability. Work with Wine Australia on National Vineyard register and Market Demand reporting, further develop Deep Planet satellite vineyard portal to monitor production capacity.
- Collaborating with industry, research and government partners to improve innovation capability, connectivity and future-focused investment opportunities for Western Australian wine businesses. Assisted by WARDE and WARP funding, in collaboration with DPIRD.
- Discovery of digital transformation, innovation adoption for long-term sector competitiveness. Assisted by WARDE and WARP funding, in collaboration with DPIRD.

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.

Wines of Western Australia has/is focused on:

- Strengthening engagement with consumers, customers and communities through regional storytelling, wine tourism and provenance-led experiences. WIP funding supports regionally led wine tourism strategies to develop programs for producers and collaboration with regional, state and national tourism bodies in international markets with high visitation potential.
- Empower producers to respond to changing consumer preferences, moderation trends and evolving market expectations through education, market insights and industry engagement. WoWA to provide WA specific input on market access improvement and support export capability through WIP programs.
- Encouraging consumer-led innovation and premium market positioning aligned to sustainability, authenticity and quality. With support from WIP, WAWSAP and WARDE funding and activities.
- Promoting positive industry engagement around responsible consumption, social licence and public health conversations relevant to the wine sector. WIP funding supports producers and regions to develop and implement drink local initiatives including wine education engaging trades and consumers, direct engagement with trade and consumers and strategic engagement with media and third party endorsers.
- Collaborating with tourism, hospitality, retail and trade partners to strengthen visibility, accessibility and advocacy for WA wines across domestic and international markets.

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



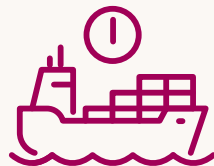
Declining global wine consumption

Mental health pressures

Fuel & fertiliser supply and cost

Access to workers and workforce

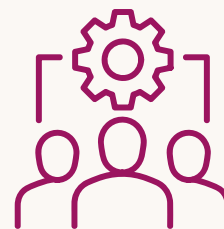
Australian record wine production combined with reduction in sales



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

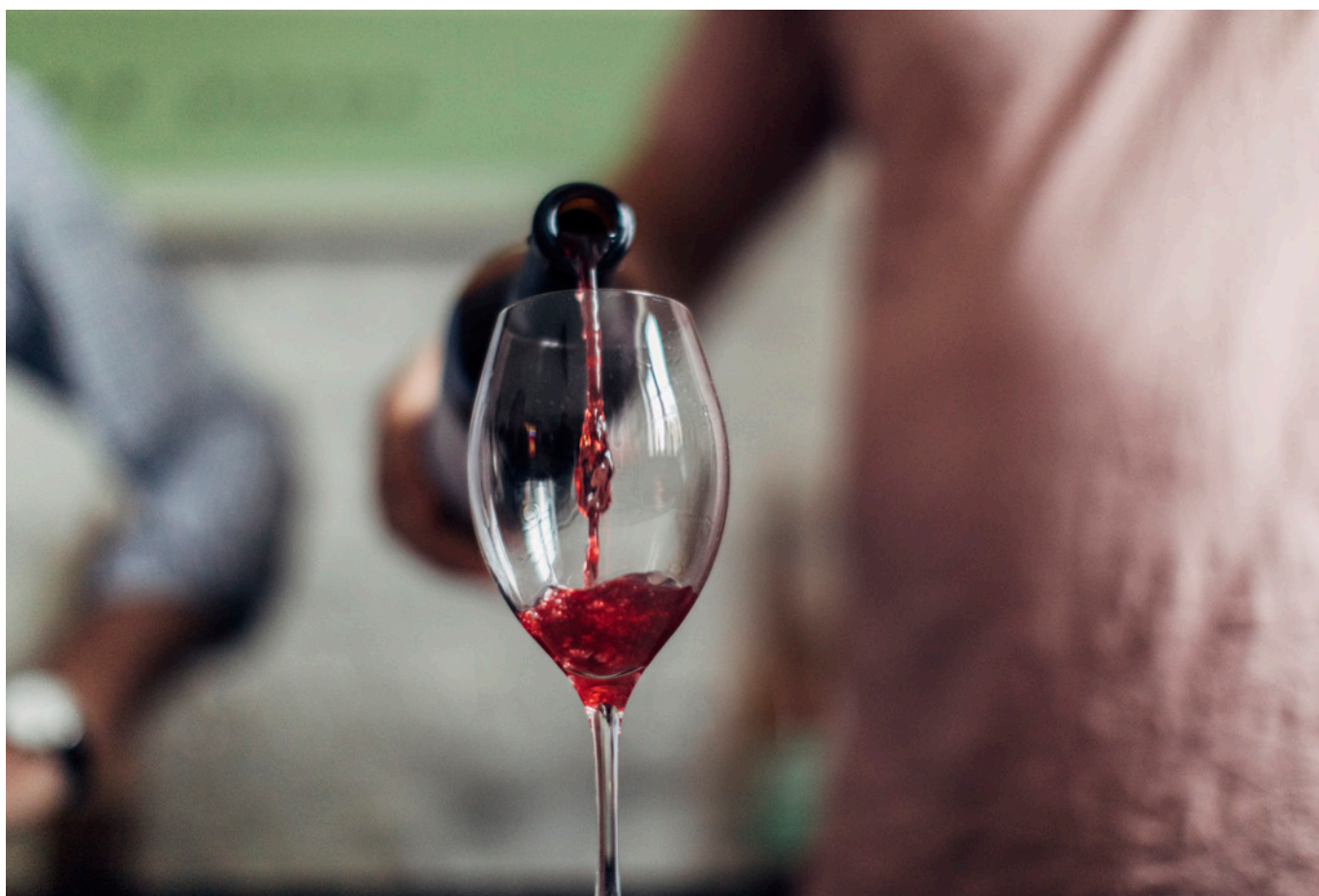
Urgent sector priorities

- 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	Wines of Western Australia
<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. 	<ul style="list-style-type: none"> • Data strategy with national alignment • Fostering sector-wide collaboration
<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"> • Growing international markets through collaborative action and engagement • Promoting sustainability practices

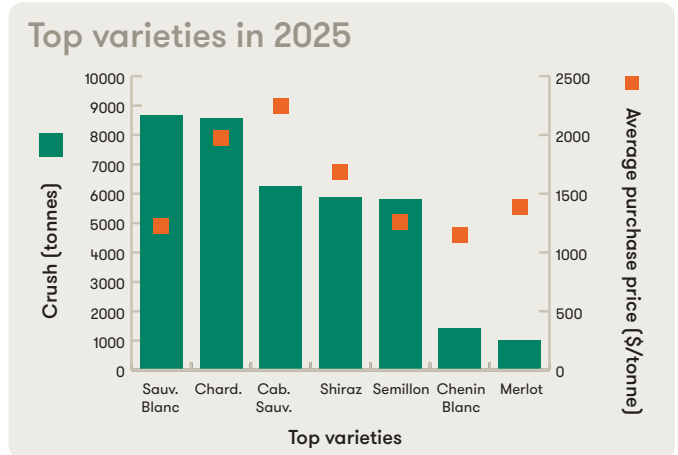
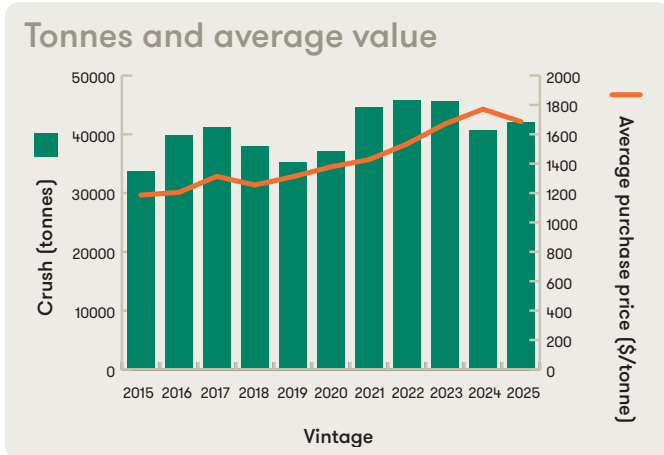
Priority	AGW	Wine Australia	Wines of Western Australia
<p>Grow our domestic market</p> <p>Objective Support wineries to grow opportunities in the domestic wine market.</p>	<ul style="list-style-type: none"> Secured Government commitment to continue funding the Wine Tourism and Cellar Door Grant Program 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"> Activated 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"> Aligning with national efforts and promoting the domestic campaign Wine and food tourism focus Wine Education Centre trade focus on drink local Exhilarating Wines trade and consumer event
<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 ongoing ESG video series. 	<ul style="list-style-type: none"> Developing business and workforce resilience Enhancing research, development and adoption Biosecurity preparedness Integrate sustainability messaging into all trade/media and consumer-facing collateral and promotions
<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"> Unified leadership structure Licence to operate (ESG) focus

Priority	AGW	Wine Australia	Wines of Western Australia
<p>Fit for purpose levy system</p> <p>Objective 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"> Collaboration with government and regulators Preparing for future policy changes Aligning with national advocacy efforts



Western Australia

Crush



Exports

12 months ended March 2026, based on regional label claims

Total value	\$36.9m ▼ -17%
Total volume	3.9m litres ▼ -26%
Average value	\$9.50/litre ▲ 13%

Price point by value

\$30.00 +	\$5.9m ▼ -9%
\$20.00-\$29.99	\$3.9m ▼ -3%
\$15.00-\$19.99	\$3.6m ▼ -16%
\$10.00-\$14.99	\$11.4m ▼ -2%
< \$10.00	\$12.02m ▼ -32%

Top 5 markets by value

United Kingdom	\$12.5m ▼ -8%
Mainland China	\$7.0m ▼ -46%
Canada	\$3.3m ▲ 152%
Singapore	\$2.4m ▼ -20%
United States	\$1.8m ▼ -35%

Market Insights resources

Market Explorer

Market Explorer assists anyone who wants to export Australian wine or seeks to explore new markets and needs data to inform decisions. The resource can help determine which market is the most attractive to an Australian wine business.

→ marketexplorer.wineaustralia.com/market-explorer

Free on Board (FOB) to Retail Calculator

The FOB to Retail Calculator allows users to calculate what the bottle price will be on shelf (the RRP) in international markets for a given FOB value, and assess and evaluate competitors in market through price point comparison.

→ www.wineaustralia.com/market-insights/fob-to-retail-calculator/

Export dashboard

The export dashboard provides interactive and comprehensive data and insights on Australian wine exports back to 2010. It provides headline figures for the latest release of data, and detailed statistics on wine exports by destination market, GI claim, variety, wine style, container type and exporter size.

→ marketexplorer.wineaustralia.com/export-dashboard

National Vintage Survey dashboard

A one-stop-shop for Australia's vintage crush data from 2015 to the latest report, providing vintage crush figures by volume and value, detailed tables on crush by variety and region and more.

→ marketexplorer.wineaustralia.com/vintage-survey

