

\$50m Export and Regional Wine Support Package

Headline figures



\$2.87 billion

▲ 3%

Total exports

Target: \$2.8b
Base: \$2.3b



\$1.25 billion

Value of exports to China incl. Hong Kong and Macau

Target: \$980m
Base: \$721m



\$416 million

Value of exports to the USA

Target: \$488m
Base: \$464m



\$7.12

Australian bottled wine exports, average price per litre

Target: \$5.94
Base: \$5.46



\$664

Grape purchase price, average per tonne

Target: \$590
Base: \$565

Program 1 – International marketing



Target: 9.0
Base: 8.0

9.00

Trade/consumer quality perception ratings out of ten



Target: 50%
Base: 10%

54%

Buyers increasing number of Australian wines in their portfolio post-event



8330

Australian wine media mentions (per year)

Target: 6000
Base: 5400



94%

Australian wine media tone, positive or neutral

Target: 93%
Base: 90%



2.81 billion people

Australian wine media reach (per year)

Target: 0.9b
Base: 0.8b

Program 2 – Capability development



Target: 900
Base: 0

1075

Number of workshop/webinar participants



Target: 30%
Base: 0%

70%

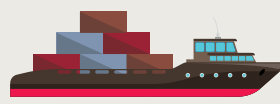
Participants using new capabilities



Target: 50%
Base: 0%

52%

Participants accessing the toolkit after attending workshops/webinars



Target: 30
Base: 0

30

Producers commence exporting to China or other FTA markets

Program 2b and 3 – Grants



8%

Grant recipients' wine export growth

Target: 7-8%
Base: TBC



\$4.85b

International visitors increase expenditure

Target: \$5.63b
Base: \$5.02b



1.054 million

Number of international visitors

Target: 1.34m
Base: 1m

Program 4 – Cider



80%

Uptake of cider strategy by cider producers

Target: 75%
Base: 0%



\$25.3m

Growth in value of cider exports

Target: \$20m
Base: \$16.5m



9

Cider producers currently exporting

Target: 20
Base: 7