



# Why has a Label Directory been introduced?

Australian Grape & Wine (AGW) identified the need to establish a Wine Export Label Directory as a key step in strengthening Australian wine labels' protection against fraudulent activity.

This was supported by the Department of Agriculture, Water and the Environment to which led to an amending bill, passed by the Federal Parliament in December 2020, allowing Wine Australia to establish and maintain a public facing, online database of all Australian wine labels for export.

## What does that mean for exporters?

We acknowledge that delivering this additional protection through the development of the Label Directory will result in additional administration for exporters. To minimise the workload of exporters as much as possible, a new process has been integrated within Wine Australia's Licensing and Approval System (WALAS).

**From 1 June 2021, all Australian wine exporters will be required to upload copies of their labels when a packaged product that will be exported after 1 July 2021 is registered for export through WALAS.**

As part of the shipping application, exporters will need to make a declaration that the images provided to Wine Australia for the directory reflect the actual labels on the wines in the shipment.

The images and data uploaded to WALAS will be filtered and uploaded to the Export Label Image Search System (ELISS) which will allow distributors, retailers and the public to search the label database, from their PC or mobile phone, to identify labels legitimately exported from Australia. The separation between WALAS and ELISS will create an additional level of data security for exporters.

## How will this change help me to protect my brand?

### The change will:

- allow brand owners to identify potential breaches of their intellectual property rights and to verify the authenticity of wine labels
- allow brand owners to check newly designed labels against the Label Directory to ensure they are not accidentally infringing on another brand owner's intellectual property rights
- strengthen our wine export regulatory system by preventing the export of copycat labelled wines
- help trade and consumers to verify the authenticity of wine labels exported after 1 July 2021; and
- help protect the reputation of Australian wine

For more information, read our [FAQs](#), email [exports@wineaustralia.com](mailto:exports@wineaustralia.com) or speak with an Export Assistance team member on (08) 8228 2000.