



Australian Government

Wine Australia

9 June 2021

Mr Nigel Pinto
Director - Food and Wine
Department of Agriculture, Water and the Environment
18 Marcus Clarke Street
Canberra ACT 2601

By email: nigel.pinto@awe.gov.au

Dear Nigel

Wine Australia's Management Response to the Independent Review of the Export and Regional Wine Support Package

Wine Australia welcomes the opportunity to submit a response to the final performance evaluation report¹ (Report) of the Export and Regional Wine Support Package (ERWSP) submitted to the Department of Agriculture, Water and the Environment (DAWE) in accordance with the ERWSP Grant Agreement between Wine Australia and DAWE.

The Report confirms that, despite the challenges posed by the COVID-19 pandemic and the imposition of deposit tariffs on Australian wine imported to China, the diligent administration of the ERWSP by Wine Australia has successfully facilitated the growth of the Australian grape and wine sector by increasing demand for Australian wine exports and international wine tourism, and strengthening wine export and international wine tourism capabilities.

In circumstances where the target performance indicator for the ERWSP was 5.1, and the achieved ratio of between 2.39 and 3.44 is considered an exceptional result for comparable programs and activities, we note that modelling quoted in the Report indicates that, in the absence of the market challenges, the estimate of potential returns to be achieved through a similar set of activities is in the vicinity of 7.62. This illustrates the substantial impact that could be derived from future funding and initiatives intended to promote the growth and profitability of the Australian grape and wine sector.

The feedback garnered from the Australian grape and wine sector throughout the review process has been overwhelmingly positive with

¹ Prepared by Deloitte Access Economics and provided to the Department of Agriculture, Water and the Environment on 28 May 2021.



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numerous case studies demonstrating how trade and tourism programs have added value to grape, wine and tourism businesses, and how grant funding has supported marketing initiatives, promotional activities and trade engagements that have driven demand, sales and profitability.

In its execution and administration of the ERWSP, Wine Australia worked hand in glove with wine businesses to understand the priorities of the sector, and to communicate the opportunities presented through the ERWSP. We are heartened by the overwhelmingly positive comments of the sector that clear and consistent messaging and well-executed stakeholder engagement drove the uptake of programs and created valuable opportunities.

The Report highlights the enduring benefits of the ERWSP that will be realised by the Australian grape and wine community for years to come, and the valuable resources that have been developed and will continue to be of significant value to Australian wine businesses in their ambitious pursuits to drive growth in new and existing markets well into the future.

Wine Australia looks forward to continuing to maximise the way in which the Australian grape and wine sector can leverage from the enduring benefits of the ERWSP to ensure that the efforts to increase the global demand for Australian wine continues to be well-supported, well-coordinated, and impactful.

On the page overleaf, we have taken the opportunity to highlight some of the resources established through the ERWSP that will continue to deliver significant benefit to the Australian grape and wine sector well into the future.

I reiterate our thanks to you and your team for your dedicated efforts in developing the ERWSP and promoting its success.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Andreas Clark'.

Andreas Clark

Chief Executive Officer
Wine Australia



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Australia Wine Made Our Way provides a bold brand platform that the Australian grape and wine community and its partners can use to target the wine trade and influencers, with free, customisable resources that allow wine businesses to supplement their branding collateral with an overarching celebration of Australian wine. Messaging is reinforced by research that shows our customers' positive views of our wines: authentic, bold, exciting, clean and green, premium, safe, without equal, crafted and strong.

Australian Wine Connect is a dynamic, interactive, virtual platform that connects winemakers, buyers, importers, distributors, media and educators from across the globe to create a virtual marketplace through which business can be conducted, and by hosting virtual showcases and tastings through which Australian wine can be explored.

Australian Wine Discovered boasts a suite of freely available and customisable promotional and educational materials that wine businesses, trade and educators can utilise to promote the dissemination of knowledge about Australian wine.

Wine Australia's Assets Gallery is a central depository for visual assets developed by Wine Australia and through which public access to those assets is managed. Images can readily be incorporated into marketing and promotional material free of charge.

Market Explorer, which is accessible via Wine Australia's *Interactive Insights* platform, allows rich export, production, inventory, demand, supply and consumption data to be mined via the online tool enabling in depth analysis of market trends to inform strategic decision making by Australian grape and wine businesses.

A suite of online *Tourism and Export Capability Programs* developed as part of the ERWSP continue to be available via online webinars to help wine businesses grow exports and attract more international tourists to their wine regions.

Enhancements to the *Australian Tourism Data Warehouse (ATDW)*, Australia's national platform for digital tourism information, incorporates wine-related functionality to promote cellar door experiences and online sales.

The *Export Label Image Search System*, a library of wine labels approved for export by Wine Australia, will ensure long-lasting protection of the reputation of Australian wine by allowing brand owners to identify potential breaches of intellectual property rights and provide a platform through which consumers can verify whether a label has originated in Australia.