

About the Package

The Australian Government's \$50 million Export and Regional Wine Support Package (the \$50m Package) is a four-year package (ending June 2020) that is designed to grow exports of Australian wine and attract more international visitors to Australian wine regions.

What has it delivered?

Wine Australia has administered the \$50m Package, which has seen the delivery of:

AUSTRALIAN
WINE
**MADE
OUR
WAY**



80+ bold, eye-catching marketing campaigns

135 grants supporting wine export activities

27 grants supporting wine tourism activities



60+ online wine export and wine tourism tools for businesses

70+ capability training workshops in wine regions

A strategy for marketing Australian craft cider

Still to come in 2020?

- More China and USA-targeted marketing campaigns
- Wine Label Intellectual Property Directory
- National Online Wine Tourism Platform
- More capability development workshops and webinars
- International wine tourism grant project delivery

Measuring impact

The impact of the \$50m Package is measured, at the top level, by growth in exports (and specifically to China and the USA), growth in bottled wine free-on-board value and the vintage winegrape price, and growth in international tourism numbers and expenditure. The four programs within the \$50m Package also have key performance indicators. Visit erwsp.wineaustralia.com for quarterly updates on the progress.

Transforming cider business

Cider Australia's '100% Australian Grown' trust mark and brand proposition are part of a broader strategy to market Australian craft cider overseas and establish export markets for local brands.



Those interested in using the trust mark can visit cideraustralia.org.au/backtoearth or contact Cider Australia at office@cideraustralia.org.au

 @Wine_Australia
 /WineAustralia
 @wineaustralia
 /company/wine-australia

Visit erwsp.wineaustralia.com for more information and online resources.

For general assistance and enquiries, contact us at growingwine@wineaustralia.com or 08 8228 2000.

wineaustralia.com

Wine
Australia
for
Australian
Wine

Export and
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Wine Support
Package
Enduring
benefits

Wine Australia

Enduring benefits

The programs, tools and grants within the \$50m Package have been designed to provide enduring benefits to the Australian wine and cider communities. We explore some of them here.

Australian Wine Discovered

Australian Wine Discovered is a comprehensive online education program that offers free, open digital access to detailed Australian wine guides, more than 20 education modules (many available in Simplified Chinese), editable presentations and videos – all accessible at australianwinediscovered.com



China Roadshow 2019, Tianjin

Australian Wine Made Our Way

This global brand platform for Australian wine celebrates the people, places and stories that make our wine unique. Australian Wine Made Our Way has underpinned a number of marketing initiatives, which can be leveraged by Australian wine regions and wine businesses for years to come, including:

- high quality content that captures Australian wine regions and the people behind our wine wineaustralia.imagegallery.me
- a consumer website (in English and Simplified Chinese) for global consumers seeking the latest information about Australian wine australianwine.com
- consumer-facing social media that showcases Australian wine, building awareness and consideration for the category [@wineaustralia](https://www.instagram.com/wineaustralia)

Wine Label Intellectual Property Directory

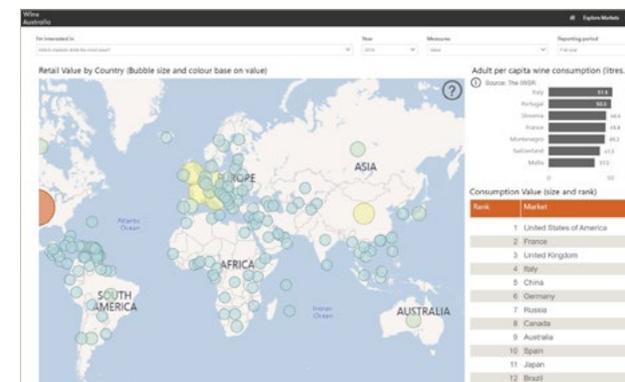
A public-facing wine label directory is being developed in 2019–20, which will require all Australian wine exporters to submit images of their labels prior to gaining export approval. Brand owners will be able to search the directory to identify breaches of their intellectual property rights, and the public will be able to verify whether the Australian wines they consume originated in Australia. Future updates will be published at erwsp.wineaustralia.com

Capability training, tools and resources

The \$50m Package has delivered capability building training to Australian wine businesses through the Growing Wine Exports and Growing Wine Tourism programs. The content created for these programs will endure past the \$50m Package end date of June 2020. For more information, visit wineaustralia.com/whats-happening/wine-tourism-and-wine-export

Market Explorer business planning tool

The free, online Market Explorer tool enables wine businesses to access the latest aggregated export market data for business planning purposes. To access the tool, visit marketexplorer.wineaustralia.com



The Market Explorer business planning tool

Enhanced wine tourism experiences

Twenty-seven wine tourism projects will be delivered across the country by June 2020, with \$7.28 million in International Wine Tourism State and Competitive Grant funding. The projects are designed to grow the number of and/or spend by tourists visiting a wine region in Australia. Visit erwsp.wineaustralia.com for grant project updates.

National Online Wine Tourism Platform

Wine Australia is working with Australian Tourism Data Warehouse in 2019–20 to build a wine tourism category into its online database. The platform is intended to improve wine tourism capability nationally and include online booking capabilities. Future updates will be published at erwsp.wineaustralia.com