

Joint Media Release

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\$2 million investment to boost international visitors to Victoria's wine regions

A \$2 million marketing campaign to attract more international visitors to Victoria's beautiful wine regions is set to start after securing funding from the Australian Government's \$50 million Export and Regional Wine Support Package and a network of Victorian Government and sector partners.

Wine Victoria has secured \$1 million in funding through the International Wine Tourism State Grants program and \$1 million in matching state funds through a consortium of Agriculture Victoria and wine sector partners.

Wine Australia CEO Andreas Clark said, 'Wine Victoria's strategy will combine premium food and wine experiences with aquatic and coastal attractions, emphasising the state's natural beauty.'

Wine Victoria Executive Officer Rachael Sweeney said, 'Using the five wine pillar regions of King Valley Prosecco Road, Pinot Coast, Yarra Valley Culinary Tourism Destination, Rutherglen's Fortified Resurgence and Central Victoria's Diversity, the Victorian wine sector will create world class wine tourism offerings,' she said

'We will leverage Victoria's existing competitive advantages, including high regional visitation and interest in natural assets. It's about developing specific identities across our regions that can be promoted through a range of channels including state government agencies and wine and tourism partners, such as Visit Victoria, Food and Wine Victoria, regional tourism boards and wine associations.

'The strategy will target the 2.8 million visitors already arriving in Melbourne...it's a win for our wine sector. We will create exciting marketable tourism experience that attract more people to the cellar door as well as encouraging them to spend an extra night in our regions – it's a real value add for the state', she said.

Background

The \$5 million International Wine Tourism State Grants program requires applicants to provide matching funding on a dollar-for-dollar basis. Applications under the program are assessed by an independent Expert Assessment Panel, in accordance with the grant guidelines. Grants are approved by the Hon David Littleproud MP, the Minister for Agriculture and Water Resources.

More information about the Australian Government's \$50 million Export and Regional Wine Support Package is available at erwsp.wineaustralia.com

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About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and extension (RD&E), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package. Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&E investments.