

Joint Media Release

9 August 2008

\$2m plan to unlock WA's wine tourism potential

A \$2 million marketing campaign to boost international visits to Western Australia's wine regions has received funding support from the Australian Government's \$50 million Export and Regional Wine Support Package (the \$50m Package) and a network of WA Government and sector partners.

Wines of WA (WoWA) 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 state government agencies and tourism, agricultural and regional bodies.

WoWA's collaborative wine tourism strategy aligns with the existing *Western Australian Wine Industry Strategic Plan 2014–2024* that aims to double wine exports to \$100 million by 2021.

Wine Australia Chief Executive Officer, Andreas Clark, said the WoWA application was approved by the Australian Government following assessment by an independent Expert Assessment Panel.

'The \$5 million state grants program aims to maximise the wine sector's impact on state economies – it's about driving collaborative, strategic wine tourism initiatives that attract international visitors to our wine regions.

'WoWA is working with the Western Australian Department of Primary Industries and Regional Development, Tourism WA and their counterparts in the wine, trade and agriculture sectors to cross promote WA's fine wine, food and tourism destinations and experiences', he said.

WoWA Chief Executive Officer, Larry Jorgensen said, 'Our investment plan is built around four key areas – in-region and inter-region collaboration with key sector partners, wine tourism product development, a comprehensive suite of digital marketing tools and partnerships with tourism operators and agencies.

'The aim is to build on the strong brand of regional hotspots like Margaret River and create new wine tourism experiences in other regions to extend tourists' spend and length of stay in WA', he 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 Senator Anne Ruston, the Assistant Minister for Agriculture and Water Resources.

More information about the \$50m 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.