



The Hon David Littleproud MP
Minister for Agriculture and Northern Australia
Deputy Leader of the Nationals
Federal Member for Maranoa

Ref: MS22-000026

15 FEB 2022

Dr Michele Allan
Chair
Wine Australia
PO BOX 2733
KENT TOWN SA 5071

Dear Dr Allan 

I am writing to you to outline my expectations for the delivery of Wine Australia's regulatory functions in line with its statutory objectives. These expectations give effect to the Australian Government's ongoing commitment to deliver a deregulation agenda that supports the recovery and the ongoing growth of Australia's economy.

My expectations are also to be read in the context of the Government's commitment to supporting the agriculture sector's growth to \$100 billion by 2030, and the wine industry's important contribution to that target, including Wine Australia's regulatory functions upholding the excellent reputation of Australian wine.

Ministerial Statement of Expectations

Wine Australia is responsible for regulating significant aspects of the Australian wine industry under the *Wine Australia Act 2013* (the Act) and the Wine Australia Regulations 2018, including administering the Label Integrity Program, export controls, the Wine Export Label Directory, and the Register of Protected Geographical Indications and Other Terms.

I expect Wine Australia to fulfil its regulatory functions in a way that upholds the reputation of Australian wine while balancing the need to facilitate efficient export systems and processes and minimising the imposition of unnecessary costs on Australian wine producers.

As the responsible Minister, I will provide an enabling environment for Wine Australia to consistently implement best practice by ensuring you are well informed of the Government's policy direction, as specific initiatives and strategies are being considered.

I expect Wine Australia to engage meaningfully with Australian Grape & Wine as the representative organisation named in the Act, as well as the relevant state, territory and regional representative bodies, the Department of Agriculture, Water and the Environment, IP Australia, and any other export and intellectual property regulators and policy agencies at the Commonwealth or State levels as necessary to achieve Wine Australia's objectives.

I expect consultation and communication with those bodies to be conducted on an ongoing basis to ensure that Wine Australia's regulatory activities are effective and efficient in delivering against intended outcomes, and that their input is recognised by Wine Australia and addressed in a timely and transparent way.

I expect Wine Australia to regulate in accordance with the principles of best practice regulation, outlined in the Government's Regulator Performance Guide, and to embed an approach of continuous improvement into its regulatory processes. This includes responding to independent reviews in a way that addresses underlying issues and improves effectiveness and efficiency.

I expect Wine Australia to ensure its regulatory processes remain effective and efficient. Where appropriate, Wine Australia should consider alternative methods of ensuring compliance (such as education or information campaigns) to reduce the regulatory burden and costs to stakeholders.

In performing its regulatory functions, I expect Wine Australia to operate with transparency and accountability. Where charging arrangements are in place, Wine Australia should ensure they document and report key information about the activity in a manner consistent with the Australian Government Charging Framework and the Cost Recovery Guidelines.

The *Public Governance, Performance and Accountability Act 2013* will require you, as the Accountable Authority, to report your entity's regulatory performance in accordance with the Regulator Performance Guide, available at deregulation.pmc.gov.au.

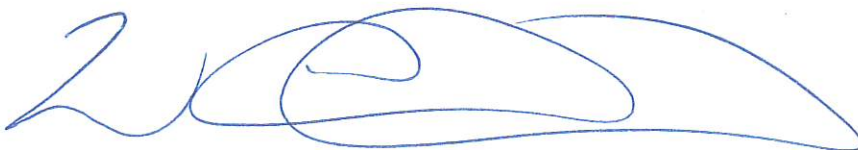
These requirements will apply from the 2022-23 planning and reporting cycle, with 2021-22 as a transitional year.

I ask that this Ministerial Statement of Expectations and your Statement of Intent be made publicly available on wineaustralia.com and transparency.gov.au within 3 months of receipt of this letter. I also ask that they be included as part of Wine Australia's Corporate Plan and/or Annual Report.

Delivering against these expectations will ensure Wine Australia continues to deliver regulatory functions to the benefit of Australians and will support and improve trust in government.

I have sent a copy of this letter to Dr Martin Cole, Chief Executive Officer of Wine Australia.

Yours sincerely



DAVID LITTLEPROUD MP

cc Dr Martin Cole, Chief Executive Officer, Wine Australia