

## Export and Regional Wine Support Package

### Grant opportunities for Australia's wine regions – submit your feedback

The Australian wine sector, state wine associations and other stakeholders have until **18 October 2017** to provide feedback on the draft guidelines for the three grant programs under the \$50 million Export and Regional Wine Support Package (the Package) and the Wine Tourism and Cellar Door Grant.

Feedback can be submitted to the Department of Agriculture and Water Resources via its [website](#) or [winegrant@agriculture.gov.au](mailto:winegrant@agriculture.gov.au)

[Subscribe](#) for updates and visit the [Wine Australia website](#) for more information about the Package, including frequently asked questions and indicative timeframes for the grant rounds.

**NB:** the following grant snapshot is based on the draft guidelines and details may change.

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#### Wine Export Grants

- Reimbursement grant offered to Australian wine producers who export to China, Hong Kong, Macau and/or the United States and have an aggregated turnover of less than AUD \$20 million during the financial year immediately preceding their application
  - Capped \$1 million allocated to the grant program, to be accessed on a first-come, first-served basis.
  - Anticipated that grants open 1 January 2018
  - Wine exporters can claim a reimbursement grant of up to \$50,000 for 50 per cent of eligible export promotion expenses incurred on or after 1 January 2018
  - May include expenses related to promotional activity (costs of travel, participation at trade fairs, marketing).
  - Aims to reduce the transaction costs of exporting for wine exporters and, in doing so, increase opportunities to grow exports from Australia to China, Hong Kong, Macau and the US
  - Wine Australia will seek to make payment within four weeks of an application being approved
  - Applicants should not plan or make financial commitments that assume they'll receive a grant.
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#### Capturing Growth in International Wine Tourism State Grants

- State-based grants that provide state wine associations with access to pre-determined funding allocations.
  - Opportunity for state wine associations to partner with wine tourism stakeholders to identify and plan initiatives that build international wine tourism within the state
  - Anticipated that grants open 4 December 2017
  - Cash co-contributions apply and applications from consortiums are encouraged
  - \$1 million for SA, NSW, Victoria and WA
  - \$500,000 for Tasmania and Queensland
  - Eligible activities may include research and planning to inform development of wine tourism strategies, and/or implementation of international wine tourism activities.
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#### Capturing Growth in International Wine Tourism Competitive Grants

- Small and medium grants offered to eligible entities for initiatives that will grow the number of and/or spend by tourists visiting a region of Australia for the purposes of international wine tourism
- Anticipated that grants open 4 December 2017
- Small grants (up to \$50k) have a co-contribution requirement of \$1 for \$1
- Medium grants (\$50k–\$250k) have a co-contribution requirement of \$2 for \$1
- Applications from eligible consortia encouraged
- Eligible applicants include but are not limited to: state or national wine associations, local government bodies, regional or local tourism organisations, not-for-profit organisations and universities
- Eligible activities may include wine tourism marketing, events, campaigns and infrastructure aimed at attracting international tourists to our wine regions.

## Wine Tourism and Cellar Door Grant

- Annual grant of up to \$100k (plus GST) offered to eligible wine producers for eligible cellar door sales
  - Wine producers need to have met the eligibility criteria in the preceding financial year
  - Grant will be available in 2019–20 with program capped at \$10 million per year
  - Aims to encourage wine tourism and complements the \$50 million Package
  - The Australian Government has finalised the [eligibility criteria](#) for the Wine Tourism and Cellar Door Grant.
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