

# Wine Export Grants

## Eligible expenses

The Wine Export Grant is available to [Australian wine producers](#) to offset the cost of marketing wine in export markets from 1 July 2020.

Please read the [grant guidelines](#) in conjunction with this guide\* together with the [eligible expenses table](#) as to the evidence required. For questions about eligibility, please contact [grants@wineaustralia.com](mailto:grants@wineaustralia.com).

The lettering in the sections below corresponds with section 5.1 Eligible Expenses (pages 7–8 of the grant guidelines).



### A. Travel



#### Airfares

50 per cent of flight value for each flight taken, with the amount payable for each flight capped at AU\$2,500.

#### Taxi fares to and from Australian airports

#### Departure taxes incurred overseas

#### Visas

#### Daily allowance

AU\$350 per day for all on-ground and incidental costs



#### Entertaining sales reps and buyers

(see section C)

#### Travel insurance



### B. Free samples and shipping costs



#### Wine samples for promotion including freight costs

- samples at notional wholesale selling price
- shipping from Australia or already in-market
- at 50% of total cost, capped at AU\$5,000

#### Samples can be used:

- by importers, distributors or sales reps
- for promotions such as in-store tastings or demos, new release launches
  - sent to media, press or influencers
- for trade or consumer tastings (live or virtual)
  - for new distributor consideration



## Key



examples of eligible activity  
(subject to all application criteria)



other typical activities that are  
not eligible under this grant



## C. Trade fairs, seminars and promotions



### Trade shows, consumer event costs

Entry fee, floor space fee or other fees to participate, displays, equipment rental, etc.

### Promotional event costs

For product launch(es), private portfolio tasting(s), virtual event(s) etc.

e.g. venue rental, catering, theming, audio visual hire, agency fees, app development, webinar platform license.

**Distributor brand representation activity, hiring local demonstrators, pouring fees, speaker or talent fees**



**Distributor sales representative cash or prize incentives**

**Coupon printing**

**Coupon redemption or scans**

**Consumer competition or sweepstakes**

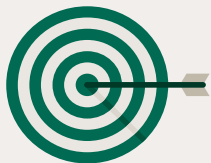
**Any special pricing or discounts**

**Distributor fees for contract negotiation**

i.e. contracts of supply, storage or sale

**Non-promotional activities your representative carries out for you**

such as performing paid services



## D. Marketing and advertising collateral

tailored for an international audience



### Agency costs

to develop a campaign

### Content development

written or visual

### Creative services

### Collateral and promotional material

### Social media marketing

### Online advertising

### Print advertising

**Freight costs to distribute marketing materials**



**Bottle labels**

**Production of a special blend**



## E. Market Research



### Market research and development activities undertaken by a consultant

- undertake a feasibility study
- conduct bespoke export market research
  - develop a channel strategy
  - i.e. find new clients or distributors



**Off the shelf data and reports costs**

**Consultant incentive fees or commissions**

**Market research and development for domestic markets**

