

Frequently asked questions – Wine Export Grants Round 2

These FAQs have been updated following the Wine Export Grant 2018-19 (round 1) and the scenarios modified to: reflect the amended Wine Export Grant Guidelines (round 2) released on 31 March 2021 and, any new questions which have been asked. These FAQs will be updated as further questions arise.

1. Do wine business consulting services qualify as a ‘wine product’?

For the purpose of the Wine Export Grants, an ‘Australian wine product’ is defined as (grape) wine that is manufactured in Australia. This is outlined in the glossary at item 14 of the [Wine Export Grant Guidelines](#).

2. We have been sending samples overseas prior to 1 July 2020 for potential export in the future. Would the freight costs on these be claimable?

Applicants can only lodge a claim for reimbursement of expenditure on specific export promotion activities undertaken on or after 1 July 2020.

Ineligible expenses include those incurred before 1 July 2020 (see item 5.2 of the [Wine Export Grant Guidelines](#)).

The cost of freight incurred on or after 1 July 2020 may be the subject of a claim, however, as with all categories of expenses submitted for reimbursement, the cost must have been incurred and evidence will be required to support each item claimed for (such as receipts of payment) – therefore, the claim cannot be made until after the export promotion activity has been undertaken.

For information about the supporting documentation required for claiming eligible costs, you should review the [Eligible Expenses table](#).

3. Can applicants claim reimbursement for flights as soon as they’ve been purchased, or is evidence of travel required?

Evidence of travel is required (e.g. boarding passes) including invoices, receipts and itinerary(s). Therefore, the claim cannot be submitted until after the export promotion activity has taken place.

4. We are aiming to participate in promotional events in November 2021. Is funding still likely to be available?

It is difficult to pre-empt how quickly the grant funding will be exhausted. Wine Australia will maintain a tally of funding committed under the program on the [grants initiatives page on the Wine Australia website](#).

5. I’m planning an international trip to visit our agent and do marketing activities etc. However, I won’t know the dates and details until travel restrictions ease, so I won’t have spent any money when the applications open on 1 July 2020. How would I apply? Would I estimate the costs that I would incur?

The Wine Export Grant acts as a reimbursement for costs already incurred (i.e. expenses actually paid, not estimated). If your claim includes travel expenses you will need to include

evidence of travel including an itinerary, boarding passes, invoices and receipts (see also question 3 above).

This means that the claim cannot be submitted until after the export promotion activity has taken place.

6. Can wine export consultants or distributors apply for the grants?

The [Wine Export Grant Guidelines](#) state that only **wine producers in Australia** can apply for the grant if they:

- had an aggregated turnover of less than AU\$20 million, including an export turnover of less than AU\$5 million, during the financial year immediately preceding their application, and
- promote their Australian wine export for export; this includes the export promotion activities being applied for through this grant.

If the wine producers you are representing are eligible applicants and you are acting as their designated representative for an eligible export promotion activity, they may be able to claim reimbursement for eligible costs you incur. (See items 4.1 and 5.1 of the [Wine Export Grant Guidelines](#) for more information).

It is important to note also that there is nothing in the draft guidelines that prevents a designative representative from appearing on more than one application, however, there is a list of expenses that are excluded (see item 5.2 of the [Wine Export Grant Guidelines](#) – ineligible expenses).

It is important to note that **wine** and **producer** have specific definitions under the [Wine Export Grant Guidelines](#) (section 14 glossary on page 15):

For the purpose of these grants, **wine** has the definition provided by the [Wine Australia Act 2013 \(Cth\)](#)

wine means an alcoholic beverage produced by the complete or partial fermentation of fresh grapes or products derived solely from fresh grapes, or both, and includes a grape product declared by the regulations to be wine for the purposes of this Act
an entity that *manufactures the wine; or

For the purpose of these grants, a **producer** of wine means:

- (a) an entity that *manufactures the wine; or
- (b) an entity that satisfies the following requirements:
 - (i) the entity (the first entity) supplies another entity with the *source product from which the wine is manufactured;
 - (ii) the other entity manufactures the wine on behalf of the first entity.

Please note the *asterisked terms have the meaning defined by the [A New Tax System \(Wine Equalisation Tax\) Act 1999 \(Cth\)](#).

7. Are there ways to fund print or online promotion internationally?

Eligible wine producers can claim reimbursement for promotional material tailored to an international audience, such as brochures, videos, advertising and website development, where the cost is incurred on or after 1 July 2020.

8. If a wine producer's intern creates a social media application or new webpage after 1 July 2020 to promote the winery's involvement in a promotional event, can the winery claim reimbursement for these expenses?

Eligible wine producers can claim reimbursement for marketing and advertising collateral that is tailored to international audiences, such as brochures, videos, advertising and website development (as mentioned in Q7 above).

This will extend to social media applications, provided the applicant demonstrates how it is tailored to an international audience.

9. Can I claim reimbursement for an export promotion activity that is already receiving funding from another source, such as the Export Market Development Grants (EMDG) scheme?

Export promotion activities that are or will be funded or reimbursed by a third party, other than Wine Australia, are ineligible.

However, you should contact Austrade (for EMDG) or the other funder to explore whether they will exclude activities reimbursed by Wine Australia – you may be able to achieve reimbursement from Wine Australia first and then still participate in the other scheme for your remaining costs or other costs related to your activity that the Wine Export Grant does not reimburse.

10. Are wine export companies eligible to apply for the Wine Export Grants?

Wine Export Grants are offered to eligible wine producers in Australia.

For the purpose of these grants, a **producer** of wine means:

- (a) an entity that *manufactures the wine; or
- (b) an entity that satisfies the following requirements:
 - (i) the entity (the first entity) supplies another entity with the *source product from which the wine is manufactured;
 - (ii) the other entity manufactures the wine on behalf of the first entity.

This is outlined in the glossary at item 14, page 15 of the [Wine Export Grant Guidelines](#). Please note the *asterisked terms have the meaning defined by the [A New Tax System \(Wine Equalisation Tax\) Act 1999 \(Cth\)](#).

11. Do the costs have to be incurred by the wine producer making the claim?

The grant acts as a reimbursement for specific costs incurred by the applicant: i.e. an eligible wine producer in Australia.

Item 5.2 of the [Wine Export Grant Guidelines](#) provides a list of ineligible expenses that cannot be the subject of a claim. These include expenses that:

- c) were incurred by an associated producer to that which is making the claim
- i) are or will be funded or reimbursed by a third party other than Wine Australia.

12. The Wine Export Grant 2018-2019 (round one) was limited to China, Macau, Hong Kong and the USA. What about the Wine Export Grant 2020-2021 (round 2)?

All export markets are eligible under Wine Export Grant 2020-2021.

13. If we are shipping wine in the ordinary course of business, can we claim reimbursement of those costs?

Item 5.2 of the [Wine Export Grant Guidelines](#) states that you cannot claim expenses that:

- g) are freight or transport costs (other than those incurred under sections 5.2(b)i or 5.2 (d)ii).

14. Can I claim the full amount of my expenses?

Most of the expenses that can be claimed under the grant are eligible for reimbursement at the rate of 50 per cent, subject to any applicable caps. It may speed up the processing of your claim if you calculate the amount that you are eligible to claim in advance and include that amount in your application at the section 'Claimed Amount'.

The daily allowance is claimable as a flat rate, subject to evidence and the 14-day cap.

15. How do I claim reimbursement for airfares?

Airfares to and from eligible destinations may be reimbursed at 50 per cent of flight value for each flight taken subject to the AUD\$2,500 cap. You will need evidence (see the [Eligible expenses table](#)) to support a claim for reimbursement of each leg of a journey.

16. How do I claim reimbursement for departure taxes?

Only departure taxes incurred overseas can be claimed. You will need evidence of the value of the departure tax and evidence of currency conversion on the day the expense was incurred.

17. We are thinking of recording a podcast to promote our Australian wine. Would this cost be eligible for reimbursement under the Wine Export grant?

Eligible applicants can claim the cost of promotional material tailored for an international audience.

18. I have previously received a Wine Export Grant from the program in 2018 – 2019. Am I eligible again?

Subject to all eligibility criteria of the [Wine Export Grant Guidelines](#), you can apply again.

19. I haven't received a Wine Export Grant previously. Am I eligible to apply for the grant this time?

Subject to all eligibility criteria of the guidelines, you can apply.

20. We are thinking of promoting our recent awards in an international market to support our brand proposition and promote our wine for export. Will this activity be eligible for reimbursement?

So long as your activity meets with the provisions of the [Wine Export Grant Guidelines](#), including: promoting your wine for export and the promotional activity and advertising being tailored for an international audience, your claim is likely to be eligible (subject always to the eligibility criteria set out in the [Wine Export Grant Guidelines](#)).

21. We are looking to promote our wine through a direct to consumer international retail platform. Will the cost we incur in doing this be eligible under the Wine Export Grant?

So long as your activity meets with the provisions of the [Wine Export Grant Guidelines](#) as 'promotion' (section 5.1c)) and/or 'marketing and advertising collateral (section 5.1 d)) your expenses sound like they will be eligible. Be aware, however, that costs such as salaries, commissions or discounts are ineligible under the [Wine Export Grant Guidelines](#) (section 5.2 f)).

22. Can I claim the cost of travel to/from an Australian airport?

Eligible applicants can claim the cost of travelling to/from an Australian airport for a single promotional visit to an export market destination, including taxi fares and costs for other forms of transport. Corresponding receipts or tax invoices must be submitted with the grant application. Please note GST and any Australian tax, levy or charge is not claimable under the Wine Export Grant.

23. My flight itinerary shows an all-inclusive figure for my travel. How can I claim reimbursement of this amount?

Applicants can claim reimbursement for the cost of eligible travel including airfares (subject to the cap) and departure taxes, but not for an Australian tax, levy or charge.

This means that, where the airfare evidence shows an all-inclusive figure of costs such as taxes and surcharges, those taxes and surcharges will need to be itemised so that the claim can be properly assessed.

24. What is important to know about the statutory declaration?

The [statutory declaration](#) must be completed by one of the following officeholders in your business:

1. the Managing Director
2. the Chief Executive Officer
3. Registered Company Secretary
4. the company's Director
5. the Chief Financial Officer
6. the sole trader or partner

The second page of the statutory declaration template lists the people before whom a statutory declaration can be declared. The document must be witnessed by one of those persons and their capacity (job title) must be written too. It must be witnessed in person.

25. My evidence is in a foreign language. What should I do?

In order to assess grant applications, the evidence or supporting documentation provided must be reasonably comprehensible when being assessed in Australia. For instance, if the invoices or receipts submitted with a grant application are in a language other than English, the applicant may be asked to get the receipts translated.

26. I used frequent flyer points to fund my airfares. Can I claim reimbursement for 50 per cent of the flight value for each flight taken?

Frequent flyer points cannot be claimed as an expense for reimbursement under the [Wine Export Grant Guidelines](#).

27. Can I claim reimbursement for an export promotion activity that is already receiving funding from another source, such as the Export Market Development Grants (EMDG) scheme?

Export promotion activities that are or will be funded or reimbursed by a third party, other than Wine Australia, are ineligible.

However, you should contact Austrade (for EMDG) or the other funder to explore whether they will exclude activities reimbursed by Wine Australia – you may be able to achieve reimbursement from Wine Australia first and then still participate in the other scheme for your remaining costs.

28. Can I claim reimbursement for the cost of consultancy type services that I have incurred? We retain a consultant in our export market(s) to facilitate our export business in that market and this is related to the promotion of our wine for export.

The cost of ongoing consultancy-type services is not an expense item which is eligible for reimbursement under the Wine Export Grant Guidelines as eligible expenses must be for specific export promotion activities.

However, it may be that there are specific export promotion activities undertaken on your behalf and that you may incur costs which are then eligible such as; free samples, marketing and advertising collateral and trade fair / seminar / promotion costs – these expenses may be eligible for reimbursement at 50 percent under the Wine Export Grant, subject to eligibility criteria being met.

29. We are considering an online retail promotional activity to drive customer demand for our product. Is the cost of that promotional activity eligible under the Wine Export Grant?

If you are incurring an expense to undertake that promotional activity such as advertising, marketing and promotions then it is likely those expenses will be eligible for reimbursement under the Wine Export Grant subject to all eligibility criteria being met (see the [Wine Export Grant Guidelines](#) at sections 4.1 and 5.1).

Be aware that expenses or costs in the nature of salaries, commissions or discounts are not eligible for reimbursement under the grant (see the [Wine Export Grant Guidelines](#) at section 5.2).

30. Can we apply for the grant and get approved so that we know we have access to the reimbursement before we undertake our activity?

The Wine Export Grant acts as a reimbursement for expenses incurred. You need to incur your expenses and undertake your activity before you apply for the grant (see also questions 3, 4 and 5 above).

31. Can we include the cost of an international trademark application under the grant?

The costs of a trademark application are not eligible for reimbursement under the Wine Export Grant program as they are not promotional.

32. We have an airfare cost from October 2019 for a promotional activity. Can we include this cost in an application for the grant?

Round 2 of the Wine Export Grant can reimburse up to 50 per cent of eligible expenses (for eligible applicants) where the expense is incurred on or after 1 July 2020, therefore an expense incurred in October 2019 is not eligible for reimbursement (see the [Wine Export Grant Guidelines](#) at sections 5.1 and 5.2a)).

33. We are considering a range of expenditure including: developing an international website, online advertising and a promotional video. Are these expenses eligible under the Wine Export Grant?

We are unable to provide advice in advance of assessing a submitted application as eligibility will depend upon an application meeting all of the criteria in the guidelines. The criteria include:

- i. the applicant is a *wine producer* in Australia in accordance with the eligibility criteria of the guidelines (section 4.1)
- ii. the expenses claimed meet the requirements for eligible expenses within the guidelines (section 5.1) and do not comprise any expense which is ineligible (section 5.2)
- iii. the application is submitted strictly in accordance with the conditions of the grant (set out in the guidelines)

(*the above terms are defined within the [Grant guidelines](#))

The summary of activities suggests activities which the grant is intended to cover, however, eligibility for reimbursement under the grant depends upon the application submitted (as outlined above).

Also bear in mind that expenses must have been *incurred* before the application can be submitted.

34. We employ staff who do marketing as well as translating material into foreign languages for us. Can we claim their salary (or a portion of it) through the grant?

Salaries are an ineligible expense for reimbursement under the grant.

35. We have already incurred some expenses since 1 July 2020; however, we have further activities planned. How can we manage this effectively within the grant?

As with round 1 (2018-19), round 2 of the Wine Export Grant acts as a reimbursement for eligible promotional expenditure (by an eligible applicant). This means the expense must have been incurred before reimbursement can be sought.

To provide transparency about access to the grant funding a tally of funds committed is published on the Wine Australia website and updated each time funding is committed under the program.

As an applicant, you are welcome to compile and continue to add evidence as you collect it in support of your application within the online portal - just be sure to keep your application in *draft* (unsubmitted). Once you submit your application you will be unable to add additional expenses that you may incur later.

Please ensure any Statutory Declaration in support of the application is completed proximate to the date of submission. (see the [Wine Export Grant Guidelines](#) at section 4.1 and 5.1).

36. My expense evidence is in a foreign language. What do I do?

If the evidence in support of your application is in a language other than English, it must be translated so that your application can be assessed. You will then submit your evidence in the foreign language together with a translation its content. Wine Australia does not require a certified translation – the person signing the Statutory Declaration will be taken to be verifying the content of the translated documents.

37. I am looking at sending my samples by airfreight. Is this eligible for reimbursement?

Subject to the grant eligibility criteria, you can claim the cost of the product you are promoting (wine samples) including the cost of transport for those samples. The samples must be valued at the *notional wholesale selling price* and you will need to provide evidence of the transport costs incurred. See the [Eligible expenses table](#) for more information.

38. If we are already working with an existing importer, can we still apply for a grant?

The Grant guidelines enable eligible wine producers to apply for reimbursement of up to 50 per cent of eligible expenditure on specific export promotion activities. See our [Fact Sheet](#) for a quick guide to the Wine Export Grant.

39. Are advertisements that message to trade (e.g.: importers and distributors) eligible for reimbursement?

Expenditure which meets the categories of eligible expenditure - such as advertising is eligible under paragraph 5.1 d) of the [Grant guidelines](#):

d) Marketing and advertising collateral

i. Promotional material tailored for an international audience, such as brochures, videos, advertising, website development and live streaming, where the cost is incurred on or after 1 July 2020.

ii. Logistical costs associated with dissemination of material identified in 5.2 d)

40. We are engaging public relations (PR) and brand consultants in our international markets. Are those costs eligible for reimbursement under the grant?

Public relations and brand development costs (consultancy fees) are not identified in the grant guidelines under the categories of eligible expenditure. However, where you are conducting a marketing campaign or specific promotional activity as part of those activities you may incur expenses which are eligible for reimbursement.

41. Do we have to hold an export licence to be eligible for the grant?

The Wine Export Grant guidelines do not require the eligible applicant to hold an export licence.

42. Do I still need to use a currency converter if my bank debits me a foreign currency expense in Australian dollars?

Yes, you still need to provide evidence of the currency conversion on the date the expense was incurred.

For costs incurred in a foreign currency you will need to provide the foreign currency amount and also convert this amount to Australian dollars. You can do this by accessing a currency converter via the internet (e.g. www.xe.com or www.oanda.com). The exchange rate must be the rate applicable on the date the expense was paid. Evidence of the relevant exchange rate must be supplied as an attachment to your application. (see the [Grant guidelines](#) at 5.1). Also see expenses that cannot be claimed at 5.2 l) of the [Grant guidelines](#).

43. What are the key changes that have been made in the recently amended round 2 Wine Export Grant guidelines?

There are three key changes that were made to the amended round 2 [Wine Export Grant guidelines](#) that were released on 31 March 2021. These changes are:

1. The program end date was extended to 2 May 2022 or until funding is exhausted, whichever comes first.
2. Grant eligibility criteria was broadened to include market research and development activities to explore the viability of entering new export markets, and
3. To make it easier to claim expenses, eligible wine producers may now submit multiple applications up to an accumulated maximum value of \$25,000.

44. I have previously received a Wine Export Grant from the program in 2018–2019, and at the beginning of round 2. Am I eligible again?

Subject to all eligibility criteria of the [Wine Export Grant Guidelines](#) being met, you can apply again. Eligible wine producers can make multiple claims for a Wine Export Grant in round 2, to the maximum accumulative value of \$25,000. Once an eligible wine producer's total claim/s for round 2 reaches the maximum value, no further applications for this grant will be accepted from that producer or any associated producers.

45. I have purchased generic market research reports from a commercial organisation/publisher. Is this cost eligible for reimbursement under the grant?

While the amended round 2 guidelines do offer support for market research and development activities, including the cost of obtaining market intelligence, an expense for "off the shelf" reports, books or market research type publications alone are not considered to be engaging a consultant to undertake work. Where publications or reports are provided as part of an overall consulting assignment though, the expenses of such an assignment, including publication expenses, will be allowed.

For information about the supporting documentation required for claiming market research and development costs, you should review the [Eligible Expenses table](#).

46. What is meant by "cost of a consultant to undertake market research or marketing activities"?

The consultant must be undertaking work of a service nature. Applicants who pay for "off the shelf" reports, books or market research type publications alone are not considered to be engaging a consultant to undertake work.

Eligible activities of a consultant would include:

- Export planning work where the plan includes marketing and market research strategies
- Identification of target export markets
- Analysis of import data and trends
- Identifying distribution channels and potential customers
- Identification of appropriate pricing strategies

Ineligible activities of a consultant would include:

- Provision of "off the shelf" material where the applicant is not paying for work to be undertaken by the consultant
- Provision of services relating to an applicant being able to meet overseas quality accreditation standards
- Provision of advice on designing export labelling and packaging
- Any services concerned with finance for exports
- Services related to commissioning equipment or for any after-sales service
- Provision of advice on production matters including any required product or service modifications for export markets