

# Wine Australia

## \$50m Export and Regional Wine Support Package

### Headline figures

#### Cost-benefit analysis of the \$50m Package



**\$381m**

Benchmarked benefits  
BCR 7.62

**\$172m**

Estimated benefits  
BCR 2.39-3.44

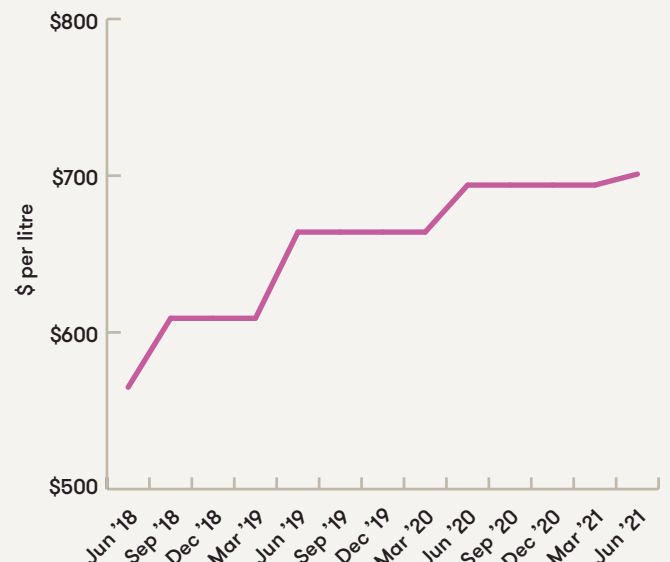
**\$50m Package**

Estimated Benefit-cost ratios (BCR) provided by Deloitte Access Economics in its Performance Evaluation of the Export and Regional Wine Support Package Report. The Benchmarked benefits BCR represents an estimate of potential returns from export promotion and tourism marketing expenditure in the absence of the external developments observed in the reference period.

#### Australian bottled wine exports, average price per litre



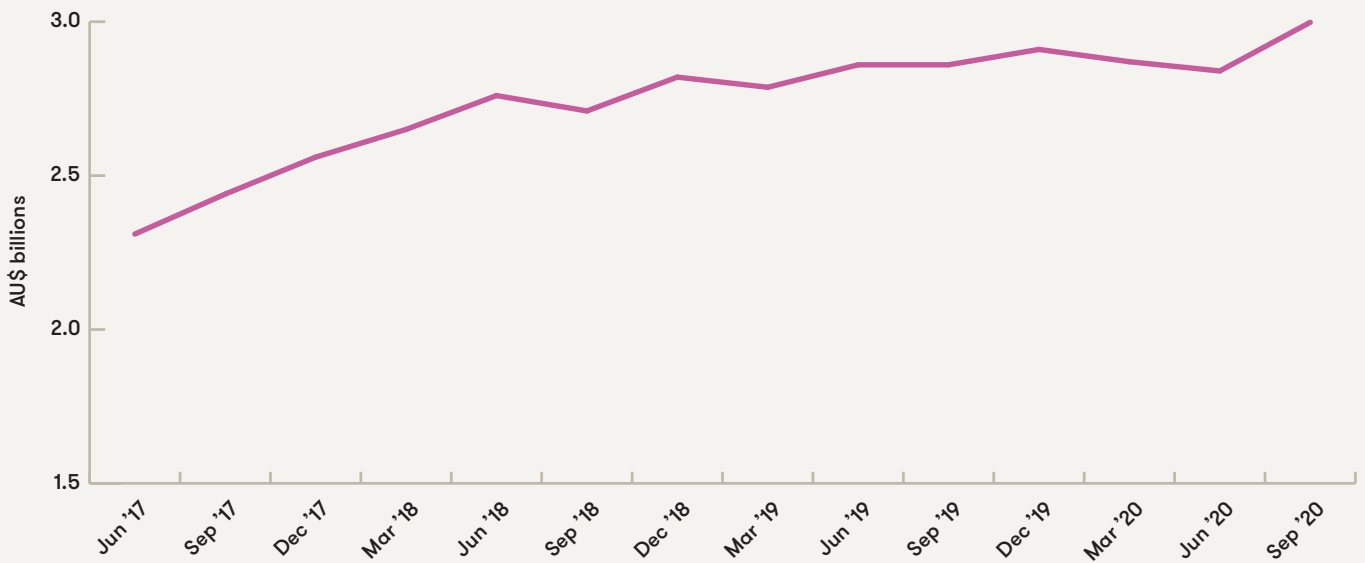
#### Grape purchase price, average per tonne



# Export value

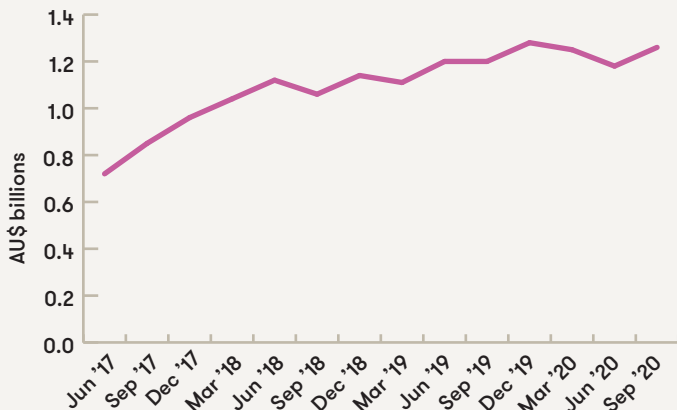


## Total export value

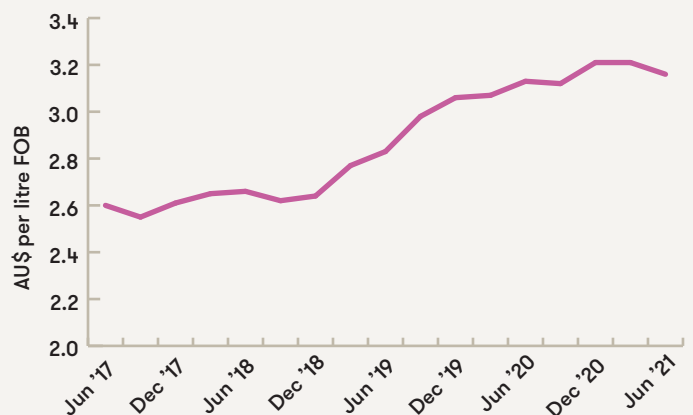


The above graph represents the total value of exports, during delivery of the \$50m Package and up to the imposition of punitive tariffs on Australian wine exports in China.

## Value of exports to China incl. Hong Kong and Macau



## Value of exports to the USA Average value per litre



# Engagement

Australian wine media tone, positive or neutral



89%

Social Media engagement



31%

AWD downloads wineaustralia.com



47,818

# Capability development

Number of workshop/webinar participants



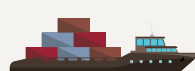
1255

Participants using new capabilities



74%

Producers commence exporting to new markets



50

Australian Tourism Data Warehouse listings



1485