

MEDIA RELEASE

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Export package to stimulate regional growth well into the future

Representatives from South Australian winemaking regions, Winemakers Federation of Australia (WFA), Wine Australia (AGWA), Australian Vignerons (AV) and the South Australian Wine Industry Association (SAWIA) came together in Adelaide this week, in the first of the national consultation meetings being held in each State, to discuss the options for the Federal Government's \$50 million Export and Regional Wine Support package.

Chaired by WFA President, Sandy Clark, an industry Reference Group will report to the Boards of WFA, AGWA and AV, who will endorse the final recommendations on the Package to the Minister. The second meeting of the Reference Group was held on 10 March. Importantly, the group identified the need for the program to increase the sustainable profitability of the wine (and cider) industries, by the development and implementation of the \$50 million, 3-year export and regional stimulus package. This package will result in an increase in exports and domestic demand and the encouragement of regional tourism, initiated both domestically and internationally, through the development of a suitable suite of marketing initiatives.

State and regional industry bodies will have the opportunity to provide input before a formal business plan is submitted to Government on 28 April 2017.

Consultations will continue around the nation on the following dates:

Sydney – 16 March

Perth – 21 March

Melbourne – 22 March

Launceston – 23 March

Queensland – 20 April

Tony Battaglione, Chief Executive of WFA says he is confident the package will benefit the whole sector. 'The turn-around time is tight, however we have been actively planning for this and we are in a strong position to administer the best long-term solution for the wine sector.

'This support package will complement AGWA's export and market promotion activities; the WET Rebate Reforms announced in the 2016 Budget; and the \$10 million cellar door and regional tourism grant that comes in in 2018-19'.

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MEDIA NOTE: Available for interview - WFA Chief Executive Tony Battaglione – 0413 014 807

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