

MEDIA RELEASE

7 September 2017

Australian Winemakers' and Vignerons welcome \$50m draft grant guidelines

The Winemakers' Federation of Australia (WFA) and Australian Vignerons (AV) welcomed the Australian Government's release of the draft guidelines for the grant components of the \$50m Export and Regional Wine Support Package (the Package).

There are three grants under the Package:

- Program 2: *Wine Export Grants Program* that offers grants to small and medium wine exporters for specific export promotion activities aimed at increasing wine exports to China and the United States. Applicants will be eligible for grants of up to \$50,000 under this program.
- Program 3: *Capturing Growth in International Wine Tourism State Grants* provide wine industry associations access to funding to support a collaborative, strategic approach towards attracting and maximizing international wine tourism.
- Program 3: *Capturing Growth in International Wine Tourism Competitive Grants* provides a range of stakeholders across Australia with the opportunity to apply for funding, on a competitive basis, towards initiatives that will grow international tourism in wine regions.

The draft guidelines for these three grants – together with those for the Wine Tourism and Cellar Door Grant – were released for public consultation yesterday, 6 September 2017.

Tony Battaglone, Chief Executive of WFA, welcomed the release of the draft guidelines and the opportunity for industry to comment, urging winemakers to consider the details and to provide feedback to WFA by Friday 13 October 2017, to relay this back to the Government.

'The guidelines, once finalised, will provide industry with certainty on how the grant programs will be administered. It is now up to industry to provide comments and then get on with the job of designing programs that will grow tourism and benefit the regions.'

AV CEO Andrew Weeks added 'Australian Vignerons strongly supports the package, and recognise that there is potential benefit along the entire value chain. It is incumbent upon all in the wine sector to support the Package, and on all of us to ensure that the positive flow-through impacts are realised.'

Industry can access the consultation document at the [Department of Agriculture and Water Resources](http://www.daff.gov.au) website and provide feedback through WFA at wfa@wfa.org.au.

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