



David Littleproud MP

Federal Member for Maranoa

Media statement

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Growing wine opportunities on the Granite Belt and South Burnett

WE know we've some of the best wine in Australia and now, thanks to the Export and Regional Wine Support Package launched this week, Maranoa MP David Littleproud said South Burnett and Granite Belt's product could cement its place on the world stage.

"The Coalition Government has popped the cork on a \$50 million, three-year plan to increase the value of wine exports up to a record \$3.5 billion and promote wine tourism in regional communities, like the South Burnett and Granite Belt," Mr Littleproud said.

"Australia's wine industry has enjoyed significant growth in recent years on the back of the Coalition's market access gains, with our wine exports forecast to exceed 800 million litres and \$2.5 billion in 2017-18.

"The Export and Regional Wine Support Package aims to build on this, delivering up to 8% annum value growth across all export markets to 2021-22, including 15-17% in China and 6% in the US.

"At home, this package will help to attract up to 40,000 more international tourists to visit our world-renowned wine regions, and take the great Australian wine tour, by 2019-20, delivering an estimated \$170 million to the economy."

The package includes four distinct programs:

- A more than eight-fold increase in investment for marketing campaigns in the US and China;
- Building the capability and capacity of grape and wine businesses to capture export and tourism opportunities, including a wine exports grants scheme for current and new exporters to China and the US;
- State-based and competitive grants to develop exciting wine tourism experiences and attract international tourists;
- Transforming cider businesses by building knowledge of potential export markets and developing improved understanding for accessing these markets.

"The package is part of a suite of measures to reform the Wine Equalisation Tax rebate scheme, following extensive consultation with the wine industry," Mr Littleproud said.

"Our wine industry was already in a strong position, with tariff reductions from the China Australia Free Trade Agreement leading to China overtaking the US as the most valuable destination for Australian wine."

The package will be managed by the Australian Grape and Wine Authority and will work closely with industry.

For more information, visit: www.wineaustralia.com/whats-happening/export-and-regional-wine-support-package

FACT BOX:

- Australian wine exports are forecast to top 800 megalitres, with a value of more than \$2.5 billion in 2017–18, supported by strong demand for Australian wine in China and the United States.
- Australian wine producers have enjoyed excellent outcomes under the China–Australia Free Trade Agreement, with exports to China increasing from \$364 million in 2015 to \$516 million in 2016.
- The Export and Regional Wine Support Package aims to:
 - Increase wine exports by up to \$565 million to a record \$3.5 billion;
 - Deliver a 7- 8% per annum value growth across all export markets to 2021–22, including 15–17% in China and 6 per cent in the US; and
 - Attract 40,000 more international tourists to Australian wine regions by 2019–20, worth around \$170 million to the national economy.

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Media Contact: Eloise Handley M: 0411 095 860 E: eloise.handley@aph.gov.au
