

Wine
Australia



Resource Guide

April 2025

Wine Australia empowers the success of the Australian grape and wine sector across three key functions:

- Research, Innovation and Adoption to enhance global competitiveness, helping grape and wine businesses meet the challenges of tomorrow, today.
- Market Development to increase the demand and premium paid for Australian wine across all markets by expanding market and promotion opportunities for Australian wine.
- Regulatory Services to safeguard product integrity and uphold the sector's reputation by maintaining market confidence in the high standards expected of Australian wine.

Wine Australia is funded by the sector, for the sector, through grapegrower and winemaker levies, exporter and user-pays charges, with matching funds from the Australian Government for research and innovation. Working collaboratively with the sector and Government, we amplify insights, connection and capability building to support profitable, resilient and sustainable grape and wine businesses.

Wine Australia is a Commonwealth Government statutory authority established under the *Wine Australia Act 2013*.

This Resource Guide is designed to support grapegrowers, wine producers and wine exporters in building markets, accessing market insights and gaining knowledge that can be put to practical use in the vineyard or winery.

It provides a snapshot of Wine Australia's key resources across Research and Innovation (R&I), Market Insights, Regulatory Services and Market Development, as well as our collaborations with government agencies, such as Austrade.

If you have any questions, please contact communications@wineaustralia.com.



Australian Government

Wine Australia



Corporate

One Grape & Wine Sector Plan

The One Grape & Wine Sector Plan is an industry-wide plan, setting out how the sector will work together to achieve a collective vision. It lays out a set of priorities and actions to help the sector reset the course for future resilience, getting us back on track towards [Vision 2050](#).

→ wineaustralia.com/whats-happening/one-sector-plan

Annual Operational Plan

Our [Annual Operational Plan 2024–25](#) details our projected budget and intended investments to 30 June 2025.

→ wineaustralia.com/about-us/performance-and-reporting

Strategic Plan

Our Strategic Plan details how we invest the Australian grape and wine community's levies and other fees, along with the Australian government funding, over the next five years to assist the sector to be profitable, resilient and sustainable. Our Board sets our strategy, guided by the vision, goals and priorities of our funders.

→ wineaustralia.com/about-us/strategy-and-planning

Annual Report

Our [Wine Australia Annual Report 2023–24](#) details our activities and achievements in supporting a competitive wine sector and delivering on our [Strategic Plan 2020–25](#), our [Annual Operational Plan 2023–24](#) and our [Portfolio Budget Statements](#).

→ wineaustralia.com/about-us/performance-and-reporting

Wine Tourism and Cellar Door Grants

Wine Australia offers an annual grant to support wine or cider producers who add value by encouraging visitors to wine regions, and thereby encourage wine tourism.

→ wineaustralia.com/grants

Wine Industry Events Calendar

Our community in the wine sector loves to be connected within a network of wine professionals at the local, regional, state, national and global levels. To enable plans for where to go and when events are on, we've collated a series of industry dates whether consumer, trade, technical, research, marketing, wine show or conference related. Anything missing, that's multi brand or industry based, please [email us](#) to add.

→ wineaustralia.com/whats-happening/wine-industry-events-calendar

Media resources

Assets, resources and information related to the Australian grape and wine community. Media and wine-bloggers who require additional facts, figures and images can request these by emailing communications@wineaustralia.com.

→ www.wineaustralia.com/news/media-resources/

Latest news

News and media releases from Wine Australia covering all markets, including Australia, China, the Americas, UK, Europe and Japan.

→ wineaustralia.com/news

Social media

Wine Australia has a strong social media presence and shares regular information and industry updates across our social media channels.

[f](#) [in](#) [@](#) [v](#)

Newsletters

Subscribe or manage your communication preferences here to receive the latest industry news and information directly to your inbox.

→ wineaustralia.com/signup

Wine Australia News

Wine Australia News provides corporate and strategic insights. Covering the priorities of the One Grape & Wine Sector Plan, media releases, events and updates for those seeking the month's wrap-up.

Market Bulletin

Regular analysis of the latest international and domestic market data, grape and wine trends and reports. Updated tools to assist growers, makers and exporters make informed decisions.

R&I News

R&I News is focused on research and innovation projects and their impact in extension and adoption. Across the value chain, focusing on what matters to growers and makers in new ways of wine growing.

Exporter News

Updates on important regulatory information and market access for Australian wine exporters. With international developments and market guides.

Global Market Opportunities

Wine producer and exporters latest market development opportunities to determine the best ROI for investing in markets internationally and interstate. With calls for expressions of interest (EOI) or registration for trade shows, roadshows and events.

In-market Trade Updates

Asia Pacific
UK/EMEA
Americas

Research & Innovation

Tools and resources

Research and Innovation projects

Browse by topic for information about our current research projects and reports from completed projects. Find out how to access funding and report back to us if you are funded.

→ wineaustralia.com/research_and_innovation

Pest and disease management

Information, fact sheets and guides to assist in the management of pests and diseases, implementation of best-practice spray programs and the integration of pest management strategies, which can contribute to improved resource management and sustainability in the Australian grape and wine sector.

→ wineaustralia.com/growing-making/pest-and-disease-management

Quick reference fire and smoke resources

This information summarises what we know to date about smoke taint in grapes and wine and how grapegrowers and winemakers can prepare for, respond to and recover from fire or smoke.

→ wineaustralia.com/growing-making/fire-and-smoke

Winery wastewater management: Online resource kit

Tools, examples and further references regarding the generation, treatment and recycling of winery wastewaters.

→ wineaustralia.com/growing-making/winery-wastewater-online-resource-kit

Winery refrigeration efficiency kit

This includes an overview of winery refrigeration and improvement opportunities.

→ wineaustralia.com/growing-making/winery-refrigeration-efficiency

Regional Program

Wine Australia funds 10 regional clusters across Australia to support regional extension, adaption and adoption of research findings to grapegrowers and winemakers. The program offers funding for the extension and adoption of research findings and related information and demonstration trials of research findings to improve regional competitiveness and sustainability. The regional program continues to drive awareness and change to address sector priorities in direct and practical ways whether growing and making, sustainability, people development, agtech or business skills.

→ www.wineaustralia.com/research_and_innovation/in-practice/regional-program

Extension & Adoption (where research is in action)

Extension services alert, inform and up-skill industry decision-makers of new technologies and practice changes that can help them achieve business goals. We seek collaborative partnerships with regional associations, research and extension specialists, suppliers and governments to deliver contemporary extension activities that address national priorities with local solutions, decided by industry. To get involved, go to the Wine Australia's Extension & Adoption Strategy 2025–30 to identify how.

→ wineaustralia.com/growing-making

Fact Sheets & Guides

The Wine Australia website hosts several fact sheets and guides under various subject headings. Here is a selection:

Planting material

- National Grapevine Collection
- Rootstocks
- Vine identification

→ wineaustralia.com/growing-making/planting-material

Pest & Disease Management

- Botrytis management
- Grapevine trunk disease: Best Practice Management Guide
- Light brown apple moth
- Viruses of grapevines
- Mealybug management
- Downy mildew
- Powdery mildew
- Grapevine scale and sooty mould
- Spray application

→ wineaustralia.com/growing-making/pest-and-disease-management

Environment and climate

- Sunscreen for Winegrapes
- Managing vines during heatwaves
- Flooded vineyard case studies
- Sustainable salinity management in Australian vineyards

→ wineaustralia.com/growing-making/environment-and-climate

Vineyard Management

- Biodiversity
- Canopy management
- Cover crops
- Managing vineyard variability
- Post-harvest care of grapevines
- Salinity
- Soil health

→ wineaustralia.com/growing-making/vineyard-management

Winery management

- Managing the microbiology of winery wastewater treatment systems
- Winery saves following solar panel install
- Winery saves by making hot water from free sunshine

→ wineaustralia.com/growing-making/winery-management/

Sustainability



**CERTIFIED
WINERY
MEMBER**

Sustainable Winegrowing Australia

Sustainable Winegrowing Australia is a collaboration between The Australian Wine Research Institute, Wine Australia and Australian Grape & Wine. It is Australia's national program for grapegrowers and winemakers to demonstrate and continuously improve the environmental, social and economic aspects of their businesses in the vineyard and winery.

→ sustainablewinegrowing.com.au

Emissions Reduction Roadmap and Guide

The Emissions Reduction Roadmap is a coordinated and science-backed approach to reducing greenhouse gas emissions across the entire grape and wine value chain. The roadmap identifies the current footprint of the Australian grape and wine sector, the key areas where emissions reduction can be achieved, and provides practical steps for growers, winemakers, and other industry stakeholders to start or further reduce emissions. The Roadmap is supported by the Emissions Reduction Guide, a reference manual containing tools, resources and advice to help Australia's grapegrowers and winemakers take action in their own businesses.

→ wineaustralia.com/sustainability/emissions-reduction-roadmap

Australia's Wine Future: A Climate Atlas

The atlas is a free online resource of climate information that describes short and long-term trends for Australian wine regions until 2100. It features indices tailored for individual regions with a focus on heat accumulation and aridity and the likelihood of heatwave and frost.

→ wineaustralia.com/growing-making/environment-and-climate/climate-atlas

Carbon insetting

This report, developed by Wine Australia in collaboration with The Growth Drivers and CO2 Australia, provides a comprehensive analysis of the potential for carbon insetting in Australian vineyards.

→ wineaustralia.com/research_and_innovation/projects/identification-of-investment-requirements-and-opportunities-regarding-carbon-insetting-in-vineyards

EcoVineyards

Wine Australia provides funding to Retallack Viticulture Pty Ltd to deliver the EcoVineyards program in nine regions around Australia. The program is guided by local experts and experiences and supports winegrape growers to enhance soil health, plant groundcovers – including native species and multispecies cover crops – and increase functional biodiversity.

→ wineaustralia.com/sustainability/ecovineyards



CCA-treated Vineyard Posts

Information about end-of-life solutions for vineyard posts and efforts to move the material from on-property stockpiling to viable recycling and re-use.

→ wineaustralia.com/sustainability/end-of-life-solutions-for-vineyard-posts

Agtech program

AgTech Hub

Independent AgTech information for Australian grape and wine producers. The Agtech Hub aims to point producers in the right direction with independent information, resources and details on where you can see grape and wine tech in action.

→ wineaustralia.com/growing-making/agtech-hub

AgTech Aggregator

The aggregator helps to identify which tools and tech are best suited to Australian grape and wine production. A part of the Agtech Hub, it aims to point producers in the right direction with independent information, resources and details on where you can see grape and wine tech in action.

→ wineaustralia.com/growing-making/agtech-hub/agtech-aggregator

AgTech Developers

If you have a tech solution that you feel will be beneficial for the wine sector, read our FAQs and tell us about your product via our online form.

→ wineaustralia.com/growing-making/agtech-hub/agtech-developers

Research & Innovation

People development and leadership

Wine Australia helps develop the leaders of tomorrow – and build the skills of the leaders of today – through national and regional leadership programs along with several people development initiatives that support a diverse and vibrant wine sector.

→ wineaustralia.com/research_and_innovation/in-practice/people-development

Future Leaders

The Future Leaders program connects selected participants with highly engaging facilitators and distinguished speakers that create long-lasting behaviour change. It is a six-month intensive program, aimed at individuals who are mid-career in any role across the wine sector value chain. The program supports participants to sharpen decision-making abilities, build networks and enthusiasm to take the grape and wine community forward into tomorrow. The Future Leaders program continues to evolve in response to contemporary industry challenges. Those selected to take part in the program are called on to find their voice, consider some of the sector's greatest challenges and opportunities, and be part of conversations designed to find the solutions we need.

→ winefutureleaders.com

Next Crop

Next Crop is for regionally based emerging leaders across the grape and wine sector who want to gain exposure to concepts of leadership and explore their leadership capacity. Held across a cycle of several regions every year, Next Crop programs are tailored to the specific needs of individuals within a region and administered by the region. Graduates from Next Crop programs may use this as a stepping stone to their Future Leader applications.

→ wineaustralia.com/research_and_innovation/in-practice/people-development/next-crop

Rootlings

Rootlings is a structured network for under 35s working in all aspects of the Australian grape and wine sector. This peer-to-peer program provides networking and education activities focussed on the needs of young people and their professional development. If you're under 35 join the network! Funded and supported by Wine Australia in partnership with the Australian Society of Viticulture & Oenology.

→ rootlings.com.au

Scholarships

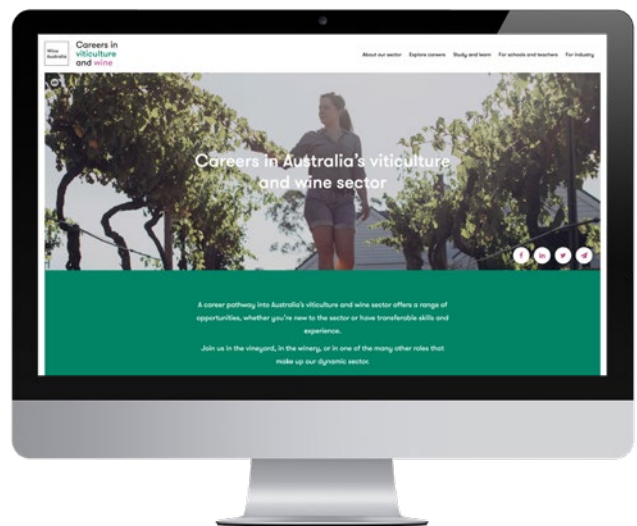
Wine Australia offers a PhD research top-up scholarship program to help attract postgraduate students to the fields of wine, viticulture and wine business research.

→ wineaustralia.com/research_and_innovation/in-practice/people-development/research-scholarships

Wine Industry Mentor Program

The program is supported by Wine Australia, Wine Communicators of Australia, The University of Adelaide, Wine Industry Suppliers Australia Inc and the Australian Society of Viticulture and Oenology. The program offers a six-month structured mentoring relationship to selected participants across all areas of the wine sector. Participants are typically early-career and paired with highly respected and experienced wine sector leaders as mentors.

→ wineaustralia.com/research_and_innovation/in-practice/people-development/wine-industry-mentor-program



Careers in viticulture and wine site

Careers in viticulture and wine is a purpose-built site that provides age-appropriate information for use with schools and students, to encourage exploration of the diverse range of careers available and the pathways to them. There is a virtual tour of the sector and various viticulture and wine science-based activities linked to the national school curriculum, along with videos showcasing roles across the sector.

→ wineaustralia.com/careers-in-viticulture-and-wine

Diversity, Equality and Inclusion in Wine

Wine Australia supports research and projects aimed at achieving DEI across the Australian grape and wine sector and maintaining a commitment to diversity in all people development programs supported by us.

→ wineaustralia.com/research_and_innovation/in-practice/people-development/diversity-equity-and-inclusion



Calculators

Cover Crop Decision Support Tool

→ covercropfinder.com.au

Grapevine Rootstock Selector Tool

The online tool brings together the most recent knowledge from Australian and international research about the specific characteristics of different rootstocks and enables growers to determine the rootstocks that will best suit their specific vineyard characteristics and grape variety selections.

→ grapevinerootstock.com

Apps

Grape Assess app

A tool to facilitate assessment of multiple grapevine diseases and disorders including bunch rot, downy mildew, insect damage, sunburn and powdery mildew.

→ Search 'Grape Assess' on the Apple App Store

AWRI resources



Dog Book

Information about agrochemicals is published annually by the AWRI in a booklet titled, Agrochemicals registered for use in Australian viticulture, commonly known as the 'Dog Book'.

→ awri.com.au/industry_support/viticulture/agrochemicals/agrochemical_booklet

Helpdesk

Funded by Wine Australia, the AWRI Helpdesk provides a free-of-charge advice service to Australia's grapegrowers and winemakers who pay the Winegrapes and/or Grape Research levies. Advice is available on winemaking, viticulture and regulatory issues from experienced winemakers, viticulturists and scientists.

→ awri.com.au/industry_support/helpdesk

→ Telephone: 08 8313 6600 during business hours

→ Email: helpdesk@awri.com.au

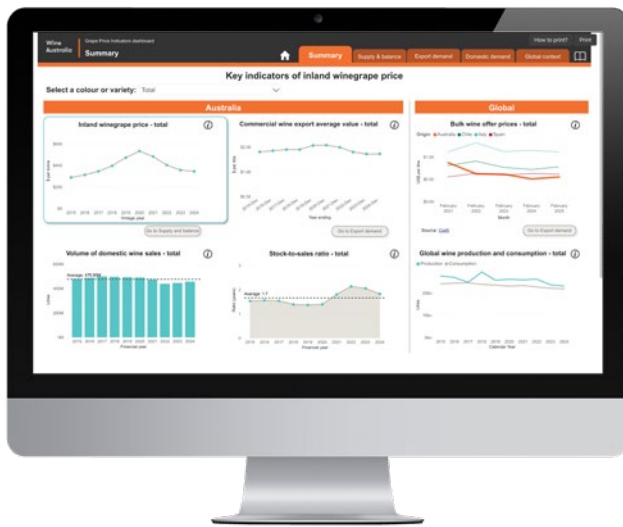
Library

A retrieval service available to industry participants that is funded by Wine Australia, The John Fornachon Memorial Library houses the largest collection of technical wine resources in Australia. A frequently updated web-accessible database contains more than 110,000 resources related to viticulture and winemaking, and includes nearly 300 eBooks.

→ awri.com.au/information_services/library-services-to-levy-payers

→ Email: infoservices@awri.com.au

Market development



Market insights

Grape Price Indicators dashboard

The Grape Price Indicators dashboard provides a current summary of the key drivers of inland winegrape prices in Australia and offers an indication of the forecast direction for grape prices ahead of the next vintage. The indicators include export average value, global bulk wine prices, stock-to-sales ratio, grape crush, wine production and sales figures, and contextual statistics including GDP, CPI and consumer confidence.

→ marketexplorer.wineaustralia.com/grape-price-indicators

Export dashboard

The export dashboard provides interactive and comprehensive data and insights on Australian wine exports back to 2010. It provides headline figures for the latest release of data, and detailed statistics on wine exports by destination market, GI claim, variety, wine style, container type and exporter size.

→ marketexplorer.wineaustralia.com/export-dashboard

National Vintage Survey dashboard

A one-stop-shop for Australia's vintage crush data from 2015 to the latest report. This dashboard provides vintage crush figures by volume and value, detailed tables on crush by variety and region and average weighbridge purchase value by variety and region including price dispersion.

→ marketexplorer.wineaustralia.com/vintage-survey

Market Explorer

Market Explorer assists anyone who wants to export Australian wine or seeks to explore new markets and needs data to inform decisions. The resource can help determine which market is the most attractive to an Australian wine business by showing where wine is consumed and how

much, which markets are showing growth in wine consumption, the share of on-trade versus off-trade, and what share of that consumption is Australian wine.

→ marketexplorer.wineaustralia.com/market-explorer

Geographical Indications dashboard

An interactive map that allows you to explore Australia's wine geographical indications (wine regions), look up statistics about each region, view vineyard locations and print maps.

→ experience.arcgis.com/experience/6300ec9b34c442e3ac297f86603dcf0d

Free on Board (FOB) to Retail Calculator

The FOB to Retail Calculator allows users to calculate what the bottle price will be on shelf (the RRP) in international markets for a given FOB value, and assess and evaluate competitors in market through price point comparison.

→ www.wineaustralia.com/market-insights/fob-to-retail-calculator/

Consumer Insights Advisory Group

The Consumer Insights Advisory Group (CIAG) is designed to facilitate a collaborative approach between Wine Australia and Australian wine companies to help establish and provide advice on consumer research priorities and projects.

National Vineyard Register

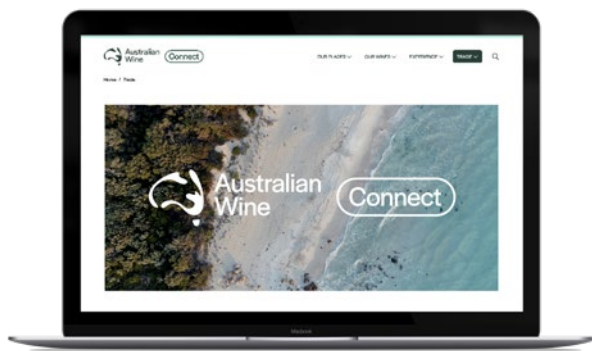
The register was identified in the One Grape & Wine Sector Plan as a priority for rebalancing supply and demand. This important resource will collate national data on the area of bearing and non-bearing vines, the age profile of vines, varieties planted and location by geographical indication. The project is funded by the Department of Agriculture, Fisheries and Forestry, as part of its \$3.5 million *Grape and Wine Sector Long-term Viability Support Package* to support the grape and wine industry's response to the oversupply of red wine. A framework for the register is expected to be delivered by June 2025 and is the current focus of Wine Australia's efforts. Subject to the feasibility of the proposed framework, the build phase is scheduled for completion by June 2026.

→ wineaustralia.com/whats-happening/national-vineyard-register

Grape Production Cost Calculator

Provides an estimate of the costs of grape production. The model has been specifically designed to estimate the costs of production in the inland regions of Australia. It is based on averages for a region, vineyard size and business model. The tool can be used to estimate ballpark costs, model different yield scenarios, calculate profitability and for general research purposes.

→ [Coming soon](#)



Marketing tools

Australian Wine Connect

Australian Wine Connect is an online platform for export-ready Australian wineries to showcase their wines to the global buyers, importers, distributors, media and educators. Free to join, Connect underpins Wine Australia's many marketing activities around the world including trade shows.

→ australianwine.com/trade

→ wineaustralia.com/whats-happening/marketing/australian-wine-connect

The Australian Wine Brand

The Australian Wine brand, story, position and proof points which can be used by Australian wine regions and wine businesses.

→ wineaustralia.com/whats-happening/the-australian-wine-brand

Australian Wine Discovered

Free information, tools and resources to discover and share Australian wine. Australian Wine Discovered is all you need to know about Australian wine in one place; it's free to use and completely flexible. With comprehensive guides, presentations, images, maps and videos, it's a great resource for everyone across the trade, whether you're an educator, retailer, distributor, winery or student.

→ wineaustralia.com/education

Digital Asset Management Gallery

Register for the Gallery for Australian wine brand assets including messaging and photography.

→ wineaustralia.imagegallery.me

Export Ready Hub

With comprehensive how-to-guides, Wine Australia's free Export Ready Hub explains everything you need to start, grow and diversify your wine exports. Learn how to develop an export plan, choose markets, find buyers, execute a contract and more.

→ wineaustralia.com/selling/export-ready-hub

Global Market Activity

Calendar of global wine industry events and market development opportunities. Express your interest and register for participation in trade-facing activities, major trade shows, education seminars and partner events.

→ wineaustralia.com/whats-happening/global-activity-calendar



Regulatory Services



Licensing and Compliance Guide

This guide includes everything you need to know about the regulatory requirements for the production, sale and export of Australian wine. It provides detailed information on the labelling requirements that apply to wine labels in Australia.

→ wineaustralia.com/selling/further-information/regulatory-services

Export Assistance Staff [phone]

Contact the Export Assistance Team for guidance concerning WALAS and any questions that you have about the regulatory requirements for the production, sale and export of Australian wine.

→ Phone: (08) 8228 2000

Label Integrity Program (LIP)

The object of the LIP is to help ensure the truth, and the reputation for truthfulness, of statements made on wine labels, or made for commercial purposes in other ways, about the vintage, variety or geographical indication (GI) of wine manufactured in Australia. The LIP imposes obligations on every party in the supply chain to make and keep records verifying vintage, variety and GI label claims made in relation to wine goods. Wine Australia makes available LIP templates and guides to assist grape growers, packagers and wine manufacturers meet their record keeping obligations.

→ wineaustralia.com/labelling/label-integrity-program

Register of protected GIs and other terms

This register contains a list of geographical indications (GIs) and traditional wine terms that are protected under Australian law. The Register, and textual descriptions and a map of each protected Australian GI, is accessible online.

→ wineaustralia.com/labelling/register-of-protected-gis-and-other-terms/geographical-indications

Exporting wine

It is an offence to export a grape product from Australia without passing through Wine Australia's export approval processes. The export approval process encompasses the following steps (collectively the 'export controls'):

- Licence to export
- Product registration
- Label registration
- Shipping approval

→ wineaustralia.com/selling/further-information/exporting-wine

Export Market Guides

Regulatory information for exporting wine goods including the regulatory environment, duties and taxes, and permitted additives.

→ wineaustralia.com/selling/export-market-guide-list

Wine Australia Licensing and Approval System (WALAS)

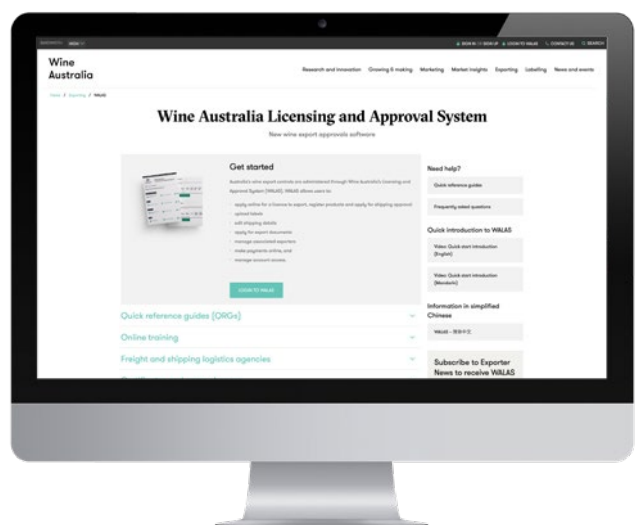
Australia's wine export controls are administered through Wine Australia's Licensing and Approval System (WALAS). Register at the link for access to the system.

→ wineaustralia.com/selling/further-information/walas

Export Label Image Search System (ELISS)

Wine Australia maintains a Label Directory which the public can access through Wine Australia's Export Label Image Search System (ELISS). ELISS allows brand owners to identify potential breaches of intellectual property rights and provides a platform through which consumers can verify whether a label has originated in Australia.

→ wineaustralia.com/selling/eliss



Contact details

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