

Wine
Australia

Resource Guide 2021

For wine exporters, grapegrowers
and wine producers

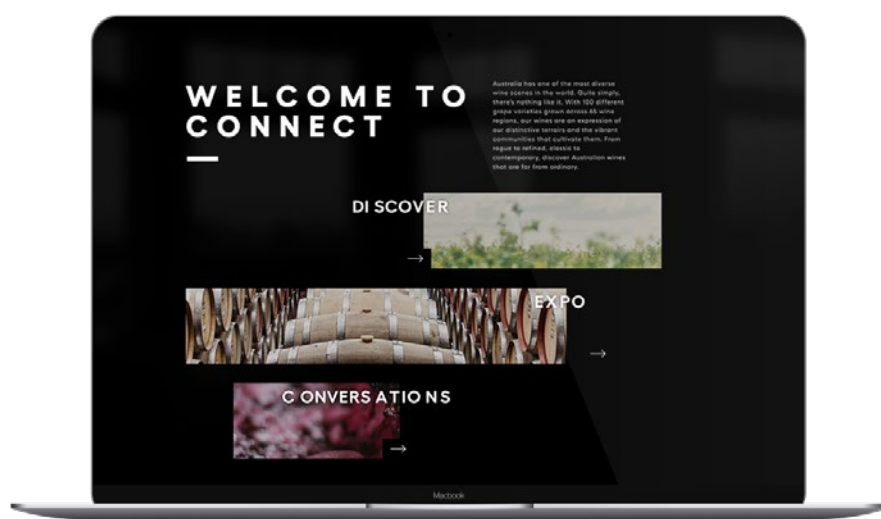


This Resource Guide is designed to support wine exporters, grapegrowers and winemakers in building markets, accessing market insights and gaining knowledge that can be put to practical use in the vineyard or winery.

It provides a snapshot of Wine Australia's key resources across marketing, regulatory services, market insights and research, development and adoption (RD&A), as well as our collaborations with Austrade through the Australian Government's Agri-Business Expansion Initiative.

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

Growing markets



Australian Wine CONNECT

A virtual marketplace where Australian wineries can exhibit and connect with the global wine trade for commercial outcomes. Its unique format is designed to bring people together – regardless of location, time zones or travel restrictions – to conduct business, discover Australia's wine regions and attend a series of presentations, tastings and panel discussions.

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

Export Market Guides

More than 30 Export Market Guides that detail individual export market information on duties and taxes, wine standards, labelling requirements and import and certification requirements.

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

Capability development

Australian Wine CONNECT will soon feature a capability hub of business support services for wineries looking to expand or diversify their export presence. Wine Australia has partnered with Austrade to scale up online export services, as part of the Australian Government's Agri-Business Expansion Initiative.

→ connect.australianwine.com

Agri-Business Expansion Initiative

A suite of initiatives supporting wine businesses to expand their international markets are being delivered over the next 12 months, as part of Wine Australia's collaborations with Austrade through the Australian Government's \$72 million Agri-Business Expansion Initiative.

→ agriculture.gov.au/market-access-trade/agri-business-expansion

In-market support

Support from Wine Australia's in-market staff in the United Kingdom (UK), North America and China who can provide knowledge, insights and assistance to Australian wine companies wishing to develop new markets and build existing markets for their wine.

→ wineaustralia.com/contact-us

Market entry initiatives

Highly effective business matching programs – such as the [US Market Entry Program](#) and [Explore Canada and the UK](#) – offer in-market support for wineries seeking distribution in the US, Canada and the UK. Wine Australia is also collaborating with Austrade and Food Innovation Australia Ltd (FIAL) on a series of market briefings and virtual Meet the Buyer events to assist wineries and producers in understanding and accessing key export markets, building capability and market readiness.

→ wineaustralia.com/whats-happening/events

Protecting the reputation of Australian wine

A first-of-its-kind wine Export Label Image Search System (ELISS) publicly available from 1 July 2021, enabling retailers and distributors in market to verify whether a label has been uploaded by a legitimate Australian exporter.

→ wineaustralia.com/selling/further-information/label-directory

Exporter News

Updates on important regulatory information and market access for Australian wine exporters.

→ wineaustralia.com/signup

Marketing resources

Australian Wine Made Our Way

A bold and exciting brand platform that the Australian wine community can use to market wine globally. The Australian Wine Made Our Way resources are free, customisable and underpin a number of Wine Australia's marketing initiatives that celebrate the people, places and stories that make the Australian wine scene unique.

→ wineaustralia.com/whats-happening/australian-wine-made-our-way

Consumer website

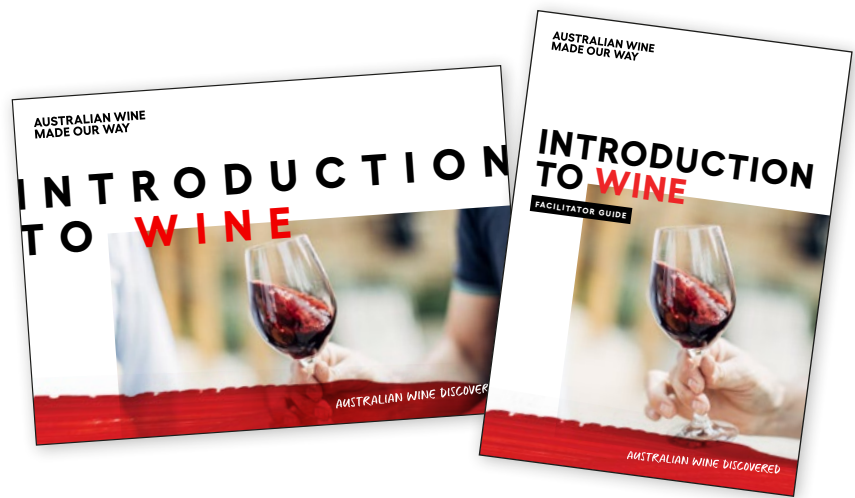
A consumer website for global wine lovers seeking the latest information about Australian wine. Educational and user-friendly, the website highlights Australia's premium wine regions with winemaker profiles, stories, regional events and insights into some of Australia's most popular wine varieties.

→ australianwine.com/en-AU

Digital and social campaigns

Targeted digital and social campaigns that build brand recognition and category excitement to increase the perception of, and demand for, Australian wine globally.

→ australianwine.com/en-AU/unmatched



Online wine education

Designed as a new approach to wine education, Australian Wine Discovered offers 27 education modules and more than 200 downloadable assets that you can edit and use to train your team, prepare for an event or continue your Australian wine education. These globally accessible information guides, videos, maps, tasting tools and more are free and available in multiple languages.

→ wineaustralia.com/education

Wine tourism promotion

Online training that enables wine tourism businesses to make the most of Australian Tourism Data Warehouse (ATDW) marketing opportunities, including the new wine-related features and enhanced search engine functionality.

→ wineaustralia.com/whats-happening/australian-wine-tourism

Image and video gallery

A digital asset gallery with free to download images and videos.

→ wineaustralia.imagegallery.me

Business decision-making

Interactive Insights

Your one-stop-shop for the latest interactive data tools, including export and vintage dashboards, the Market Explorer business planning tool and Wine Geographical Indications (GI) maps for exploring Australia's wine regions.

→ wineaustralia.com/market-insights/interactive-insights

Gross Margin Ready Reckoner

A free and confidential business planning tool that calculates the profit margin that can be achieved by a wine depending on its cost of production, the market it is going to and the target price point.

→ rr.wineaustralia.com

Market bulletins

Regular analysis of the latest international and domestic market data, trends and reports delivered straight to your inbox.

→ wineaustralia.com/signup

Ask an analyst

Online meetings or training sessions with one of Wine Australia's Market Insights Analysts will teach you how to conduct individualised research on exports, crush, winegrape price, vineyard plantings and global wine markets using our Interactive Insights dashboards.

→ wineaustralia.com/market-insights/interactive-insights



Innovations in grape growing and winemaking



**SUSTAINABLE
WINEGROWING
AUSTRALIA**

Sustainable Winegrowing Australia

Australia's national program for grapegrowers and winemakers committed to improving sustainability in the vineyard and winery through the environmental, social and economic aspects of their businesses.

→ sustainablewinegrowing.com.au

Cross-sectoral collaboration

A not-for-profit public company, Agricultural Innovation Australia has research and development corporations (RDCs) joining forces to drive investment in cross-sector agricultural innovation initiatives.

→ aginnovationaustralia.com.au

RD&A News

The latest research and development project updates delivered to your inbox, including best practice guidance and tools for all aspects of growing, making and selling wine.

→ wineaustralia.com/signup

AWRI helpdesk

A free-of-charge advice and troubleshooting service for Australia's grapegrowers and winemakers, with experienced winemakers, viticulturists and scientists providing advice on winemaking, viticulture and regulatory issues.

→ www.awri.com.au/industry-support/helpdesk

Pest and disease management

Resources and fact sheets to assist in the management of pests and diseases, including the [Grapevine trunk disease: best practice management guide](#), [Eutypa dieback: identification and disease cycle](#) and the free Grape Assess app, available on Android and Apple devices, to facilitate the assessment of multiple grapevine diseases and disorders.

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

Climate and environment strategies

New research to inform viticultural strategies and decision-making around the impacts of a changing climate. Access the [Climate Atlas](#) – a free online resource of climate information for all Australian Geographic Indications (GIs), containing climate projections and detailed information about how the climate may change in the near, mid and long-term future.

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

Vineyard management

Resources and fact sheets to assist vineyard management, including the [Cover Crop Finder](#) and [Grapevine Rootstock Selector Tool](#).

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

Fire and smoke recovery tips

A dedicated resource page with factsheets, videos and case studies to help people prepare, respond and recover from fire and smoke damage.

→ wineaustralia.com/fireandsmokeassessment

AgTech solutions

A series of AgTech demonstration sites that are being established across the country so growers can see what's available and gain first-hand experience in AgTech solutions that can help tackle everyday vineyard challenges.

→ www.wineaustralia.com/research

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www.wineaustralia.com/signup

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www.wineaustralia.com



Australian Government
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