

## Australia releases One Grape & Wine Sector plan

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Australian Grape & Wine and Wine Australia have launched the One Grape & Wine Sector Plan at the Wine Industry Update 2024 in Adelaide.

Developed to support the sector's recovery from a period of ongoing challenges, the One Grape & Wine Sector Plan charts a clear path of action and reflects the sector's resilience and commitment to forge a vibrant and prosperous future.

The Plan provides the framework for collaborative and coordinated action for the sector and a roadmap for achieving the sector's goals and vision articulated in Vision 2050.

Australian Grape & Wine Chief Executive Officer Lee McLean said the Plan's development results from extensive consultation across the entire sector.

"Grap growers, winemakers, exporters, industry associations, researchers, business and suppliers have shared their views, insights, aspirations, concerns and expectations on the challenges and opportunities for the sector," McLean said.

"As a result, the Plan launched, provides greater linkages to existing plans, such as Vision 2050, demonstrates stronger industry leadership, collaboration and coordination, and provides practical action and guidance for all."

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