

Australian Government injects \$10Mn to boost wine and cider industry

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The Australian Government has announced a fresh \$10 million investment to support Australia's renowned wine and cider industry, unveiling the latest round of funding under the Wine Tourism and Cellar Door Grants program.

Now in its seventh round, the program has awarded grants to 204 producers across the country from Tasmania to Western Australia's Margaret River, aimed at strengthening business operations and enhancing cellar door experiences.

The initiative is designed to bolster tourism in Australia's wine regions, helping producers attract more visitors while improving infrastructure and services. Previous recipients have used the grants to upgrade facilities, hire additional staff, and diversify their offerings to create more engaging and memorable visitor experiences.

Earlier this year, the Albanese Government committed an additional \$30 million to ensure the continuation of the program for the next three years, with today's announcement marking the first of three new funding rounds.

A recent Wine Australia report highlighted the industry's significance to the national economy, contributing \$51.3 billion and supporting over 200,000 jobs across grape growing, winemaking, and tourism.

Since taking office, the government has invested more than \$80 million in the grape and wine sector, underscoring its economic importance and cultural significance.

Minister for Agriculture, Fisheries and Forestry Julie Collins MP said the funding will enable producers to capitalise on strong tourism interest.

“I’m very excited to announce a new round of very worthy recipients for the Wine Tourism and Cellar Door Grants program,” she said.

“Last year, over 7 million tourists, both from Australia and overseas, visited wineries around the country.

“These grants help winemakers and cellar doors make the most of these opportunities and add value to their businesses.”

Collins encouraged Australians to support local producers during the festive season.

“With the beautiful weather and holidays approaching, there is no better time to visit a local winemaker or cellar door.”

The funding is expected to energise regional tourism further and reinforce Australia’s reputation for world-class wine and cider production.