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Australian Government Commits $6Mn to Boost WA Wine Industry

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The Australian Government has committed $6 million over four years to strengthen Western Australiaâ??s premium wine sector through a new Western Australian Wine Industry Partnership with Wines of Western Australia.

Matched with a further $3 million from the WA wine industry, the funding builds on an established collaboration aimed at diversifying export markets and increasing the Stateâ??s share in the competitive global wine landscape.

The industry-led partnership will focus on expanding local, national and international market opportunities, while enhancing the long-term sustainability of wine producers. Key initiatives include supporting inbound and outbound trade activations to showcase WA wines to prospective buyers, strengthening supply chain relationships, improving market access, and boosting business readiness across the sector.

A strong emphasis will also be placed on research and development to improve production practices, enhance workforce capability, build business resilience, and reinforce environmental, social and governance (ESG) credentials.

Wine tourism forms a central pillar of the refreshed strategy, leveraging domestic and international networks to attract more visitors to Western Australiaâ??s renowned wine regions and drive consumer engagement.

Together with Wines of WA and industry stakeholders, the partnership aims to support the continued growth of the Stateâ??s $900 million wine industry, delivering benefits for regional jobs, tourism and export performance.

Regional Development Minister Stephen Dawson said Western Australiaâ??s reputation for producing world-class wines is a testament to the innovation of its winemakers.

He said the new partnership would help expand domestic and international sales, strengthen industry resilience and ensure the sector remains adaptable in a changing operating environment, while allowing more consumers to experience WAâ??s premium wines and distinctive wine regions.