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Australia to Launch National Vineyard Register to Tackle Wine Oversupply

02 March 2026 | News

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The Australian Government has announced support for the development of a National Vineyard Register, a major initiative led by Wine Australia aimed at strengthening long-term planning and sustainability across the countryâ??s grape and wine industry.

Funded under the Governmentâ??s Grape and Wine Sector Long-term Viability Support Package, the National Vineyard Register will create a trusted, centralised source of data detailing vineyard plantings and varietal composition nationwide. The initiative is designed to provide growers and winemakers with greater visibility into what vines are planted and where, enabling more informed decision-making and better alignment between supply and demand.

Wine Australia has appointed Map of Ag Australia to design and build the Registerâ??s digital platform, which will incorporate industry input. The platform is expected to be operational by the end of 2026.

The Register implements a key recommendation of the Viticulture and Wine Sector Working Group, established by Australiaâ??s Agriculture Ministers in 2024 to address national red wine oversupply and other structural challenges affecting the sectorâ??s long-term viability.

Since taking office, the government has delivered more than $90 million in funding to support the grape and wine sector. This includes $3.5 million in 2024 for Wine Australia to roll out the viability support package, followed by an additional $1.1 million in July 2025 to extend the program. In September 2025, the government also announced a $30 million, three-year extension of the Wine Tourism and Cellar Door Grant Program.

Further measures include a commitment to introduce a new mandatory code of conduct for wine-grape purchases from January 2027, following recommendations in Dr Craig Emersonâ??s report on regulatory options for the sector. Additionally, Australian Grape and Wine is participating in Austradeâ??s $50 million Accessing New Markets Initiative to help the export-focused sector diversify into new and emerging markets.

Minister for Agriculture, Fisheries and Forestry, Julie Collins, said the government remains committed to backing Australiaâ??s world-class wine industry.

â??The National Vineyard Register will deliver data-driven insights to give the industry the tools and information to support a resilient and sustainable grape and wine sector,â?• she said.

Wine Australia CEO Dr Martin Cole described the Register as a critical platform at a pivotal time for growers and wine businesses.

â??The need for better data on which varieties are grown by region was identified as a key priority under the One Grape & Wine Sector Plan to help inform better decision-making in the context of a persistent oversupply,â? he said, adding that the ambitious timeline makes the digital platform a vital component of the project.

The National Vineyard Register is expected to play a central role in improving transparency, supporting strategic planning and reinforcing the long-term resilience of Australiaâ??s grape and wine industry.