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Australia Invests Over $4 Million to Strengthen Wine Industry

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The Australian Government has announced more than $4 million in new funding to support the country's wine and horticulture industries, with investments aimed at strengthening regional resilience, improving sustainability and boosting market demand.

The funding includes a $2.6 million NSW Wine Recovery Program, which is now open for applications. The programme aims to strengthen regional industry capabilities, support growers and producers in navigating market challenges, and increase demand for New South Wales (NSW) wines.

Under the programme, grants ranging from $20,000 to $100,000 will be available for initiatives focused on regional industry development. These include leadership development, mental health and business resilience programmes, and capability-building initiatives for regional wine grape growers and wine producers.

A second funding stream will provide grants of $20,000 to $250,000 to stimulate demand for NSW wines. Eligible initiatives include consumer-focused campaigns promoting NSW wine regions, domestic familiarisation visits, and industry participation in trade shows and other promotional events.

Separately, the government is investing $1.45 million to strengthen Victoria's wine and horticulture industries through initiatives focused on industry resilience, sustainability and biosecurity.

This includes $850,000 for the Victorian Wine Strategy, which aims to help wine producers adapt to changing market conditions and strengthen the industry's long-term competitiveness. The strategy, co-designed with industry stakeholders, will support more growers in achieving Sustainable Winegrowing Australia certification.

The investment will also support biosecurity capability through skills development, surveillance, containment and monitoring activities. More than $600,000 has additionally been allocated to strengthen fruit fly management across Victorian horticultural production areas.

The investments come amid ongoing challenges facing Australia's wine sector, including global oversupply and changing market conditions. They are intended to help producers explore new market opportunities while strengthening regional communities and industry resilience.

Australia is the world's fifth-largest wine producer and exporter, with wine exports valued at $2.25 billion in the year to September 2026. Since taking office, the Albanese Labor Government has provided more than $105 million in support to Australia's grape and wine sector to help producers address market challenges, pursue export opportunities and strengthen the industry's long-term sustainability.