

# AGRICULTURE VICTORIA

Photography: Ms Kim Chalmers, Chalmers Wines

*Victoria's wine industry contributes \$7.6 billion to our state economy and directly employs nearly 13,000 people.*



*\$6.8m invested*



*\$290m of wine exported in 2016-17*

## COLLABORATION WITH VICTORIA'S WINE INDUSTRY

### VICTORIA'S WINE INDUSTRY

Not only does the wine industry contribute economically to regional prosperity, it greatly enhances regional liveability. The amenity provided by cellar doors, cafés and restaurants enriches local lifestyles and attracts people to live in regional Victoria.



In 2015 the Victorian Government made a commitment to **improve the long term performance and sustainability** of Victoria's wine industry.

### ACHIEVEMENTS

#### 1. Wine Growth Fund (WGF) (Round 1):

- Provided \$720,495 in grants to support 41 regional and metropolitan projects;
- Attracted investment of approximately \$2.9 million into the Victorian wine industry.

#### 2. WGF (Round 2):

- Provided \$1.2 million in grants to support 65 regional and metropolitan projects;
- Attracted investment of approximately \$3.9 million into the Victorian wine industry;
- Created over direct 70 jobs through supported projects.

#### 3. In 2016-17, Victorian wine exports rose to \$290 million, with an increase in exports to China of 40 per cent

#### 4. Visitor expenditure in Victoria is at an all time high

[Source: Victorian Visitor Economy Strategy Action Plan Progress Report 2018].

## WINE INDUSTRY DEVELOPMENT STRATEGY

- The strategy has been co-designed by the Victorian Government and the Wine MAC, on behalf of the Victorian wine industry. The strategy seeks to grow Victoria's wine industry. It aims to deliver an industry that is more profitable, coordinated, skilled and better informed. It outlines challenges and opportunities currently before the wine industry, and provides an agreed pathway for addressing these challenges and enabling industry to capture new opportunities.

## WINE GROWTH FUND

- The Wine Growth Fund is a grants program to support initiatives to develop the wine industry in Victoria.
- Grants are provided on a \$1 for \$1 basis.

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### SUCCESS STORY: JONES WINERY & VINEYARD – MARKET DIVERSIFICATION – EXPORT SALES PROJECT

The project developed and strengthened the winery's brand strategy for the domestic and international markets, in particular Northern Europe and Scandinavia. Using WGF, the winery:

- Engaged a consultant to assist in development of PR, media and marketing collateral;
- Engaged an export market consultant for initial market introduction
- Attended international wine expos in relevant markets;
- Facilitated an in-bound visit for prospective distributors.

The project further developed already identified export markets to increase market share and export sales while also promoting Victorian Rutherglen wine.

## KEY DATES

13 October 2015

The Wine Industry Ministerial Advisory Committee appointed by the Minister for Agriculture and Regional Development

29 March 2016

Round 1 of the WGF launched

9 June 2017

The Victorian Wine Industry Development Strategy launched.  
Round 2 of the WGF launched.

30 July 2018

Round 3 of WGF launched

## ENGAGEMENT

- The Victorian Wine Industry Development Strategy was co-designed by the Victorian Government and the Wine MAC, on behalf of the Victorian wine industry.
- The strategy was informed by a comprehensive consultation and analysis of the Victorian wine industry. Consultation included conducting 14 regional sessions and 45 interviews with industry stakeholders across the state.
- Implementation of the strategy is overseen by the Wine MAC and Agriculture Victoria.
- The Wine MAC also provides guidance for WGF, including input into guidelines and grant priorities.

For further information visit  
[www.agriculture.vic.gov.au/wine](http://www.agriculture.vic.gov.au/wine)