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MEDIA RELEASE

Australian Grape & Wine Welcomes Initial Funding, Seeks Additional Support for Long-term Viability

Australian Grape & Wine welcomes the announcement yesterday of \$3.5 million in funding for the Grape and Wine Sector Long-term Viability Support Package, while stressing the need to do more.

"We are pleased with the government's swift response to feedback received during the Viticulture and Wine Sector Working Group's consultations," said CEO Lee McLean. "The planned activities to boost demand, open new markets, provide better data, diversify products, and investigate competition and regulatory issues represent a modest investment towards addressing medium to long-term issues in our sector."

However, McLean underscored the urgent need for solutions to the current supply and demand imbalance, red wine oversupply, and increasing economic disadvantages in regional Australia. "While these measures will support future policy and decision-making, immediate assistance for grape growers and winemakers remains critical. The long-term viability of our industry is essential to the economic success of communities across rural and regional Australia."

Australian Grape & Wine remains committed to constructive engagement with the government to address these challenges. The industry hopes to see additional investment when the final report of the Working Group is presented to government in July, reflecting the sector's \$45.5 billion contribution to the economy.

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About Australian Grape and Wine Inc

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation.

Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.