

One Grape & Wine Sector Plan

2024-2030



Building on the success of our past

In 2020, the sector mapped the path to a profitable, productive, resilient and sustainable future by 2050. The sector's ambitions were reflected in the sector document *Vision 2050*.

Sector success challenged by headwinds

Since then, we've been subjected to ongoing challenges that have pushed the sector off course. Without a change of direction, achieving the goals of *Vision 2050* will be extremely difficult.

With pressure mounting and profitability declining, the sector called for action and Australian Grape & Wine and Wine Australia joined with state and regional associations on an Australia-wide consultation along our value chain to develop an industry strategy.

Collaborative sector response to recalibrate path to success

The intent of the *One Grape & Wine Sector Plan* is to rechart the course towards the ambitions within *Vision 2050*.

The extensive feedback from the draft has been incorporated into the final Plan. It articulates the sector's priorities, and outlines clear actions to be taken by all parts of the sector to achieve individual, business and sector success.

The sector priorities are captured in six themes: our place & product; our markets; our consumers, customers & community; our sustainability; our people; and our systems & infrastructure.

Commitment and action will determine our success

Success is not guaranteed. More than ever, success is dependent on commitment and action by all, embracing innovation, new approaches and practices, to forge a new path for the sector.

Recognising the different roles we all play, Australian Grape & Wine and Wine Australia have highlighted the actions we have committed to take and have recommended actions that the sector can take to support collective progress.

What the plan seeks to achieve

The *One Grape & Wine Sector Plan* is centred around the key priorities that the sector identified for action.

- 1. Balance supply and demand** – address the supply–demand imbalance strategically, aligning production to demand, informed by market insights.
- 2. Innovation and profitability** – focus investment in areas to deliver greatest impact, and encourage the adoption of innovative practices to enhance quality, efficiency, and profitability
- 3. Diversify and intensify international markets** – expand and strengthen the quality, value, image and global presence of Australian wine internationally.
- 4. Grow the domestic market** – improve the market presence of Australian wine, aligning product to meet consumer demand.
- 5. Diversity of people** – draw on the breadth of experience, expertise and perspectives within the sector to strengthen decisions, and enhance sector success.
- 6. Embrace sustainability** – foster sustainable practices to enhance business profitability and ensure long-term environmental and economic viability.
- 7. Fit for purpose funding model** – review the sector's funding models to ensure it is fit for the sector's needs in 2024 and beyond.
- 8. Safeguard wine's social licence** – proactively engage with government and communities, countering negative perceptions from the anti-alcohol lobby.

How the plan aims to deliver for the sector

- 1. Clear vision and strategy** – the Plan is a collaborative strategy – developed by the sector for the sector – with a clear action plan to reset the pathway to *Vision 2050*.
- 2. Leadership and collaboration** – the Plan responds to feedback for stronger leadership from sector organisations, emphasising collaboration and commitment from all players to drive collective action and overcome current challenges.
- 3. Guidance and tangible actions** – the Plan recommends specific actions to be taken for all individuals, businesses, and organisations to address immediate and long-term challenges, ensuring tangible results.
- 4. Collective responsibility** – we all have a vital role to play. Achieving the goals of *Vision 2050* and the Plan requires action, leadership, and support from all individuals, businesses, and organisations within the sector. The only way to recalibrate the sector towards the goals of *Vision 2050*, is for individual and collective action, now.
- 5. Measurable results and accountability** – the Plan includes clear milestones and regular progress reports to ensure accountability and demonstrate progress. It details specific actions already commenced or committed to Australian Grape & Wine and Wine Australia.

One Grape & Wine Sector Plan 2024-2030



Our place and product

Australian Grape & Wine will:

- Advocate for assistance and policy development
- Support producers to adapt products and packaging

Wine Australia will:

- Provide data, information and tools to support the balancing of supply and demand
- Invest in co-designed innovation to align products with consumer and market demand

State & regional associations can:

- Facilitate regional collaboration on supply and demand
- Support regional innovation and product development
- Collaborate to share regional stories and experiences

Grape & wine producers can:

- Adopt sustainable and innovative vineyard practices
- Align business and product plans to market trends and data
- Respond to supply and demand imbalance



Our markets

Australian Grape & Wine will:

- Improve market access for Australian wine producers
- Advocate for resources and support
- Facilitate collaborative action

Wine Australia will:

- Engage global markets
- Lead a customer-centric approach
- Improve international market access

State & regional associations can:

- Implement regional promotion initiatives
- Collaborate with local businesses

Grape & wine producers can:

- Diversify product offering
- Brand building and storytelling
- Tailor market strategies and participate



Our consumers, customers and community

Australian Grape & Wine will:

- Collaborate for information sharing
- Develop practical solutions
- Improve communication

Wine Australia will:

- Establish a cross-sector consumer insights advisory group
- Invest in and disseminate consumer-led insights

State & regional associations can:

- Engage local community
- Support the adoption of consumer-led innovation
- Support positive engagement in public health

Grape & wine producers can:

- Engage local communities
- Leverage consumer insights
- Support positive engagement in public health

Industry vision

Australian wine: enjoyed and respected globally (Vision 2050)

Plan mission

Help reset the sector on the path to Vision 2050



Our sustainability

Australian Grape & Wine will:

- Support Sustainable Winegrowing Australia
- Communicate emissions reduction commitments
- Advocate for global harmonisation of sustainability frameworks

Wine Australia will:

- Provide a research and adoption program focused on sustainable outcomes and climate adaptive and mitigative practices and products
- Enhance data provision and auditing
- Promote sustainability and sustainable practices

State & regional associations can:

- Promote adoption of sustainable practices
- Promote regional sustainability initiatives
- Facilitate collaboration
- Advocate for policy support

Grape & wine producers can:

- Adopt sustainable practices
- Communicate sustainability commitments
- Reduce carbon emissions

Key sector challenges

- Profitability and the supply-demand imbalance
- Change in consumer demand and perceptions
- Sustainability requirements

Who will deliver on actions?

Every sector-focused organisation and grape and wine business has a role to play and responsibility. Collaboration, responsiveness, and innovation will be required by all.



Our people

Australian Grape & Wine will:

- Foster sector-wide collaboration
- Strengthen advocacy efforts
- Support career growth opportunities

Wine Australia will:

- Develop the leaders of tomorrow and skilled leaders of today
- Promote career pathways
- Evolve extension and adoption

State & regional associations can:

- Facilitate local skill development programs
- Promote networking and mentoring opportunities
- Advocate for regional resources and support

Grape & wine producers can:

- Support programs to make the sector a career of choice
- Invest in employee training and development



Our systems

Australian Grape & Wine will:

- Review infrastructure and investment opportunities
- Advocate for digital transformation

Wine Australia will:

- Unlock investment opportunities
- Support digital transformation
- Ensure access to information

State & regional associations can:

- Facilitate technology adoption
- Promote collaboration and information sharing

Grape & wine producers can:

- Invest in technology and data integration
- Streamline supply chain processes
- Enhance regulatory compliance measures