

Background

- 2.1 Wine Australia Corporation (Wine Australia) is a statutory authority of the Australian Government responsible for providing strategic support to the wine industry. It plays a lead role in maintaining the reputation of the Australian wine industry, removing market access barriers, providing export assistance and developing overall demand for Australian wine.
- 2.2 Established under the *Wine Australia Corporation Act 1980 (Cth)*, Wine Australia's key responsibilities include:
- international and domestic marketing of Australian wine;
 - export regulation and compliance;
 - wine sector information and analysis;
 - maintaining the integrity of Australia's wine labels and winemaking practices;
 - protecting the names of the wine producing areas of Australia and other countries; and
 - assisting in negotiations to reduce international trade barriers.¹
- 2.3 Wine Australia has four key roles in supporting the Australian Wine industry. Each of these roles entails a number of activities:
- trade and market access
 - ⇒ addressing market access barriers
 - ⇒ removing trade impediments
 - regulatory services and export assistance
 - ⇒ export approval and facilitation
 - ⇒ advisory service to ensure compliance with domestic and international regulations to protect the reputation of Australian wine

1 Wine Australia, Annual Report 2011-12, p. 4.

- market development
 - ⇒ building the reputation of Australian wine
- wine sector intelligence
 - ⇒ providing information and analysis that supports informed decision making.²

2.4 In achieving these aims, Wine Australia works collaboratively with a range of government and industry stakeholders including:

- the national, state and regional wine producer associations and bodies;
- wine grape growers and their national, state and regional associations;
- liquor boards, authorities and overseas governments;
- importers, distributors and retailers; and the wine trade, sommeliers, wine educators and
- other influencers.³

2 Wine Australia, *About* (20 June 2013)
<<http://www.wineaustralia.com/en/About%20Us.aspx>>

3 Wine Australia, Annual Report 2011-12, p. 4.