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## **Strengthening Australia's wine tourism market**

The House of Representatives Agriculture Committee today released the findings of its inquiry into the Wine Australia Annual Report 2011-12. Wine Australia is the federal government entity charged with providing strategic support to the wine industry.

Wine Australia's four key roles are enabling trade and market access; regulatory services and export assistance; market development; and wine sector intelligence. In achieving these roles, Wine Australia works collaboratively with a range of government and industry stakeholders.

In delivering its report, the Committee found:

- The impending merger between Wine Australia and the Grape and Wine Research and Development Corporation would strengthen the Australian Government's capacity to serve the wine industry.
- The recent partnership between Wine Australia and Tourism Australia would work to increase the level of domestic and international wine tourism to Australia's 60 wine producing regions. Also, initiatives by Wine Australia – such as Savour Australia and Aussie Wine Month – would serve to showcase Australia's wine producing regions and amazing food to Australians and the world.
- Some concern exists by Australian wine producers about retail competition and access to market shelves. The Committee supports moves to improve the evidence base in this area.
- Australia's wine industry has a strong emphasis on research and development that benefits the sector, and the industry is also working hard to develop the next generation of wine growers.

Committee Chair Dick Adams MP said "Exports of Australian wine have been facing challenging times recently but there are still reasons to remain optimistic".

"The Committee supports moves by the Australian wine industry to export product to emerging nations such as Brazil, India and South Korea; and encourages the Government to help wherever possible," Mr Adams said.

Further information about the inquiry is available on the Committee's website at:

[www.aph.gov.au/arff](http://www.aph.gov.au/arff)

**For media comment:** please contact the Committee Chair, the Hon Dick Adams MP, on (03) 6398 1115 or 0418 132 828 or email [D.Adams.MP@aph.gov.au](mailto:D.Adams.MP@aph.gov.au)

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