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Australia will fund nearly 200 wine and cider cellar doors

The program aims to upgrade producer-run venues in regional communities where direct sales offer relief from a global wine glut

Friday, November 13, 2026



Australia said on Friday, November 13, that almost 200 wine and cider cellar doors across the country will receive grants aimed at improving tourism, direct sales and business operations in regional communities.

The funding will go to producer-run visitor and retail sites in major wine regions across the country, including Paulett Wines in the Clare Valley in South Australia, Pooley Wines in Richmond, Tasmania, Symphony Hill Wines in Queensland's Granite Belt, Sandalford Wines in Caversham, Western Australia, Horner Wines in New South Wales' Hunter Valley and Pfeiffer Wines in Rutherglen, Victoria.

The grants are being issued through the Wine Tourism and Cellar Door program, which supports wine and cider producers by helping them upgrade facilities, strengthen day-to-day operations and build workforce skills. The Agriculture Ministry said the program is designed to attract more visitors to wine regions while supporting local jobs and rural businesses.

In Australia, cellar doors are a core part of the wine trade. They function as tasting rooms, hospitality venues and direct-to-consumer sales outlets. For many producers, especially smaller regional wineries, they provide a way to sell bottles at higher margins than wholesale channels and to build tourism income around food, events and accommodation. That can be especially important at a time when the global wine market is facing oversupply, putting pressure on prices and encouraging producers to diversify revenue beyond traditional distribution.

The federal government said cellar doors also play a wider economic role because they connect visitors with growers and winemakers and help sustain nearby hospitality, retail and service businesses. According to the ministry, Australia's grape growing, winemaking and wine tourism industries contribute A$51.3 billion to the national economy and support more than 200,000 jobs.

Julie Collins, the minister for agriculture, fisheries and forestry, said the investment is intended to help producers strengthen their businesses, improve visitor experiences and support employment in regional communities. She also said the wine industry is still dealing with difficult market conditions, including global oversupply.

The ministry did not release the total value of the latest round in the announcement, but it said the grants build on a broader package of support for the grape and wine sector. That includes a permanent A$50,000 increase in the cap on the Wine Equalisation Tax rebate for eligible wine producers. The government said that change

can provide qualifying businesses with up to an additional A$50,000 each year.

More broadly, the government said it has delivered A$110 million in funding to support the grape and wine sector, describing the industry as economically important to both the national economy and regional towns.

Officials said earlier grant recipients used the money to improve premises, hire additional staff and expand their product range and visitor offerings. That record suggests the latest round could help more wineries and cider producers invest in customer-facing upgrades that make regional tourism more resilient and increase the share of sales made directly to visitors.

For the beverage industry, the measure may matter beyond tourism. Direct sales through winery and cider tasting venues can reduce reliance on crowded export and retail channels, and stronger visitor traffic can help producers develop complementary income from hospitality experiences, premium tastings and local merchandise. In a period of soft global demand and excess supply, those revenue streams may offer some businesses a buffer against weaker wholesale conditions.

The government directed producers and other interested businesses to further details on the Wine Tourism and Cellar Door Grants Program through Wine Australia, the industry body that administers several federal support programs for the sector.