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Australian wine and cider producers to benefit from $30 million government funding boost

New grants aim to enhance cellar doors, support agritourism, and strengthen regional economies amid industry challenges and growth opportunities

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Australia’s wine and cider industry is set to receive a significant boost, as the Albanese Labor Government announced $30 million in new funding for local producers. The announcement was made today by Minister for Trade and Tourism, Senator Don Farrell, and Minister for Agriculture, Fisheries and Forestry, Julie Collins MP. The funding will be delivered through an extension of the Wine Tourism and Cellar Door Grant Program, which has been renewed for another three years. The first of three new $10 million rounds opens today.

The grant program aims to support agritourism by helping producers sell their wine and cider directly at cellar doors. This initiative is designed to attract more visitors to Australia’s renowned wine regions and stimulate economic activity in rural and regional communities. Eligible producers can apply for grants of up to $100,000. These funds can be used to upgrade facilities, enhance workforce skills, or expand business operations.

The announcement coincides with the release of the Economic Contribution of the Australian Wine Sector 2025 report by Wine Australia. According to the report, the wine industry contributes $51.3 billion to the national economy and supports over 200,000 jobs across winemaking, grape growing, and tourism. The report highlights the sector’s broad economic impact, noting that benefits extend well beyond initial production values through job creation and increased demand for local goods and services.

Since its inception, the Wine Tourism and Cellar Door Grant Program has distributed more than $60 million through over 1,000 grants. The current round—round seven—will accept applications until October 31, 2025.

Senator Farrell emphasized the importance of wine tourism to Australia’s broader tourism appeal. He noted that in 2024 alone, there were 7.5 million visits to Australian wineries. “Wine hopping has become a huge fixture of weekend getaways—directly benefiting producers and supporting local economies,” he said. Farrell also highlighted the government’s commitment to opening new export markets for Australian wine and cider.

Minister Collins acknowledged recent challenges faced by the grape and wine sector but stressed the government’s ongoing support. She pointed to the industry’s resilience and its vital role in regional communities.

Wine Australia CEO Dr. Martin Cole underscored the significance of wine production across 65 regions nationwide. He said that grape growing, winemaking, and wine tourism generate economic benefits that reach far beyond farm gates, supporting supplier industries and local businesses.

The government’s continued investment aims to strengthen Australia’s position as a leading wine tourism destination while supporting jobs and growth in regional areas. Producers interested in applying for grants can find more information at Wine Australia’s website.