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Australia’s Wine Industry Secures $10 Million Boost as Sector Contributes $51.3 Billion Annually

New grants to benefit 204 businesses nationwide, aiming to drive tourism, innovation and job growth in regional wine regions

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Australia has announced a $10 million investment to support its wine and cider industry, aiming to strengthen winemaking, grape growing, cellar door operations, and tourism. The funding comes through the latest round of the Wine Tourism and Cellar Door Grants program, which is now in its seventh year. This round will benefit 204

businesses across the country, from Tasmania to the Margaret River region in Western Australia.

The Australian government’s commitment highlights the importance of the wine sector to the national economy. According to Wine Australia, the industry contributes $51.3 billion annually and supports more than 200,000 jobs in winemaking, grape growing, and tourism-related activities. Last year, over 7 million tourists visited wineries across Australia, with both domestic and international visitors playing a key role in supporting local economies.

The grants program is designed to help wine and cider producers improve their facilities, diversify their offerings, hire additional staff, and create more engaging experiences for visitors. Many previous recipients have used the funds to upgrade their cellar doors, expand product ranges, and develop unique attractions that draw tourists to regional areas.

This $10 million allocation is part of a broader $30 million commitment announced earlier this year to sustain the program for another three years. The government has provided more than $80 million in funding to the grape and wine sector over the past year as part of its strategy to ensure long-term growth and resilience.

Officials have encouraged Australians to visit local wineries and cellar doors, especially during favorable weather conditions. The aim is not only to support producers but also to boost regional tourism and economic activity.

The Wine Tourism and Cellar Door Grants program has already shown positive results in previous rounds. Businesses that received funding have reported increased visitor numbers and improved customer experiences. With this new round of support, industry leaders expect further growth in both domestic and international tourism.

Australia’s wine regions are known for their high-quality products and scenic landscapes. The government’s continued investment seeks to maintain this reputation while helping producers adapt to changing market conditions and consumer preferences. By supporting innovation and infrastructure improvements, officials hope to keep Australia’s wine and cider industry competitive on a global scale.

The rollout of this latest funding round signals ongoing support for an industry that remains a vital part of Australia’s cultural identity and economic strength. As businesses receive grants in the coming months, many are expected to launch new projects aimed at attracting even more visitors from around the world.