

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Friday, 13 December 2024

PUBLIC CONSULTATION OPEN FOR NEW VICTORIAN WINE STRATEGY

The Allan Labor Government is supporting the growth and sustainability of Victoria's \$9 billion wine industry with a new strategy to ensure it can continue to thrive into the future.

Minister for Agriculture Ros Spence today opened public consultation for the Victorian Wine Strategy – to help develop a new strategy to support the sustainability and set the direction of Victoria's prestigious wine industry.

The design process of the new strategy has provided an opportunity for industry and government to collaborate and set new directions for the industry to future proof the industry against trade disruptions, and consumer trends.

Led by Agriculture Victoria alongside a steering committee made up of key industry representatives including Wine Victoria CEO, Stephanie Duboudin, and Chair, Dan Sims, the strategy design has been informed by extensive industry engagement throughout 2024.

The Victorian Wine Strategy preliminary design will be available for public consultation until 31 January 2025, with the final strategy expected to be released in the first half of 2025.

The new strategy will build on the previous Victorian Wine Industry Development Strategy, which encouraged investment and tourism opportunities in the industry as well as improving biosecurity practices.

The Victorian Wine Strategy is funded through the \$5 million Wine to the World program as part of the Backing Victoria's Producers Initiative.

Wine is an integral part of Victoria's regional economy, providing jobs at wineries, vineyards, and cellar doors while serving as a popular tourist attraction.

To read the strategy design and submit a response visit engage.vic.gov.au/victorian-wine-strategy.

For more information on the Victorian Wine Strategy, visit agriculture.vic.gov.au/crops-and-horticulture

Quotes attributable to Minister for Agriculture Ros Spence

"While Victorian wines continue to perform strongly, we need to ensure our industry can continue to adapt and thrive into the future - that's why we are working with industry to develop a new Victorian Wine Strategy."

"We want to hear from anyone with an interest in the future of Victoria's wine industry - from grape growers and winemakers to logistics and exporters, hospitality and retail, academics, supporting industries and consumers."

Quote attributable to Chair of Wine Victoria Dan Sims

"We're very grateful for the high level of positive industry engagement we've witnessed so far across our community, and encourage everyone to continue this momentum and either attend the forums in January or make a submission on the Victorian Wine Strategy – preliminary design document"