

## Australian Grape & Wine welcomes competition impact analysis of grape and wine industry

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Australian Grape & Wine welcomed the announcement of an independent impact analysis of the grape and wine industry, to be conducted by Dr Craig Emerson. The impact analysis will examine regulatory options concerning fair trading, competitive relationships, contracting practices and risk allocation across the wine and grape market, including relationships with retailers.

Lee McLean, CEO of Australian Grape & Wine, expressed strong support for the review, emphasising its potential to strengthen the industry and ensure its future sustainability. “We welcome Minister Collins’ announcement of the impact analysis, which comes at a critical time for the Australian wine industry,” said McLean.

“We know many are doing it tough at the moment and this analysis will allow industry and government to work together to contemplate how we can drive a more healthy and sustainable value chain in our sector in the future.” Fair trading and equitable relationships between all stakeholders are essential for the health and sustainability of the Australian wine sector. This impact analysis, led by Dr Craig Emerson, will provide a valuable assessment of how we can improve these dynamics, ensuring that the industry remains competitive and fair for everyone involved.

“A more transparent and balanced marketplace will benefit not only producers and retailers but also consumers, who ultimately want access to high-quality Australian wines at competitive prices. We look forward to working with Dr Emerson to make sure his advice to government recognises the complexities of the supply chain and reflects commercially viable solutions that drive the long-term growth and success of our industry,” McLean concluded.