

Half a billion dollars worth of wine exports to China from South Australia

11 December 2024 | News

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South Australian exporters sold \$558 million worth of wine to China in the 12 months leading up to October, with over 99 per cent of those sales occurring in the seven months following the removal of Chinese tariffs. Wine exports from South Australia to all markets exceeded \$1.7 billion during this period, marking a 38 per cent increase compared to the previous year. South Australian sales accounted for two-thirds of the \$2.5 billion exported by Australian producers.

In addition, the state's second-largest wine export market, Hong Kong, experienced a growth of more than 30 per cent, bringing its value to \$237 million. The Albanese Government, led by Ministers Farrell and Wong, worked diligently to mend the relationship between the Australian and Chinese governments and to normalise trade between the two countries.

In April, the Chinese government removed its remaining import tariffs on Australian wine. Anticipating this change and recognising the urgency to act quickly afterwards, the Malinauskas Government announced a \$1.85 million reengagement package in March to assist wine exporters in reaching Chinese buyers. This package continues to support local producers in attending key regional trade shows and offers on-the-ground assistance from trade experts, both domestically and internationally.

Moreover, it facilitated the recent return of Chinese wine buyers to South Australia, where they met with representatives from over 70 wineries across eight different wine regions. Trade and Investment Minister Joe Szakacs has led vital trade missions to China and Hong Kong since May, emphasising the premium quality of South Australian wine and the Malinauskas Government's commitment to renewing economic ties with its primary trading partner.

Matthew Deller, CEO, of Wirra Wirra said "The removal of tariffs has opened up China as a valuable additional market in our export diversification strategy."

"For Wirra Wirra, it's an opportunity to re-establish relationships and introduce McLaren Vale's premium wines to a dynamic and growing audience."

“Chinese consumers are increasingly drawn to authenticity, quality, and sustainability—qualities at the heart of South Australian wine.”

“The collaboration between industry and government has been instrumental in ensuring we can seize this opportunity and continue building sustainable growth across global markets.”

With the removal of tariffs, all South Australian exports to China are now unaffected. In October, both the Australian and Chinese governments announced a timetable to resume imports of live Southern Rock Lobster from Australia, with exports expected to restart later this month.