

Wine Australia's strategic plan addresses grape and wine sector challenges

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Wine Australia has released its five-year Strategic Plan 2025–30, outlining how it will support Australian grapegrowers, winemakers and exporters in navigating current pressures while building a more resilient, profitable and sustainable future.

Shaped in direct response to the industry's most pressing priorities identified in the One Grape & Wine Sector Plan, it addresses supply and demand imbalance, changing consumer behaviours and environmental shifts. The strategy responds to the seriousness of these challenges and provides a path forward.

“The sector continues to face significant headwinds and for many, the pressures are immediate and personal. In the face of ongoing uncertainty, levy payers’ expectations of Wine Australia are rightly high,” said Dr Martin Cole, CEO of Wine Australia.

“This strategy acknowledges and responds to that reality. It is focused on delivering what matters most: practical support, relevant innovation to address shifting behaviours, better outcomes in the market, and long-term value for grape and wine businesses across the country.”

Delivering value where it’s needed most

The Strategic Plan 2025–30 directly builds on the One Grape & Wine Sector Plan, a shared industry roadmap developed in partnership with Australian Grape & Wine and state and regional associations.

It aligns Wine Australia’s investments with priorities identified by the sector, including balancing supply and demand, market transparency, supporting sustainability and attracting investment into the sector.

Set by the Wine Australia Board and approved by Senator the Hon Anthony Chisholm, Assistant Minister for Agriculture, Fisheries and Forestry, the Strategic Plan outlines how Wine Australia will work with government and industry to enable resilience and growth.

The five-year plan focuses Wine Australia’s activities on interconnected priorities:

Delivering practical research and development, extension and adoption to improve vineyard performance, product innovation and development, and production efficiency.

Growing domestic and international market share and value for Australian wine through targeted marketing activity and promotion, market diversification and brand building in key international and domestic channels.

Protecting the integrity and reputation of Australian wine with strong regulatory systems and services, to support beneficial market access and make trade opportunities available to Australian wine exporters.

Building resilience and sustainability through innovation, including investment in cost-effective climate response, meeting emissions reduction targets and identifying circular economy solutions.

Strengthening capability throughout the sector, with a focus on knowledge-sharing, collaboration and partnerships, and extension and adoption.

“We’re listening to those on the ground and we know the challenges producers are facing,” said Dr Cole.

“We’re not here to deliver a static plan. We’re here to work with the sector to provide tangible support in-market and in-region, and to deliver what is needed, when it’s needed.”