

Wine  
Australia

EXPORTERS



Export with  
confidence

Your guide to  
wine export success







An estimated 16.5 million glasses of Australian wine are enjoyed in 120 overseas markets each day. To navigate international markets you need more than a quality product, you need the right information, preparation and support behind you. That's where Wine Australia comes in, providing expert guidance, support and resources every step of the way – so you can focus on what you do best, creating great Australian wine.

## Start with the Export Ready Hub

Planning is essential to successful exporting. Setting your strategy early and covering the key export elements helps you avoid potential missteps and seize opportunities from day one.

Start at the Export Ready Hub to:

- Get answers to common export questions
- Find out if you're export ready
- Build a robust export strategy
- Explore grants and financial support
- Learn how to prepare for market visits and trade shows
- Understand international payment terms and risk management
- Gain clarity on the benefits and challenges of exporting



Visit the Export Ready Hub

## Get started with compliance

Before looking ahead to shipping products, it's important to ensure your business meets applicable regulatory requirements. Compliance with those requirements ensures that your products will be:

- efficiently exported from Australia
- imported into the destination market without delay, and
- lawfully sold in the destination market.

Before registering your products and applying for an export licence and approval, you'll need:

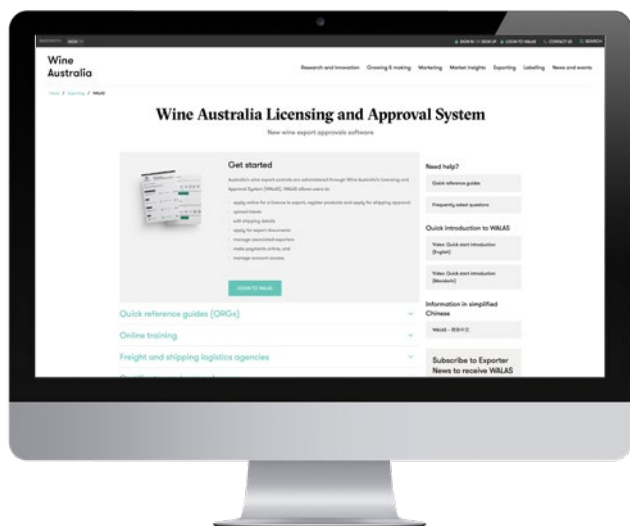
- Label Integrity Program records (vintage, variety, origin)
- Product analysis details
- Accurate records to meet compliance obligations
- An understanding of the regulatory requirements of the destination market (including regarding duties and taxes, and those which apply to labelling, permitted and prohibited winemaking practices, and importation certificates and procedures).

Download Wine Australia's Licensing and Compliance Guide which contains everything you need to know about the regulatory requirements for the production, sale and export of Australian wine.

Also consider Wine Australia's Export Market Guides which contain regulatory information for exporting wine to 40 foreign markets, including regarding the regulatory environment, duties and taxes, and relevant wine production standards.



Download the Licensing  
and Compliance Guide



## Export your wine

Once you're ready to export, Wine Australia's Licensing and Approval System (WALAS) makes it simple to apply for and manage permits, applications and documentation, to keep your exports moving efficiently.

To get your products to market, use WALAS to:

- Apply for export permits and documentation
- Track submissions in real-time
- Access WALAS training modules and Quick Reference Guides
- Learn about the Label Directory which allows brand owners to identify potential breaches of intellectual property rights and provides a platform through which consumers can verify whether a label has originated in Australia

Log into WALAS and access the WALAS User Guide for support



Log in to WALAS

## Understand destination market requirements

Every market has unique rules and regulations. Staying informed helps ensure your products, labels and shipments meet applicable local requirements.

Get tailored support to remain compliant:

- Review Export Market Guides for over 40 key markets
- Use the free Label Opinion service for regulatory guidance
- Contact our Label Integrity Inspectors at [labels@wineaustralia.com](mailto:labels@wineaustralia.com) for direct advice

Visit [wineaustralia.com/sign-up](http://wineaustralia.com/sign-up) to subscribe to Wine Australia's Exporter News newsletter, which provides updates every two months on important regulatory information and market access for Australian wine exporters.



Access the Export Market Guides  
(available to wine exporters  
and levy payers)

## Use data to inform your decisions

Reliable data is a powerful tool. From historical export performance and trends to identifying growth markets, these resources can help you plan and make informed, commercially sound decisions.

### Export Dashboard

The export dashboard provides interactive and comprehensive data and insights on Australian wine exports back to 2010. It provides headline figures for the latest release of data, and detailed statistics on wine exports by destination market, GI claim, variety, wine style, container type and exporter size.

### Market Explorer

Market Explorer assists levy payers who want to export Australian wine or seek to explore new markets and need data to inform decisions.

It can help determine which market is the most attractive to an Australian wine business by showing where wine is consumed and how much, which markets are showing growth in wine consumption, the share of on-trade versus off-trade, and what share of that consumption is Australian wine.

*Please note: the Market Explorer is only accessible to Australian wine levy-payers and exporters. Make sure you are logged into your levy-payer-access website account.*

### FOB to Retail Calculator

The FOB to Retail Calculator allows users to calculate what the bottle price will be on shelf (the RRP) in international markets for a given FOB value, and assess and evaluate competitors in market through price point comparison.

### Quarterly Export Reports

Get the latest insights into Australian wine export performance and trends in key markets and regions. Go to [wineaustralia.com/market-insights/australian-wine-exports](http://wineaustralia.com/market-insights/australian-wine-exports).

### Australian Wine Export Monitor

A one-page, high-level, historical summary of the total exports of Australian wine. It includes both the value and volume of export sales broken down by wine style and container type, plus the percentage change year-on-year over the past 10 financial or calendar years. Go to: [wineaustralia.com/market-insights/australian-wine-export-monitor](http://wineaustralia.com/market-insights/australian-wine-export-monitor)



View the Market Insights dashboards



## Australian Wine Connect

Build international visibility and promote your brand with global trade year-round through Australian Wine Connect, our always-on virtual platform connecting Australian brands with global buyers.



Sign up to Australian Wine Connect

## Export activations calendar

Visit the Wine Australia website to learn about, and register your interest being involved with, our upcoming export market activations.



View the calendar

## In-market advice from our global teams

Our international teams are located in key regions and can offer practical, market-specific information to help you engage, navigate trade challenges and tap into new opportunities.

Wine Australia's regional experts can provide:

- Export strategy and brand positioning specific to key markets
- Promotional and development opportunities and in-market challenges
- Market insights and promotional activities

Contact us at:

UK/Europe

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## Stay informed and connected

Keep up to date with regulatory and market access changes, emerging trends and market shifts so you can act quickly and stay ahead.

- **Exporter News:** Regulatory updates and market developments (bi-monthly)
- Other topics include: sector-wide news, market insights, trends and announcements
- Subscribe now at [wineaustralia.com/signup](https://wineaustralia.com/signup)

## Have a question or need help?

Contact [exports@wineaustralia.com](mailto:exports@wineaustralia.com) for export assistance and support.

**Wine  
Australia**

Empowering the success of Australian wine