



Our place
and product



Our
markets



Our consumers,
customers and
community



Our
sustainability



Our
people



Our
systems

One Grape & Wine Sector Plan

Resetting the path
to Vision 2050



One Grape & Wine Sector Plan



Our place and product

We need to protect our vineyards, strengthen regional businesses and stay globally competitive by making wine that people want — without losing what makes it uniquely Australian. This pillar is about using insights to guide what we grow and how we innovate, so we can better align with market demand, adapt to changing consumer tastes, and build resilience across our regions while maintaining the quality and character that define our wines and the regions they come from.

Australian Grape & Wine will:

- Advocate for assistance and policy development
- Support producers to adapt products and packaging

Wine Australia will:

- Provide data, information and tools to support the balancing of supply and demand
- Invest in co-designed innovation to align products with consumer and market demand

State & regional associations can:

- Facilitate regional collaboration on supply and demand
- Support regional innovation and product development
- Collaborate to share regional stories and experiences

Grape & wine producers can:

- Adopt sustainable and innovative vineyard practices
- Align business and product plans to market trends and data
- Respond to supply and demand imbalance



Our markets

To grow, we need to strengthen our presence at home and expand our reach overseas. This pillar is about building demand for Australian wine by aligning with consumer trends, lifting our appeal in key markets, and tackling the barriers that hold us back. Through considered and smart marketing of the Australian Wine brand, better access, and a united focus on quality, we'll grow our share of the domestic market and diversify our international footprint, helping more people choose Australian wine, for more occasions.

Australian Grape & Wine will:

- Improve market access for Australian wine producers
- Advocate for resources and support
- Facilitate collaborative action

Wine Australia will:

- Engage global markets
- Lead a customer-centric approach
- Improve international market access

State & regional associations can:

- Implement regional promotion initiatives
- Collaborate with local businesses

Grape & wine producers can:

- Diversify product offering
- Brand building and storytelling
- Tailor market strategies and participate

Our consumers, customers and community



In a fast-changing world, we need to stay flexible, relevant and trusted. This pillar is about putting the consumer at the centre – understanding what drives their choices and how we can better meet their needs. It also includes strengthening our reputation in the broader community and ensuring wine has a respected and responsible place in Australian life. Whether you're in sales, marketing, cellar door or vineyards, this is about helping you connect more meaningfully with customers and each other in the sector.

Australian Grape & Wine will:

- Collaborate for information sharing
- Develop practical solutions
- Improve communication

Wine Australia will:

- Establish a cross-sector consumer insights advisory group
- Invest in and disseminate consumer-led insights

State & regional associations can:

- Engage local community
- Support the adoption of consumer-led innovation
- Support positive engagement in public health

Grape & wine producers can:

- Engage local communities
- Leverage consumer insights
- Support positive engagement in public health

Australian wine: enjoyed and respected globally

Our collective roadmap to a stronger, smarter and more sustainable Australian wine sector by 2030



Our sustainability

Sustainability is essential to our long-term success — for our vineyards, our communities and our global competitiveness. This pillar is about turning environmental, social and governance (ESG) goals into real-world action: future-proofing our supply base, embedding best practice across the value chain, and embracing continuous improvement. By doing so, we strengthen our resilience, protect our reputation, and position Australian wine as a global leader in sustainable production.

Australian Grape & Wine will:

- Support Sustainable Winegrowing Australia
- Communicate emissions reduction commitments
- Advocate for global harmonisation of sustainability frameworks

Wine Australia will:

- Provide a research and adoption program focused on sustainable outcomes and climate adaptive and mitigative practices and products
- Enhance data provision and auditing
- Promote sustainability and sustainable practices

State & regional associations can:

- Promote adoption of sustainable practices
- Promote regional sustainability initiatives
- Facilitate collaboration
- Advocate for policy support

Grape & wine producers can:

- Adopt sustainable practices
- Communicate sustainability commitments
- Reduce carbon emissions



Our people

Our sector's strength lies in our people — the growers, makers and leaders who shape the future of Australian wine. This pillar is about building a more inclusive, skilled and sustainable workforce by attracting new talent, developing capability at all levels, and enabling real practice change. By investing in diversity, leadership and learning, we'll support long-term careers and help businesses adapt and thrive in a changing world.

Australian Grape & Wine will:

- Foster sector-wide collaboration
- Strengthen advocacy efforts
- Support career growth opportunities

Wine Australia will:

- Develop the leaders of tomorrow and skilled leaders of today
- Promote career pathways
- Evolve extension and adoption

State & regional associations can:

- Facilitate local skill development programs
- Promote networking and mentoring opportunities
- Advocate for regional resources and support

Grape & wine producers can:

- Support programs to make the sector a career of choice
- Invest in employee training and development



Our systems and infrastructure

To stay competitive, we need smarter systems and stronger foundations. This pillar is about embracing digital tools, technology and data to lift performance across the entire value chain, from vine to glass. It also means modernising how our sector is governed and funded, improving access to information, and creating the conditions for future investment. When our systems work better, so does every business in the sector.

Australian Grape & Wine will:

- Review infrastructure and investment opportunities
- Advocate for digital transformation

Wine Australia will:

- Unlock investment opportunities
- Support digital transformation
- Ensure access to information

State & regional associations can:

- Facilitate technology adoption
- Promote collaboration and information sharing

Grape & wine producers can:

- Invest in technology and data integration
- Streamline supply chain processes
- Enhance regulatory compliance measures

