

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Monday, 30 June 2025

BACKING WORKERS IN OUR WORLD-CLASS WINE INDUSTRY

The Allan Labor Government is investing in the sustainability and profitability of Victoria's prestigious wine industry – backing regional jobs and tourism.

Minister for Agriculture Ros Spence today announced a \$160,000 investment to support Wine Victoria to provide the wine industry with the knowledge, tools and resources they need to improve their practises and outcomes.

The investment is matched by Wine Australia to total \$400,000 to expand services, providing relevant and targeted advice, information and support to grape growers and winemakers to improve sustainability and innovation.

The extension officer will be a part of a national network of officers supported by Wine Australia, to guide wine grape growers, winemakers and other stakeholders with their farming and wine production practises.

Wine is an integral part of Victoria's regional economy, providing jobs at wineries, vineyards, and cellar doors and contributes \$9.5 billion to the Victorian economy. The industry attracts visitors from across the state and around the world into Victoria's wine regions, proving to be an enduring and popular tourist drawcard.

The Government is backing the wine industry through market development programs including the \$4.5 million Wine to the World export program. We are also working closely with industry to capture new opportunities as part of the Victorian Wine Strategy, which is set to be launched later in 2025.

The strategy has been co-designed with the Victorian wine industry, following extensive industry engagement in 2024-25. It focuses on improving domestic and international trade, innovation and sustainability, tourism, and people and community.

For more information on the Victorian Wine Strategy, visit agriculture.vic.gov.au/crops-and-horticulture/wine-and-grapes/wine-strategy

Quote attributable to Minister for Agriculture Ros Spence

"We support the wine industry because it creates real jobs – in winemaking, tourism and beyond. Behind every one of those jobs is a worker with a family, contributing to their community and local economy – we're on their side."

Quote attributable to Wine Victoria CEO Stephanie Duboudin

"This is a vital initiative for our industry. A dedicated viticulture resource will ensure Victorian growers and producers are equipped for the future, with access to the latest knowledge, techniques, and research to adapt to climate change, improve sustainability, and build long-term resilience."

Quote attributable to Martin Cole, CEO of Wine Australia

"We recognise that grape growers and winemakers are at their best when they're supported by people who understand their unique regional challenges and opportunities. Investing in extension services will strengthen the connection between research and industry, tailoring support and solutions to support future growth."