

Media Release

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



Thursday, 2 October 2025

NEW WINE STRATEGY TO BOOST REGIONAL JOBS AND GROWTH

The Allan Labor Government is shaping the future of Victoria's wine industry – creating more regional jobs and helping grow the state's \$9.5 billion wine sector.

Minister for Agriculture Ros Spence has unveiled a five-year strategy to grow agriculture, boost innovation, and create jobs that strengthen regional economies.

The strategy was developed in partnership with industry through a steering committee, which included Wine Victoria CEO Stephanie Duboudin and Chair Dan Sims, following extensive consultation.

Reflecting the voices of growers, winemakers, regional associations, and government, the strategy focuses on four pillars, including workforce development, improving the visitor experience, innovation and sustainability of the industry, and expanding domestic and international trade.

Victoria is home to Australia's most diverse wine industry, with 21 unique wine regions and over 400 cellar doors – more than any other state – drawing visitors from across the country and the world. Together, the industry powers more than 23,000 jobs across grape growing, winemaking, logistics, exports, hospitality and retail.

Over the last two financial years, the Government in partnership with Wine Victoria, has backed more than 170 wineries through programs that open doors to global trade and new opportunities.

Wine Victoria has appointed Hayley Purbrick, a fifth-generation family member at Tahbilk Winery near Nagambie, as Sustainability and Innovation lead to oversee the strategy's actualisation. Her position is jointly funded by the Government and Wine Australia.

This ensures that benefits of the industry are felt across the supply chain, from growers and producers to retailers, restaurants and regional communities.

The Labor Government's *Economic Growth Statement* identifies trade as a crucial driver for boosting Victoria's economic growth and the new \$34.9 million *Boosting Victorian Exports Package* will help more businesses take their home-grown products to global markets.

Victoria's primary producers and food manufacturers have delivered another year of record-breaking exports, leading the nation and hitting the state's \$20 billion target six years ahead of schedule. Victoria was one of only two states to record growth in food and fibre export value in 2023-24.

To explore the new Victorian Wine Strategy in more detail, visit agriculture.vic.gov.au/crops-and-horticulture/wine-and-grapes/wine-strategy

Quote attributable to Minister for Agriculture Ros Spence

"This strategy will safeguard Victoria's world-class wine industry, support regional jobs, and help our growers and winemakers thrive in a rapidly changing world."

Quote attributable to Minister for Economic Growth and Jobs Danny Pearson

"We're making sure more of our winemakers' exceptional products get to global markets, strengthening our

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reputation for world-class wine and creating real opportunities for regional Victorians.”

Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

“This strategy is about backing local producers, creating jobs and attracting more visitors to experience our one-of-a-kind wine industry that sets Victoria apart from other destinations.”

Quote attributable to Wine Victoria CEO Stephanie Duboudin

“Working with government, we now have the framework to turn these priorities into tangible outcomes for growers, winemakers, and the communities they support.”

Quote attributable to Wine Victoria Sustainability and Innovation Lead Hayley Purbrick

“I am thrilled to be joining Wine Victoria as Innovation Lead with the exciting job of implementing this new strategy – a vital step in ensuring our industry thrives sustainably for generations to come.”