Australian Government

Wine Australia

Wine Australia's role

Wine Australia is established in accordance with the *Wine Australia Act 2013* (Act). Wine Australia's objects include to control the export of grape products from Australia in accordance with Part 3 of the *Wine Australia Regulations 2018* (Regulations) and to enable Australia to fulfil its obligations under prescribed wine trading agreements. The latter of these two objects gives rise to Wine Australia's obligation to maintain the Register of Protected Geographical Indications and Other Terms, and to administer the Label Integrity Program (LIP) established by Part VIA of the Act.

The regulatory activities conducted by Wine Australia pursuant to the Act and Regulations are:

a) controlling the export of grape products from Australia as set out in the Regulations – this regulatory activity also includes ensuring that wines exported from Australia comply with the blending rules pertaining to vintage, variety and geographical origin, and ensuring that wines comply with the Australia New Zealand Food Standards Code, and maintaining the Label Directory; and

b) administering the LIP described in Part VIA of the Act – the purpose of the LIP is to help ensure the truth and the reputation for truthfulness of statements made on wine labels, or made for commercial purposes in other ways about the vintage, variety and geographical indication of wine manufactured in Australia.

A more fulsome description of Wine Australia's regulatory activities, outputs and processes is listed in Attachment 1 of the Annexure.

A robust and enforceable compliance regime is essential for supporting the sector's promotional efforts. A scandal involving the misrepresentation of the provenance or composition of wine would potentially damage Australia's reputation for producing quality wines with truthful labels. Australia is increasingly recognised as an abundant source of regionally distinctive wines made from an array of both traditional and recently introduced grape varieties. Maintaining the integrity of region and variety claims has never been more important. Not all wine producing countries share the reputation enjoyed by Australia. It is critical to maintain this competitive advantage.

Statement of Expectations

The Australian Government recognises that Wine Australia's regulatory activities protect the reputation of Australian wine and support the Australian wine sector, which contributes an estimated $51.3 billion to the national economy and supports 200,000 jobs, particularly across rural and regional areas.

The Australian Government also recognises that regulators such as Wine Australia play a critical role in supporting Australia's productivity through the effective management of risk, enabling innovation, and ensuring protections for Australians.

The Australian Government expects Wine Australia to enhance regulatory efficiency to reduce red tape, ease the regulatory burden for business, and encourage investment in the Australian wine sector.

In this context, on 22 December 2025, the Hon Julie Collins MP, Minister for Agriculture, Fisheries and Forestry, issued a Statement of Expectations for Wine Australia, which outlines the Government's expectations of the role and responsibilities of Wine Australia. That Statement of Expectations is available on Wine Australia's website.

Wine Australia's Statement of Intent

This Statement of Intent responds to the Government's Statement of Expectations for Wine Australia, reflecting government policy for best practice as described in the Department of Finance's Regulator Performance Resource Management Guide 128 (**RMG 128**).

Wine Australia supports these Australian Government priorities and commits to acting in accordance with regulatory best practice in decision making, operational practices, and communications to ensure effectiveness and efficiency. Wine Australia is committed to delivering upon the Government's Statement of Expectations. More specifically:

- Wine Australia's regulatory obligations are delivered in accordance with the principles of best practice regulation as outlined in RMG 128 (including continuous improvement and building trust, risk based and data driven, and collaboration and engagement), against which regulators are required to report in their corporate plans and annual reports. Further detail as to how Wine Australia intends to meet these three principles is set out in Attachment 2 of the Annexure.

- Wine Australia's stated objective in relation to its performance of its regulatory function is to preserve Australian wine's international reputation for quality and integrity. Wine Australia acknowledges that breaches range from accidental non-compliance to serious breaches of the law with the potential for long-term damage to the reputation of Australian wine. Wine Australia's regulatory posture acknowledges that its response should be proportionate to the seriousness of, and the risks posed by, a given breach.

- Wine Australia is committed to fulfilling its regulatory functions in a way that upholds the reputation of Australian wine while balancing the need to facilitate efficient systems and processes and minimise the imposition of unnecessary costs on Australian wine industry participants. It is acknowledged that there needs to be a balance between risk mitigation and efficiency, growth and dynamism.

- Wine Australia is committed to engaging meaningfully with Australian Grape & Wine as well as the relevant state, territory and regional representative bodies, the Department of Agriculture, Fisheries and Forestry, IP Australia, and any other export and intellectual property regulators and policy agencies at the Commonwealth or State levels, as necessary, to achieve Wine Australia's objectives and deliver beneficial outcomes for Australia's wine industry.

- In identifying opportunities to harmonise its regulatory activities, better understanding international regulation and the global regulatory operating environment, and ensuring its regulatory approach keeps pace with best practice, technology advances, global standards, industry practices and community expectations, Wine Australia engages with international regulators relevant to its role, functions and environment. In addition to bilateral engagement (e.g. alongside DAFF regarding the Joint Dialogue on Wine with India, established by the Australia–India Economic Cooperation and Trade Agreement, etc.) and the Joint Management Committees of the EU and UK Wine Trading Agreements), Wine Australia works closely with relevant stakeholders through fora including the World Wine Trade Group (WWTG) and the International Organisation of Vine and Wine (OIV).

- All of Wine Australia's regulatory personnel hold relevant tertiary and wine sector qualifications (including, e.g., qualifications in Oenology and experience in winemaking) and/or possess deep wine industry experience and acumen, allowing efficient and effective identification and comprehension of emerging issues – in alignment with principles of the Government's Regulatory Policy, Practice and Performance Framework. Wine Australia commits to continually building staff capability and fostering an organisational culture that supports regulator best practice.

- Wine Australia is committed to engaging genuinely and regularly in consultation and communication with its stakeholders to ensure that its regulatory activities are effective and efficient in delivering against intended outcomes, and that their input is recognised and

addressed in a timely and transparent way. Wine Australia complies with the Best Practice Guide to Stakeholder Consultation, in accordance with its Statutory Funding Agreement.

- Wine Australia operates with transparency and accountability. Where charging arrangements are in place, Wine Australia ensures it documents and reports key information about the activity in its Cost Recovery Implementation Statement (CRIS) and in a manner consistent with the Australian Government Charging Framework and Cost Recovery Guidelines.

- Wine Australia will publish and provide guidance and information that is relevant, clear, concise and easily accessible to help stakeholders understand their obligations and responsibilities to encourage voluntary compliance. This will be made available via a number of means, including in-person, via (e.g.) presentations and regional visits, and through recently implemented improvements to its email newsletter systems and an improved website, which is an active ICT project in 2026.

- Wine Australia will ensure it conducts its regulatory operations in a manner that is flexible and responsive to changing circumstances impacting the sector – including those pertaining to local, national and international commercial drivers and dynamics, industry demographics (especially as regards the portion of non-levy payer exporters), and the industry's identified desire for product innovation and market diversification, as outlined in the *One Grape and Wine Sector Plan*.

- Wine Australia is committed to ensuring its regulatory processes remain effective and efficient. Where appropriate, Wine Australia considers improvements to processes and implements alternative methods of ensuring compliance (such as education or information campaigns, etc.) to reduce the regulatory burden and costs to stakeholders. Moreover, Wine Australia is committed to undertaking and responding to independent reviews and directions from government in a manner that addresses underlying issues and improves effectiveness and efficiency.

- Wine Australia intends to actively contribute to the Government's regulatory reform and productivity agenda by progressing actions against the three digitisation and reform opportunities to boost productivity and profitability identified in its response (1 August 2025) to the joint letter from the Treasurer and Minister for Finance (4 July 2025). Progress tracking and reporting will occur via Wine Australia's Annual Reports and Annual Operational Plans.

    1. **Wine Australia will consider options to digitise record keeping for the Label Integrity Program**. It has been identified this could result in improved productivity through:
        - enhanced efficiency of that regulatory framework, which is now over 35 years old
        - enhanced interoperability, streamlined compliance and increased efficiency for grapegrowers and winemakers
        - enhanced integrity by improved traceability at the start of the supply chain, and
        - increased data availability to aid improved decision making by grape growers and wine makers.
    2. **Wine Australia will, where reasonably practicable, take steps to digitise import/export certificates and enable system-to-system communication between export and import markets**. It has been identified this could result in improved productivity through:
        - enhanced and improved collaboration with other regulators
        - automated, real-time, and more secure verification
        - improved market access through simpler processes and by reducing delays at ports of entry
        - a more agile, trusted, and responsive trade environment, positioning exporters to better compete in global markets

- enabling governments to uphold regulatory standards with reduced resourcing, and
- lowered barriers to entry for small and medium exporters by streamlining complex regulatory processes.

3. **Wine Australia will consider the establishment of an online, AI-enabled wine label checking portal, akin to IP Australia's TM Checker portal**. It is intended that this will result in improved productivity by providing for self-service, AI-enabled pre-checking of wine labels to ensure labelling regulations are met. While this will likely benefit both large and small businesses, stakeholder feedback from small to medium enterprises indicates that many such businesses see labelling regulation as being complex and potentially costly. This proposal is therefore likely to deliver particular benefit to that cohort of stakeholders.

- On 22 December 2025, the Government accepted the recommendations of the 14 July 2025 *Review of Regulatory Options for the Wine and Grape Sector*. Most significantly, the Government agreed with the Review's leading recommendation and has committed to introducing a mandatory code of conduct for winegrape purchases by 1 January 2027. As matters relate to Wine Australia, the Government also agreed with the Review's other recommendations that:
  - (Recommendation 2 – Earlier price offers for inland grapes) – Certain offer prices should be notified to Wine Australia, which would collate these prices and publish them simultaneously on the first Wednesday of October each year.
  - (Recommendation 3 – Mandatory survey participation to inform Grape Price Indicators dashboard) – Participation in Wine Australia's National Vintage Survey and Wine Australia's Production Sales and Inventory Surveys should be compulsory for all winemakers subject to the mandatory Code.
  - (Recommendation 4 – Publication of payment terms) – All winemakers covered by the mandatory Code should be required to notify Wine Australia of their payment terms, which Wine Australia would publish on the first Wednesday in October each year.
  - (Recommendation 14 – A working group should guide implementation) – A working group should be established to implement the recommendations of this Review that are accepted by the Australian government, led by the Department of Agriculture, Fisheries and Forestry.

  Wine Australia is committed to working productively with the Australian Government, industry participants, and other stakeholders throughout relevant consultation and associated processes to assist the Government implement a mandatory code of conduct for winegrape purchases by 1 January 2027. When doing so, Wine Australia will take a whole-of-system approach by integrating, leveraging, improving, and modernising existing regulatory systems, where appropriate, to ensure modern, fit-for-purpose regulation that achieves the intended outcomes consistent with the Government's Regulatory Policy, Practice and Performance Framework.
- In March 2028, the *Wine Australia Regulations 2018* (Cth) are scheduled to sunset. This will be the first formal sunset review of the Regulations since the last iteration of the Regulations, the *Australian Grape and Wine Authority Regulations 1981* (Cth), sunsetted in April 2018. The upcoming sunsetting of the Regulations will provide Wine Australia and the Australian wine industry with the opportunity to identify, and provide input in relation to, potential changes to the Regulations, and Wine Australia is committed to working productively with the Australian Government, Australian Grape & Wine and its committees, industry participants, and other stakeholders, throughout the sunsetting process and its associated consultation processes – including by reconvening the Legislation Review Committee.

Monday 16 February 2026

Attachment 1: Regulatory Activities, Outputs and Processes

	Regulatory activity	Outputs	Process of the activity
Label Integrity Program	Wine Australia administers the Label Integrity Program and exercises inspection powers in accordance with Part VIA of the Act.	The administration of the Label Integrity Program ensures the truth, and the reputation for truthfulness, of statements made on wine labels, or made for commercial purposes in other ways, about the vintage, variety or geographical indication of wine manufactured in Australia.	Compliance with the Label Integrity Program is monitored through the exercise of inspection powers under Division 3 of Part VIA of the Act and requests for records in accordance with section 39ZAA of the Act. Offences relating to the sale, export or import of wine with false or misleading description and presentation is monitored through risk-based inspections.
Export licences	Wine Australia makes decisions about whether to grant licences to export grape products from Australia in accordance with Division 2 of Part 3 of the Regulations.	In considering eligibility to hold licences to export grape products from Australia, Wine Australia has regard to the matters set out in section 9(3) of the Regulations which include (without being limited to): • the financial standing of the applicant • whether the applicant has a place of business in Australia • the applicant's ability to obtain grape products from Australian suppliers • any matter relating to the applicant that may adversely affect the export trade in grape products • any other matter relating to the promotion of the export of grape products that relates to the applicant • whether the Authority has suspended or cancelled a licence held by: (i) the applicant; or (ii) an associate of the applicant • whether the applicant is a fit and proper person.	Information is collected as part of the application and verified by Wine Australia. Compliance with the Label Integrity Program is monitored through the exercise of monitoring powers under Division 3 of Part VIA of the Act and requests for records in accordance with section 39ZAA of the Act. Offences relating to the sale, export or import of wine with false or misleading description and presentation is monitored through risk-based inspections. Compliance with conditions of export are monitored through WALAS. Revocation and refusal of applications for export approval are monitored through WALAS.

Product inspections and approvals	Wine Australia makes decisions about whether to approve, refuse, suspend or revoke approval of grape products for export in accordance with Division 3 of Part 3 of the Regulations. Wine Australia makes decisions about whether the description and presentation of grape products is false or misleading for the purposes of sections 40C and 40E of the Act. Wine Australia makes decisions about whether record keepers have complied with the LIP.	To grant approval of grape products for export, Wine Australia must be satisfied that the grape product complies with the Australia New Zealand Food Standards Code (or that the ways in which the product does not comply will not compromise the reputation of Australian grape products). Wine Australia must be satisfied that the description and presentation of the grape product is appropriate having regard to requirements of the Act, other Australian laws and the laws of other countries. Wine Australia may cancel or suspend licences to export grape products from Australia, apply for injunctions to prevent the sale of non-compliant products, and may pursue criminal penalties for breaches of the Act. Wine Australia must maintain a Label Directory as referred to in the Regulations and must ensure that labels are provided in relation to packaged product prior to granting an export certificate for the relevant consignment.	Compliance is monitored through WALAS. Compliance with the Code is monitored through WALAS and through risk-based collection of samples analysed for compliance with the Code. The description and presentation of wine is assessed for compliance through: • inspections of labels and LIP documentation as a precursor to granting product approval • LIP inspections. Risk-based inspections of labels are conducted to satisfy Wine Australia that the description and presentation of the grape products are appropriate. Offences relating to the sale, export or import of wine with false or misleading description and presentation are monitored through risk-based inspections. Compliance with the Label Integrity Program is monitored through the exercise of monitoring powers under Division 3 of Part VIA of the Act and requests for records in accordance with section 39ZAA of the Act.
Shipping approval	Wine Australia makes decisions about whether to issue, refuse or revoke export certificates (shipping approval) in accordance with Division 4 of Part 3 of the Regulations.	Wine Australia must be satisfied that a consignment of a grape product has been approved.	Approval status of grape products is monitored through WALAS. Requests for information are made in accordance with the Regulations to verify that laws pertaining to the description and presentation of grape products have been complied with.

Attachment 2: Implementation and Measure of Success of the Three Principles outlined in RMG 128

Principle	Implementation of Principles	Measure of Success
Continuous improvement and building trust – regulators adopt a whole-of-system perspective, continuously improving their performance, capability and culture to build trust and confidence in Australia's regulatory settings.	• Monitoring of stakeholder satisfaction through the annual stakeholder survey. • Ongoing interaction with international fora. • The undertaking of an annual review of the cost recovery statement. • The implementation and maintenance of a documented stakeholder consultation procedure. • Significant changes to regulatory frameworks follow stakeholder consultation. • Significant changes to policies and procedures are communicated to regulated entities via a two stage process of interim, followed by final, determinations. • Regular contact with regional wine grape grower and wine producers associations occurs. • Maintaining the Wine Australia Licensing and Compliance Guide. • Engagement with AGW as the declared representative under the Act to test suitability of the current regulatory environment. • Engagement with AGW's Wine Industry Technical Advisory Committee (WITAC). • Engagement with the Wine Industry Market Access Group (a joint initiative of AGW and the Australian Government). • Egregious breaches are publicised.	Reporting against implementation will be undertaken as part of ongoing review of progress against Wine Australia's Annual Operational Plan.
Risk based and data driven – regulators manage risks proportionately and maintain essential safeguards while minimising regulatory burden and leveraging data and digital technology to support those they regulate to comply and grow.	• Maintenance of Wine Australia's risk register and risk framework. • Board meetings carried out to review risk policy and framework and set risk tolerance. • Encouragement of innovation in data and digital space in the administration of Export Controls and LIP, for example WALAS. • Demonstrated willingness to engage in activities that seek to harmonise trade with trading partners and other domestic regulators. • Maintenance of WALAS and development of LIP. • Maintenance of Wine Watch – an online anonymous reporting tool with Wine Australia investigating all alleged non-compliances reported to it. • Inspections are based on risk profile of having regard to supply and demand issues in specific regions and with certain grape varieties. • Additional information is requested from high-risk exporters (using digital technology such as WALAS to identify such exporters). • Implementing an analysis program which involves random analytical testing conducted to ensure and verify compliance with the Food Standards Code and to identify potential market access risks. • New and emerging regulatory risks are identified through maintenance of an enquiry register. • Maintenance and distribution of the Exporter News newsletter which provides regular communications about regulations and changes, market access, international developments, the Label Integrity Program, and tips for more efficient exports.	Reporting against implementation will be undertaken as part of ongoing review of progress against Wine Australia's Annual Operational Plan.
Collaboration and engagement – regulators are transparent and responsive communicators, implementing regulations in a modern and collaborative way	• Continuous and regular communication with stakeholder through a range of channels to ensure a two-way feedback process and continuous improvement • Maintenance of the Legislative Review Committee to review any regulatory changes. • Wine Australia engages with the OIV and World Wine Trade Group. • Periodic review of market access risks associated with implementation of regulations. • Wine Australia's customer engagement plan includes a schedule of educational activities and to increase awareness of requirements under the Act. • Maintenance of a labelling enquires email inbox where Wine Australia provides free opinions as to labelling compliance matters.	Reporting against implementation will be undertaken as part of ongoing review of progress against Wine Australia's Annual Operational Plan.