Julie Collins MP

Minister for Agriculture, Fisheries and Forestry

Ref: MS25-900067

Dr Michele Allan AO
Chair
Wine Australia
PO Box 2733
KENT TOWN SA 5071

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Dear ~~Dr~~ Michele Allan

I am writing to acknowledge the important work of Wine Australia to protect the reputation of Australian wine through the administration of your regulatory functions under the Wine Australia Act 2013 and the Wine Australia Regulations 2018.

As outlined in the Regulator Performance Resource Management Guide 128 (RMG 128)[1], Wine Australia is accountable to Parliament, including through Senate Estimates and the Australian National Audit Office scrutiny on its regulatory operations. Clear expectations, from Government to regulators, help drive better regulator performance through best practice.

Consistent with RMG 128, I have enclosed the Ministerial Statement of Expectations (SOE) which outlines the principles I expect Wine Australia to demonstrate through its regulatory operations. I would appreciate your response to this letter, as soon as practicable in 2026, in the form of a Statement of Intent (SOI) outlining how these expectations will be delivered by Wine Australia.

To ensure transparency and accountability, the SOE and SOI should be made publicly available on your website. The statements should also be integrated into your performance processes as required under the Public Governance, Performance and Accountability Act 2013 as part of your corporate planning process and annual reporting.

[1] Available on the Department of Finance's website, Regulator Performance (RMG 128)

I have sent a copy of this letter to Dr Martin Cole, Chief Executive Officer of Wine Australia.

Yours sincerely

Julie Collins MP

22/12/2025

Enc. Ministerial Statement of Expectations

cc: Dr Martin Cole
Chief Executive Officer, Wine Australia

Wine Australia
Statement of Expectations

Improving Australia's productivity performance is a key priority for the Australian Government. In an increasingly complex and interconnected environment, regulation and regulators play a critical role in supporting Australia's productivity through the effective management of risk, enabling innovation, and ensuring protections for Australians.

This Statement of Expectations (SOE) reflects the government's commitment to best practice regulation, as outlined in *Regulator Performance Resource Management Guide 128* (RMG 128), and the policy objective for Commonwealth regulators to strengthen productivity in Australia by better balancing risk mitigation with efficiency, growth and dynamism.

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

This SOE is informed by the *Regulatory Policy, Practice and Performance Framework*[2], the Australian Public Service (APS) Reform Agenda, and the outcomes of the Economic Reform Roundtable (August 2025). It complements Wine Australia's obligations under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) and aligns with the government's broader regulatory reform and productivity agenda.

Regulatory responsibilities

Wine Australia's regulatory activities protect the reputation of Australian wine and support the Australian wine sector, which is a key contributor to regional employment and our national economy.

Wine Australia is responsible for administering a diverse range of regulatory functions under the *Wine Australia Act 2013* (Wine Act) and the *Wine Australia Regulations 2018*. Wine Australia is expected to undertake the following regulatory functions to safeguard product integrity and uphold the Australian wine sector's reputation:

- administration of the export controls on wine exported from Australia in accordance with Part 3 of the *Wine Australia Regulations 2018* by issuing licences, export approvals for grape products, and export certificates
- ensuring that grape products exported from Australia comply with the *Australia New Zealand Food Standards Code*

[2] Available on the Department of Finance's website, Whole-of-government Regulatory Policy, Practice & Performance Framework

- ensuring that exported products comply with the laws of the importing country
- maintaining the Register of Protected Geographical Indications and Other Terms in accordance with the Wine Act
- ensuring the truth of claims made on wine labels about vintage, variety and origin through administration of the Label Integrity Program in accordance with Part VIA of the Wine Act, and
- maintaining the Label Directory in accordance with the *Wine Australia Regulations 2018.*

Regulatory reform and productivity agenda

The government's regulatory reform agenda is central to boosting Australia's productivity
reducing unnecessary or duplicative regulatory costs by ensuring regulation is fit for purpose, proportionate and adaptive.

Wine Australia is expected to actively contribute to the government's regulatory reform and productivity agenda by:

- adjusting regulatory posture and risk appetite where appropriate to create a regulatory environment that supports economic growth and productivity by better balancing risk mitigation with efficiency, growth and dynamism
- identifying priority areas against which to progress reforms that reduce regulatory burden and improve efficiency, including through appropriate opportunities to improve and streamline regulatory processes
- supporting cross-government initiatives to modernise regulation, including through digital transformation and AI-enabled systems, and
- collaborating with my department and other portfolio regulators to ensure it is maintaining best practice operations, aligning regulatory reform efforts and ensuring effective, risk-based regulation for the Australian wine sector.

In doing so, Wine Australia should address the regulatory proposals outlined in its response (1 August 2025) to the joint letter from the Treasurer and Minister for Finance (4 July 2025) and describe how progress will be tracked and reported.

Regulatory Policy, Practice and Performance Framework principles

Wine Australia is expected to align its regulatory approach and implementation with the government's *Regulatory Policy, Practice and Performance Framework*[3]. This supports the APS Reform Agenda and aims to modernise regulation, improve productivity, and build trust in government. The framework includes 6 principles that set the standard for designing, implementing, managing, and evaluating regulation to ensure it is fit-for-purpose.

[3] Available on the Department of Finance's website, Whole-of-government Regulatory Policy, Practice & Performance Framework

The framework's six principles should also be applied by Wine Australia in the context of its operating environment and the global regulatory landscape.

Wine Australia is expected to continually monitor and engage with other regulators and with international regulatory bodies (as appropriate) to ensure its regulatory approaches keep pace with best practice, technology advances, global standards, industry practices and community expectations.

I expect Wine Australia to be flexible and responsive to changing circumstances and ensure its regulatory processes remain effective and efficient. Where appropriate, Wine Australia should consider and aim to improve its processes, reduce the regulatory burden on stakeholders, build collaborative partnerships, and increase trust and public confidence in its operations and Australia's regulatory system. This includes responding to independent reviews and directions from government in a manner that addresses underlying issues and improves effectiveness and efficiency.

Regulatory performance and reporting

Wine Australia will take an evidence-based approach to measuring its regulatory performance, the impact of its regulatory activities, and to support continuous improvement.

This includes:

- clearly defining regulatory roles and responsibilities, understanding and addressing regulatory risks proportionately and having regulatory performance measurement and reporting frameworks in place
- applying the guidance and principles of regulatory best practice reporting to its regulatory functions, as set out in RMG 128
- incorporating regulator performance reporting into Wine Australia's corporate planning process and annual reporting as required by RMG 128 and under the PGPA Act and the *Public Governance, Performance and Accountability Rule 2014*, to support greater transparency and accountability of regulator performance
- working through the usual budget processes to implement and report on any reform proposals, to reduce unnecessary regulatory burden that may require legislative reform or have funding implications

Relationship with the Minister and portfolio

As the responsible Minister, I will work with my department to ensure legislation governing Wine Australia and the broader wine industry remains effective and fit for purpose. I will also provide an enabling environment for Wine Australia to consistently implement best practice regulation by ensuring you are well informed of the government's policy direction as specific initiatives and strategies are being considered.

I expect Wine Australia to engage meaningfully with Australian Grape & Wine, as the representative organisation named in the Wine Australia Act, as well as relevant state, territory and regional representative bodies. I also expect Wine Australia to engage with my department, 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 outcomes for Australia's wine industry.

I expect clear and ongoing consultation and communication with stakeholders, including levy payers, to ensure that Wine Australia's regulatory activities are effective and efficient in delivering against intended outcomes, and that stakeholders' input is recognised by Wine Australia and addressed in a timely and transparent way.

I look forward to working cooperatively with you to support regulatory systems that are modern, trusted and ease the regulatory burden for businesses across the wine sector.