Wine Australia

Customer engagement stakeholder survey

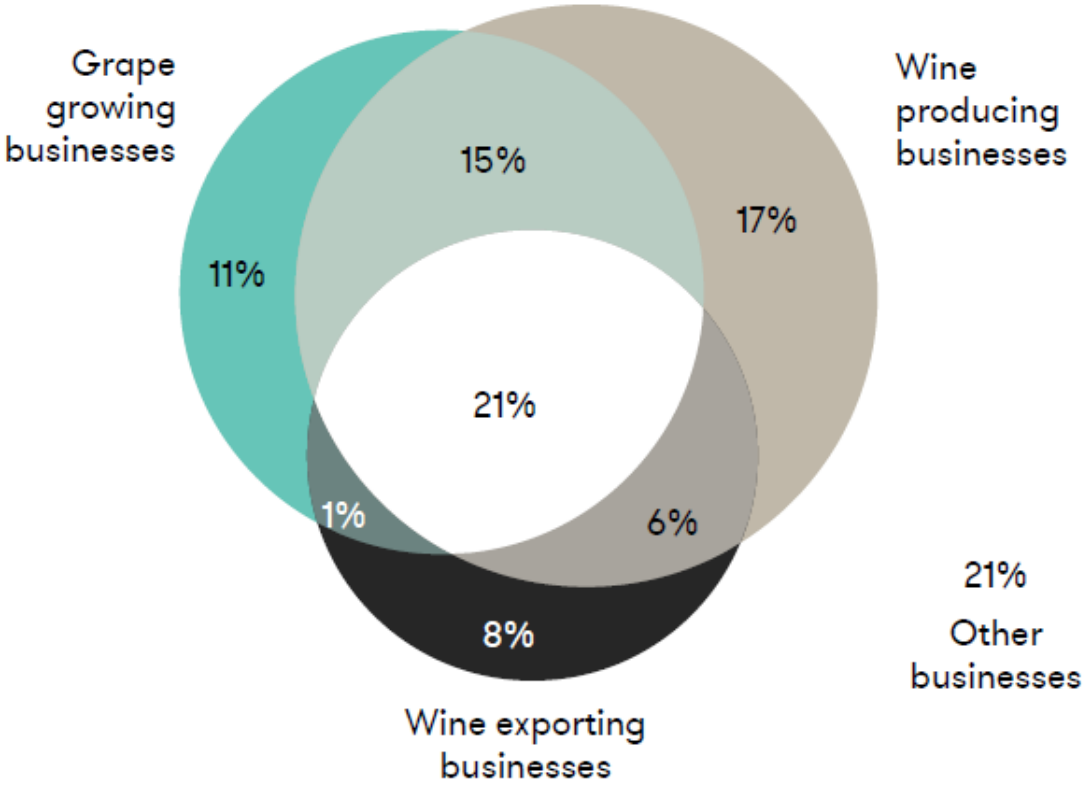
2025

Presentation to Australian Grape & Wine forum
12 November 2025



Customer Engagement Stakeholder Survey 2025

- This survey focuses on
  - Wine Australia's communications and
  - levy payer's engagement with services.
- 2025 is our fourth survey – the first was in 2019.
- Conducted from 26 May to 30 June 2025.
- **607 responses**
  - both online and targeted phone calls
  - Results split into grape growing businesses, wine production businesses, wine export businesses and "other"



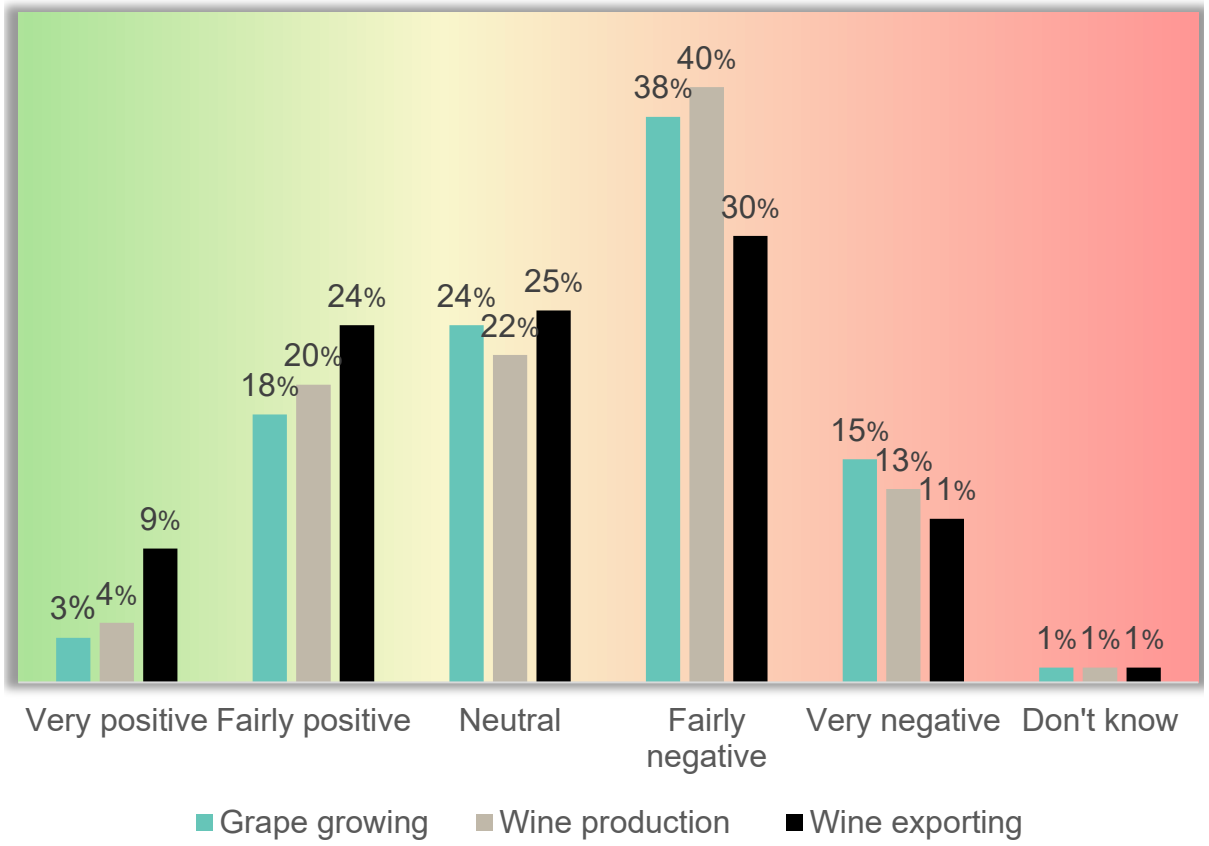
Continued decline in sentiment about the future of the sector

Survey during the **fifth consecutive year** of the sector's disruptive operating and trading environment.

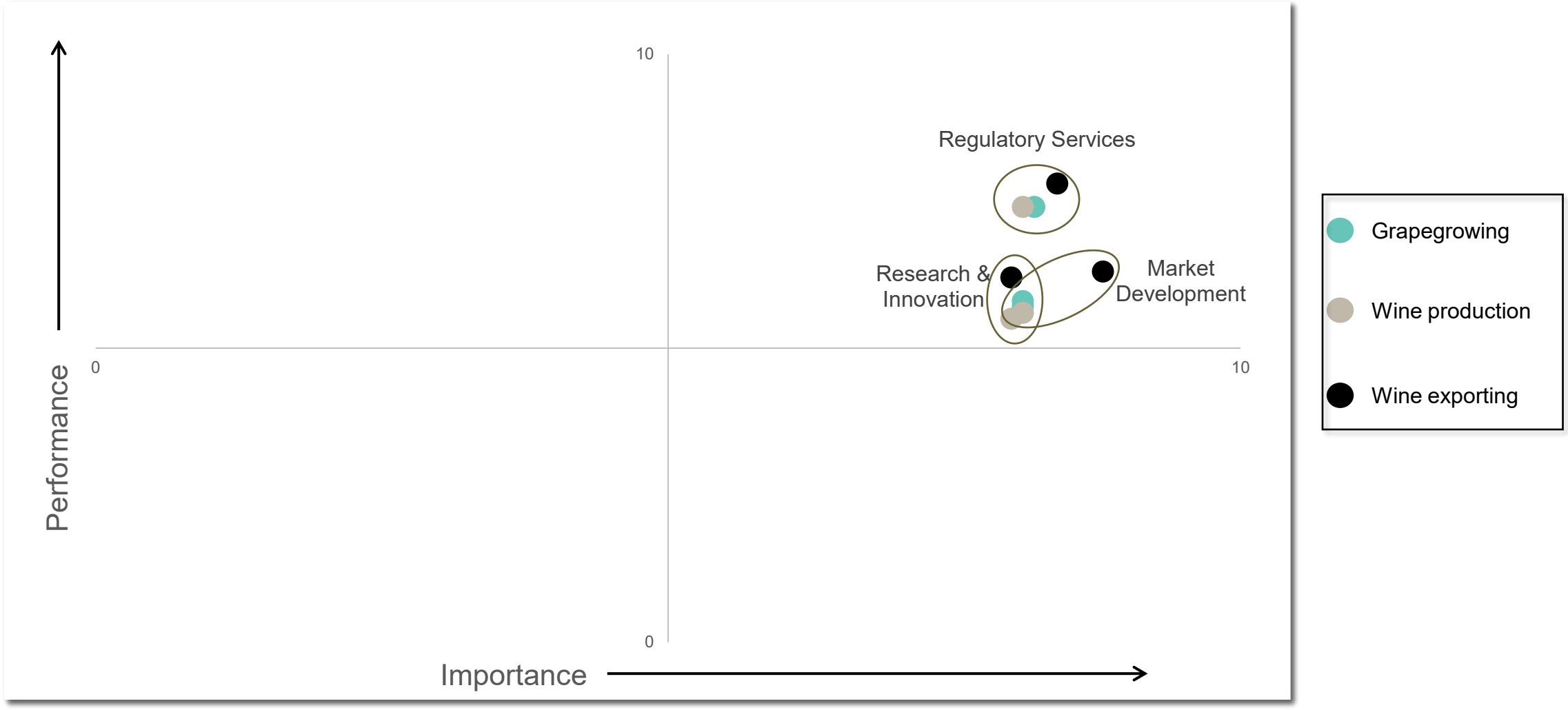
Overall sentiment about **the future of the sector continued to decline.**

We have asked this question all past CE surveys and can see that this has been on a **downward trend since 2019**.

How people feel about the future of the sector impacts how they access and rate the value of the services.



Strong, consistent endorsement across cohorts of the importance of Wine Australia and our core functions



Key findings

Strong, consistent endorsement across all cohorts of the importance of Wine Australia to deliver our core functions

Strong importance ratings across our three core functions

Higher satisfaction from respondents involved in more than one cohort (for example, as a wine producer and wine exporter)

Higher satisfaction from respondents who engaged with and participated / used more than one program / service in any function

Key findings



Almost all customers interacted with Wine Australia over the past 12 months and over multiple channels



Communications and engagement efforts have good reach, an average of 6 pathways

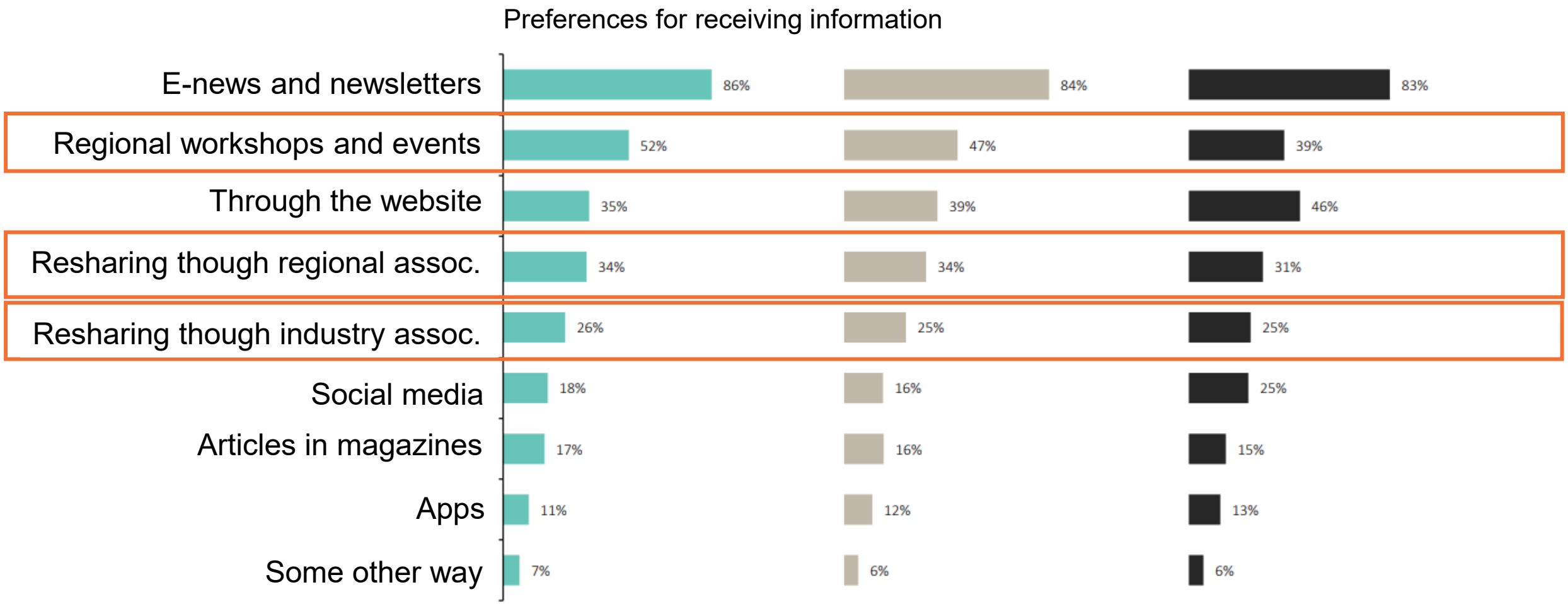


Desire for more customisation in communications and engagement



Desire for increased clarity about Wine Australia's role and available services

Our relationships and the way we share information is valued by stakeholders



Grapegrowing

Wine production

Wine exporting

How we are responding 2025-26



New customer engagement strategy: commitments defining our promise to customers - how we are working for them and what they can expect when engaging with us



Customer-led customisation pathways and engagement



Re-designing our digital solutions and formats (including website)



New extension and adoption strategy with greater focus on in-region engagement.