

## Memorandum of Understanding between NSW Government and NSW Wine Industry Association

Wine production contributes an estimated \$1.6 billion per annum to the New South Wales (NSW) economy, and is an important part of the state's \$38 billion tourism sector. While the benefits of the wine industry resonate across the state, it plays a particularly important role in supporting communities across regional NSW, providing sustainable employment and boosting economic activity.

Recognising the value of the sector to both the economy and the communities that it supports, the NSW Wine Industry Association and the NSW Government are committed to actions that will contribute to a strong, profitable and growing wine industry.

The commitments in this Memorandum of Understanding (MOU) are focused on ensuring that the NSW wine industry, and the individual wine businesses that comprise it, are in the best possible position to act upon opportunities for growth in both domestic and international markets.

Under this MOU, and in partnership with industry, the NSW Government will undertake the following actions.

### **Export market development**

- Support and promote the program of events and the resources delivered by Wine Australia through Program 1 (Accelerating Growth in International Demand) and Program 2 (Creating China-Ready Businesses) of the Export and Regional Wine Support Package.
- Continue to promote existing export capability building resources, support programs, funds and events to the wine industry.
- Assess the need for any additional export capability building to complement the Export and Regional Wine Support Package and other existing resources, including the need for additional activities and resources promoting engagement with the e-commerce channel.
- Continue to co-fund the TradeStart network of regionally based export advisors.
- Continue to showcase and promote NSW wine during overseas Ministerial trade missions.

### **Regional wine tourism and the promotion of NSW wine**

- Finalise and release the NSW Food and Wine Tourism Strategy and Action Plan (2020) as soon as practicable.

- Develop a coordinated response to Program 3 of the Export and Regional Wine Support Package (Capturing Growth in Wine Regions) in order to maximise the benefits for the NSW wine industry. This should include consideration of:
  - the re-establishment of a large-scale wine promotion activity in NSW
  - support for NSW wine regions seeking to showcase their products to consumers or wine industry professionals
  - a hospitality industry and/or consumer campaign focused on NSW wine
  - co-contributions from industry and the NSW Government as a part of this response.
- Promote opportunities available to individual businesses and regions through the Australian Government's Export and Regional Wine Support Package.
- Seek to improve support for and promotion of inbound visitation across regional NSW, including visitation of wine regions and cellar doors.
- Evaluate any additional means of strengthening cellar doors across NSW.
- Seek to promote NSW wine at NSW Government functions and venues.

**Research, development and innovation**

- Continue funding for a robust biosecurity support and extension service across NSW.
- Continue funding for wine industry-specific research and development through the National Wine Grape Industry Centre.
- Continue funding for wine industry-specific extension officers who will work to build industry capability and innovation.

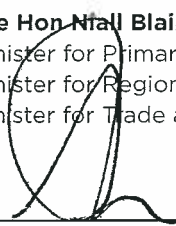
**Implementation**

The NSW Government is committed to regular consultation with the wine industry on all matters that affect industry profitability and growth, including matters of regulatory burden.

The NSW Government will meet every six months, at minimum, with the NSW Wine Industry Association to review the implementation of the MOU.

The MOU expires on 22 March 2019.

**The Hon Neal Blair MLC**  
 Minister for Primary Industries,  
 Minister for Regional Water and  
 Minister for Trade and Industry

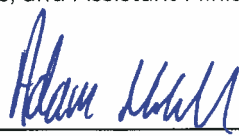


Signature

21.10.2017

Date

**The Hon Adam Marshall MP**  
 Minister for Tourism and Major  
 events, and Assistant Minister for  
 Skills




Signature

27/10/17

Date

**Tom Ward**  
 President of the NSW Wine  
 Industry Association



Signature

27/10/2017

Date