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Australia invests $10 Million to strengthen Wine and Cider industry

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Australia has committed $10 million to bolster its world-class wine and cider industry through the latest round of the Wine Tourism and Cellar Door Grants program. This funding will support 204 recipients across the country, from Tasmania to the Margaret River, enabling businesses to improve operations and draw more visitors to Australiaâ??s renowned wine regions.

Now in its seventh round, the program underscores the governmentâ??s recognition of the wine industryâ??s critical role in the national economy. Since its inception, the initiative has encouraged tourism by funding improvements to cellar doors, enabling producers to diversify their offerings, hire additional staff, and create more engaging experiences for visitors. This funding is part of a broader $30 million commitment announced earlier this year to sustain the program for three more years.

The first of these new $10 million rounds is being rolled out, signaling ongoing support for an industry that contributes $51.3 billion to the economy and supports over 200,000 jobs in winemaking, grape growing, and tourism. According to a recent report by Wine Australia, the sectorâ??s economic significance is vast, with over 7 million touristsâ??both domestic and internationalâ??visiting wineries across the country last year.

These visits not only showcase Australiaâ??s premium wine regions but also contribute significantly to local economies.

The governmentâ??s investment reflects its broader strategy to bolster the grape and wine sector, with over $80 million in funding provided in the past year. Government encouraged Australians to explore local wineries and cellar doors, taking

advantage of the beautiful weather to support this vital industry.

The Wine Tourism and Cellar Door Grants program has already demonstrated its impact, with previous recipients using the funds to improve premises, expand product ranges, and create unique visitor experiences. This latest round of funding is expected to build on that success, ensuring Australiaâ??s wine and cider industry continues to thrive and attract visitors from around the world.