



TOM VENNING MP

Member for Grey



MEDIA RELEASE

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EU DEAL A MIXED BAG FOR WINE INDUSTRY WITH MORE ASSISTANCE NEEDED

Federal Member for Grey Tom Venning MP has welcomed the removal of tariffs on Australian wine exports to the European Union, a move set to deliver \$14.5 million in annual savings and boost the global competitiveness of wine regions like the Clare Valley. But has noted complexity and red tape still remains in the \$200 million domestic Prosecco market, where producers will have to navigate naming rights challenges.

Amidst these mixed wine trade developments, ongoing market pressures, oversupply, and low grape prices continue to jeopardise regional jobs and livelihoods. In response, Mr Venning is backing Australian Grape & Wine's pre-budget submission, urging the Federal Government to deliver a \$139.25 million targeted rescue package in the upcoming 2026-27 Federal Budget to stabilise the national wine economy, support local growers, and address issues in grape growing regions.

Quotes attributable to Tom Venning MP, Member for Grey:

"The removal of tariffs on Australian wine entering the EU is a decent win for our exporters, ensuring the competitiveness of premium Clare Valley wines in what remains Australia's largest global export market by volume."

"While securing the domestic use of the Prosecco name provides vital certainty, the ten-year phase out for export use will require government engagement, and while not the key issue in our wine regions, it will still require sharp focus, and support."

"The reality is our wine regions are facing severe and sustained economic pressures, with falling grape prices and oversupply leading to devastating issues for hardworking growers, both on a business, and wellbeing level."

"We need the government to step up in the 2026-27 Federal Budget and back the industry's \$139.25 million package, providing a practical framework to support jobs and future-proof our wine regions and regional economies across the country."

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