

RIVERLAND WINE INDUSTRY BLUEPRINT IMPLEMENTATION PLAN 2024 - SYNOPSIS



V2 updated 3 April 2024

In collaboration with The Executive and Board of Riverland Wine and Key Partners
Riverland Wine supports Australian Grape and Wine's pre-budget agenda

Ask	Agenda	Goal
1	Immediate and short-term adjustment and support	Recovering the value of high-volume grape and wine production in the region to profitable levels. Recognition that region is experiencing exceptional circumstances.
2	Accelerated regional transition	Diversifying the economic base of the regions wine sector and building premium brands and experiences.
1A	Mobilise social support for producers already in 2nd year of negative cashflow	High access to RBS, RIC, community and emergency assistance, Farm Household Allowance and continued relief from fees and charges. Recognition that region is experiencing exceptional circumstances.
1B	Producers with ongoing negative cashflow exit gracefully	<ul style="list-style-type: none"> Exit package of \$4,000 per hectare to remove vines up to 3,000ha across region EPA/councils facilitate temporary storage of posts while Wine Australia completes disposal project and Support for both crop diversification and efficient land management practices, alongside facilitating the subdivision of house blocks into smaller allotments to enable land to remain in agricultural production.
1C	Large package to support sales of high-volume commercial wines	Producers much more present in market and relevant trade shows to increase value and volume.
1D	Reduce red wines in storage	Establish taskforce to return stock to balance within 2-years and build in future resilience.
1E	Water infrastructure improvement program (water buybacks)	Increase irrigation efficiency of RIT and CIT to balance loss of producers from system to the extent possible.
2A	Large package to transition to premium Riverland brands in domestic and international markets	Market development support for increased sales of premiumising regional wine, primary produce, and foods.
2B	Regional wine tourism plan then implementation	Diversification of wine sector income streams leveraged from tourism opportunities.
2C	Sustainable Winegrowing Australia	100% of businesses in the region participating by V26 and build local auditing and training capacity/capability.
2D	Active engagement in design of water buybacks	Buybacks or other mechanism to provide premium to producers transitioning to new high-value and lower water opportunities rather than a complete exit. Ensure buybacks do not have unintended consequences.

Enabling industry projects in which we are active:

1. Commence development of mandatory code for consultation
2. Development of financial tools for growers
3. Understanding the balance of needs for plantings in Australia
4. Ongoing development of pricing visibility tools and workshops
5. Understanding the sustainable size of the sector
6. Ongoing R&D on flexible and alternative vineyard practices
7. Data on changes in plantings and abandoned vineyards

The Blueprint was prepared by the Riverland Wine Industry Blueprint Steering Committee and is supported by the following funding partners:



Wine Australia

