



# Media release

The Place To Be

From the Minister for State and Regional Development

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## **VICTORIAN WINE EXPORTS HIT RECORD \$532 MILLION IN 2004/05**

Victorian wine exports soared by 22 per cent in the past financial year to reach a record \$532.6 million, the Minister for State and Regional Development, John Brumby, announced today.

The figures continue the strong growth in Victorian wine exports, which have increased by almost 98 per cent since 2002/03.

“This is fantastic news for Victoria’s wine industry, which continues to be one of the State’s best-performing industries and a true success story,” Mr Brumby said.

“Our wine producers are now gaining a real foothold in markets all over the world, which not only demonstrates their quality but their competitiveness in the international marketplace.”

Addressing the Viticultural Society of Victoria’s centenary dinner, Mr Brumby said the figures showed wine exports to Victoria’s traditional markets and regions had continued to grow.

“While in the past financial year wine exports to the US increased by about 4 per cent to \$164.8 million, in the same period, exports to Canada jumped 27 per cent to \$75 million,” he said.

“This follows our support over the last four years of trade missions to the US and Canada by more than 30 Victorian wineries.

“Victorian wine exports to the United Kingdom, our second biggest market behind the US, have also increased by almost 40 per cent to \$163 million.

“Other strong performers were Ireland, where exports jumped by 70 per cent to \$14.2 million, and Norway, which skyrocketed 361 per cent to more than \$6 million.”

Mr Brumby said it was particularly encouraging to see the emergence of new export markets.

“It’s great to see Victorian wines not only growing in popularity in Canada and the UK, but also being consumed in greater quantities in countries like the Netherlands and Japan,” he said.

“It is particularly heartening to see an increase in exports to France of 261 per cent, albeit from a small base of \$1 million in 2003/04 rising to \$3.9 million this year.”

Mr Brumby said the Victorian Government was committed to growing the State’s wine industry through support including local and international trade fairs and missions.

“Melbourne is the only Australian member of the Great Wine Capitals Network, again demonstrating Victoria’s wine strength and reinforcing the importance of Victoria as a brand,” Mr Brumby said.

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