



**SENATOR THE HON MURRAY WATT  
MINISTER FOR AGRICULTURE, FISHERIES AND FORESTRY  
MINISTER FOR EMERGENCY MANAGEMENT**

MS23-000695

Dr Michele Allan AO  
Chair  
Wine Australia  
PO Box 2733  
KENT TOWN SA 5071

Dear Dr Allan 

I am writing to you to set out my expectations for the delivery of Wine Australia's regulatory functions. This Ministerial Statement of Expectations is a requirement under the Australian Government's regulatory policy as described in the Department of Finance's Regulator Performance Resource Management Guide 128 (RMG 128).

Ministerial Statement of Expectations

Wine Australia is responsible for administering a diverse range of regulatory functions under the *Wine Australia Act 2013* (Wine Australia Act) and the Wine Australia Regulations 2018, including administering the Label Integrity Program, export controls, the Wine Export Label Directory, and the Register of Protected Geographical Indications and Other Terms.

These important functions protect the reputation of Australian wine and support the industry, which is a key contributor to regional employment and our national economy. An effective regulator of the Australian wine industry, with a commitment to continuous improvement in regulatory capability, will ensure the long-term growth and productivity of the sector.

As the responsible Minister, I will work with my department to ensure legislation governing Wine Australia and the broader wine industry remains effective and fit for purpose. I will also provide an enabling environment for Wine Australia to consistently implement best practice regulation by ensuring you are well informed of the government's policy direction as specific initiatives and strategies are being considered.

I expect Wine Australia to fulfil its regulatory functions in accordance with the principles of regulator best practice, outlined in RMG 128, to embed an approach of continuous improvement and building trust, ensuring regulation is risk based and data driven, and collaborating and engaging with stakeholders where relevant.

I expect Wine Australia to be flexible and responsive to changing circumstances, and ensure their regulatory processes remain effective and efficient. Where appropriate, Wine Australia should consider and aim to improve their processes, reduce the regulatory burden on stakeholders, build collaborative partnerships, and increase trust and public confidence in their operations and Australia's regulatory system. This includes responding to independent reviews and directions from government in a manner that addresses underlying issues and improves effectiveness and efficiency.

I expect Wine Australia to engage meaningfully with Australian Grape & Wine, as the representative organisation named in the Wine Australia Act, as well as relevant state, territory and regional representative bodies. I also expect Wine Australia to engage with the Department of Agriculture, Fisheries and Forestry, IP Australia, and any other export and intellectual property regulators and policy agencies at the Commonwealth or State levels, as necessary, to achieve Wine Australia's objectives and deliver outcomes for Australia's wine industry.

I expect clear and ongoing consultation and communication with stakeholders to ensure that Wine Australia's regulatory activities are effective and efficient in delivering against intended outcomes, and that stakeholders' input is recognised by Wine Australia and addressed in a timely and transparent way.

In performing its regulatory functions, I expect Wine Australia to operate with transparency and accountability. Where charging arrangements are in place, Wine Australia should ensure it documents and reports key information about the activity in a manner consistent with the Australian Government Charging Framework and the Cost Recovery Guidelines.

I recognise Wine Australia has taken steps to strengthen its focus on sustainability, and environmental, social and corporate governance (ESG). Sustainability and ESG is one of the biggest opportunities and challenges facing the agriculture sector more broadly, and it is one of my main priorities as Minister. I expect Wine Australia to maintain its focus on sustainability and ESG, and to continue incorporating these principles in its regulatory functions, to ensure the industry can continue to engage meaningfully with international partners on the issues of sustainability and trade.

RMG 128 requires you, as the Accountable Authority, to report Wine Australia's regulatory performance in accordance with the *Public Governance, Performance and Accountability Act 2013*. This applies for the 2023-24 planning and reporting cycle.

I ask that this Ministerial Statement of Expectations and your Statement of Intent be made publicly available on [www.wineaustralia.com](http://www.wineaustralia.com) and [www.transparency.gov.au](http://www.transparency.gov.au) within three months of receipt of this letter. I also ask they be included as part of Wine Australia's Corporate Plan and/or Annual Report.

Delivering against these expectations will ensure Wine Australia continues to deliver regulatory functions to the benefit of Australians. I look forward to working cooperatively on these important priorities.

I have sent a copy of this letter to Dr Martin Cole, Chief Executive Officer of Wine Australia.

Yours sincerely



MURRAY WATT

7/6/2023

cc: Dr Martin Cole, Chief Executive Officer, Wine Australia