



Christian Porter MP
Federal Liberal Member for Pearce

Ken Wyatt MP
Federal Liberal Member for Hasluck

MEDIA RELEASE
15 May 2018

Swan Valley set to benefit from grant to boost international appeal

The Swan Valley wine region is set to receive an economic boost through increased international tourist numbers, after being successful in securing funding through the Liberal Government's International Wine Tourism Competitive Grants Programme.

Federal Member for Pearce, Christian Porter and Federal Member for Hasluck, Ken Wyatt today congratulated Swan Valley and Regional Winemakers Association ("SVRWA") who were successful in securing \$250,000 in grant funding from the Liberal Government's \$50 million Export and Regional Wine Support Package.

This grant amount will go towards SVRWA's project idea to establish a consortium of industry, government and academia to work collaboratively on an audit of existing services and products, upskilling of tourism operators and development of tourism products, with a strong focus on the Singapore market.

"It is important for the growth and success of the Swan Valley wine region that we harness opportunities that enhance our engagement with international tourist and the success of the SVRWA in securing grant funding will help attract more visitors to experience what our wine region is offering," Mr Porter said.

"By enhancing the wine tourism experiences of international visitors, we are helping grow wine exports and further bolstering the Swan Valley's excellent wine reputation at an international level.

"It is essential we show our visitors a great time and they get to enjoy first-hand our premium food and wine in the place it is made."

"This grant will help attract more international tourists to the Swan Valley in the electorates of both Pearce and Hasluck, which is great news for local producers and the local economy," Mr Wyatt said.

"Our wine region has a great story to tell and we want to tell it to the increasing number of international visitors who are making the trip to Australian shores to enjoy Swan Valley wines."

The International Wine Tourism Competitive Grants forms part of the Liberal Government's \$50 million Export and Regional Wine Support Package, a three-year strategy to increase the value of wine exports to a record \$3.5 billion and attract an additional 40,000 international tourists to Australian wine regions.

For more information on the Export and Regional Wine Support Package visit <https://www.wineaustralia.com/whats-happening/export-and-regional-wine-support-package>

Media Contacts:

Ella Cahill -Christian Porter MP
Kelly Adams -Ken Wyatt MP

ella.cahill@aph.gov.au
kelly.adams@aph.gov.au

6296 7255
9359 0322