
Taking your Australian wine global

A photograph of a man and a woman walking away from the camera through a lush green vineyard. The sun is low on the horizon, creating a warm, golden glow over the entire scene. The rows of grapevines stretch into the distance, and the background shows rolling hills under the soft light of dusk.

export
finance
australia

Thinking about new markets for your wine business?

The global landscape is constantly shifting, but for many Australian wine businesses exploring new markets remains a key way to diversify and build long-term resilience.

Exporting can open doors but also brings new challenges, including the need for flexible finance to support your growth plans.

We work with banks, government and industry partners to provide finance solutions tailored to the needs of wine sector businesses like yours, helping you manage risk, build capability and seize export opportunities with confidence.

In this eBook, you'll find:

- › insights into Australian wine exports
- › opportunities for market development
- › steps to getting export ready
- › how to access finance to support your growth
- › resources and support available to your business.

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“Export Finance Australia’s facilities have been critical to our ability to grow sustainably offshore.”

Anna Fisher
Director, Zonte's Footstep

Australian wine exports: an evolving landscape

In Australia, 58 per cent of wine produced is exported, valued at \$2.64 billion. If you're considering exporting or looking for new markets, it is important to build an understanding of the global landscape to determine your next steps.

Australian export overview

Wine exports increased by 41 per cent in value and 6 per cent in volume in the 12 months up to 31 March 2025. This was a result of a high number of shipments to mainland China following the removal of import tariffs in March 2024. Over the same period, exports to the rest of the world declined by 13 per cent in value and 9 per cent in volume.



120
export destinations.



1,836
active exporters.



22,057
different products
exported.



16.5 million
glasses of Australian wine
enjoyed overseas each day.

Source: *Wine Australia Market Insights Export Report 1 April 2024 to 31 March 2025*

Insights into the sector

1 April 2024 - 31 March 2025

The top five markets by
VALUE were:

1. Mainland China, \$1.03 b
2. United Kingdom, \$353 m
3. United States, \$323 m
4. Hong Kong, \$154 m
5. Canada, \$151 m

The top five markets by
VOLUME were:

1. United Kingdom, 208 million litres
2. United States, 106 million litres
3. Mainland China, 96 million litres
4. Canada, 60 million litres
5. New Zealand, 26 million litres



TOTAL EXPORT VALUE

↑ **\$2.64 billion,**
a 41% increase

as a result of high levels
of shipments to mainland
China since March 2024.



VOLUME OF EXPORTS

↑ **647 million litres,**
a 6% increase.



THE AVERAGE VALUE OF EXPORTS INCREASED BY

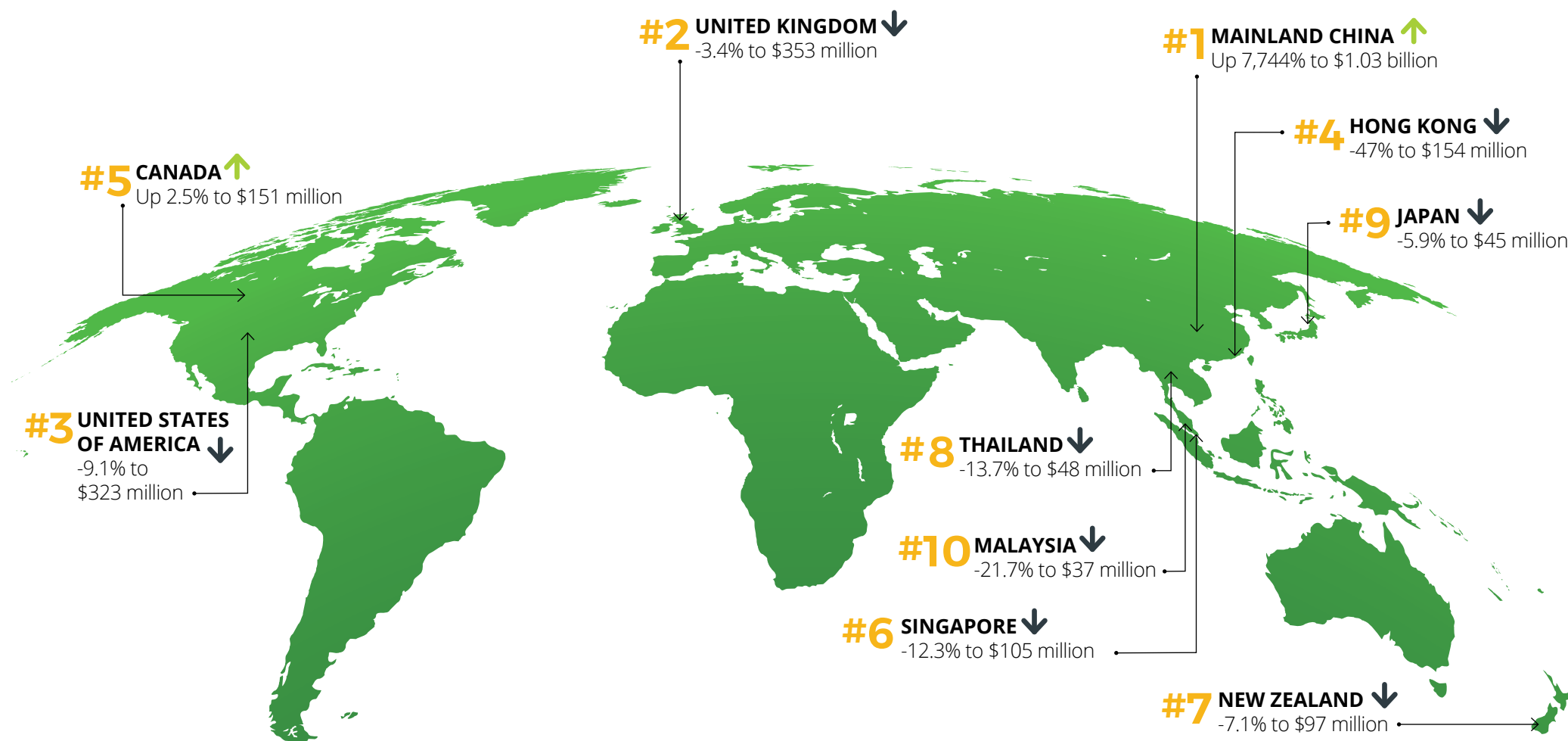
↑ **33% to**
\$4.09 per litre
free on board (FOB).

Source: *Wine Australia Export Report, 12 months to 31 March 2025*

Source: *Wine Australia Export Dashboard Export table for year ending March 2025*

Wine market movements

Top 10 markets by value



CUSTOMER CASE STUDY

Finance for global purchase orders: Patrick Sullivan Wines

When Victorian winemaker Patrick Sullivan started making biodynamic wines in 2011, he knew export was part of his plan to keep his business strong.

With strong international demand, the main challenge for Patrick wasn't creating an export market for his wines but managing the long lead times between production and payment.

Finance to close the cash flow gap

Patrick approached Export Finance Australia for help after realising a bank loan wasn't a viable option for accessing critical finance to help him fulfil export contracts.

He applied for a Small Business Export Loan to help finance the costs of fulfilling a purchase order from an international buyer.

According to Patrick, the funds helped him pay for essential production costs, like bottling, that have short payment terms, so he could deliver on larger shipments.

Read more about the support we provided [Patrick Sullivan's Wines](#).

“

What Export Finance Australia allowed me to do is basically maintain a really good export base and maintain a good level of service to my customers.”

Patrick Sullivan

Winemaker, Patrick Sullivan Wines



CUSTOMER CASE STUDY

Finance for vineyard operations: Turbid & Bretty

Turbid & Bretty is a wine business, producing wine under the William Downie brand. Its Pinot Noir has a strong following of serious wine connoisseurs and is sold all over the world, especially in high-end restaurants.

The business began exporting in 2005 after it was approached by an export broker. The demand for its wine product has always been consistent and now, Turbid & Bretty exports to countries all over the world such as Singapore, China, Canada, Norway, Germany and France.

Working capital support

When the business was developing new vineyard assets, its cash flow was put under additional pressure and needed a short-term finance solution. William Downie's accounting firm, Tilbrook Rasheed, recommended Export Finance Australia.

We provided a Small Business Export Loan, which enabled Turbid & Bretty to produce more wine, maintain inventory and finance its vineyard operation to continue to grow its business in international markets.

Read more about the support we provided [Turbid & Bretty](#).



“They’ve been great, really helpful and easy to deal with. Export Finance Australia basically funded our vineyard operation by helping us manage our cash flow.”

William Downie
Director, Turbid & Bretty

Growing into the global wine market

Exporting can open up new avenues for growth, but it requires careful planning and execution. Here are five important steps to consider:

1 Preparing for export growth

- › Conduct thorough **market research** to identify potential export markets for your wines, ensuring alignment with your business objectives.
- › Develop a comprehensive **export plan** outlining your strategies for market entry, distribution and promotion.
- › Identify **support available**, including export grants and finance support, to facilitate your export endeavours.
- › Familiarise yourself with the **wine export approval process** outlined in Wine Australia's Licensing and Compliance Guide, especially if you're new to exporting.

2 Developing a market entry strategy

- › Integrate your export plan into **your overall business strategy**, ensuring coherence and synergy across all aspects of your operations.
- › If possible, conduct **market visits** to your target export markets to establish relationships with potential partners and assess market opportunities firsthand.

3 Choosing the right partners

- › Conduct thorough **due diligence** when selecting export partners such as distributors, importers, retailers, wholesalers and agents to ensure compatibility with your export goals.
- › Draft clear and comprehensive **export contracts** that outline the terms, conditions and expectations of the partnership to mitigate risks and ensure mutual understanding.

4 Managing your logistics and export execution

- › Pay close attention to your **shipping logistics** and navigate export approval processes efficiently to minimise delays and ensure timely delivery of your products.
- › Maintain compliance with **regulatory requirements** specific to each export market and negotiate terms with your export partners to finalise agreements and facilitate smooth transactions.

5 Managing your global growth

- › Continuously monitor and evaluate the **performance of your exports**, analysing market feedback and sales data to identify areas for improvement.
- › Explore various **routes to market** and distribution channels to expand your market reach and maximise sales potential, ensuring that you have the necessary resources and capabilities to capitalise on growing global opportunities.

CUSTOMER CASE STUDY

Finance to increase inventory for global orders: Bec Hardy Wines

Bec Hardy Wines is a family-owned wine business based in one of South Australia's premier wine regions, McLaren Vale.

After investigating large Australian wine export markets, namely the US, Europe and the UK, Bec Hardy, Director, Viticulture & Winemaking, and Richard Dolan, Director of Sales and Marketing, decided that the US market, with its strong domestic consumption of Australian wine, presented the most opportunities.

Taking the next generation of wine global

When the business had the opportunity to take on three highly profitable US contracts, two with Costco and one for the Pennsylvania Liquor Control Board, at the same time it received a significant 400,000 bottle opportunity for an online retailer in Australia, Bec Hardy Wines needed finance to increase inventory.

We provided the finance the business needed to take on the international contracts, opportunities that Richard said would not have happened without our support.

Read more about the support we provided [Bec Hardy Wines](#).



“The team at Export Finance Australia have been instrumental in assisting our growth into new export markets. They have been incredibly helpful from the outset and have shown a genuine interest in our success.”

Bec Hardy
Director - Viticulture & Winemaking
Bec Hardy Wines

Finance to access new markets

Before you start taking on new international opportunities, you'll need a clear understanding of where your business operations stand and identify any finance gaps.

The upfront costs associated with developing a new market, fulfilling international orders and payment cycles can put pressure on your cash flow, which may impact other areas of your business.

If you produce or sell wine to international customers, you may need additional finance to meet your export orders or expand your global operations.

We could help finance costs associated with:



- › new market development
- › grape payments
- › bulk wine purchases
- › manufacturing
- › bottling and packaging
- › online exports expansion
- › setting up warehousing, distribution or sales offices internationally
- › expanding international tourism offerings.

Our finance solutions are designed to support Australian businesses to grow globally



Loans

Working capital to grow your business.



Overseas direct investment

To set up international operations.



Guarantees

To secure the finance you need from your bank.

Contact us to discuss our finance solutions

From an online unsecured loan to help with cash flow, to a flexible multi-option facility that could include a long-term loan and guarantees, our experts take the time to understand your needs so you can focus on growing your business.

Call us on **1800 093 724** or visit our [website](#) for more information.

Need a small loan to give your export plans a boost?

Our **Small Business Export Loan** is designed to help businesses get the finance they need for a variety of export-related needs. You can access as little as \$20,000 for a wide range of export-related activities such as investing in equipment, promoting your business and even providing services for international visitors.

Apply now on our [website](#).

Support available

Want more information?

We've developed a range of export-related **resources**.

Explore more of our resources, including eBooks, articles and country profiles here:

exportfinance.gov.au/resources/



Export Finance Australia

Australia's export credit agency, providing finance solutions to Australian exporters including businesses in an export-related supply chain.

Visit exportfinance.gov.au

Call **1800 093 724**

Email info@exportfinance.gov.au

The Australian Trade and Investment Commission (Austrade)

Austrade helps grow Australia's prosperity by delivering quality trade and investment services to businesses, accelerates growth in Australia's tourism sector and promotes Australia's education to the world. It can link Australian businesses to global export opportunities, provide market and industry insights and make it easier for businesses to go global.

Visit austrade.gov.au

Export Council of Australia (ECA)

ECA is the peak body representing every player in the ecosystem of international trade. It supports Australian businesses and other entities involved in global trade through providing updated information, on-going capacity building, advisory services, creating ecosystems and advocating on behalf of members.

Visit export.org.au

Wine Australia

Wine Australia is a government agency that supports a competitive wine sector by investing in research, development and extension, growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package.

Visit wineaustralia.com

Discover how Export Finance Australia could help your business take on the world.

To find out more about how we could help your business, go to exportfinance.gov.au or call 1800 093 724.

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Australian Government

