

Frequently asked questions

Wine Export Grants

1. Do wine business consulting services qualify as a 'wine product'?

For the purpose of the Wine Export Grants, an 'Australian wine product' is defined as (grape) wine that is manufactured in Australia. This is outlined in the glossary on page 8 of the [grant guidelines](#).

2. We have been sending many samples to China for potential export in the future. We have been sending these since September 2017. Would the freight costs on these be claimable?

Applicants can only lodge a single claim for reimbursement of expenditure on specific export promotion activities undertaken on or after 1 January 2018.

Ineligible expenses include those incurred before 1 January 2018, with the exception of marketing and advertising collateral (see item 6.2 of the [grant guidelines](#)).

The cost of freight incurred on or after 1 January 2018 may be the subject of a claim, however, as with all categories of expenses submitted for reimbursement, evidence will be required to support each item claimed for (such as receipts of payment) – therefore, the claim cannot be made until after the export promotion activity has been undertaken.

For information about the supporting documentation required for claiming eligible costs, you may wish to [download the eligible expenses table](#).

3. Can applicants claim reimbursement for flights as soon as they've been purchased, or is evidence of travel required?

Evidence of travel is required. Therefore, the claim cannot be submitted until after the export promotion activity has taken place, with the exception of marketing and advertising collateral (refer Q2 above).

4. We are aiming to participate in a few Wine Australia events in 2018, such as the China Food and Drinks Fair in Chengdu? Is funding still likely to be available?

It is difficult to pre-empt how quickly the grants will be allocated, however in the interest of transparency, we will be maintaining information on the Wine Australia website about the value of the Wine Export Grant monies that have been committed, and the remaining balance available for applicants to access.

5. I'm planning a trip to Hong Kong and China in October to visit our agent and do marketing activities etc. However, I won't know the dates and details until later in the year, so I won't have spent any money when the applications open on 2 January 2018. How would I apply? Would I estimate the costs that I would incur?

The Wine Export Grant acts as a reimbursement for costs already incurred (i.e. expenses actually paid, not estimated).

This means that the claim cannot be submitted until after the export promotion activity has taken place, with the exception of marketing and advertising collateral. (Refer Q2 above)

6. Can wine export consultants or distributors apply for the grants?

The [grant guidelines](#) state that **wine producers in Australia** can apply for the grant if they:

- had an aggregated turnover of less than AU\$20 million, including an export turnover of less than AU\$5 million, during the financial year immediately preceding their application, and
- promote their Australian wine export for export to China, Hong Kong, Macau and/or the USA; this includes the export promotion activities being applied for through this grant.

That said, if the wine producers you are representing are eligible applicants and they nominate you as a designated representative for an eligible export promotion activity, they may be able to claim reimbursement for eligible costs you incur. (See items 6.1 and 6.2 of the [grant guidelines](#) for more information).

It is important to note also that:

- once a producer has received advice that their application was successful, no further applications for this grant will be accepted from that producer or any associated producers, and
- there is nothing in the draft guidelines that prevents a designative representative from appearing on more than one application, however, there is a list of expenses that are excluded (see item 6.3 of the guidelines – ineligible expenses).

7. Are there ways to fund print or online promotion internationally?

Eligible wine producers can claim reimbursement for promotional material tailored to Chinese or USA audiences, such as brochures, videos, advertising and website development, where the cost is incurred within 12 weeks either prior to, or post a marketing/trade visit to China, Hong Kong, Macau and/or the USA.

8. If a wine producer's intern creates a social media application or new webpage after 1 January 2018 to promote the winery's involvement in a promotional event in China, Hong Kong, Macau and/or the USA, can the winery claim reimbursement for these expenses?

Eligible wine producers can claim reimbursement for marketing and advertising collateral that is tailored to Chinese or USA audiences, such as brochures, videos, advertising and website development (as mentioned in Q7 above). However, the cost must be incurred within 12 weeks either prior or post the marketing/trade visit to China, Hong Kong, Macau and/or the USA.

We expect that this would extend to a social media application, provided the applicant demonstrates how it is tailored to the Chinese or USA audiences.

9. Can I claim reimbursement for an export promotion activity that is already receiving funding from another source, such as the Export Market Development Grants (EMDG) scheme?

Export promotion activities that are or will be funded or reimbursed by a third party, other than Wine Australia, are ineligible.

10. I would like to conduct a promotional trip to USA in late January 2018 and then one to China in May 2018, do I have to wait until after my trip in May to claim expenses for both trips? Or can I claim after my USA trip then claim again after the China trip?

Eligible applicants can only claim reimbursement for costs associated with a **single promotional visit** (i.e. one trip). However, the single promotional visit may include multiple destinations (i.e. China, Hong Kong, Macau and/or the USA).

Once a wine producer has received advice that their application was successful, no further applications for this grant will be accepted from the producer or any associated producers.

11. Are wine export companies eligible to apply for the Wine Export Grants?

Wine Export Grants are offered to eligible wine producers in Australia.

For the purpose of these grants, a **producer** of wine means:

- (a) an entity that *manufactures the wine; or
- (b) an entity that satisfies the following requirements:
 - (i) the entity (the first entity) supplies another entity with the *source product from which the wine is manufactured;
 - (ii) the other entity manufactures the wine on behalf of the first entity

This is outlined in the glossary on page 8 of the grant guidelines. Please note the *asterisked terms have the meaning defined by the [A New Tax System \(Wine Equalisation Tax\) Act 1999 \(Cth\)](#).

12. Do the costs have to be incurred by the wine producer making the claim?

The grant acts as a reimbursement for specific costs incurred by the applicant: i.e. an eligible wine producer in Australia.

Item 6.3 of the [grant guidelines](#) provides a list of ineligible expenses that cannot be the subject of a claim. These include expenses that:

- c) were incurred by an associated producer to that which is making the claim
- j) are or will be funded or reimbursed by a third party other than Wine Australia.

13. Your guidelines stipulate that the grants program would only apply to markets in China, Macau, Hong Kong and the USA. Is it possible that the program could be extended to include Japan and Korea?

The Wine Export Grants program is specifically aimed at supporting small and medium wine businesses to secure new distribution channels in China, Hong Kong, Macau and/or the USA.

A decision was taken to focus on these markets following broad industry consultation, detailed analysis, and recognition that there is strong growth potential in these markets for Australian wine.

If you haven't already done so, you may wish to check your eligibility for the Australian Government's [Export Market Development Grants](#) (EMDG) scheme, which is administered by Austrade.

See [EMDG at a glance](#) (PDF) for an overview of the scheme.

14. If we are sending samples to China/US/Hong Kong as we traditionally do, can we claim reimbursement for all freight invoices incurred after 1 January 2018 – or only those that directly relate to the single promotional visit?

Item 6.3 of the [grant guidelines](#) states that you cannot claim expenses that:

- f) relate to promotional or advertising activity outside of the promotional visit being claimed for, with the exception of costs specified in section 6.2 (d), or
- h) are freight or transport costs, other than those incurred under sections 6.2(b)i or 6.2 (d)ii.

15. We are planning a wine export promotional trip to Hong Kong in April 2018 and the USA in June 2018? Can we seek reimbursement for both trips and, if so, how does the daily allowance of AU\$350 per day work? Is it capped at 14 days in total, or 14 days per trip?

Eligible applicants can only claim the costs of travel for a single promotional visit (i.e. one trip) to China, Hong Kong, Macau and/or the USA for Australian wine product. However, the single promotional visit may include multiple destinations.

The 14-day cap for the AU\$350 daily allowance applies, regardless if you're visiting multiple destinations.

Applicants can make a maximum claim of AU\$25,000 (including the daily allowance, capped at 14 days) and can only receive the grant once within the duration of the grant program.

Please refer to item 6.2 of the guidelines for more information about eligible expenses.

16. If I pay my event deposit for an eligible export promotion activity prior to 1 January 2018, can I seek reimbursement of this expense through the Wine Export Grants program?

Wine Australia has released two addenda to the [Wine Export Grants](#) program, which relate to questions you have raised.

- [> Download addendum 1](#) – Eligible expenses and promotional events
- [> Download addendum 2](#) – Eligible expenses and 2018 promotional events

Please note that, to be eligible for reimbursement:

- the eligible export promotion activity must have occurred on or after 1 January 2018, and

- applicants should evidence that they have participated in the eligible export promotion activity. This means that the expense will only be eligible for reimbursement after the activity has occurred.

17. Our Chief Executive is travelling to Hong Kong on an export promotion activity but has a prior commitment in the UK, so she will not be flying to Hong Kong directly from Australia. What flights are eligible for reimbursement through the Wine Export Grants program?

The Wine Export Grant prescribes specific destinations under eligible expenses - China, Hong Kong, Macau and/or the United States.

In the example given above, destinations outside of those on the eligible list are ineligible, therefore, in the following travel itinerary example:

- *Australia – United Kingdom - Hong Kong – Australia*

only the *Hong Kong – Australia* leg will be eligible for reimbursement.

18. Can I claim the full amount of my expenses?

Most of the expenses that can be claimed under the grant are eligible for reimbursement at the rate of 50 per cent, subject to any applicable caps. It may speed up the processing of your claim if you calculate the amount that you are eligible to claim in advance.

The daily allowance is claimable as a flat rate, subject to evidence and the 14-day cap.

19. How do I claim reimbursement for airfares?

Airfares to and from eligible destinations may be reimbursed at 50 per cent of flight value for each flight taken subject to the cap. You will need evidence (see [the eligible expenses table](#)) to support a claim for reimbursement of each leg of a journey. Airside stopovers will be considered part of a single-leg.

20. How do I claim reimbursement for departure taxes?

Only departure taxes incurred overseas can be claimed. You will need evidence of the value of the departure tax and evidence of currency conversion on the day the expense was incurred.

21. Is the cost of a private exhibition in China, Hong Kong, Macau and/or the United States of America (the USA) eligible for reimbursement?

Eligible applicants can claim costs directly related to participating in a private exhibition based in China, Hong Kong, Macau and/or the USA.

22. We are thinking of recording a podcast to promote our Australian wine. Would this cost be eligible for reimbursement under the Wine Export grant?

Eligible applicants can claim the cost of promotional material tailored for Chinese or USA audiences, if the cost is incurred within 12 weeks either prior or post a marketing/trade visit to China, Hong Kong, Macau and/or the USA and all other eligibility criteria has been satisfied.

23. Can I claim the cost of travel to/from an Australian airport other than taxi fares?

Eligible applicants can claim the cost of travelling to/from an Australian airport for a single promotional visit to China, Hong Kong, Macau and/or the USA, including taxi fares and costs for other forms of transport. Corresponding receipts or tax invoices must be submitted with the grant application. Please note: GST and any Australian tax, levy or charge is not claimable under the Wine Export Grant.

24. My flight itinerary shows an all-inclusive figure for my travel. How can I claim reimbursement of this amount?

Applicants can claim reimbursement for the cost of eligible travel including airfares (subject to the cap) and departure taxes, but not for an Australian tax, levy or charge.

This means that, where the airfare evidence shows an all-inclusive figure of costs such as taxes and surcharges, those taxes and surcharges will need to be itemised so that the claim can be properly assessed.

25. What is important to know about the statutory declaration?

The [statutory declaration](#) must be completed by either the Managing Director, the Chief Executive Officer, Registered Company Secretary, the company's Director, Chief Financial Officer, or the sole trader or partner – this will be determined by the officer holders in your business.

The second page of the statutory declaration template lists the people before whom a statutory declaration can be declared. The document must be witnessed by one of those persons and the capacity in which they are witnessing the statement must be outlined.

26. My evidence is in a foreign language. What should I do?

In order to assess grant applications, the evidence or supporting documentation provided must be reasonably comprehensible when being assessed in Australia. For instance, if the invoices or receipts submitted with a grant application are in a language other than English, the applicant may be asked to get the receipts translated.

27. I used frequent flyer points to fund my airfares to/from China, Hong Kong, Macau and/or the USA. Can I claim reimbursement for 50 per cent of the flight value for each flight taken?

Frequent flyer points cannot be claimed as an expense for reimbursement under the Wine Export Grant guidelines.