Let's keep bringing Australian wine to more occasions.





National Australian wine focus month in August 2026

Following the successful launch of the campaign across Australia in August 2025, we are planning another Australian Wine focus month in August 2026, creating a high-profile opportunity to bring Australian wine to more occasions.

In 2025, our campaign messaging:

- reached 4 million people through paid advertising and collaborations
- had 6.4 million impressions across Meta and Google
- was seen by over 2 million shoppers
- drove 16k views of the Australian wine events calendar

Get involved at

wineaustralia.com/wemakeawineforthat

Australian Wine

Who can get involved?

Retailers

On-premise venues

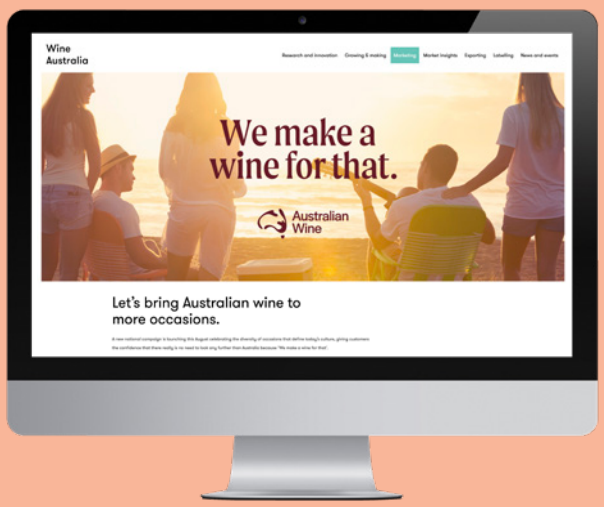
Wineries

State and regional associations

Wine tourism organisations

Let's work together to amplify the message and give consumers confidence in choosing Australian wine for their next occasion

- Simple to activate – Use free, ready-to-go assets or customise templates with your own branding.
- Boost sales nationally – Tap into a coordinated Australia-wide campaign that builds awareness and engagement.
- Promote your activity – Have your wine promotions, tastings, and events amplified across our digital channels.
- Amplify your message – Gain added impact through a national PR and media campaign.



Head to the campaign website and get involved:

wineaustralia.com/wemakeawineforthat

Watch the how-to guide

Browse the toolkit and download the assets relevant to your business

Submit your campaign-related events or activities

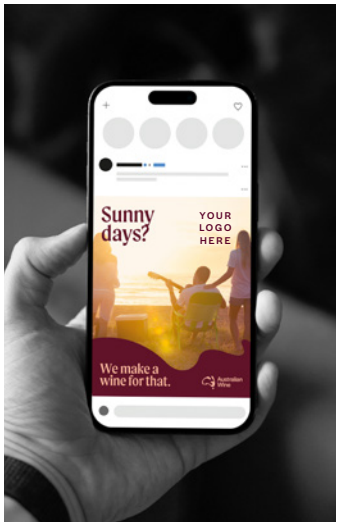
Read the FAQs to learn more

Fresh assets coming June

Bring the campaign to life in a way that works for your business or brand.







Wine Australia

For any questions on the domestic marketing campaign, contact australia@wineaustralia.com.