

**Respondent No:** 264**Login:** [REDACTED]**Email:** [REDACTED]**Responded At:** Apr 19, 2023 17:01:33 pm**Last Seen:** Apr 19, 2023 17:01:33 pm**IP Address:** n/aQ1. **Name**

[REDACTED]

Q2. **Email address**

[REDACTED]

Q3. **Mailing address**

[REDACTED]

Q4. **Phone**

[REDACTED]

Q5. **Organisation name (if applicable)**

[REDACTED]

Q6. **Entity type****Other (please specify)**  
Local GovernmentQ7. **Please select which EU wine geographical indication (GI) your submission is against**

Prosecco

Q8. **Grounds of objectionA submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.**

The EU GI name is used in Australia as the common name for the relevant good, including as a type or style of wine.

The EU GI name is used in Australia as the name of a grape variety, plant variety, or an animal breed.

Q9. **Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).**

Prosecco is an internationally recognised grape variety and protection as a GI would restrict legitimate rights of Australian wine businesses to grow, produce, label the term as a grape variety. There are millions of dollars being invested in production, employment and marketing by regional Australian wine producers and grape growers in the variety. The total value of Australian Prosecco production is estimated at around \$205 million to December 2021, growing from a small base of just over \$60 million in 2017. Around 95 percent of this is sold on the Australian domestic market. The King Valley has led the creation of a new drinks category with Australian Prosecco that has seen a 20 percent CAGR since 2018. Of all Prosecco grown in Australia, 58 percent comes from the King Valley and King Valley Prosecco accounts for 45 percent of all (domestic and imported) Prosecco sales in Australia. The King Valley accounts for 590,000 visitors annually which generates \$268 million in economic output and accounts for 1,267 jobs across the broader Hume region. Significant investment is planned to position the King Valley as Australia's premier Prosecco region. Based on the 'Activating the King Valley Masterplan' (2021) the value of the contribution to the visitor economy is expected to double in the next 10 years. The visitor economy benefits are felt across the region not just the King Valley; many wine producers in the Rutherglen and Beechworth GIs source Prosecco from the King or Alpine Valleys in order to be able to have a product in this on-trend category. Protection of a grape variety as a GI would establish a precedent which creates risk and uncertainty for those investing in other grape varieties, leaving the Australian grape and wine sector vulnerable to future attempts to ban the use of common grape variety names.

Q10. **Would you like to make a second selection of EU wine geographical indications (GI)?**

No

<b>Q11. Please select the second EU wine GI your submission is against</b>	not answered
<b>Q12. Grounds of objection</b> A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
<b>Q13. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).</b>	not answered
<b>Q14. Would you like to make a third selection of EU wine geographical indications (GI)?</b>	not answered
<b>Q15. Please select the third EU wine GI your submission is against</b>	not answered
<b>Q16. Grounds of objection</b> A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
<b>Q17. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).</b>	not answered
<b>Q18. Would you like to make a fourth selection of EU wine geographical indications (GI)?</b>	not answered
<b>Q19. Please select the fourth EU wine GI your submission is against</b>	not answered
<b>Q20. Grounds of objection</b> A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
<b>Q21. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).</b>	not answered
<b>Q22. Would you like to make a fifth selection of EU wine geographical indications (GI)?</b>	not answered
<b>Q23. Please select the fifth EU wine GI your submission is against</b>	not answered

Q24. **Grounds of objection**A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.

not answered

Q25. **Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).**

not answered

Q26. **Upload your supporting evidence for each EU wine GI you have selected.**

Q27. **Would you like to upload another supporting document?**

Q28. **Other**Any other information on the impacts EU GIs may have on Australian businesses or industry.

not answered

Q29. **Is your response confidential?**

No

Q30. **Please specify the parts of your response that are confidential.**

not answered

Q31. **Do you agree to your response being published on our website?**

Yes

Q32. **Please de-identify my response**

not answered

Q33. **Confirm that you have read and understand this privacy notice.**

Yes

Q34. **Confirm that you have read and understand this declaration.**

Yes