

Victoria

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$6.2b

total economic
contribution

EMPLOYMENT



6,950

direct jobs

PRODUCERS



1,133

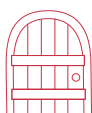
grape
growers



651

wine
producers

TOURISM



1.95 million

winery visits



4.2 million

visitor nights



\$1.1b

regional
expenditure

PLANTINGS



22,152 ha

vineyard area

CRUSH



334,834

tonnes crushed



\$634/tonne

average value



14.1 tonnes/ha

average yield



\$243.8m

total crush value
all grapes

TOP 10 VARIETIES BY WEIGHT



Shiraz

74,042t (25%)



Merlot

17,914t (6%)



Muscat Gordo Blanco

11,087t (4%)



Chardonnay

63,625t (21%)



Pinot Gris/Grigio

17,015t (6%)



Prosecco

9,757t (3%)



Cabernet Sauvignon

37,970t (13%)



Pinot Noir

13,806t (5%)



Semillon

9,499t (3%)



Sauvignon Blanc

13,207t (4%)

EXPORT



4.68 million

GI label litres
(bottled)



\$48.7m

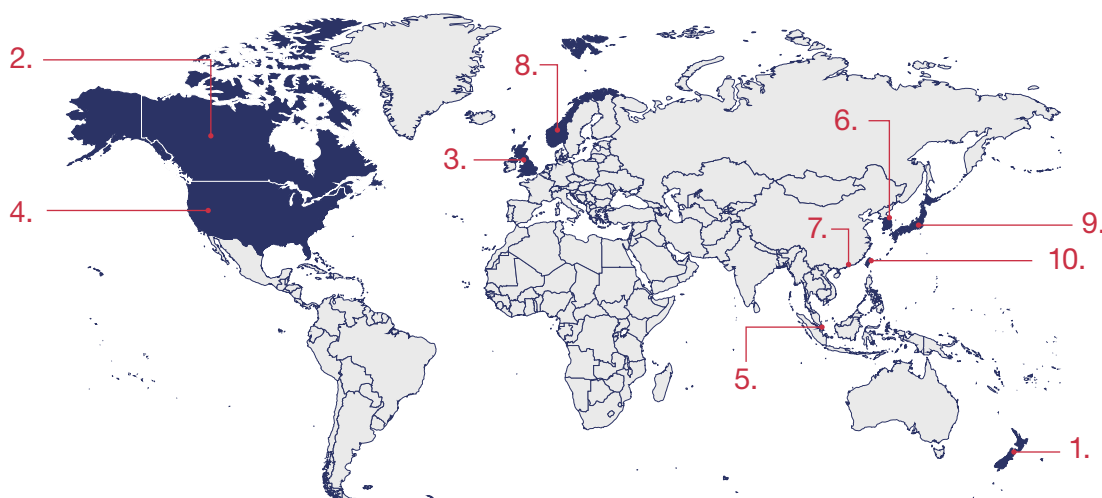
GI label value
(bottled)



\$22.44/L

average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



New Zealand

822,795L (18%)



Canada

746,598L (16%)



United Kingdom

672,518L (14%)



USA

476,945L (10%)



Singapore

264,512L (6%)



South Korea

214,667L (5%)



Hong Kong

204,893L (4%)



Norway

204,872L (4%)



Japan

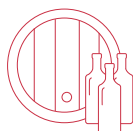
147,916L (3%)



Taiwan

134,100L (3%)

PRODUCTION, SALES AND INVENTORY



250 million

litres of wine production



\$567m

domestic wine sales



\$435m

export wine sales

King Valley Prosecco Road

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$667m

total economic
contribution

11% VIC TOTAL

EMPLOYMENT



540

direct jobs

8% VIC TOTAL

PRODUCERS



58

grape growers

5% VIC TOTAL

PLANTINGS



1,483 ha

vineyard area



7%

of Victoria
vineyards

PRODUCTION



18.1 million

litres of wine
production



7%

of Victorian wine
production

CRUSH



19,859

tonnes crushed

7% VIC TOTAL



\$1,052/tonne

average value



10.6 tonnes/ha

average yield



\$21.2m

total crush value
all grapes

10% VIC TOTAL

TOP 10 VARIETIES BY WEIGHT



Prosecco

7,389t (37%)



Pinot Noir

1,642t (8%)



Riesling

489t (2%)



Pinot Gris/Grigio

3,449t (17%)



Sauvignon Blanc

1,380t (7%)



Shiraz

447t (2%)



Chardonnay

1,649t (8%)



Merlot

1,016t (5%)



Cabernet Sauvignon

435t (2%)



Sangiovese

702t (4%)

EXPORT



357,572

GI label litres
(bottled)

8% VIC TOTAL



\$2.59m

GI label value
(bottled)

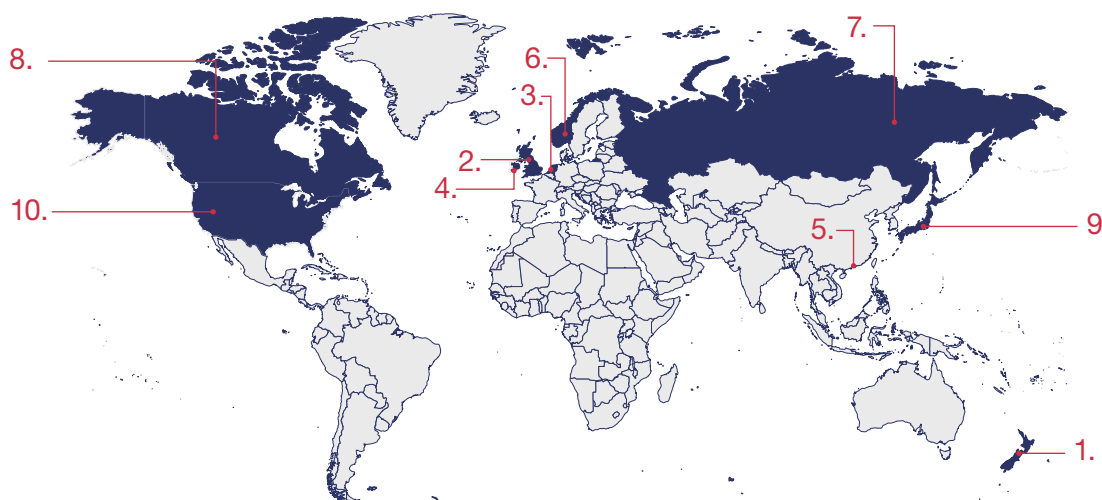
5% VIC TOTAL



\$7.24/L

average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



1 New Zealand

198,820L (56%)



4 Ireland

18,252L (5%)



8 Canada

9,621L (3%)



2 United Kingdom

33,053L (9%)



5 Hong Kong

11,088L (3%)



9 Japan

5,256L (1%)



3 Netherlands

21,960L (6%)



6 Norway

11,088L (3%)



10 USA

4,320L (1%)



7 Russia

10,368L (3%)

CLIMATE



919 mm

annual rainfall



469 mm

growing season
rainfall



1,520

growing
degree days



21°C

mean January
temperature

Australia's Pinot Coast

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$827m
total economic
contribution
13% VIC TOTAL

EMPLOYMENT



1,087
direct jobs
16% VIC TOTAL

PRODUCERS



160
grape growers
14% VIC TOTAL

PLANTINGS



1,574 ha
vineyard area



7%
of Victoria
vineyards

PRODUCTION



3.2 million
litres of wine
production



1%
of Victorian wine
production

CRUSH



3,507
tonnes crushed
1% VIC TOTAL



\$2,041/tonne
average value



3.6 tonnes/ha
average yield



\$11.2m
total crush value
all grapes
5% VIC TOTAL

TOP 10 VARIETIES BY WEIGHT



Pinot Noir
1,586t (45%)



Shiraz
384t (11%)



Viognier
12t (0%)



Chardonnay
845t (24%)



Sauvignon Blanc
94t (3%)



Pinot Blanc
9t (0%)



Pinot Gris/Grigio
457t (13%)



Riesling
52t (1%)



Merlot
8t (0%)



Cabernet Sauvignon
20t (1%)

EXPORT



132,344

GI label litres
(bottled)

3% VIC TOTAL



\$5.34m

GI label value
(bottled)

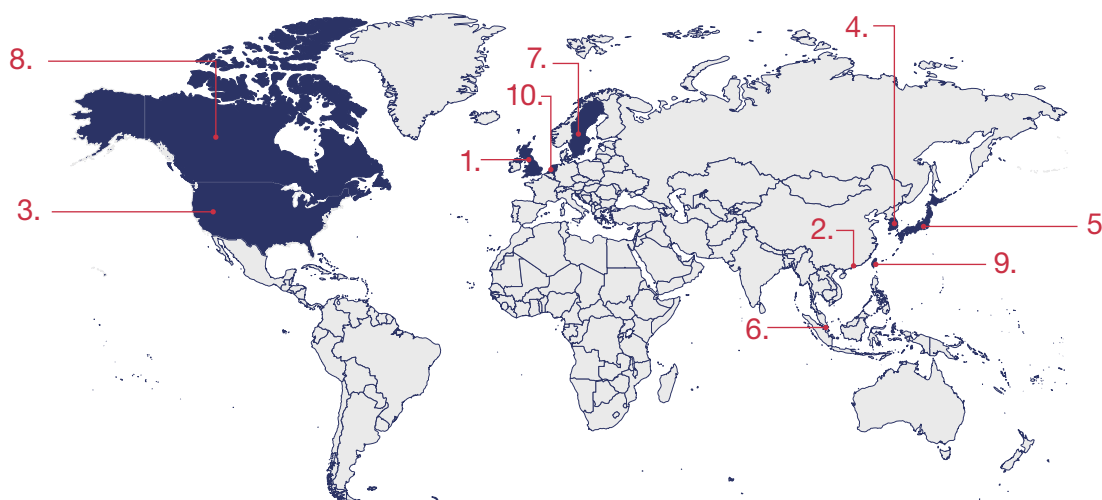
11% VIC TOTAL



\$48.43/L

average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



1 United Kingdom

52,235L (39%)



4 South Korea

8,829L (7%)



8 Canada

3,546L (3%)



2 Hong Kong

11,805L (9%)



5 Japan

8,802L (7%)



9 Taiwan

2,561L (2%)



3 USA

10,076L (8%)



6 Singapore

7,713L (6%)



10 Netherlands

2,016L (2%)



7 Sweden

5,324L (4%)

CLIMATE



719 mm

annual rainfall



384 mm

growing season
rainfall



1,432

growing
degree days



18.9°C

mean January
temperature

The Yarra Valley

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$748m
total economic
contribution
12% VIC TOTAL

EMPLOYMENT



843
direct jobs
12% VIC TOTAL

PRODUCERS



126
grape growers
11% VIC TOTAL

PLANTINGS

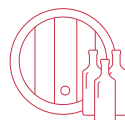


2,536 ha
vineyard area



11%
of Victoria
vineyards

PRODUCTION



9.4 million
litres of wine
production



4%
of Victorian wine
production

CRUSH



10,246
tonnes crushed
3% VIC TOTAL



\$2,169/tonne
average value



6.3 tonnes/ha
average yield



\$22m
total crush value
all grapes
10% VIC TOTAL

TOP 10 VARIETIES BY WEIGHT



1 Pinot Noir
4,208t (41%)



4 Cabernet Sauvignon
611t (6%)



8 Sangiovese
131t (1%)



2 Chardonnay
2,814t (27%)



5 Pinot Gris/Grigio
604t (6%)



9 Nebbiolo
83t (1%)



3 Shiraz
952t (9%)



6 Merlot
188t (2%)



10 Semillon
62t (1%)



7 Sauvignon Blanc
141t (1%)

EXPORT



513,993

GI label litres
(bottled)

11% VIC TOTAL



\$8,87m

GI label value
(bottled)

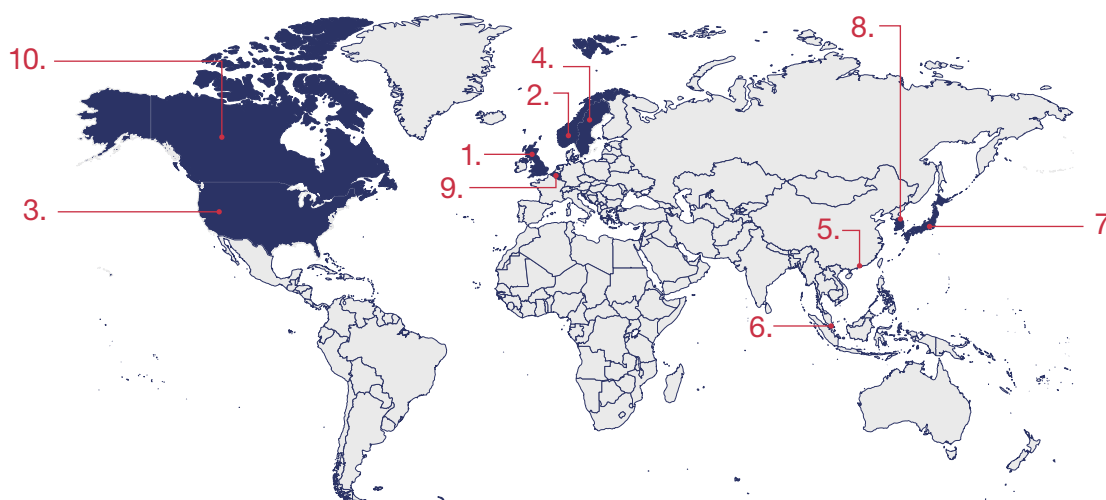
18% VIC TOTAL



\$17.26/L

average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



1 United Kingdom

112,493L (22%)



4 Sweden

51,830L (10%)



8 South Korea

17,385L (3%)



2 Norway

74,138L (14%)



5 Hong Kong

38,597L (8%)



9 Belgium

17,331L (3%)



3 USA

66,038L (13%)



6 Singapore

35,131L (7%)



10 Canada

16,826L (3%)



7 Japan

23,535L (5%)

CLIMATE



1,229 mm

annual rainfall



592 mm

growing season
rainfall



1,232

growing
degree days



18.5°C

mean January
temperature

Muscat of Rutherglen

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$232m
total economic
contribution
4% VIC TOTAL

EMPLOYMENT



252
direct jobs
4% VIC TOTAL

PRODUCERS



24
grape growers
2% VIC TOTAL

PLANTINGS



984 ha
vineyard area



4%
of Victoria
vineyards

PRODUCTION



3.4 million
litres of wine
production



1%
of Victorian wine
production

CRUSH



3,658
tonnes crushed
1% VIC TOTAL



\$607/tonne
average value



5.5 tonnes/ha
average yield



\$4.7m
total crush value
all grapes
2% VIC TOTAL

TOP 10 VARIETIES BY WEIGHT



1 Shiraz
1,481t (40%)



4 Muscat à petits grains rouges
280t (8%)



8 Muscadelle
68t (2%)



2 Durif/Petite Sirah
562t (15%)



5 Chardonnay
84t (2%)



9 Merlot
56t (2%)



3 Cabernet Sauvignon
557t (15%)



6 Muscat à petits grains blancs
74t (2%)



10 Sangiovese
45t (1%)



7 Tempranillo
70t (2%)

EXPORT



32,978

GI label litres
(bottled)

1% VIC TOTAL



\$586,339

GI label value
(bottled)

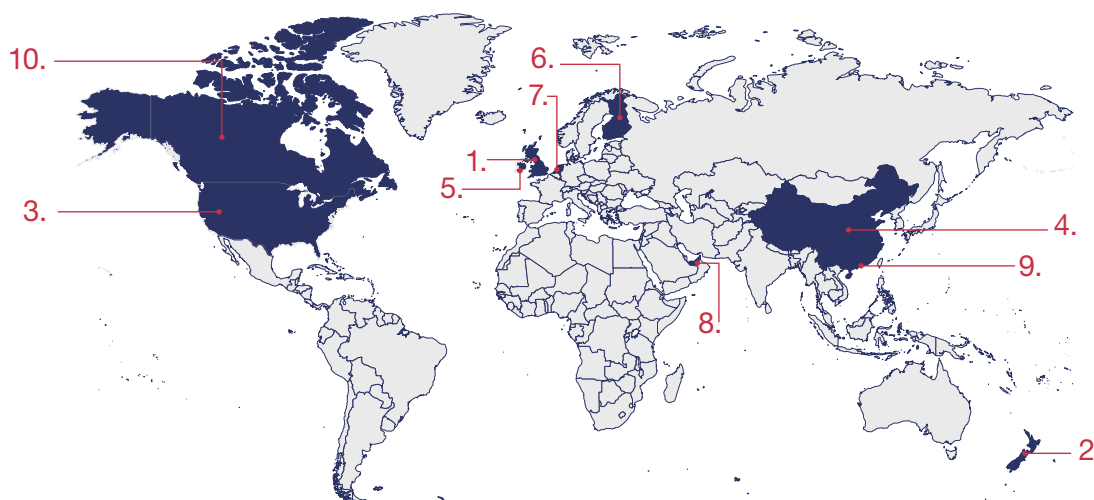
1% VIC TOTAL



\$17.78/L

average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



1 United Kingdom
19,439L (59%)



4 China mainland
2,898L (9%)



8 UAE
441L (1%)



2 New Zealand
3,795L (12%)



5 Ireland
900L (3%)



9 Hong Kong
338L (1%)



3 USA
3,048L (9%)



6 Finland
504L (2%)



10 Canada
291L (1%)



7 Netherlands
464L (1%)

CLIMATE



585.5 mm
annual rainfall



310.5 mm
growing season
rainfall



1,892
growing
degree days



23.1°C
mean January
temperature

Australia's Shiraz Central

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$1.2b
total economic
contribution
19% VIC TOTAL

EMPLOYMENT



1,161
direct jobs
17% VIC TOTAL

PRODUCERS



243
grape growers
21% VIC TOTAL

PLANTINGS



5,310 ha
vineyard area



24%
of Victoria
vineyards

PRODUCTION



23.1 million
litres of wine
production



9%
of Victorian wine
production

CRUSH



25,225
tonnes crushed
8% VIC TOTAL



\$1,112/tonne
average value



4.8 tonnes/ha
average yield



\$30.4m
total crush value
all grapes
14% VIC TOTAL

TOP 10 VARIETIES BY WEIGHT



Shiraz
10,866t (43%)



Merlot
1,767t (7%)



Grenache
438t (2%)



Chardonnay
3,499t (14%)



Riesling
943t (4%)



Mataro/Mourvedre
380t (2%)



Carbernet Sauvignon
2,691t (11%)



Sauvignon Blanc
877t (3%)

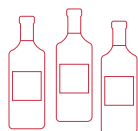


Tempranillo
357t (1%)



Pinot Gris/Grigio
644t (3%)

EXPORT



446,729

GI label litres
(bottled)

10% VIC TOTAL



\$7.1m

GI label value
(bottled)

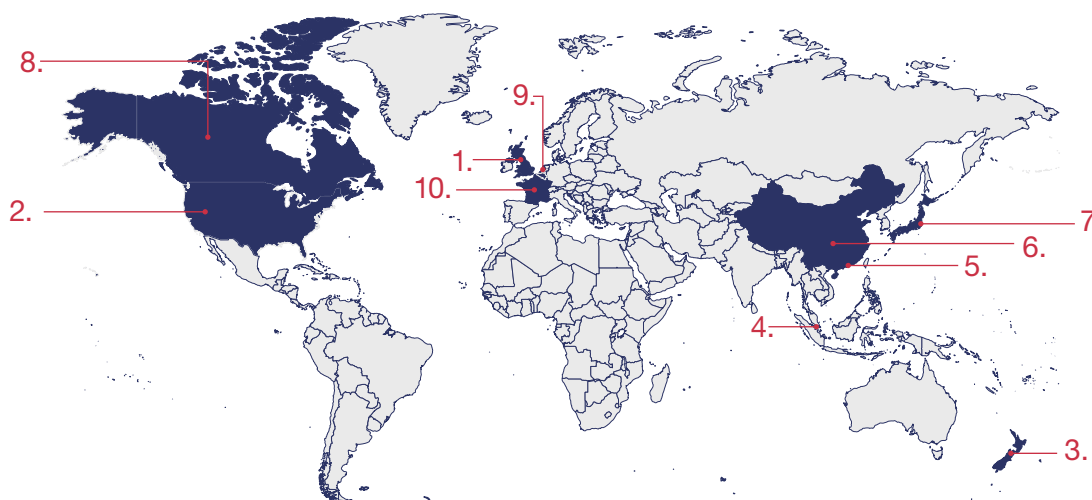
15% VIC TOTAL



\$21.79/L

average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



1 United Kingdom

109,493L (25%)



4 Singapore

36,025L (8%)



8 Canada

14,085L (3%)



2 USA

89,316L (20%)



5 Hong Kong

28,947L (6%)



9 Belgium

13,172L (3%)



3 New Zealand

43,542L (10%)



6 China mainland

28,776L (6%)



10 France

9,576L (2%)



7 Japan

15,044L (3%)

CLIMATE



577.5mm

annual rainfall



294.8 mm

growing season
rainfall



1,580

growing
degree days



20.8°C

mean January
temperature

North West Alternative Varieties

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$1.6b
total economic
contribution
25% VIC TOTAL

EMPLOYMENT



2,013
direct jobs
29% VIC TOTAL

PRODUCERS



362
grape growers
32% VIC TOTAL

PLANTINGS



8,656 ha
vineyard area



39%
of Victoria
vineyards

PRODUCTION



181.6 million
litres of wine
production



73%
of Victorian wine
production

CRUSH



223,653
tonnes crushed
75% VIC TOTAL



\$500/tonne
average value



20.4 tonnes/ha
average yield



\$113m
total crush value
all grapes
52% VIC TOTAL

TOP 10 VARIETIES BY WEIGHT



1 Shiraz
56,099t (25%)



4 Merlot
14,600t (7%)



8 Semillon
9,306t (4%)



2 Chardonnay
53,093t (24%)



5 Muscat Gordo Blanco
11,087t (5%)



9 Colombard
6,216t (3%)



3 Cabernet Sauvignon
32,492t (15%)



6 Pinot Gris/Grigio
10,938t (5%)



10 Pinot Noir
3,849t (2%)



7 Sauvignon Blanc
10,320t (5%)

EXPORT



2.7 million

GI label litres
(bottled)

56% VIC TOTAL



\$18.64m

GI label value
(bottled)

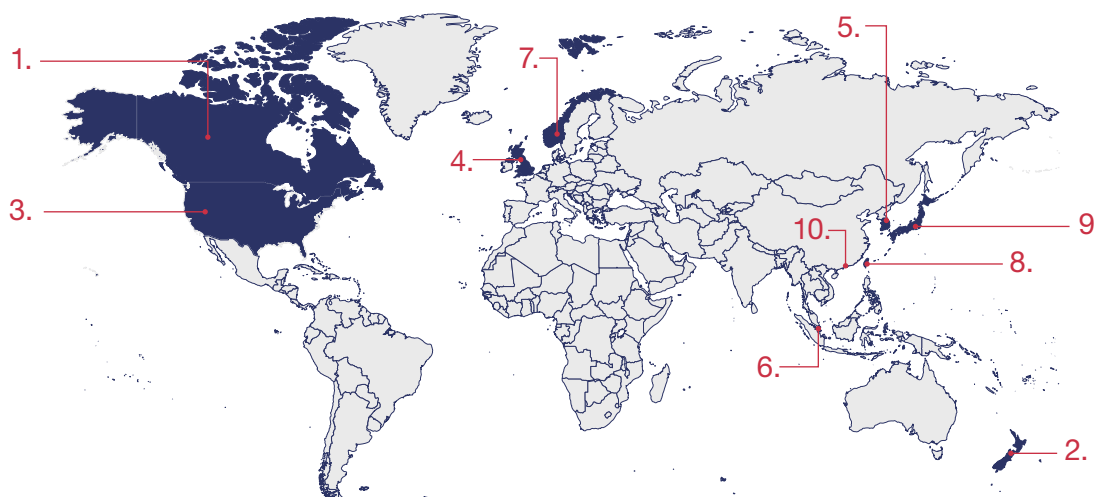
37% VIC TOTAL



\$6.80/L

average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



Canada

552,560L (20%)



New Zealand

525,300L (19%)



USA

256,392L (9%)



United Kingdom

218,376L (8%)



South Korea

174,305L (6%)



Singapore

169,107L (6%)



Norway

116,910L (4%)



Taiwan

114,111L (4%)



Japan

92,134L (3%)



Hong Kong

88,729L (3%)

CLIMATE



244 mm

annual rainfall



126 mm

growing season
rainfall



2,383

growing
degree days



24.6°C

mean January
temperature