

Victoria

WINE INDUSTRY SNAPSHOT

ECONOMIC IMPACT



\$10.8 billion
total economic
contribution

EMPLOYMENT



12,183
direct jobs
production & tourism

PRODUCERS

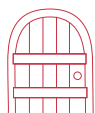


949
grape
growers



623
wine
producers

TOURISM



2.6 million
winery visits



17.02 million
visitor nights



\$2.69 billion
regional
expenditure

PLANTINGS



20,636 ha
vineyard area

CRUSH



277,701
tonnes crushed



\$543/tonne
average value



14.1 tonnes/ha
average yield



\$200.7 million
total crush value
all grapes

TOP 10 VARIETIES BY WEIGHT



1 Chardonnay
57,994t (21%)



4 Pinot Gris/Grigio
16,849t (6%)



8 Merlot
11,461t (4%)



2 Shiraz
48,296t (17%)



5 Pinot Noir
15,726t (6%)



9 Muscat Gordo Blanco
10,707t (4%)



3 Cabernet Sauvignon
29,943t (11%)



6 Prosecco
15,309t (6%)

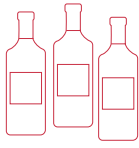


10 Semillon
6,627t (2%)



7 Sauvignon Blanc
15,109t (5%)

EXPORT



4.6 million
GI label litres
(bottled)

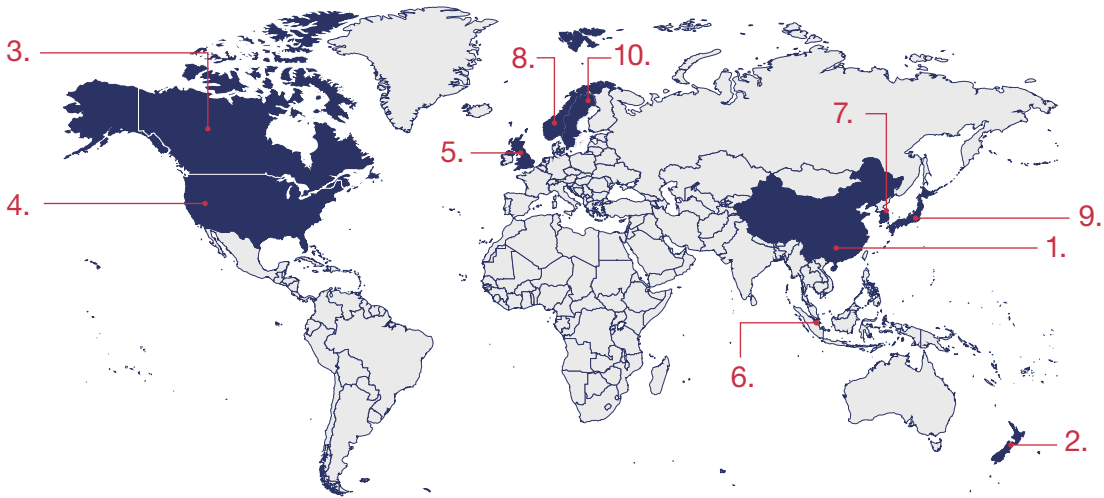


\$51.4 million
GI label value
(bottled)



\$11.15/L
average value
(bottled)

TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



1 China
1,179,883 L (26%)



2 New Zealand
993,574 L (22%)



3 Canada
728,117 L (16%)



4 USA
336,489 L (7%)



5 United Kingdom
295,848 L (6%)



6 Singapore
195,887 L (4%)



7 South Korea
127,427 L (3%)



8 Norway
124,704 L (3%)

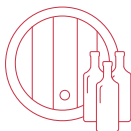


9 Japan
92,292 L (2%)



10 Sweden
86,166 L (2%)

PRODUCTION, SALES AND INVENTORY



212.7 million
litres of wine production



\$664 million
domestic wine sales



\$465 million
export wine sales