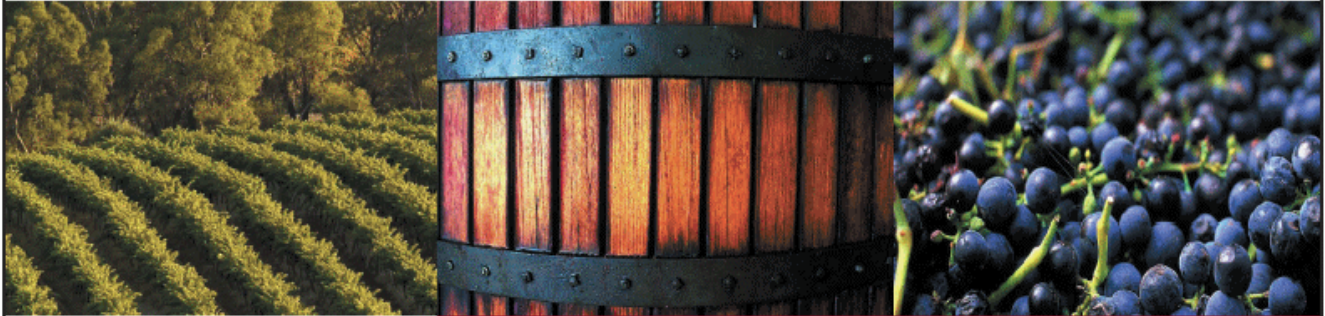




Australian Government

Australian Wine and Brandy Corporation



WINE EXPORT APPROVAL REPORT

April 2009

Highlights

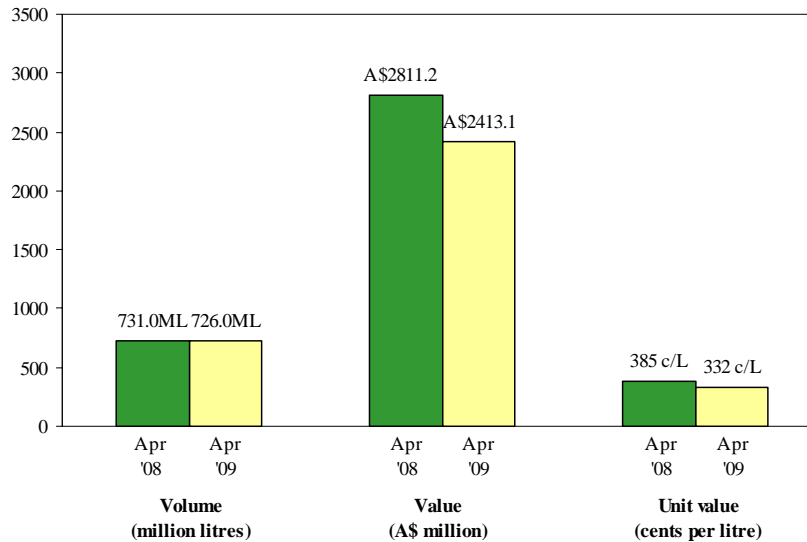
- Volume stabilising, value down
- Signs of trading down through economic pressures
- Bulk up, bottled down
- China, Hong Kong and Japan important growth centres



Wine Export Approval Report – April 2009*

In the year ended April 2009, the volume of wine exports declined by 0.7% to 726 million litres and value fell 14% to A\$2.4 billion on the back of an average price decline of 14% to A\$3.32 per litre.

Comparative MAT performances
MAT April 2009 compared with MAT April 2008



Note: MAT – Moving Annual Total

* The Wine Export Approval Report is prepared from information provided by exporters of Australian wine.

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The Corporation would like to acknowledge the support of the following
Australian Wine Export partners

Foundation Partner

O-I
(formerly ACI Glass Packaging)

Other Partners

JF Hillebrand
Collotype Labels Pty Ltd

Hyatt
Ampcor Australasia

Qantas

Future release dates. Release time 2.00 pm on nominated days.

Friday, 5 June 2009
Tuesday, 7 July 2009

Friday, 7 August 2009
Monday, 7 September 2009

Thursday, 8 October 2009
Friday, 6 November 2009

Summary of Australian wine exports

Volume, value, value per litre and per cent change,
MAT April 2009 compared with MAT April 2008

Table 1a: Exports by country

	Volume		Value		Value/Litre	
	MAT April 2009 Litres	Change %	MAT April 2009 A\$	Change %	MAT April 2009 A\$/L	Change %
United Kingdom	253 608 086	-7.8%	728 225 316	-20.9%	\$2.87	-14.2%
United States Of America	228 395 496	20.7%	720 151 642	-12.0%	\$3.15	-27.1%
Canada	43 292 011	-10.8%	212 330 272	-23.9%	\$4.90	-14.7%
Germany, Federal Republic	26 665 302	2.6%	52 279 002	2.4%	\$1.96	-0.2%
China, Pr	21 352 962	77.1%	85 959 736	54.6%	\$4.03	-12.7%
Denmark	20 626 950	-22.0%	46 096 151	-22.9%	\$2.23	-1.2%
Netherlands	20 367 601	-23.6%	59 176 950	-22.3%	\$2.91	1.8%
New Zealand	19 525 266	-17.4%	79 738 505	-5.2%	\$4.08	14.9%
Ireland	12 448 336	-20.1%	50 516 265	-28.0%	\$4.06	-10.0%
Japan	10 134 045	10.4%	51 430 261	3.6%	\$5.07	-6.1%
Belgium	9 895 435	-10.4%	24 736 100	-8.2%	\$2.50	2.4%
Sweden	9 159 074	-19.3%	37 348 605	-15.0%	\$4.08	5.4%
Hong Kong	5 662 324	18.0%	41 769 766	25.8%	\$7.38	6.6%
France	5 503 348	-19.4%	10 580 366	-21.1%	\$1.92	-2.1%
Singapore	5 074 297	-12.7%	41 372 605	-9.6%	\$8.15	3.5%
Rest of World	34 263 991	-11.5%	171 402 016	-6.7%	\$5.00	5.3%
World	725 974 524	-0.7%	2 413 113 560	-14.2%	\$3.32	-13.6%

Table 1b: Exports by region

	Volume		Value		Value/Litre	
	MAT April 2009 Litres	Change %	MAT April 2009 A\$	Change %	MAT April 2009 A\$/L	Change %
Europe - Eu	365 161 205	-10.3%	1 036 025 233	-19.7%	\$2.84	-10.5%
North America	272 028 271	14.3%	934 058 728	-15.0%	\$3.43	-25.6%
North East Asia	39 906 023	30.8%	198 078 755	19.5%	\$4.96	-8.6%
Oceania	21 423 396	-16.1%	89 318 433	-3.5%	\$4.17	15.0%
South East Asia	11 831 292	-5.2%	85 337 182	-4.4%	\$7.21	0.8%
Europe-Other	8 442 468	-5.8%	35 810 585	-0.6%	\$4.24	5.5%
Rest of World	7 181 869	-13.8%	34 484 644	-10.3%	\$4.80	4.1%
World	725 974 524	-0.7%	2 413 113 560	-14.2%	\$3.32	-13.6%

Figure 3: MAT export performance

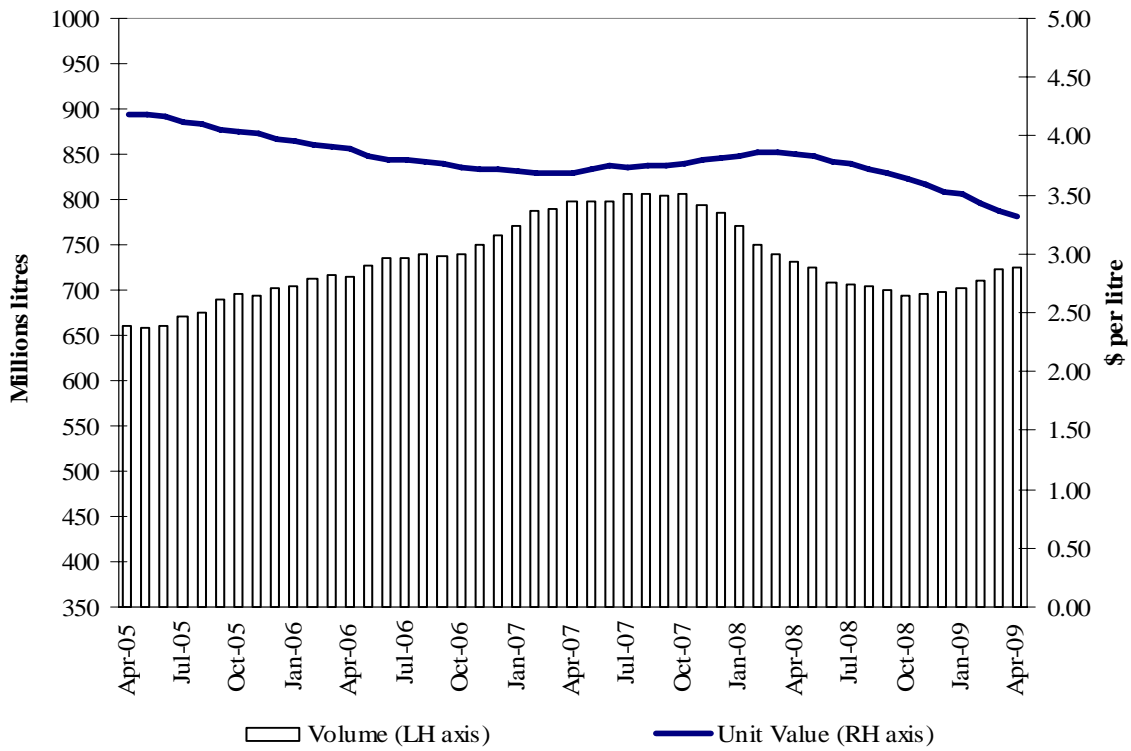
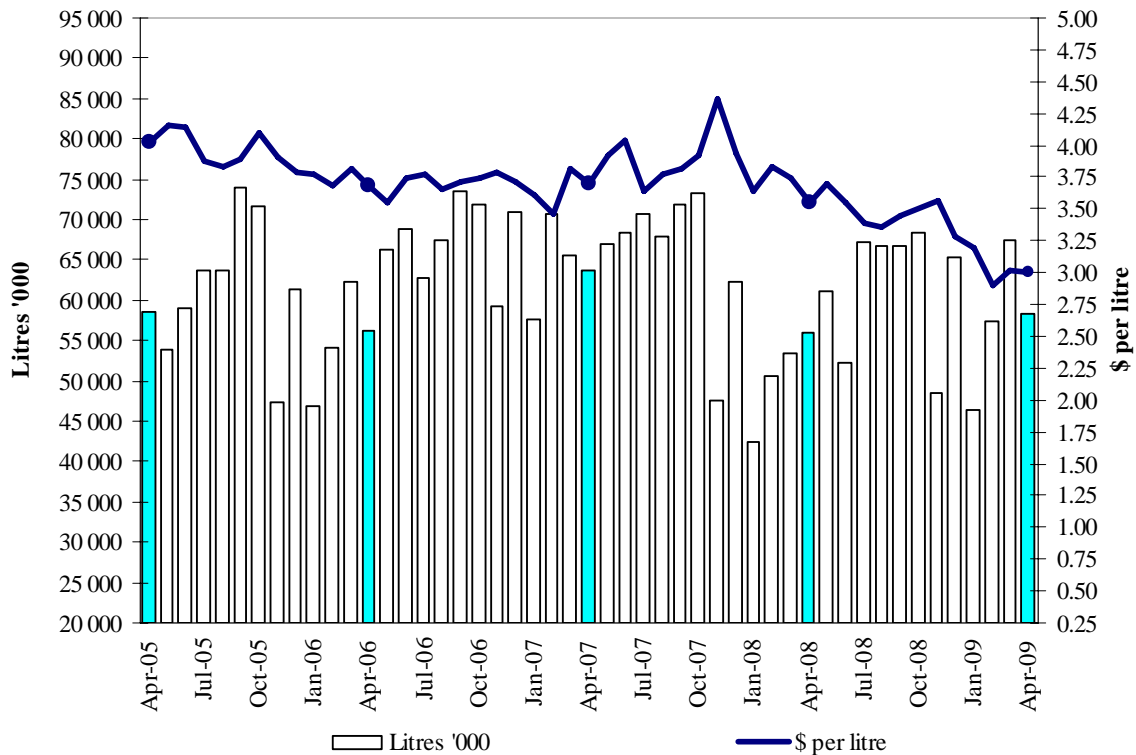


Figure 4: Monthly export performance



Notes & Definitions

<i>Export approvals</i>	Wine approved by the Australian Wine and Brandy Corporation (AWBC) for export on specified dates. Exports reported in this document refer to the date wine is shipped and not the date of approval. Note that the A\$ FOB value of wine reported in this document may differ from export values reported by the Australian Bureau of Statistics (ABS). The divergence between the two values derives from differences between the AWBC and ABS in the method of converting the value of exports denominated in foreign currency to A\$. In the case of the AWBC, the exporter makes the conversion when submitting wine for export approval while the ABS converts the value on the day of shipment, at the daily conversion rate. With the AWBC method, it is expected that some of the conversions will occur at hedged rates while this does not occur with the ABS method. When the Australian exchange rate is moving significantly the alternative methods will result in diverging valuations. Volumes reported by the AWBC and ABS differ only marginally due to the “approval” versus “shipment” basis of reporting as well as marginal differences in scope and definition.
<i>MAT</i>	Moving Annual Total - refers to the twelve months ending with the nominated month.
<i>MAT % Change</i>	Is calculated as the percentage change in the MAT for the immediate past 12 months compared to the preceding 12 months. Formula: $MAT \% \text{ Change} = ((\text{current MAT} - \text{preceding MAT}) / \text{preceding MAT}) \times 100$
<i>Value/Litre (\$ per litre)</i>	Value/litre is calculated by dividing value (A\$ FOB) by volume (litres).
<i>ML</i>	Millions of litres
<i>A\$</i>	Australian dollars
<i>FOB</i>	‘Free on board’ value of the wine, where the point of valuation is where goods are placed on board the international carrier, at the border of the exporting country. The FOB value includes production and other costs up until placement on the international carrier but excludes international insurance and transport costs.
<i>Country</i>	In most instances, this indicates where the wine is consumed. In some instances, it may be the country at which the wine is off-loaded for bottling and/or trans-shipment to the country of final consumption.
<i>Regions</i>	Between reports written from November 2000 onward and those prepared prior to this time, marginal changes have occurred in allocation of countries to regions meaning there will be a break in the series of regional totals.
<i>Still wine</i>	Still wine in bottles, casks, flagons or bulk containers.
<i>Bulk</i>	Wine shipped for repackaging elsewhere. This may involve containers with a capacity of 20 litres or more but will most often mean large shipping containers of size ranging between 10 000 and 24 000 litres.
<i>Casks or Soft Packs</i>	Plastic containers within cardboard outers usually carrying between 2 and 20 litres.
<i>Flagons</i>	Glass containers holding 2 litres or more.
<i>Bottles</i>	Glass containers holding less than 2 litres.
<i>Red wine</i>	Still red wine. Amounts reported may or may not include both dry red wine and rose – footnotes and the reporting context should be consulted for interpretation.
<i>White wine</i>	Still white wine. Amounts reported may or may not include both dry and sweet white wine – footnotes and the reporting context should be consulted for interpretation.
<i>Fermented Sparkling</i>	Sparkling wine in which the effervescence is produced naturally through secondary fermentation in the bottle.

Detailed reports

Reference code	Breakdown of information	Period		
AWBC1	Summary of volumes approved, by container type and wine style	Current month	Financial year to date	Last 12 months
AWBC2	Volumes and values approved, by country	Current month	Financial year to date	Last 12 months
AWBC3	Total volumes approved, by country and region	Financial year to date	Calendar year to date	Last 12 months
AWBC4	Volumes approved, by country, by container type and wine style	Current month	Financial year to date	Last 12 months
AWBC5	Volumes approved, by region, by container type and wine style	Current month	Financial year to date	Last 12 months