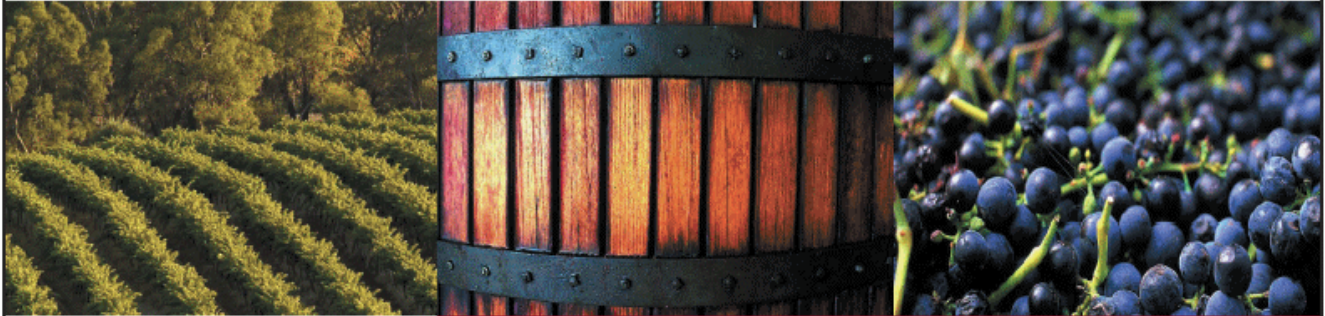




Australian Government

Australian Wine and Brandy Corporation



WINE EXPORT APPROVAL REPORT

November 2008

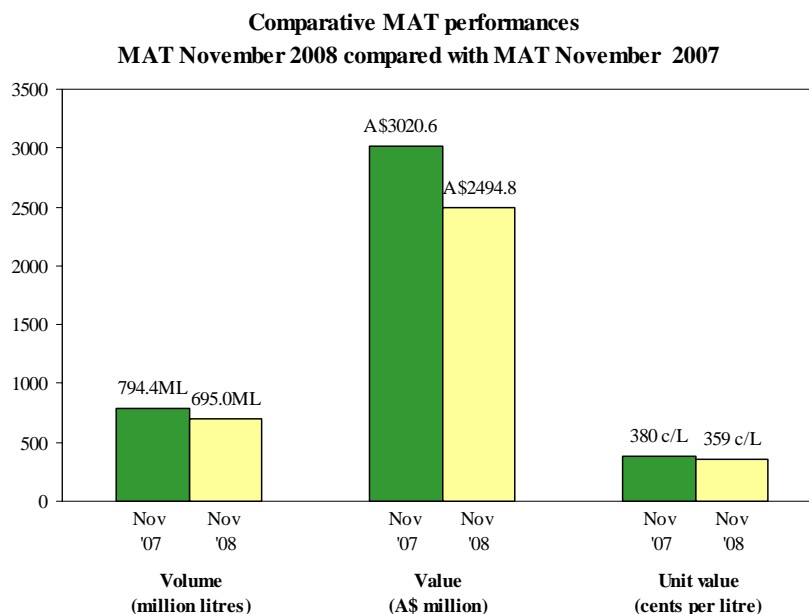
Highlights

- Volume, value, and average price down
- Volumes may have turned upwards
- Positive price outcomes in China, New Zealand, France, Germany, Sweden, Hong Kong and Japan
- China, Denmark and Hong Kong stand-out performers



Wine Export Approval Report – November 2008*

In the year ended November 2008, the volume of Australian wine exported declined 13% to 695 million litres and on the back of a 6% decline in average price to A\$3.59 per litre, value fell 17% to A\$2.49 billion.



Note: MAT – Moving Annual Total

Lawrie Stanford – Manager Information and Analysis, AWBC
Peter Bailey – Senior Analyst, AWBC

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

While AWBC makes every effort to ensure the accuracy and currency of information within this report, we accept no responsibility for information, which may later prove to be misrepresented or inaccurate, or reliance placed on that information by readers.

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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
Amcor Australasia

Qantas

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

Thursday, 8 January 2009
Friday, 6 February 2009

Friday, 6 March 2009
Tuesday, 7 April 2009

Thursday, 7 May 2009
Friday, 5 June 2009

Summary of Australian wine exports

Volume, value, value per litre and per cent change,
MAT November 2008 compared with MAT November 2007

Table 1a: Exports by country

	Volume		Value		Value/Litre	
	MAT November 2008 Litres	Change %	MAT November 2008 A\$	Change %	MAT November 2008 A\$/L	Change %
United Kingdom	258 918 104	-10.3%	810 158 374	-17.3%	\$3.13	-7.8%
United States Of America	193 673 837	-8.1%	699 720 974	-25.4%	\$3.61	-18.8%
Canada	43 706 544	-12.6%	225 748 985	-21.8%	\$5.17	-10.5%
Denmark	25 926 608	32.9%	57 911 512	19.9%	\$2.23	-9.8%
Netherlands	22 532 387	-16.7%	63 907 569	-18.1%	\$2.84	-1.7%
Germany, Federal Republic	21 914 571	-42.4%	45 704 751	-25.4%	\$2.09	29.6%
New Zealand	19 691 732	-38.5%	81 224 140	-18.7%	\$4.12	32.3%
Ireland	14 139 136	-13.3%	57 782 374	-22.4%	\$4.09	-10.5%
China, Pr	14 068 942	-26.9%	70 323 806	33.5%	\$5.00	82.6%
Belgium	10 057 094	1.0%	25 044 636	-6.1%	\$2.49	-7.0%
Japan	9 246 237	-0.9%	48 953 675	1.6%	\$5.29	2.5%
Sweden	8 710 421	-38.3%	36 144 174	-25.6%	\$4.15	20.6%
France	6 175 266	-32.4%	12 558 840	-11.9%	\$2.03	30.3%
Singapore	5 685 604	0.7%	44 876 460	-2.8%	\$7.89	-3.5%
Hong Kong	4 896 259	11.2%	36 282 588	21.0%	\$7.41	8.9%
Rest of World	35 681 339	-10.9%	178 487 509	-4.2%	\$5.00	7.6%
World	695 024 080	-12.5%	2 494 830 369	-17.4%	\$3.59	-5.6%

Table 1b: Exports by region

	Volume		Value		Value/Litre	
	MAT November 2008 Litres	Change %	MAT November 2008 A\$	Change %	MAT November 2008 A\$/L	Change %
Europe - Eu	375 415 925	-12.9%	1 136 453 472	-16.4%	\$3.03	-4.1%
North America	237 693 375	-9.0%	927 034 713	-24.5%	\$3.90	-17.1%
North East Asia	31 780 097	-15.2%	179 151 369	14.5%	\$5.64	35.0%
Oceania	21 572 867	-36.3%	90 303 977	-16.5%	\$4.19	31.1%
South East Asia	12 502 930	-1.0%	89 045 129	-2.2%	\$7.12	-1.3%
Europe-Other	8 097 175	-21.4%	35 289 931	-12.5%	\$4.36	11.3%
Rest of World	7 961 711	-1.6%	37 551 777	1.8%	\$4.72	3.5%
World	695 024 080	-12.5%	2 494 830 369	-17.4%	\$3.59	-5.6%

Figure 3: MAT export performance

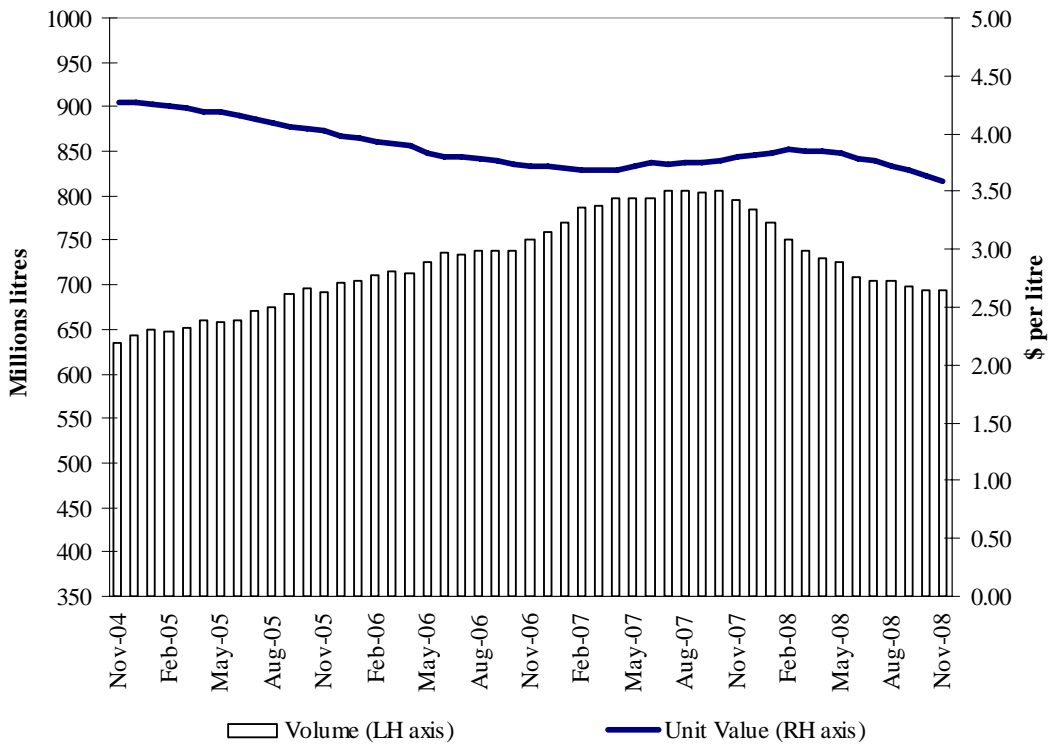
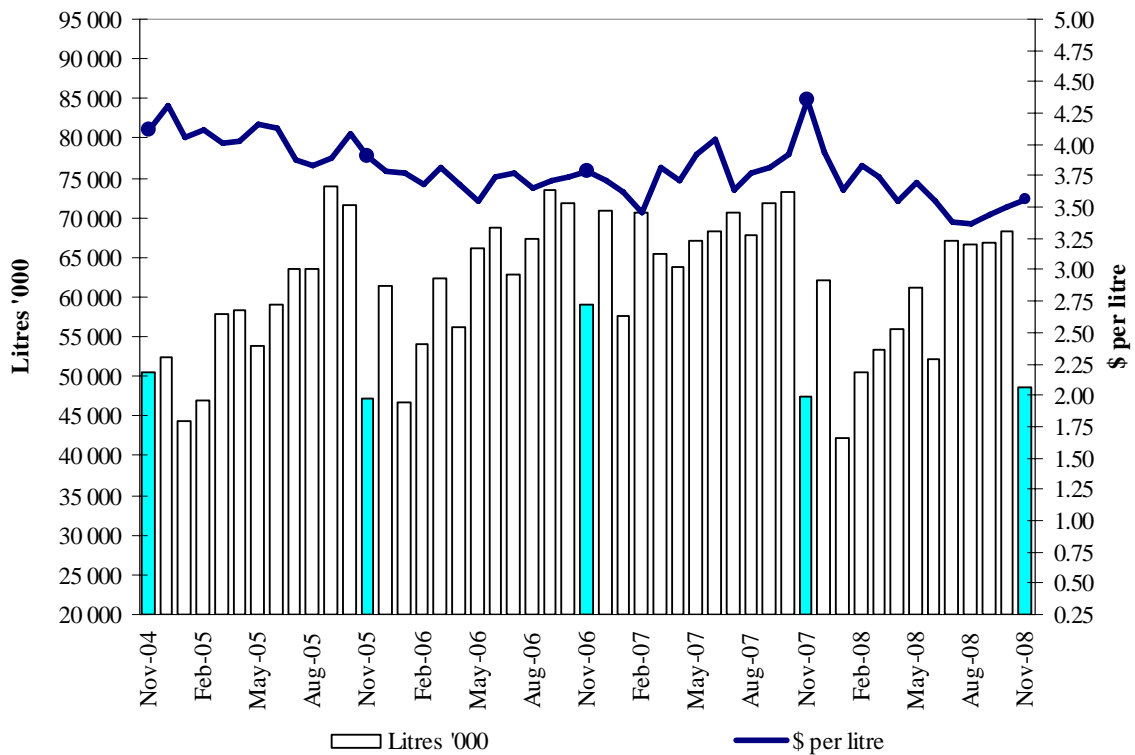


Figure 4: Monthly export performance



Note: Totals may not add due to rounding.

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