

# Wine Australia providing insights on Australian Wine

## Regional snapshot 2019 - Heathcote

State	Victoria	
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Published July 2020

### Plantings

Source: National Vineyard Scan 2019 and ABS

	Heathcote	All regions
Total vineyard area (hectares)	1,696	146,244
Percentage red varieties	84%	64%
Percentage of national vineyards	1%	
Percentage of Victoria vineyards	8%	

### Crush

Source: National Vintage Survey 2019

	Heathcote	All regions
Estimated tonnes crushed in 2019	10,195	1,725,758
Average yield (tonnes/ha)	6.0	11.8
Change in crush from 2018	-7%	3%

Top five varieties in Heathcote in 2019	Share of tonnes	Av price/tonne
Shiraz	51%	\$1,400
Chardonnay	18%	-
Cabernet Sauvignon	5%	\$1,117
Merlot	4%	\$781
Grenache	3%	-

### Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content	Heathcote	All exports
Export volume by GI content ('000 litres)	1,562	743,464
Percentage of total exports	0.2%	100%
Percentage of crush exported (estimate)	22%	62%

### Label claim exports (bottled only)

	Heathcote and Heathcote blends	Change in 2019
Export volume by GI label claim ('000 litres)	954	14%
Export value by GI label claim (\$A '000)	14,435	16%
Average value per litre	\$15.14	2%

Share of bottled export volume by destination market	Heathcote and Heathcote blends	All bottled wine exports
China, Pr	75%	33%
United Kingdom	4%	10%
Belgium	4%	0%
Sweden	3%	1%
New Zealand	3%	4%
Others	11%	51%

Share of bottled export volume by price point	Heathcote and Heathcote blends	All bottled wine exports
\$2.49 and under	0%	2%
\$2.50 to \$4.99	5%	62%
\$5.00 to \$7.49	14%	18%
\$7.50 to \$9.99	27%	5%
\$10.00-\$14.99	23%	6%
\$15.00-\$19.99	10%	1%
\$20 and over	21%	5%

### Notes

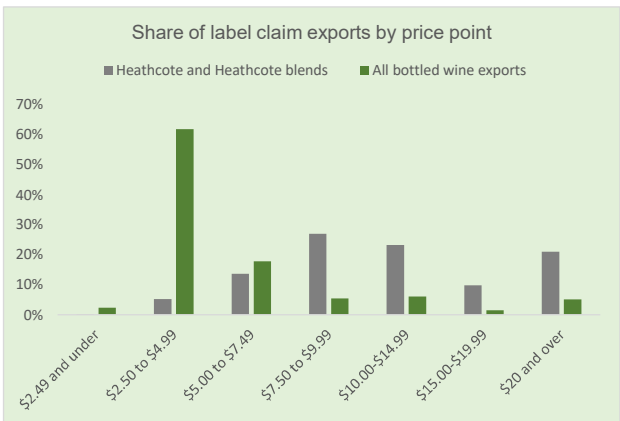
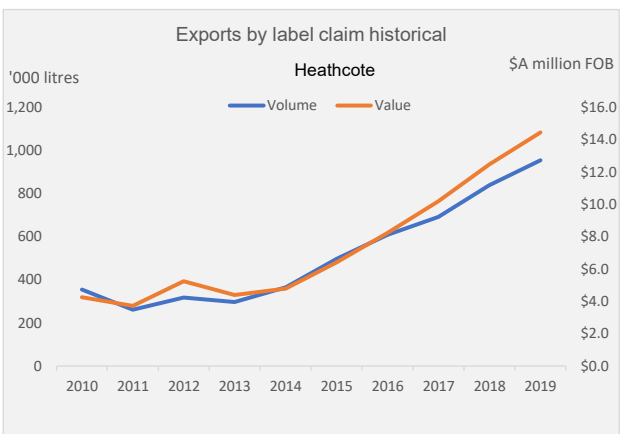
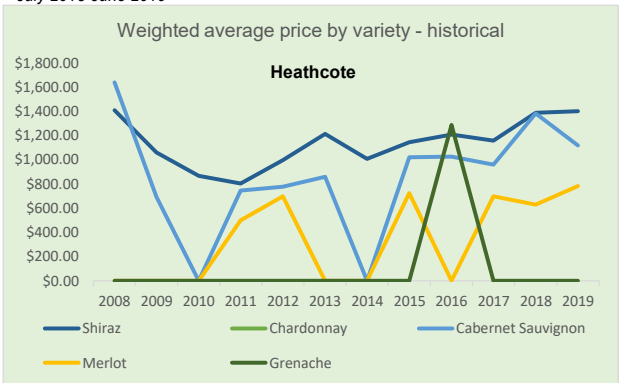
Meteorological data is taken from the national climate databank of the Bureau of Meteorology: the Australian Data Archive for Meteorology (ADAM). Climate indices have been calculated across the whole GI region by the Antarctic Climate Ecosystem CRC as part of a research project co-funded by Wine Australia. Growing season rainfall (GSR) and growing degree days (GDD) are both calculated from October to April across the whole GI region. GSR and GDD for individual vineyards will vary from this value. Latitude data is the centroid of each GI region. Altitude/elevation data is the highest and lowest point in the region - regardless of whether there is a vineyard at that location. Area data comes from the National Vineyard Scan 2019 conducted by GAIA on behalf of Wine Australia. Variety share from ABS vineyard survey 2015. Estimated crush figures are higher than the figures reported in the survey as the estimated figure is raised to allow for the non-response rate. Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label.

### Climate data

Source: Bureau of Meteorology (2019)

Heathcote					
Size (km <sup>2</sup> )	1 910	Elevation (m)	112-599	Latitude	36° 81'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	20.9 °C	575 mm	279 mm	1642	
1991-2018 average	22.0 °C	517 mm	263 mm	1743	
2018-19 season*	25.6 °C	404 mm	172 mm	2091	

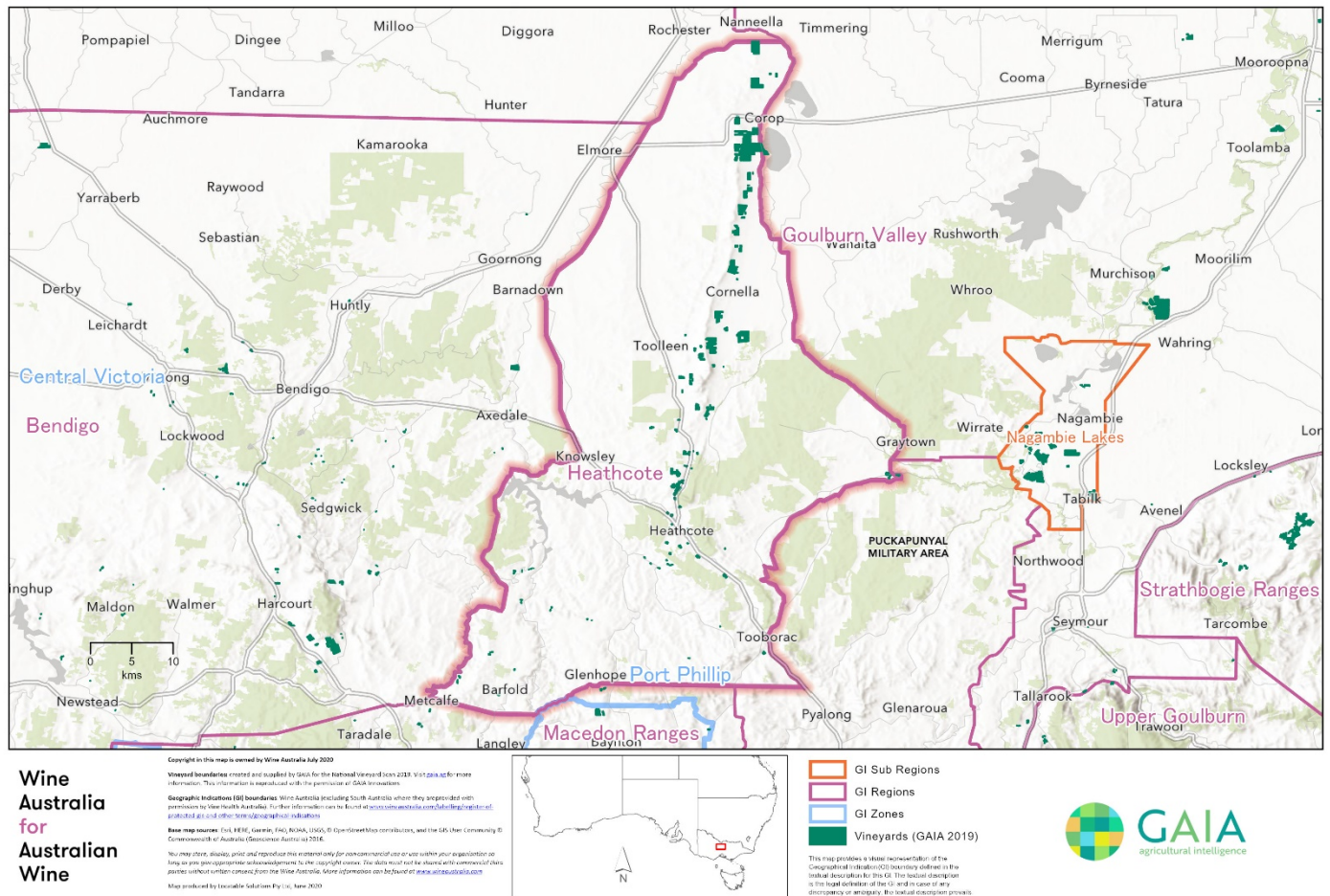
\*July 2018-June 2019



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## HEATHCOTE

Victoria



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**About Wine Australia:** Wine Australia supports a competitive wine sector by investing in research, development and adoption (RDA), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package (ERWSP).

Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RDA investments and funds the ERWSP.

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