

Wine Australia providing insights on Australian Wine

Regional snapshot 2019 - Great Southern

State	Western Australia	
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Published July 2020

Plantings

Source: National Vineyard Scan 2019 and ABS

	Great Southern	All regions
Total vineyard area (hectares)	2,480	146,244
Percentage red varieties	59%	64%
Percentage of national vineyards	2%	
Percentage of Western Australia vineyards	23%	

Crush

Source: National Vintage Survey 2019

	Great Southern	All regions
Estimated tonnes crushed in 2019	5,264	1,725,758
Average yield (tonnes/ha)	2.1	11.8
Change in crush from 2018	4%	3%

Top five varieties in Great Southern in 2019	Share of tonnes	Av price/tonne
Shiraz	28%	\$1,897
Cabernet Sauvignon	20%	\$2,475
Sauvignon Blanc	16%	\$1,115
Semillon	11%	\$1,072
Chardonnay	10%	\$1,282

Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content	Great Southern	All exports
Export volume by GI content ('000 litres)	2,114	743,464
Percentage of total exports	0.3%	100%
Percentage of crush exported (estimate)	57%	62%

Label claim exports (bottled only)

	Great Southern and Great Southern blends	Change in 2019
Export volume by GI label claim ('000 litres)	244	↑ 10%
Export value by GI label claim (\$A '000)	2,653	↑ 8%
Average value per litre	\$10.87	↓ -2%

Share of bottled export volume by destination market	Great Southern and Great Southern blends	All bottled wine exports
China, Pr	58%	33%
United Kingdom	26%	10%
Japan	3%	2%
Canada	3%	7%
United States Of America	1%	24%
Others	8%	24%

Share of bottled export volume by price point	Great Southern and Great Southern blends	All bottled wine exports
\$2.49 and under	11%	2%
\$2.50 to \$4.99	20%	62%
\$5.00 to \$7.49	8%	18%
\$7.50 to \$9.99	31%	5%
\$10.00-\$14.99	16%	6%
\$15.00-\$19.99	8%	1%
\$20 and over	7%	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.

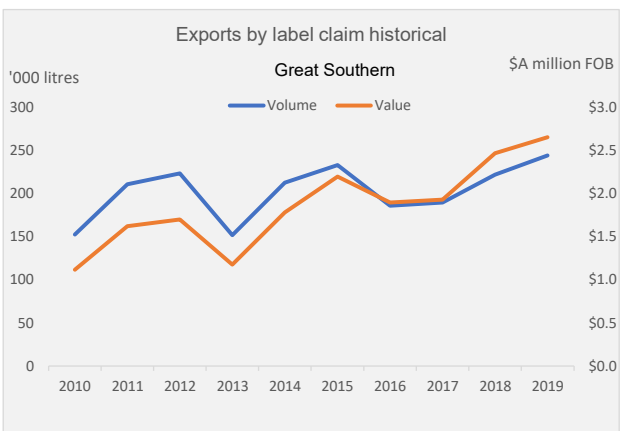
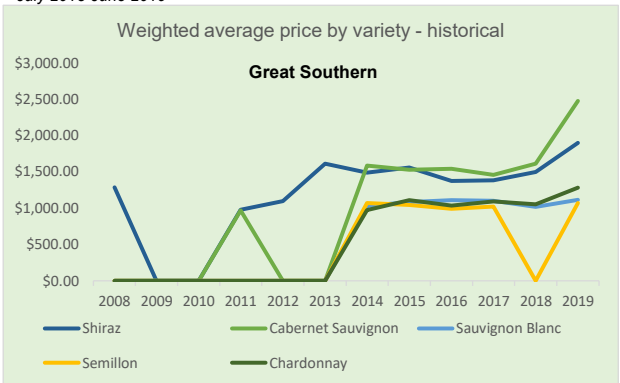
Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label.

Climate data

Source: Bureau of Meteorology (2019)

Great Southern					
Size (km ²)	20 440	Elevation (m)	0-1083	Latitude	34° 59'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	20.1 °C	676 mm	243 mm	1659	
1991-2018 average	20.1 °C	671 mm	242 mm	1691	
2018-19 season*	19.3 °C	614 mm	222 mm	1610	

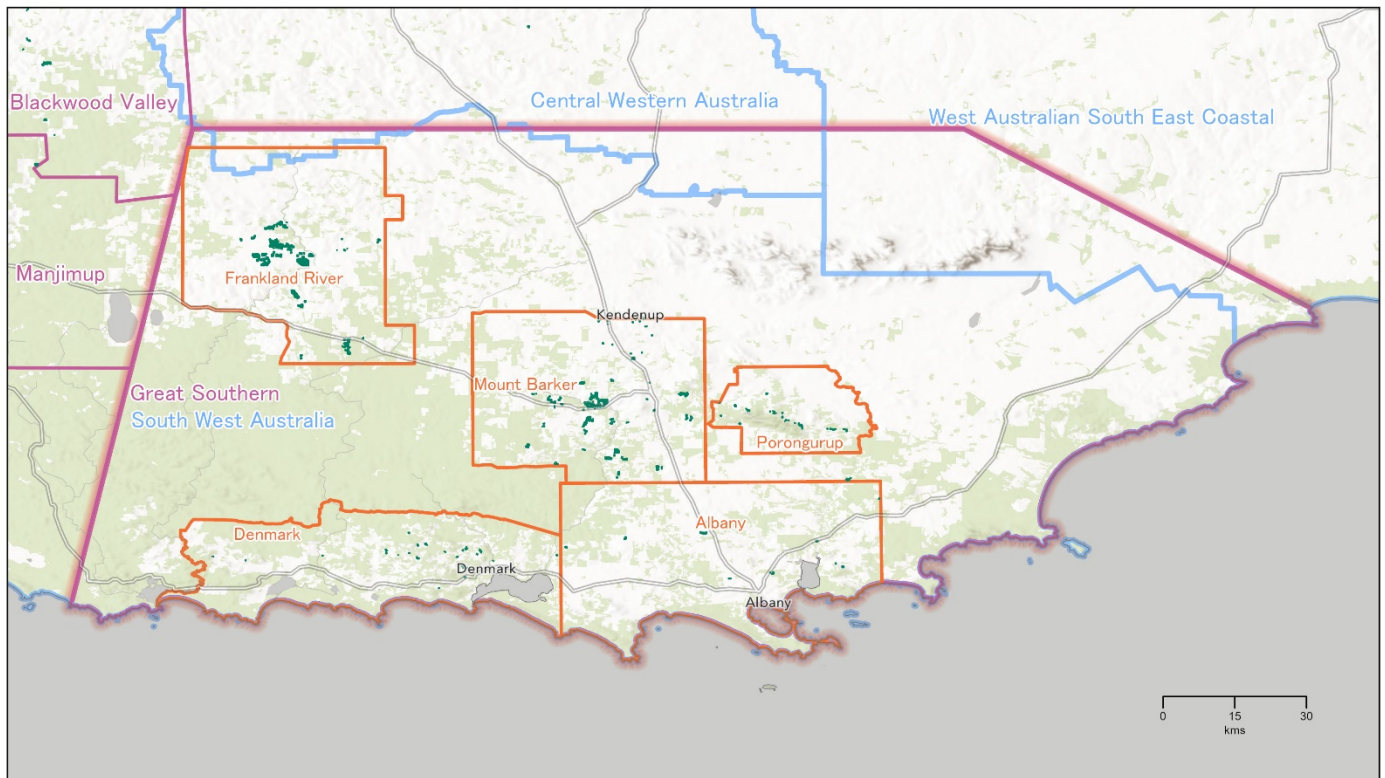
*July 2018-June 2019



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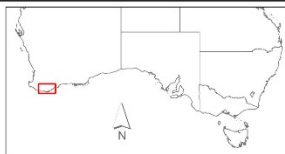
GREAT SOUTHERN

Western Australia



Wine Australia for Australian Wine

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 Map produced by Triviale Solutions Pty Ltd, June 2019



- GI Sub Regions
- GI Regions
- GI Zones
- Vineyards (GAIA 2019)

This map provides a visual representation of the Geographical Indications (GI) boundary defined in the Initial Description for the GI. This boundary description is the legal definition of the GI and in case of any discrepancy or ambiguity, the Initial Description prevails.



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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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