

Wine Australia

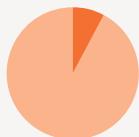
Small Winemaker Production and Sales Survey 2016-17



Production

106 million litres

↑ **10%** in 2016-17



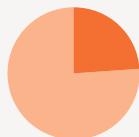
8%
of total national volume



Sales

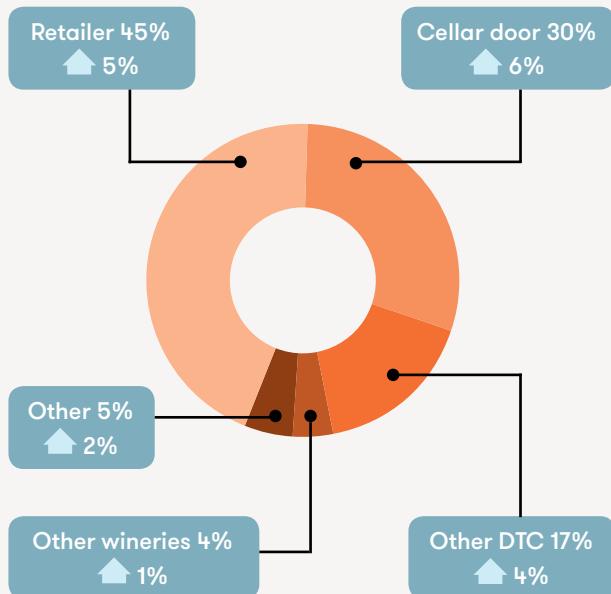
\$1.3 billion

↑ **10%** in 2016-17



24%
of total national value

Domestic sales by channel



Business models



8.8 average number of employees (5.2 FTE)



16 500 estimated total employees



52% grow all or nearly all their own fruit



47% make all wine in their own facility



70% have a cellar door