

The bigger picture: market insights for the wine sector

The National Vintage Survey is part of Wine Australia's grape and wine information, that includes wine sales, export markets and consumer behaviour analysis and insights. All of this information is available free to winegrape levy payers and wine exporters.

See our website wineaustralia.com/market-insights or contact the market insights team: market.insights@wineaustralia.com

Where can I find out more?

The National Vintage Report is published on the Wine Australia website wineaustralia.com/market-insights/national-vintage-report

It includes winegrape intake summary tables for all winegrowing regions in Australia that report a crush over 1000 tonnes.

If you don't think your winery is on the list to receive the survey, or if you would like any further information about the survey or the report, please contact market.insights@wineaustralia.com

'The National Vintage Report is a great resource for winemakers – they rely on it to help plan next year's intake, to benchmark their company's performance and to assess conditions for supply and demand going forward.'

Tony Battaglione, Chief Executive
Australian Grape & Wine Inc

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The National Vintage Survey

Wine Australia

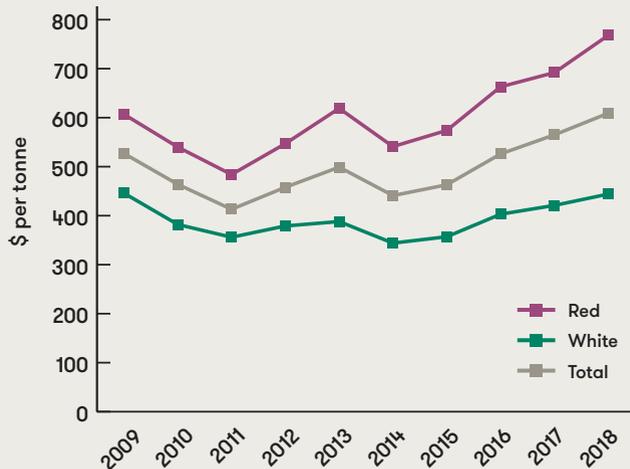
The National Vintage Survey

What is the National Vintage Survey?

It is an annual survey of winegrape crush and price, conducted by Wine Australia on behalf of the Australian wine sector. The results are published in the National Vintage Report, which gives national and regional summaries of winegrape intake, average price and price dispersion.

The survey gives the earliest indication of the size of the national winegrape crush and the only independent source of information on average grape purchase prices.

National average winegrape price historical



What is it for?

Information is critical for any business when it comes to making important decisions. The Australian wine sector's National Vintage Survey is one of our best sources of reliable, accurate information that helps:

- drive our international competitive advantage as a global wine producer
- raise the profile of winegrape growing and winemaking in regions around Australia
- enable better business planning for individual businesses, and
- identify trends and future opportunities for the wine community.

It tells Australian winemakers and grapegrowers:

- what varieties are crushed in a region – and how the region's variety profile compares with other regions, and
- the total crush and average price paid for all the grape varieties in a region, and how they compare with last year.

It allows the sector to work out:

- where Australia fits as a wine producer in the global market
- the trends in winegrape production, and
- the value of the wine sector to the Australian economy.

Why should I participate?

The more respondents to the survey, the more accurate the results and the better the information. At a national level, the survey collects over 85 per cent of all tonnes crushed in Australia, but at the regional level, regions with lots of small winemaking businesses can be under-represented, making the results inaccurate for these regions and putting the wine businesses at a disadvantage compared with other regions.

But I don't have time to do another survey!

Fortunately this survey is quick and the data is directly relevant to you.

The National Vintage Survey is a very simple survey that collects tonnes crushed by variety and region, and the price paid for purchased fruit by batch. It can be done on a standard form (spreadsheet) or by sending in your own weighbridge reports. For most businesses, it should take less than 20 minutes to complete. And Wine Australia's friendly staff are here to help and just a phone call away.

I already do a crush survey in my region – can't you share the data?

Wine Australia works with state and regional associations as much as possible to minimise survey load. Where we can share data, we do. However, sometimes this isn't possible because of the timeframe of collection, the nature of questions asked or confidentiality restrictions. The good thing is – if you keep a copy of your response, it should make other surveys very quick to complete.

What about confidentiality?

All information provided is treated confidentially and handled in accordance with the Australian Privacy Principles and Wine Australia's privacy policy. Survey results are only reported at a region/variety summary level, and prices are not reported for any varieties with fewer than three wineries reporting purchases in a region.

When is it conducted?

The survey is conducted in May–June each year, with results generally published in July.