



THINK **big** WESTERN AUSTRALIA BIG ON WINEMAKING



**EXTRAORDINARY
WESTERN AUSTRALIA**

Vines were first planted in Western Australia in 1829 and today, the State has over 150 wineries. For generations, the warm climate and ideal soil conditions of the Swan Valley (30 minutes from Perth's central business district) and Margaret River in the south west, have drawn winemakers from around the globe. Now, Western Australia's wineries are recognised as some of the best in the world.

Western Australia's wine grape industry makes up 4.8 per cent of the nation's wine grape production but accounts for about 12 per cent of the wine value. The industry focuses on premium and ultra-premium wines. The State's wine grape production increased from 12 000 tonnes in 1995, to a peak of 84 000 tonnes in 2006.

It is estimated that the farm gate value of wine in Western Australia is A\$91 million dollars; the highest-valued sector of the horticulture industry in the State.

The contribution of the wine grape industry to the State's economy is A\$380 million dollars, representing 34 per cent of the horticulture industry.

Fact file

- Wine industry contribution to the State's economy: A\$380 million
- Farm gate value of Western Australian wine: A\$91 million
- Annual exports of Western Australian wine: 7.1 million litres, worth A\$34.6 million
- Number of wine growing areas: nine regions
- Wine industry focus: premium and ultra premium wines

- Margaret River and the Great Southern wine regions: produce 85% of exported volume and 89% of exported value

Investment and trade opportunities

Over the past 10 years, Western Australia has been the country's fastest growing economy, achieving 4.4 per cent growth a year - a rate that is expected to continue. The State's resilient economy and contribution to Australia's prosperity is underwritten by its resource sector and its position as a global energy and minerals hub.

A\$91
MILLION
WINE INDUSTRY





Photo courtesy of Perth Convention Bureau

The State offers a commercial environment which actively encourages growth and prosperity. A stable, supportive government and transparent legal and regulatory processes, contribute to its highly entrepreneurial culture. Western Australia also has low sovereign risk and innovative government policies which actively encourage development, as well as a highly-skilled workforce.

World class

The winemaking industry in Western Australia is an important contributor to the national wine industry and is internationally recognised as a producer of premium and ultra-premium wines. The industry is characterised by family owned and operated businesses (often called 'boutique wineries'), which have established niche markets in Australia and overseas.

The State's winemakers exported 7.1 million litres of wine with an approximate value of A\$34.6 million dollars. Bottled regional wines accounted for 5.1 million litres (72 per cent of total volume) and A\$30.9 million dollars (89 per cent of value).

The State's two most recognised wine regions, Margaret River and Great Southern, represented an 85 per cent share of exported volume and 89 per cent share of exported value.

WESTERN AUSTRALIA WINE REGIONS

PERTH HILLS
THE SWAN DISTRICT
PEEL
GEOGRAPHE
BLACKWOOD VALLEY
PEMBERTON
MANJIMUP
MARGARET RIVER
GREAT SOUTHERN.



Wine regions

There are nine Western Australian wine regions, mainly concentrated in the south-west of the State.

The wine regions of Western Australia are: the Swan District and Perth Hills (near the state capital Perth), Peel, Geographe, Blackwood Valley, Pemberton, Manjimup, Margaret River and Great Southern.

Margaret River

Since the first significant planting of vines in 1967, the Margaret River wine region has evolved to be regarded as one of the great wine-producing regions of the world. In the last 20 years, plantings have increased tenfold and wine producer numbers have increased six times, to more than 120, with 5 500 hectares under vine.

A drive of three hours south of Perth, this vibrant region enjoys a growing reputation as one of the most recognised wine regions in Australia. The area includes the rolling hills of the

Leeuwin Naturaliste Ridge, extending 90 kilometres north-south between Cape Naturaliste and Cape Leeuwin and bounded to the west by the Indian Ocean. The soils are predominantly gravel/sandy loam formed from the underlying granite and gneissic rock. Margaret River wine is blessed by the region's natural aesthetic landscape and is a favourite for visitors.

Premium wine styles include Chardonnay, Cabernet Sauvignon, Sauvignon Blanc, Semillon and Shiraz.

Great Southern

In the late 1950's, the Western Australian Government invited Professor Olmo, a world class viticulturist from California and Dr Penfold Hyland from New South Wales, to investigate the region. The climate and soil types proved ideal, and the first vintage was harvested in 1972. By the late 1970's, the region was well on the way to success, proven by medal wins at state-wide wine shows. The region is vast and spans 150 kilometres from north to south and 100 kilometres east to west. It comprises the sub-regions of Albany, Denmark, Frankland River, Mount Barker and Porongurup. The soils are similar throughout; either lateritic, gravelly sandy loams (marri country) or sandy loams deriving directly from granite and gneissic bedrocks.

Elevation, aspect and sites vary widely throughout the region. In general, the climate of the northern areas tends to be slightly warmer on the higher sites. Premium white styles include Riesling, Pinot Noir, Cabernet Sauvignon, Shiraz and Sauvignon Blanc.

Swan Valley

The Swan Valley has a rich history of fortified and table wine production, dating back more than 180 years. The region is a premium fortified wine producer, but the local flavour, forged by European migrant families, is being refined, with a new generation of winemakers and food producers creating innovative and popular wine styles.

Thirty minutes from Perth's central business district - and even closer to the domestic and international airport - the region fronts the Swan River

BOTTLED WINE MARKET SHARE WESTERN AUSTRALIA 09/10 %SHARE

	Litres	Value	Litres	Value
BLACKWOOD VALLEY	18 216	130 846	0.4%	0.3%
DENMARK	4 455	52 585	0.1%	0.1%
FRANKLIN RIVER	241 356	2 093 79	5.0%	5.4%
GEOGRAPHE	138 105	983 290	2.9%	2.5%
GREAT SOUTHERN	186 678	1 407 732	3.9%	3.6%
MANJIMUP	13 059	98 711	0.3%	0.3%
MARGARET RIVER	1 787 086	19 455 526	37.1%	50.2%
MOUNT BARKER	26 069	344 106	0.5%	0.9%
PEEL	3 969	45 991	0.1%	0.1%
PEMBERTON	156 186	1 190 830	3.2%	3.1%
PERTH HILLS	7 065	84 343	0.1%	0.2%
PORONURUP	464	14 305	0.0%	0.0%
SOUTH WEST AUS	417 400	2 726 829	8.7%	7.0%
SWAN DISTRICT	459	4 590	0.0%	0.0%
SWAN VALLEY	21 546	232 635	0.4%	0.6%
WESTERN AUSTRALIA	1 789 212	9 862 334	37.2%	25.5%
GRAND TOTAL	4 811 324	38 728 445	100%	100%

SOURCE: WINE AUSTRALIA WINE EXPORT APPROVAL DATABASE

and is a popular choice for a day trip or weekend getaway. The climate is warm to hot and very dry, allowing for good fruit ripening during the summer. Soils range from deep-draining sand over limestone (in the coastal strip around Wanneroo), to well-drained gravelly loam (on the Darling Scarp fringe), deep red loam (by the Swan River), and sand over clay (in the Herne Hill flats).

Premium wine styles include Chardonnay, Chenin Blanc, Verdelho, Shiraz, and Cabernet Sauvignon.

Perth Hills

The Perth Hills wine region (30 to 60 minutes from Perth) extends along the Darling Scarp from Chittering to Serpentine. The first vineyard was planted in Darlington in the 1880s.

Geologically the region is distinct, with hills, valleys, ridges and creeks that crisscross in every direction. The area is covered with natural vegetation. Its elevation brings cooling sea breezes and moderate to high summer temperatures. Vineyards are generally established on gravelly loam soils among state forests. Vineyard topography and size generally do not lend themselves to machine harvesting, resulting in handmade wines.

Premium wine styles include Chardonnay, Viognier, Cabernet Sauvignon and Shiraz.

Peel

Vineyards were first established in Peel in the 1850's but real growth began in the middle of the 1970's. Today, Peel is an emerging wine region with over 200 hectares of wine grapes. The region - south of Perth - is centred on the rapidly-growing suburb of Mandurah. It stretches from the Indian Ocean to the Darling Range and beyond the Darling Plateau. It is a drive of 40 minutes from Perth and a popular day-trip. The massive expanses of water in Peel Inlet and Harvey Estuary, as well as the Indian Ocean to the west, ensure consistent cooling summer breezes, as does the altitude inland along the range. This helps maintain milder temperatures for optimum grape ripening.

Shiraz and Chardonnay are commonly produced but a significant number of wineries are producing other varieties such as Zinfandel.

Manjimup

Viticulture began with research by the Department of Agriculture and Food in the mid 1970's, with planting trials and detailed climatic investigations. The results identified considerable potential. Hiding among towering forests in the State's south-west, Manjimup enjoys an outstanding reputation for high-quality, fresh produce, including truffles, marron, fruit, vegetables and wine. Cold wet winters and warm dry summers are

ideal conditions to ensure intense fruit flavours for premium wine production. The area's soils include lateritic gravelly sands and gravelly loams overlying clay.

Premium wine styles include Chardonnay and Shiraz, Pinot Noir, Sauvignon Blanc and Cabernet Sauvignon.

Pemberton

Pemberton's vineyards were established in the 1980's, and the region is regarded as an area of influence in the State's premium wine sector. In Pemberton, national parks abound with creeks, rivers, wetlands and waterfalls, with 85 per cent of the region remaining under native vegetation. The region is a 40 minute drive south from Manjimup, to the west of Great Southern and south-east of Margaret River. The climate is cool, with most rainfall occurring in winter. The vineyards flourish in karri loam (deep red fertile soil), resulting in grapes with vibrant flavours and natural acids. The mild weather is excellent for grape growing and provides the perfect setting for a relaxing nature-based getaway.

Premium wine styles include Chardonnay, Sauvignon Blanc, Pinot Noir and Shiraz.

Blackwood Valley

Named after the Blackwood River, the area was officially established as a wine region in 1998 (although plantings began from 1976). Today, the picturesque region has more than 20, predominantly small, boutique producers. The area boasts lush green pastures, forests of tall trees, gently flowing rivers that wind through the valleys and peaceful rural towns. Located inland, and east of Margaret River, the elevation ranges from 100 metres in the west to 340 metres in the east, and has well-drained gravelly loam soils. The Mediterranean-style weather provides warm dry summers and cold wet winters, bringing excellent balance to the wines.

Premium wine styles include Chardonnay, Sauvignon Blanc, Cabernet Sauvignon and Shiraz.



Photo courtesy of Tourism WA

Geographe

Formally established as a wine appellation in 1999, the large and diverse Geographe Wine Region is situated south of the Peel Wine Region and north of Margaret River. Less than two hours from Perth, this region of boutique wineries, producing fine wines with full fruit flavours, is a magnet for visitors who are also attracted by the breathtaking scenery and beaches.

The climate is warm to hot, with cooling Geographe Bay winds from the west allowing the vines to cool in the evening for even ripening. Soil types include limestone and limestone-based tuart sands.

Wine styles include Chardonnay, Viognier, Cabernet Sauvignon, Merlot and Shiraz, with increasing production of Semillon/Sauvignon Blanc blends.

Investment and trade support

The Wine Industry Association of Western Australia (Inc.) is the State's primary organisation of wine producers, with the role of facilitating the development of export and domestic markets for quality Western Australian wine through education, quality control, fostering trade relationships and lobbying.

Investment and trade opportunities for Western Australia's wine industry are ably supported by the Department of State Development.

The Department has extensive experience and networks throughout international markets. It can expand market opportunities by encouraging productive relationships between supply chain customers, government and industry organisations. The Department of State Development assists businesses and organisations to capitalise on international export and investment opportunities. With the support of eleven independent international offices located around the world the Department offers a wide range of trade and investment services.

The Department:

- assists Western Australian exporters with overseas markets
- advises on market entry strategies
- identifies business opportunities in established and emerging markets
- represents Western Australia's strategic interests in trade development and free trade agreements
- facilitates inbound investment
- arranges customer fact finding missions
- provides statistical, trade and market analysis
- coordinates Government approval processes
- advises on Government incentive schemes.

For more information

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Acknowledgement

The Department of State Development gratefully acknowledges the contribution of the Wine Industry Association WA and the Department of Agriculture and Food in the development of this fact sheet.

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