Wine Australia providing insights on Australian Wine

Region snapshot 2024-25 - Great Southern

State	Western Australia

Published **October 2025**

Plantings

Source: National Vineyard Scan 2020 and ABS 2015	Great Southern	All regions
Total vineyard area (hectares)	2,545	155,442
Percentage red varieties	59%	64%
Percentage of national vineyards	2%	
Percentage of Western Australia vineyards	23%	

Crush

Source: National Vintage Survey 2025	Great Southern	All regions
Estimated tonnes crushed in 2025	6,693	1,565,135
Average yield (tonnes/ha)	2.6	10.1
Change in crush from 2024	38%	11%

Top five varieties in Great Southern in 2025	Share of region tonnes	Share of national tonnes
Shiraz	31%	23%
Cabernet Sauvignon	18%	14%
Chardonnay	13%	18%
Sauvignon Blanc	11%	7%
Riesling	8%	1%

Exports

Source: Wine Export Approvals year ending June 2025

Exports by GI content	Great Southern	All exports
Export volume by GI content ('000 litres)	1,548	638,386
Percentage of total exports	0.2%	100%
Percentage of crush exported (estimate)	33%	58%

Label claim exports (bottled only)	Great Southern and Great Southern blends	Year over year change
Export volume by GI label claim ('000 litres)	633	↑ 57%
Export value by GI label claim ($A '000)	6,380	↑ 48%
Average value per litre	$10.07	↓ -6%

Share of bottled export volume by destination market (top 6 markets for region)	Great Southern and Great Southern blends	All bottled wine exports
China mainland	54%	19%
UK	13%	10%
Finland	11%	0%
Japan	5%	3%
USA	3%	26%
Singapore	2%	3%
Remaining markets	12%	38%

Share of bottled export volume by price point	Great Southern and Great Southern blends	All bottled wine exports
$2.49 and under	5%	3%
$2.50 to $4.99	14%	58%
$5.00 to $7.49	17%	17%
$7.50 to $9.99	22%	7%
$10.00 to $14.99	30%	6%
$15.00 to $19.99	7%	2%
$20 and over	5%	8%

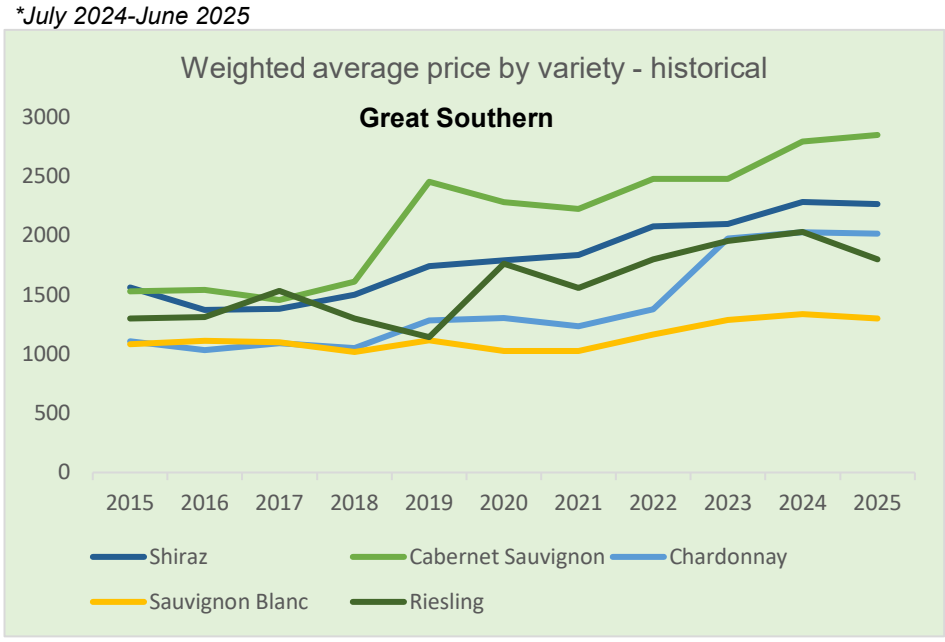
Climate data

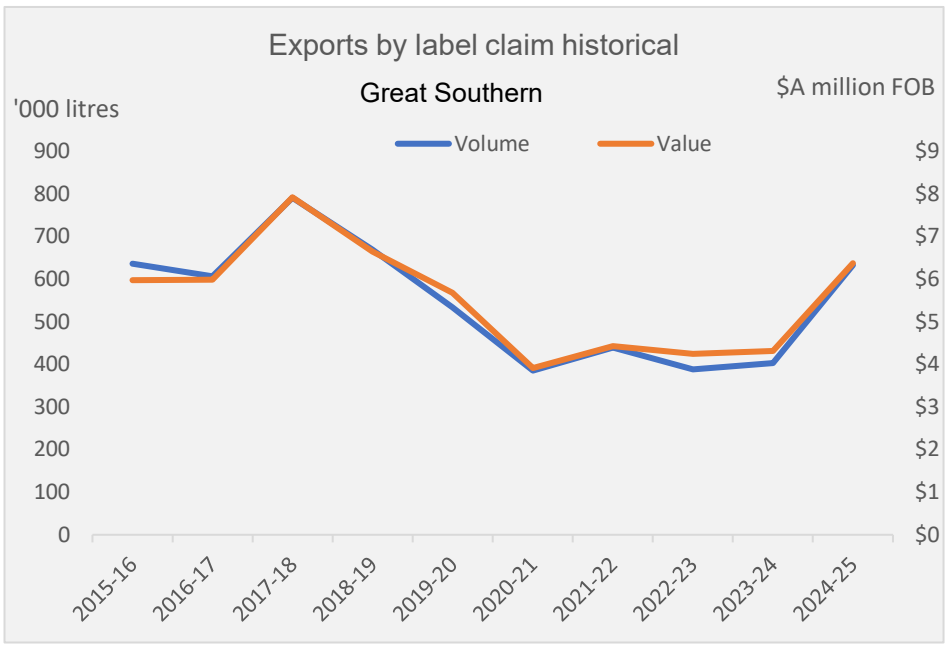
Source: Bureau of Meteorology (2024)

Great Southern					
Size (km^2)	20 440	Elevation (m)	0-1083	Sth latitude	-35.13

Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	Oct-April GDD
1961-1990 average	20.1 ºC	670 mm	242 mm	1648
2005-2024 average	20.2 ºC	654 mm	249 mm	1724
2024-25 season*	22.1 ºC	603 mm	227 mm	1952

**July 2024-June 2025*





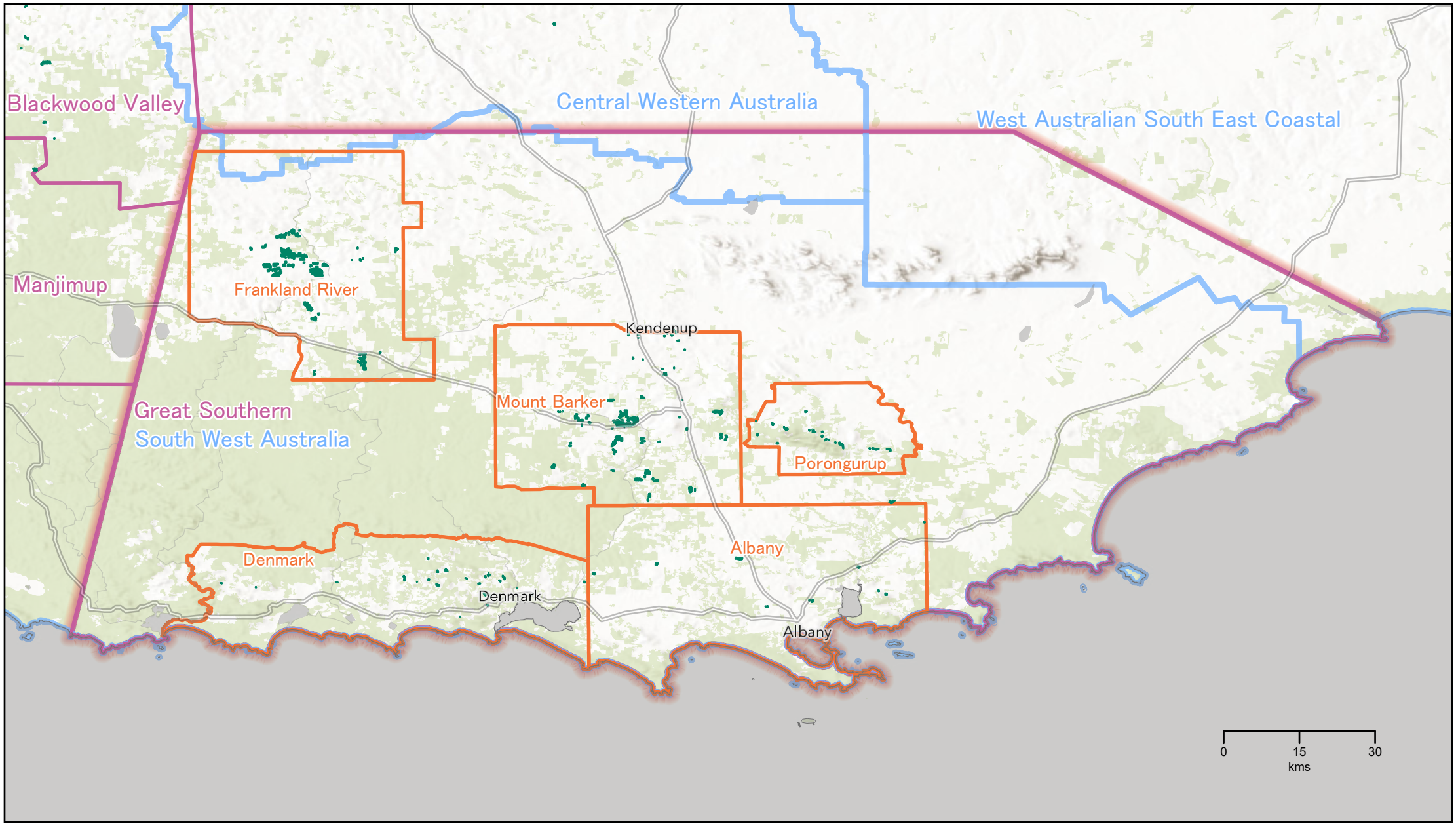


Notes

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 2020 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 National Vintage Report 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.
Label claim exports are those where the GI region is identified on the label. GI region content is based on the region reported by the winery in the product description.

GREAT SOUTHERN

Western Australia



Wine Australia for Australian Wine

Copyright in this map is owned by Wine Australia July 2020

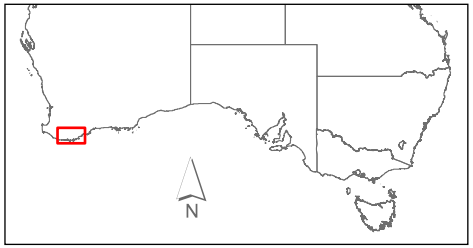
Vineyard boundaries: created and supplied by GAIA for the National Vineyard Scan 2019. Visit gaia.ag for more information. This information is reproduced with the permission of GAIA Innovations

Geographic Indications (GI) boundaries: Wine Australia (excluding South Australia where they are provided with permission by Vine Health Australia). Further information can be found at www.wineaustralia.com/labelling/register-of-protected-gis-and-other-terms/geographical-indications

Base map sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community © Commonwealth of Australia (Geoscience Australia) 2016.

You may store, display, print and reproduce this material only for non-commercial use or use within your organisation so long as you give appropriate acknowledgement to the copyright owner. The data must not be shared with commercial thira parties without written consent from the Wine Australia. More information can be found at www.wineaustralia.com

Map produced by Locatable Solutions Pty Ltd, June 2020



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

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

GAIA agricultural intelligence