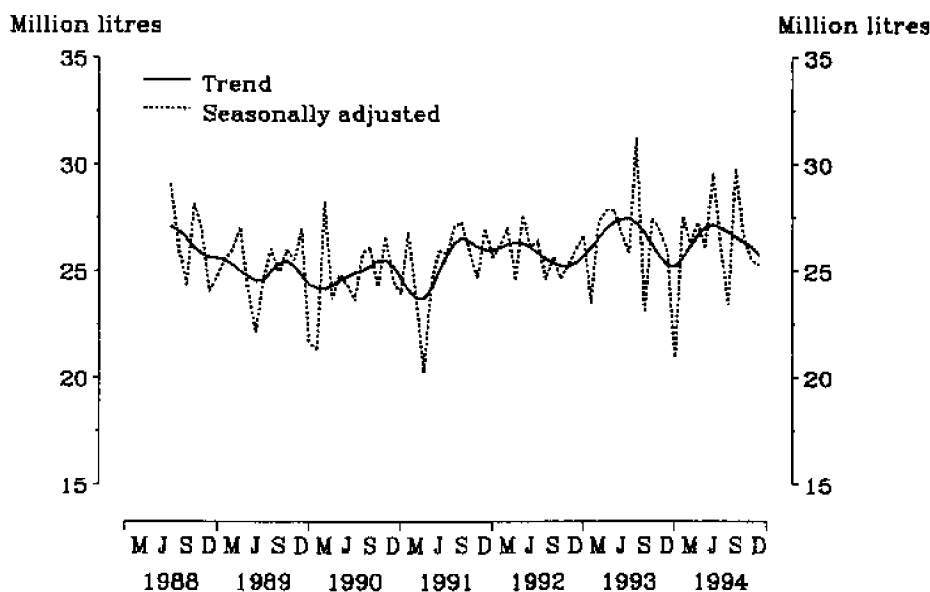


## SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, DECEMBER 1994

### SUMMARY OF FINDINGS

#### DOMESTIC WINE SALES



#### Domestic sales

Provisional trend estimates for total domestic wine sales fell by 1.4 per cent between November and December 1994, following a 0.9 per cent decrease between October and November 1994. This is the sixth month of trend decline following a five month period of growth.

The trend series has shown some volatility over the past few months and the rate of decline was showing some signs of easing. As a result of a further fall of 0.9 per cent in the seasonally adjusted data for December 1994, the decline in the trend has now strengthened. However, from this low level only a 3.7 per cent increase in the seasonally adjusted estimate for domestic wine sales in January 1995 will see the trend series flattening out (the average monthly movement regardless of sign in this series is 7 per cent). Readers are reminded that recent trend estimates are provisional and could change when data for future months become available.

In original terms, there were 36.2 million litres of wine sold domestically during December 1994, a 16.2 per cent increase on November 1994, continuing the build up for the Christmas/New Year break. However, December

1994 sales are down by 2.7 per cent on December 1993. There were 315 million litres of Australian wine sold domestically in 1994, a 1.6 per cent decrease on sales in 1993.

#### Exports

A total of 7.5 million litres of wine valued at \$26.1 million was exported from Australia in November 1994. This is 39.9 per cent less in terms of volume than October 1994 and 10.6 per cent less than November 1993.

In the five months to November 1994, Australia exported 56.2 million litres of wine, 7.6 per cent or 4.7 million litres less than for the same period to November 1993. However, the value of these exports increased by 7.2 per cent to \$185.2 million.

The decline in the volume of wine exported for the five months to November 1994 was spread across all wine types and across most of the major export regions. Southeast Asia was the only region to record an increase, a marginal one of 0.7 per cent. All other regions recorded a decrease in export volume ranging from 2.3 per cent for Europe and the CIS to 25.0 per cent for Oceania.

#### INQUIRIES

- for further information about statistics in this publication and the availability of related unpublished statistics, contact Peter Carmalt on Adelaide (08) 237 7626 or any ABS State Office.
- for information about other ABS statistics and services please refer to the back page of this publication.

## SUMMARY OF FINDINGS *(continued)*

The decline in the volume of wine exported for the five months to November 1994 was spread across all wine types and across most of the major export regions. Southeast Asia was the only region to record an increase, a marginal one of 0.7 per cent. All other regions recorded a decrease in export volume ranging from 2.3 per cent for Europe and the CIS to 25.0 per cent for Oceania.

### Imports

Australia imported 1.9 million litres of wine in November 1994 at a cost of \$8.7 million. This is the highest monthly volume of wine imported since at least May 1986, when import data was first recorded in this publication.

For the five months to November 1994, Australia imported 5.5 million litres of wine, 34.0 per cent more than for the same period in 1993. However, the amount paid for these imports (\$26.4 million) was only 11.7 per cent more than that paid for imports of wine for the same period in 1993.

**A comparison of domestic wine sales (original data) for 1993 and 1994 follows.**

<i>Wine type</i>	<i>1993</i>	<i>1994</i>	<i>Percentage change</i>
	<i>'000L</i>	<i>'000L</i>	
<b>Table</b>			
White - bottles 1 litre and under	46,222	50,082	8.4
White - other containers	146,273	136,766	-6.5
<i>Total</i>	<i>192,495</i>	<i>186,848</i>	<i>-2.9</i>
Red - bottles 1 litre and under	26,208	28,759	9.7
Red - other containers	31,052	31,182	0.4
<i>Total</i>	<i>57,260</i>	<i>59,941</i>	<i>4.7</i>
Rosé - bottles 1 litre and under	583	580	-0.5
Rosé - other containers	4,234	4,179	-1.3
<i>Total</i>	<i>4,817</i>	<i>4,759</i>	<i>-1.2</i>
<b>Total table wine</b>	<b>254,572</b>	<b>251,548</b>	<b>-1.2</b>
<b>Fortified</b>	<b>27,373</b>	<b>26,998</b>	<b>-1.4</b>
<b>Sparkling</b>			
Bottle fermented	26,545	25,255	-4.9
Bulk fermented	4,462	4,330	-3.0
<i>Total sparkling wine</i>	<i>31,007</i>	<i>29,585</i>	<i>-4.6</i>
<b>Other</b>	<b>7,191</b>	<b>6,893</b>	<b>-4.1</b>
<b>TOTAL WINE SALES</b>	<b>320,143</b>	<b>315,024</b>	<b>-1.6</b>

Domestic sales of Australian wine in 1994 fell by 1.6 per cent when compared with 1993. All the major wine types recorded a fall in the volume of sales in 1994.

Table wines represent almost 80 per cent of total domestic wine sales. However, while total sales of table wine were down by 1.2 per cent, there were some marked variations in sales by both wine and container types as highlighted below:

- there was a shift in sales to red wine (up 4.7%), while white table wine sales were down by 2.9 per cent and sales of rosé fell by 1.2 per cent.
- there was a strong increase in sales of bottled wine (up 8.8%) while sales of wine in other containers fell by 5.2 per cent. However, sales of wine in bottles still represents less than a third (32%) of all table wine sales in Australia.

Sparkling wine sales were down by 4.6 per cent, with bottled fermented sparkling wine falling by 4.9 per cent and bulk fermented sparkling wine down 3.0 per cent. Fortified wine sales decreased by 1.4 per cent while sales of other wine fell by 4.1 per cent.

TABLE 1. DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine		Trend estimate	Brandy(b)
	Table	Fortified	Sparkling	Carbonated	Flavoured (a)	Vermouth	Original	Seasonally adjusted		
	('000 litres)									('000L al)
1991-92	246,704	29,891	30,153	3,751	2,921	1,410	314,830	..	..	1,380
1992-93	246,308	28,420	29,971	3,256	2,845	1,281	312,081	..	..	1,312
1993-94	254,741	27,026	30,543	3,525	2,426	1,258	319,519	..	..	1,301
1993-94—										
October	22,814	1,772	3,339	253	181	139	28,496	27,466	26,202	87
November	25,291	2,526	4,227	375	312	128	32,857	26,854	25,677	132
December	27,119	2,755	6,410	509	251	154	37,198	25,957	25,270	151
January	10,926	1,154	1,197	153	n.p.	n.p.	13,652	20,937	25,198	72
February	18,836	1,568	1,968	228	n.p.	n.p.	22,784	27,489	25,600	76
March	19,416	1,965	1,720	217	136	111	23,565	26,293	26,165	93
April	21,417	2,659	1,725	268	188	66	26,323	27,266	26,628	108
May	19,210	2,354	1,674	278	179	84	23,779	26,034	27,016	93
June	22,600	2,592	1,693	355	206	105	27,549	29,551	27,139	86
1994-95—										
July	24,403	2,714	2,031	246	195	70	29,660	26,175	26,989	94
August	19,122	2,294	1,495	185	188	72	23,356	23,401	26,770	97
September	23,500	2,416	2,968	342	176	91	29,492	29,795	26,576	88
October	21,445	2,016	3,385	326	212	104	27,488	26,549	26,346	115
November	23,848	2,799	3,729	441	235	110	31,162	25,488	26,101	127
December	26,824	2,467	5,999	571	213	138	36,212	25,268	25,732	n.y.a.
1993-94—										
July to December	142,337	14,734	20,568	2,025	1,494	711	181,865	..	..	773
1994-95—										
July to December	139,142	14,706	19,608	2,112	1,218	585	177,370	..	..	n.y.a.

(a) Includes wine cocktails, marsala, aperitif and tonic wines. (b) Quantities on which excise duty was paid.

TABLE 2. DOMESTIC SALES OF AUSTRALIAN FORTIFIED AND SPARKLING WINE AND VERMOUTH BY WINEMAKERS  
(('000 litres)

Period	Fortified wine						Sparkling wine(a)		Vermouth	
	Sherry			Dessert wine			Bottle fermentation	Bulk fermentation	Dry	Sweet
	Dry	Medium (b)	Sweet	Port	Muscat	Other (c)				
1991-92	2,281	2,938	7,173	15,933	1,438	128	25,406	4,747	644	766
1992-93	2,117	2,500	6,829	15,545	1,257	172	25,252	4,719	581	700
1993-94	1,889	2,318	6,133	15,383	1,180	124	26,305	4,238	564	694
1993-94—										
October	166	160	380	982	76	9	2,975	364	n.p.	n.p.
November	170	218	568	1,443	116	11	3,676	551	65	63
December	159	234	553	1,683	111	14	5,718	692	n.p.	n.p.
January	99	99	304	599	47	6	1,038	159	n.p.	n.p.
February	101	151	384	864	63	6	1,650	318	n.p.	n.p.
March	171	179	492	1,027	85	10	1,446	274	44	67
April	176	251	671	1,439	114	8	1,430	294	31	35
May	159	185	476	1,425	100	10	1,387	287	40	43
June	190	222	558	1,493	117	11	1,399	294	48	57
1994-95—										
July	168	254	665	1,504	113	9	1,700	331	33	37
August	165	170	446	1,395	108	11	1,186	310	34	38
September	152	206	538	1,397	109	14	2,608	360	38	53
October	149	187	446	1,131	89	14	2,915	470	n.p.	n.p.
November	204	236	614	1,630	102	13	3,240	490	50	60
December	156	202	502	1,482	105	18	5,256	743	n.p.	n.p.
1993-94—										
July to December	992	1,231	3,250	8,535	655	73	17,956	2,612	n.p.	n.p.
1994-95—										
July to December	993	1,256	3,211	8,538	627	80	16,905	2,703	266	319

(a) Spritzig table wines are included with table wine. (b) Includes semi-sweet and medium dry. (c) Includes madeira, tokay, white port.

TABLE 3. DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

('000 litres)

Period	WHITE WINE NOT EXCEEDING 1 DEGREE BAUMÉ(a)					WHITE WINE EXCEEDING 1 DEGREE BAUMÉ(a)				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack(b)	Bulk(c)	Total	1 litre and under	Over 1 litre	Soft pack(b)	Bulk(c)	Total
1991-92	40,736	1,627	122,410	6,690	171,463	2,725	203	15,721	80	18,729
1992-93	41,243	1,319	120,534	4,784	167,880	2,856	203	15,405	61	18,525
1993-94	45,025	1,146	117,172	5,145	168,488	3,110	179	20,590	87	23,967
October	3,686	99	11,080	392	15,256	254	n.p.	1,926	n.p.	2,196
November	4,358	94	11,865	671	16,987	336	n.p.	2,169	n.p.	2,526
December	5,587	118	12,062	774	18,542	431	n.p.	2,204	n.p.	2,668
January	2,269	69	4,949	377	7,664	150	n.p.	911	n.p.	1,074
February	3,685	92	9,271	405	13,453	280	n.p.	1,523	n.p.	1,820
March	3,754	92	9,670	480	13,995	187	12	1,138	3	1,339
April	3,708	94	9,658	250	13,709	279	n.p.	2,257	n.p.	2,557
May	3,210	86	8,722	169	12,186	193	n.p.	1,680	n.p.	1,891
June	3,517	103	10,161	209	13,990	227	19	1,769	4	2,019
1994-95—										
July	3,905	89	10,110	204	14,308	225	n.p.	1,674	n.p.	1,919
August	3,670	73	7,511	198	11,452	205	12	1,344	8	1,569
September	4,221	94	9,839	327	14,481	259	n.p.	2,017	n.p.	2,300
October	4,404	80	9,185	411	14,080	254	n.p.	1,508	n.p.	1,779
November	5,086	90	10,336	595	16,107	275	11	1,812	9	2,108
December	5,725	123	12,040	687	18,576	394	n.p.	2,043	n.p.	2,470
1993-94—										
July to December	24,883	611	64,740	3,255	93,489	1,794	n.p.	11,313	n.p.	13,265
1994-95—										
July to December	27,012	549	59,021	2,422	89,004	1,612	n.p.	10,399	n.p.	12,144

For footnotes see end of table.

TABLE 3. DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE - continued

('000 litres)

Period	RED					ROSÉ				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack(b)	Bulk(c)	Total	1 litre and under	Over 1 litre	Soft pack(b)	Bulk(c)	Total
1991-92	24,048	521	25,200	1,021	50,790	763	137	4,792	30	5,722
1992-93	25,268	464	28,677	642	55,051	n.p.	118	4,107	n.p.	4,852
1993-94	27,575	484	28,399	942	57,399	578	n.p.	4,178	n.p.	4,888
1993-94—										
October	2,096	29	2,643	107	4,875	52	n.p.	424	n.p.	485
November	2,374	38	2,768	90	5,270	48	n.p.	449	n.p.	506
December	2,535	45	2,748	115	5,443	77	n.p.	371	n.p.	467
January	1,041	18	899	55	2,013	30	n.p.	139	n.p.	175
February	1,728	26	1,397	121	3,272	35	n.p.	246	n.p.	290
March	2,201	76	1,416	57	3,749	42	n.p.	281	n.p.	333
April	2,455	35	2,184	33	4,706	48	n.p.	389	n.p.	445
May	2,204	44	2,410	30	4,688	44	n.p.	391	n.p.	445
June	2,660	47	3,391	59	6,157	45	n.p.	374	n.p.	434
1994-95—										
July	3,670	59	3,923	49	7,701	n.p.	9	409	n.p.	475
August	2,665	36	3,003	44	5,748	n.p.	8	307	n.p.	352
September	2,639	50	3,448	125	6,263	46	n.p.	397	n.p.	456
October	2,226	61	2,829	53	5,169	51	n.p.	356	n.p.	417
November	2,586	50	2,513	61	5,211	63	n.p.	349	n.p.	423
December	2,684	54	2,494	32	5,264	84	n.p.	418	n.p.	514
1993-94—										
July to December	15,288	237	16,703	588	32,816	334	n.p.	2,359	n.p.	2,765
1994-95—										
July to December	16,471	312	18,210	364	35,357	336	n.p.	2,237	n.p.	2,637

(a) 1 degree baumé = 18 grams of sugar per litre. (b) Soft pack containers include all collapsible packs, plastic or otherwise. (c) Bulk includes rigid containers (plastic, steel, wood), tankers and cans.

**TABLE 4. WINE AND BRANDY: IMPORTS CLEARED FOR HOME CONSUMPTION AND EXPORTS  
OF AUSTRALIAN PRODUCE**

Period	Wine type				Total wine		Brandy	
	Table	Fortified	Sparkling	Other	Quantity	Value	Quantity	Value
	'000L	'000L	'000L	'000L	'000L	\$'000	'000L at	\$'000
<b>IMPORTS CLEARED (a)</b>								
1991-92	5,190	160	2,373	979	8,703	45,649	662	7,315
1992-93	r4,833	106	2,346	r546	7,832	46,984	629	8,085
1993-94	r4,432	152	2,301	r1,456	8,341	47,637	634	8,243
September	r409	8	235	r160	811	4,744	61	818
October	350	5	215	160	730	4,709	55	630
November	r481	13	334	r182	1,009	6,268	60	917
December	342	8	303	181	833	5,687	101	1,306
January	r183	25	118	r79	404	2,741	43	551
February	r251	14	224	60	549	2,977	49	507
March	293	7	106	r96	502	2,798	42	543
April	r308	10	123	99	539	2,317	40	400
May	307	15	115	95	532	2,995	47	548
June	r583	24	115	r124	845	4,448	44	550
<b>1994-95—</b>								
July	396	39	208	113	755	3,595	52	467
August	r489	8	215	r114	827	4,301	60	r794
September	r533	9	133	r223	898	4,065	48	568
October	r692	58	281	r150	1,182	5,742	56	615
November	1,134	38	601	104	1,876	8,738	69	790
<b>1993-94—</b>								
July to November	2,166	49	1,198	722	4,135	23,674	268	3,838
<b>1994-95—</b>								
July to November	3,243	153	1,438	704	5,539	26,440	285	3,233
<b>EXPORTS (b)</b>								
1991-92	71,752	2,384	3,904	639	78,679	243,526	74	960
1992-93	95,468	1,851	4,730	784	102,832	293,157	73	850
1993-94	r116,643	2,873	r5,042	893	r125,452	r366,514	36	524
<b>1993-94—</b>								
September	12,319	432	699	86	13,537	43,730	6	38
October	11,952	441	824	319	13,536	38,475	4	29
November	7,672	144	462	82	8,360	22,520	3	71
December	7,688	313	200	136	8,337	23,428	2	35
January	5,871	84	175	30	6,159	16,296	1	56
February	6,742	181	223	18	7,163	22,071	1	6
March	10,352	91	245	33	10,720	31,620	7	128
April	9,807	302	365	35	10,509	33,784	-	5
May	r9,847	266	361	45	r10,519	r32,133	4	86
June	r10,755	r101	r311	37	r11,204	r34,439	3	17
<b>1994-95—</b>								
July	r9,977	435	r305	32	r10,749	r32,638	4	144
August	r10,628	220	387	r59	r11,295	r36,968	2	39
September	r13,361	180	r654	47	r14,243	r46,962	5	108
October	r11,104	r367	r933	26	r12,430	r42,527	4	62
November	6,972	105	350	45	7,473	26,140	1	31
<b>1993-94—</b>								
July to November	55,582	1,536	3,162	559	60,840	172,745	17	190
<b>1994-95—</b>								
July to November	52,043	1,308	2,629	209	56,190	185,234	15	386

(a) Classification of commodities to Table and Other wine types have been adjusted back to July 1992. (b) Exports may include sales made by exporters other than winemakers.

TABLE 5. EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, NOVEMBER 1994

Country/Region	Wine type				Total wine	
	Table	Fortified	Sparkling (Litres)	Other	Quantity	Value (\$'000)
Fiji	44,241	7,107	15,804	1,260	68,412	221
New Zealand	1,120,258	10,091	107,118	12,370	1,249,837	2,751
Papua New Guinea	60,083	4,260	19,484	180	84,007	421
<i>Total Oceania &amp; Antarctica (a)</i>	<i>1,319,196</i>	<i>21,789</i>	<i>162,813</i>	<i>14,492</i>	<i>1,518,290</i>	<i>3,684</i>
Denmark	166,928	-	-	-	166,928	605
France	87,840	-	-	-	87,840	143
Germany	48,564	-	27	-	48,591	271
Ireland	85,515	-	1,800	-	87,315	171
Netherlands	120,544	-	-	-	120,544	520
Norway	76,190	-	-	-	76,190	153
Sweden	295,900	-	-	-	295,900	561
Switzerland	27,516	1,800	4,500	828	34,644	253
United Kingdom	2,161,592	6,484	55,661	9,326	2,233,063	8,928
<i>Total Europe &amp; the CIS (a)</i>	<i>3,134,227</i>	<i>12,244</i>	<i>64,598</i>	<i>12,494</i>	<i>3,223,563</i>	<i>11,859</i>
Bahrain	17,060	-	90	-	17,150	24
United Arab Emirates	33,345	320	6,768	270	40,703	88
<i>Total Middle East &amp; North Africa (a)</i>	<i>66,165</i>	<i>320</i>	<i>7,038</i>	<i>270</i>	<i>73,793</i>	<i>131</i>
Indonesia	12,695	54	171	90	13,010	72
Singapore	174,251	180	21,246	378	196,055	516
Thailand	34,469	225	3,600	436	38,730	152
<i>Total Southeast Asia (a)</i>	<i>248,688</i>	<i>459</i>	<i>27,303</i>	<i>1,504</i>	<i>277,954</i>	<i>859</i>
Hong Kong	90,575	3,215	33,864	2,051	129,705	605
Japan	277,408	22,989	15,903	9,423	325,723	1,120
Republic of Korea	163,838	90	207	-	164,135	268
<i>Total Northeast Asia (a)</i>	<i>536,096</i>	<i>28,994</i>	<i>66,354</i>	<i>14,674</i>	<i>646,118</i>	<i>2,095</i>
Canada	402,607	24,192	12,591	540	439,930	1,766
USA	1,149,788	17,446	8,955	-	1,176,189	5,434
<i>Total North America (a)</i>	<i>1,552,395</i>	<i>41,638</i>	<i>21,546</i>	<i>540</i>	<i>1,616,119</i>	<i>7,199</i>
<i>Total Other Regions(b)</i>	<i>115,187</i>	<i>-</i>	<i>774</i>	<i>720</i>	<i>116,681</i>	<i>314</i>
<i>Total All Countries</i>	<i>6,971,954</i>	<i>105,444</i>	<i>350,426</i>	<i>44,694</i>	<i>7,472,518</i>	<i>26,140</i>

(a) Includes other countries as detailed in *Australian Standard Classification of Countries for Social Statistics* (1269.0). (b) Includes ship's stores.TABLE 6 : EXPORTS OF AUSTRALIAN WINE BY REGION  
(\*000 litres)

Period	Oceania & Antarctica	Europe & the CIS	Middle East	Southeast Asia	Northeast Asia	North America	Other	Total all Regions
1991-92	7,509	50,824	855	1,601	3,450	14,153	288	78,679
1992-93	18,251	61,623	799	1,969	3,483	16,356	351	102,832
1993-94	24,968	73,328	950	2,134	5,267	18,462	342	125,451
<i>1993-94—</i>								
September	1,980	8,616	111	166	468	2,151	45	13,537
October	3,067	7,735	63	328	628	1,668	47	13,536
November	2,065	4,417	65	147	332	1,266	67	8,360
December	2,335	3,821	49	248	607	1,252	25	8,337
January	1,281	3,728	56	80	223	776	15	6,159
February	1,420	3,760	95	149	309	1,405	26	7,163
March	1,652	6,944	67	188	365	1,477	26	10,720
April	2,547	5,930	89	141	328	1,450	25	10,509
May	2,469	5,934	96	169	346	1,491	15	10,519
June	1,074	7,561	68	192	602	1,683	24	11,204
<i>1994-95—</i>								
July	2,140	6,046	88	76	454	1,930	16	10,749
August	1,323	8,196	109	124	172	1,342	29	11,295
September	2,185	9,991	37	145	293	1,573	19	14,243
October	1,973	7,357	71	351	602	2,020	57	12,430
November	1,518	3,224	74	278	646	1,616	117	7,473
<i>1993-94—</i>								
July-November	12,191	35,650	431	967	2,488	8,928	185	60,840
<i>1994-95—</i>								
July-November	9,139	34,813	378	974	2,167	8,482	237	56,190

## EXPLANATORY NOTES

**Introduction**

The information shown in this publication for wine sales is obtained directly from winemakers by means of a mail collection. The brandy sales figures shown represent quantities on which excise duty was paid, i.e. the quantity of brandy released for sale. Statistics relating to exports and import clearances are based on information provided to the Australian Customs Service by importers, exporters and their agents.

**Scope and coverage**

2. The information on wine is obtained from winemaking enterprises with wine sales of 250,000 litres or more in the previous financial year. These account for approximately 97 per cent of total wine sales.

3. Tables 1-3 include all sales by winemakers (within the scope of the collection) with the exception of exports, sales for ships' stores, sales of imported wine and brandy and inter-winery sales, the last exclusion being necessary to avoid duplication in the published figures. Figures relating to foreign trade in wine and brandy are presented in Table 4 to provide a basis for assessing the overall Australian wine market.

4. Imports cleared for home consumption comprise those goods entered for home consumption, together with goods cleared from Customs warehouses. Exports of Australian produce are defined as exports of goods, materials or articles which have been produced, manufactured or partly manufactured in Australia.

5. Commencing with April 1992, the timing basis for the compilation of merchandise exports statistics has been changed. The change involves compiling exports statistics on the basis of goods shipped in any period rather than the basis of the documentation of goods shipped in that or earlier periods. In the past only about half of shipments were recorded in the month of shipment, the remainder recorded in subsequent months. The effect of the change is significant on monthly data but marginal on annual data. For more information about the changed basis of compilation refer to publication *Foreign Trade Australia: Merchandise Exports, April 1992*. (5432.0)

6. All sales data are collected on an Australia-wide basis only and State figures are therefore not available.

7. The wine content of products consisting of a mixture of wine and fruit juice, commonly known as 'coolers', is included in the appropriate category of wine from which it is made, which is generally table wine. Where a wine is categorised by container type (i.e. table wine) the wine content of 'coolers' is included in the 'bulk' figure.

**Seasonally adjusted and trend estimates**

8. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences can be more clearly recognised. Seasonal adjustment does not remove from the series the effect of irregular influences (e.g. abnormal weather and industrial disputes).

9. The smoothing of seasonally adjusted series to create trend estimates is a means of reducing the impact of the irregular component of the series. The trend estimates of wine sales have been derived by applying a 13-term Henderson weighted moving average to the seasonally adjusted series.

10. While this smoothing technique enables estimates of trend to be produced for the latest month, it does result in revisions to the estimates for the most recent months as data for subsequent months become available. Generally subsequent revisions become smaller and after 3 months have a negligible impact on the series. There will also be revisions as a result of revisions to the original series and periodic reviews of seasonal factors. The latest review, in September 1993, revised seasonally adjusted and trend monthly series back to July 1975.

11. For further information, see *A Guide to Interpreting Time Series - Monitoring "Trends", an Overview* (1348.0) or contact the Assistant Director, Time Series Analysis on (06) 252 6345.

12. Care should be exercised when interpreting year-to-date figures as measures of trend growth. Due to their temporal phase-shifting properties, year-to-date measures are not always useful for detecting turning points in the data. In particular, these measures are not responsive to more recent trend changes and can be indicative of more historical growth patterns. A further deficiency is that with each additional month of data, the extent of smoothing implicit in the year-to-date measure varies, giving for each month a different form of trend estimate. That is, the degree of smoothing after 3 months will be different to that achieved with 10 months of data. It is possible that the year-to-date measure will suggest results that do not accord with the ABS trend estimate, which is a much more timely indicator of recent trend behaviour.

**Related publications**

13. Other ABS publications which may be of interest include:

*Manufacturing Production, Australia, Food, Drink, Tobacco, Stock and Poultry Food* (8359.0) - issued quarterly, contains production statistics for wine based mixed drinks ('coolers').

*Australian Wine and Grape Industry* (1329.0) - contains production and stocks of Australian wine and brandy held by winemakers and a comprehensive range of industry related data, including world comparisons.

14. Current publications produced by the ABS are listed in the *Catalogue of Publications and Products Australia* (1101.0). The ABS also issues, on Tuesdays and Fridays, a *Publications Advice* (1105.0) which lists publications to be released in the next few days. The Catalogue and Publications Advice are available from any ABS office.

**Symbols and other usages**

- nil or rounded to zero
- n.p. not available for separate publication (but included in totals where applicable)
- n.y.a. not yet available
- r figure or series revised since previous issue
- .. not applicable

15. Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

**RICHARD MADDEN**  
Acting Australian Statistician



## *For more information ...*

The ABS publishes a wide range of statistics and other information on Australia's economic and social conditions. Details of what is available in various publications and other products can be found in the *ABS Catalogue of Publications and Products* available at all ABS Offices (see below for contact details).

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