

# Wine Grape Grower & Wine Producer Membership 2009/10



MARGARET RIVER  
WINE INDUSTRY  
ASSOCIATION

You are part of the Margaret River wine industry and the medium to long term future for fine wines from our region is, in our opinion, very good. Not the least of which is because we are blessed with climate and geography that is the envy of much of the wine growing world

Vine and wine are part of the agriculture sector, perhaps at the more glamorous end, but as is shown by history every industry has cycles both good and bad. This is especially relevant as we are now experiencing a global financial crisis and its impacts. History also shows there will always be a market for high quality produce and we are certainly well served in that regard, as evidenced by our Margaret River region having 5 finalists in the latest Jimmy Watson Trophy, amongst a myriad of other awards and acclamations in just over 40 years.

The Margaret River wine region will continue to grow in reputation for quality fine wines due to a number of factors, including the simple fact that our vines are now on average reaching greater maturity, along with our expertise in growing them and making excellent wine from their fruit. Coupled with our strong international marketing identity – the Margaret River wine brand and regional 'terroir' means our future looks promising indeed.

That being said, we are currently faced with difficult times. It is during these times that it is more important than ever to pull together as an industry under the umbrella of our regional Association, which seeks to support and represent your interests. The strength of all is far greater than the strength of one or two acting in isolation.



The charter of the Margaret River Industry Association as a voluntary not-for-profit organisation has remained constant since its formation; essentially to do all that it can to safeguard and promote the interests of members of the Association and over the years this has taken many paths. However, it is abundantly clear that the cornerstone principle underlying what we do is the strategic responsibility to protect, develop and maintain the Margaret River fine wine brand.

With a small but very active resource base we provide the following services for the benefit of members, including but not limited to:

- ▶ Advocacy and liaison (Augusta Margaret River rate relief)
- ▶ Industry and policy issues at regional, state and national levels such as;
  - local government planning both statutory and strategic, (Capes Region Economic Development Strategy & Margaret River Geopraphe Tourism Taskforce)
  - natural and water resource management (Western Australian departments of Environmental Conservation and Water)
  - wine taxation issues: WET (Federal Government)
- ▶ Margaret River 'Lovers' promotional website and database
- ▶ Reds & Whites Day – current release events for media exposure
- ▶ Viticulture Forums – technical and practical discussions on vineyard management
- ▶ Wine Festival – a celebration of vintage and opportunity to market our fine wines
- ▶ Wine Show – an international standard event to showcase our wines and receive feedback

Two issues that are current priorities we are dealing with are water resource security and wine taxation. These will have a direct impact on our Margaret River wine industry if we don't make a unified and concerted effort now towards resource and financial sustainability.

Margaret River has a positive future and its future as a wine growing region of international excellence depends upon the actions of yourself as well as the Association. Membership of the Margaret River Wine Industry Association will do much to ensure and protect that future simply because if you wish to 'travel fast travel alone but to travel far, travel together'.

As an Association we are only as strong as our members.

For queries regarding membership, please contact: Nick Power, Chief Executive Officer at [ceo@margaretriverwine.org.au](mailto:ceo@margaretriverwine.org.au) or Pip Heaford, Membership & Events Manager at [events@margaretriverwine.org.au](mailto:events@margaretriverwine.org.au) or phone 9757 9330.



# 2008/09 Achievements

## Marketing & Events

- Macquarie 2008 Margaret River Wine Show
- Margaret River Reds & Whites Day
- 2009 Margaret River Wine Region Festival
- Margaret River Lovers
- Exclusive product placement activities such as *The Best of Australia II and III* television series.
- Developed a Student Membership of the Association in conjunction with Curtin University

## Membership Benefits

Your support of the Association, both financial and as a proactive member, will ensure the Margaret River wine region's vision is protected and your business is given every opportunity to have a viable, sustainable future.

## Communications

- Subscription to weekly electronic newsletter *Grapevine*
- Access to 'Member News' and 'For Sale' sections of *Grapevine*
- Subscription to the newsletter *Wine News* (2 per year)
- Own editable page on [www.margaretriverwine.org.au](http://www.margaretriverwine.org.au)
- Participation in discussion web forums through membership-only log-on
- Networking opportunities at member events
- Membership sticker

## Discounts

- Member discounts on wine handling through Australia Post, Commonwealth Bank EFTPOS rates, EBM Insurance and others as negotiated from time to time.

## Member Details

Name of Vineyard / Winery \_\_\_\_\_

Email or postal address (for invoice): \_\_\_\_\_

2009 Winery / Vineyard information: Hectares (Growers) \_\_\_\_\_

Tonnage (Producers) \_\_\_\_\_ (Total production of Margaret River estate grown and purchased grapes used)

Dept Racing Gaming & Liquor Producers Licence Number: \_\_\_\_\_

Applicant's Name (please print): \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Fee Calculator

### Wine Grape Grower

One who sells grapes commercially but does not have a commercial wine label

0-5ha	\$288.75
6-20ha	\$288.75 + \$8.40/ha
21-50ha	\$414.75 + \$6.30/ha
51-100ha	\$603.75 + \$4.20/ha

Fees are capped at 100 hectares under vine at \$813.75. (Costs exclude GST)

### Wine Producer

One who has a commercial wine label

0-30t	\$393.75
31-50t	\$393.75 + \$11.85/t
51 - 100t	\$630 + \$3.15/t
101 - 200t	\$787.50 + \$2.60/t
201 - 500t	\$1,047.50 + \$2.10/t
501 - 1500t	\$1,677.50 + \$1.55/t
1500 - 2500	\$3,227.50 + \$1.05/t

Fees capped at 2500 tonne at \$4,277.50 (Costs exclude GST)



## Technical

- Working with its Technical, Education & Environment Committee to develop sustainable best practice
- Supported re-establishment of Viticulture Forums
- Reconvened its Planning Committee to work closely with the Shires of Augusta-Margaret River and Busselton and the Department of Planning & Infrastructure
- Strengthening ties with Curtin University of Technology to advance industry focussed wine education and research
- Supporting a safer industry through the OH&S Focus Group

## Marketing & Events

- Members' rates for all Association events, such as Margaret River Wine Show, Wine Festival and Seminar Series
- One free direct marketing campaign (email) to members
- Ability to participate in the Association's promotional campaigns where possible

## Lobbying

- Active representation and lobbying on industry issues, especially at a national level
- Participation on the Association's Sub-Committees, including the Executive Committee

Please return completed details to MRWIA by fax 08 9757 9331, post to PO Box 204, Margaret River, 6285 or email [mrwia@margaretriverwine.org.au](mailto:mrwia@margaretriverwine.org.au). An invoice will be sent once we have received the above declaration.

For membership enquiries, please contact Nick Power, Chief Executive Officer or Pip Heaford, Membership & Events Manager on 08 9757 9330 or [mrwia@margaretriverwine.org.au](mailto:mrwia@margaretriverwine.org.au)

### Executive Committee

Leah Clearwater, Clearwater Consulting (President) - 2010  
 Peter Wood, Stella Bella Wines (Vice President) - 2009  
 Nigel Gallop, Fraser Gallop Estate - 2010  
 Charlotte O'Beirne, Free the Wine - 2009  
 Bruce Pearse, Pearse Viticulture - 2009  
 Russell Reynolds, Clownfish & Cowaramup Wines - 2009  
 Ianto Ward, Juniper Estate / Higher Plane Wines - 2010  
 Stuart Watson Woodlands Wines - 2010