



2010 Commercial Membership

In last year's prospectus we highlighted the success of so many regional producers reaching the prestigious Jimmy Watson finals; a truly great achievement. Our accomplishments keep building, with a staggering 36 Gold, 54 Silver and 208 Bronze awarded from just 721 entries at the 2009 Wine Show. That's a strike rate of over 41%; not bad indeed from a wine region just over 40 years old. Of particular note was the high proportion of gold medals in the combined vintage classes for Cabernet Sauvignon (11 from 102 or 11%) and Chardonnay (7 from 90 or 8%) when a normal average range is between 2% - 6%.

As many are aware the Australian wine industry has some challenges before it but the terms 'Margaret River' and 'fine wine' are synonymous and our many successes have helped us forge a brand that will hold us in good stead. As Huon Hooke, Chief Judge Margaret River Wine Show 2007- 2009 mentioned, "Margaret River has many advantages to capitalise on as a wine region such a great brand name, no water shortage and no heat spikes as is the case

in the Eastern States, but perhaps the most important of all a strong wine culture. Margaret River is definitely blessed with the geography and climate with little seasonal variation that lends itself to the consistent production of internationally competitive premium fine wines."

One of the key strategic requirements of the Association is the protection and development of the Margaret River wine brand, domestically and internationally. On our members behalf various initiatives have been announced in mid-December to compliment the existing Wine Festival and Wine Show such as:

- The inaugural Margaret River Wine & Food Recipe Book with over 50 wine members participating;
- Margaret River In London tasting with Decanter (September/October 2010); and
- 'Margaret River In' Perth, Melbourne, Sydney and Brisbane tasting days

Behind the scenes our Association deals with numerous policies and issues in order to stabilize and protect our industry's interests and objectives. Among these are matters concerning

structural imbalance, wine tax, water licensing, liquor licensing and local government and planning. As such, we are active on many fronts, both promotionally and strategically.

The Association is the regional voice of the Margaret River wine industry, representing Grape Growers, Wine Producers and Commercial interests within the region and covering all levels of industry; corporate and government. Being part of the Margaret River Wine Industry Association gives commercial opportunities to promote goods and services, to keep abreast of local industry news and to assist in safeguarding the future of the Margaret River wine region as a means to also support your own business.

For queries regarding the below membership packages, please contact: Nick Power, Chief Executive Officer on email - ceo@margaretriverwine.org.au or Pip Heaford, Membership & Events Manager on email - events@margaretriverwine.org.au phone 9757 9330.

BRONZE \$360*

- ☆ Subscription to weekly e-newsletter *Grapevine*
- ☆ Listing with link to website in *Grapevine* (52 weeks per year)
- ☆ Subscription to Wine News
- ☆ Access to exclusive membership offers and discounts
- ☆ Opportunity to offer exclusive membership offers and discounts
- ☆ Editable company profile on the Association website - www.margaretriverwine.org.au
- ☆ Ability to promote business through 'Margaret River Lovers' database
- ☆ Participation on Sub-Committees
- ☆ Networking at member events
- ☆ Priority consideration for the Association's commercial requirements
- ☆ Ability to participate in the Association's promotional campaigns, where possible

SILVER \$1,000*

- ☆ Bronze level benefits
- +
- ☆ Voting rights
- ☆ Website page banner on rotational basis (display subject to number of members)
- ☆ One free A4 newsletter insert per year, provided by member (value \$250)
- ☆ Company information (A4 brochure provided by member) included in all new member packs

* GST exclusive

GOLD \$1,750*

- ☆ Bronze and Silver level benefits
- +
- ☆ Two tickets to Wine Show Gala Awards Dinner
- ☆ Two free A4 direct mailings to members, provided by member (value \$500)
- ☆ Early offers on all major sponsorship opportunities for Association events
- ☆ Ability to negotiate other activities to mutual benefit of all parties

PLATINUM \$3,000*

- ☆ Bronze, Silver and Gold level benefits
- +
- ☆ Website 'Home Page' banner advertising (length subject to number of members)
- ☆ Priority access to major sponsorship of Association events
- ☆ Two tickets to all Association VIP events
- ☆ Use of MRWIA logo/s on corporate stationary
- ☆ Use of MRWIA logo/s on member's website

**MARGARET RIVER WINE INDUSTRY ASSOCIATION
COMMERCIAL MEMBERSHIP 2010**

BUSINESS NAME:	ABN:
Contact Person:	Position:
Phone:	Fax:
Email Address:	Website:
Billing Address:	
Business Description:	

MEMBERSHIP LEVEL

<input type="checkbox"/> Bronze	\$360 + GST
<input type="checkbox"/> Silver	\$1,000 + GST
<input type="checkbox"/> Gold	\$1,750 + GST
<input type="checkbox"/> Platinum	\$3,000 + GST

Authorized Voters
(open to Silver, Gold & Platinum members)

1. _____
2. _____

**A tax receipt/invoice will be issued upon payment*

METHOD OF PAYMENT

- Cash/EFTPOS *(only available when paying at MRWIA office)*
 Visa Mastercard Bankcard

Card no: _____ Expiry Date: _____

Name on card: _____

Card Signature: _____

- Direct Debit Bank West Account 419 1302 BSB 306 021
 Ref: MRWIA Commercial Membership

Name: _____ Signed: _____



2010 Board:

Leah Clearwater
 Nigel Gallop
 Charlotte O'Beirne
 Bruce Pearse
 Russell Reynolds
 Nav Singh
 Ianto Ward
 Stuart Watson

Clearwater Consulting *(President) - 2010*
 Fraser Gallop Wines *(Vice President) - 2010*
 Free the Wine - 2011
 Pearse Viticulture P/Ltd - 2011
 Clownfish - 2011
 Moss Brothers - 2011
 Juniper Estate / Higher Plane - 2010
 Woodlands Wines - 2010

Margaret River Wine Industry Association

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