



Wine Grape Grower & Producer Membership 2011/12

In 1964, just before the Margaret River wine region was conceived, legendary song writer Bob Dylan penned his famous ballad 'The Times They Are-a Changin' and to be sure this is the case in with all involved in the local wine industry.

Times are changin' and while we have been affected in some way by market dynamics, supply chain pressures, the economic climate with the GFC and resulting high Australian dollar, the Board, on behalf of all members, has been focused on differentiating and strengthening the Margaret River wine brand so that when people choose a wine their first preference is for that bottle from Margaret River.

Your charter for 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 its members that can be captured as the responsibility *'to protect, develop and maintain the Margaret River fine wine brand and all that this encompasses'*.

Your own wine business and its label are intrinsically intertwined with the Margaret River wine brand and the Association, as custodian of that brand, has and will continue to do all that it can for members to meeting changin' times. Over the last financial year the Association has continued to represent the Margaret River wine industry and provide services to members across a broad range including:

- Continued our strong advocacy role in protecting the Margaret River wine brand against coal mining proposals and support for the No Coalition community group that includes our call for legislative protection of our region
- Became a designated 'Regional Hero' GI by Wine Australia and one of only 16 in Australia to be so recognised
- Increased member benefits such as the 'bundling' of electricity
- Gold medal winners at the annual Margaret River Wine Show now directly qualify for automatic entry in the National Wine Show in Canberra
- Secured over \$150,000 in Federal Government funding for eBusiness, eCommerce and eMarketing that has facilitated 200 + at Uncorking the Web for Wineries seminars and numerous one on one sessions
- In conjunction with the greater wine grape industry of WA secured new export marketing resources from the State government that will be formally unveiled mid June 2011
- Extended Margaret River 'Lovers' to include Facebook with over 8,000 people signing up from around the world to get there regular online *taste* of Margaret River into their lives
- Stressed again that quality in the vineyard is the bedrock upon which Margaret River wine industry is built and continued Viticultural Forums and the Viticultural Excellence Award with its \$2,000 international travel bursary
- Moving the Association office closer to central Margaret River in early July 2011 to better present our fine wine brand focus credentials to the market place
- Continued the extension of brand marketing initiatives onto the national stage with the first Margaret River Wine in Sydney event

In the year ahead we will continue to work even more closely with national bodies such as the Winemakers' Federation of Australian and Wine Australia; this is imperative as we jointly develop policy and marketing platforms that facilitate growth in the Margaret River wine industry. Our partnership with Wine Australia is particularly important as it has allowed the Association to host numerous wine media and trade such as the buyers' delegation from China who visited in late April and the 15 North American sommeliers in early May. 2011/12 will also see the development of a significantly upgraded Association website, as the most popular electronic entry point to Margaret River wine in the world and finalisation of artwork/wordmark thus providing consistent messaging for the Margaret River wine brand that will strengthen our position for years ahead.

To reiterate we firmly believe the medium to long term future of the Margaret River wine region is sound. We have a terrific brand, very much the envy of the world and a rapidly developing reputation for our fine wines and your membership of the Margaret River Wine Industry Association will do much to ensure and protect that future simply because, now more than ever, more can be achieved by working collectively than battling alone.

From your MRWIA Board: Nigel Gallop – Fraser Gallop Estate, Stuart Watson – Woodlands Wines, Charlotte O'Beirne – Free the Wine, Brendon Carr – Laurance Estate, Peter Dillon – Brookland Valley, Bridget Guiney – Greedy Sheep, Bruce Pearse – Pearse Viticulture Services and Russell Reynolds – Cowaramup Wines.

For queries regarding membership, please contact:

Nick Power, Chief Executive Officer at ceo@margaretriverwine.org.au or Pip Heaford, Membership & Events Manager, at events@margaretriverwine.org.au or simply phone on +61 8 9757 9330.





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 'Notice Board' sections of Grapevine
- Own editable page on www.margaretriverwine.org.au
- Access to the Vine & Wine Register on the Association website
- Networking opportunities at member events

Discounts

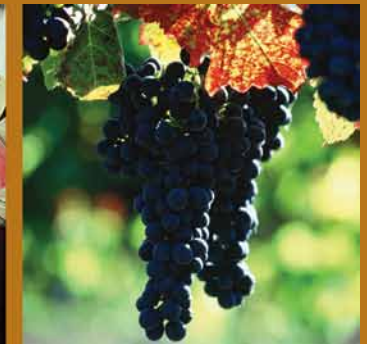
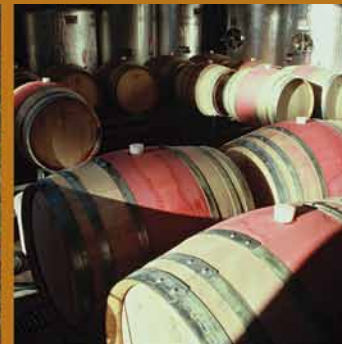
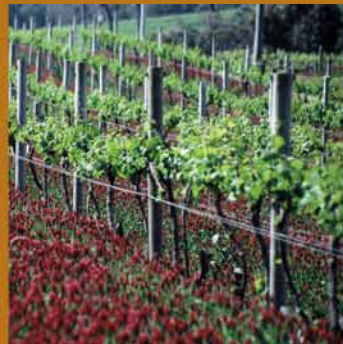
- Member discounts: wine handling through Australia Post; Commonwealth Bank EFTPOS rates; EBM Insurance; Alinta electricity bundling and others as negotiated from time to time.

Marketing & Events

- Members' rates for all Association events, such as Margaret River Wine Show, Wine Festival and In Days
- 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 Board and Sub-Committees



Membership Fee Calculator

Wine Producer

One who has a commercial wine label.

0-30t	\$436.15
31-50t	\$436.15 + \$13.10/t
51 - 100t	\$685.00 + \$3.50/t
101 - 200t	\$856.45 + \$2.85/t
201 - 500t	\$1,138.50 + \$2.35/t
501 - 1,500t	\$1,840.05 + \$1.70/t
1,500 - 2,500t	\$3,534.20 + \$1.15/t

Fees capped at 2,500 tonne at \$4,686.15

Wine Grape Grower

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

0-5ha	\$319.90
6-20ha	\$319.90 + \$9.30/ha
21-50ha	\$450.20 + \$7.00/ha
51-100ha	\$653.20 + \$4.65/ha

Fees are capped at 100 hectares under vine at \$881.20

(Fees quoted exclude GST)

MRWIA Board Members

Nigel Gallop, Fraser Gallop Estate (President) - 2012
 Stuart Watson, Woodlands Wines (Vice President)- 2012
 Brendon Carr, Laurance Wines - 2011
 Peter Dillon, Houghtons - 2012
 Bridget Guiney, Greedy Sheep - 2012
 Charlotte O'Beirne, Free the Wine - 2011
 Bruce Pearse, Pearse Viticulture - 2011
 Russell Reynolds, Clownfish & Cowaramup Wines - 2011

Margaret River Wine Industry Association Inc

The Freycinet Business Centre
 Darby Park Apartments
 Cnr Bussell Highway & Tunbridge Street
 Margaret River

PO Box 204, Margaret River, WA, 6285
 P: +61 8 9757 9330 F: +61 8 9757 9331
mrwia@margaretriverwine.org.au
www.margaretriverwine.org.au

MRWIA Member Details

Name of Vineyard / Winery: _____

ABN: _____

Contact Name: _____

Location Address: _____

Postal Address: _____

Phone: _____ Fax: _____

General Email: _____

Website: _____

	Name	Phone	Email
Owner			
Winemaker			
Viticulturalist			
Marketing			
Cellar Door			
Health & Safety			
Accounts			
Other			

Voting Register (names of those persons authorised to vote):

1. _____

2. _____

3. _____

2011 WINERY / VINEYARD DECLARATION

Hectares (Growers): _____

Tonnage (Producers): _____ total production of Margaret River fruit (own estate grown and purchased)

Applicant's Signature: _____ Date: _____

PRODUCERS ONLY

Dept Racing Gaming & Liquor Producers Licence Number: _____

Names of Commercial Labels for Sale: _____

Exporting Countries: _____

Please return completed details to MRWIA by fax 08 9757 9331, post to PO Box 204, Margaret River, 6285 or by email 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.

OFFICE USE ONLY

Invoice Date: _____	Invoice # _____	Database <input type="checkbox"/>	Website <input type="checkbox"/>	GV <input type="checkbox"/>
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