



MARGARET RIVER WINE INDUSTRY ASSOCIATION

2012 Commercial Membership

What a way to top end 2011! An extreme weather event coupled with what we fear most living in a regional area bushfires! While people we all know lost homes luckily no-one was hurt and for the Association's international visitors from China, Finland, Korea and Taiwan it was something they along with us will never forget.

Over the past few years the Association's core objective has been the development, marketing and protection of the Margaret River wine brand and all that this encompasses. During that time international visitation has really gathered apace and is a good sign that the work the Association in conjunction with its various strategic partners such as Wine Australia has really started to take hold.

Coupled with this the trend towards for quality Cabernet Sauvignon and Chardonnay is being maintained with good realisable growth potential in part driven by trade's move away from

concentrating so much emphasis on wine of country to wine of region – something that suits Margaret River very well.

National and international market access and development are again seen as key strategic priorities by the Association and will in continue in 2012. All are focused on building the Margaret River wine brand so that individual winery labels and those who in turn support the regional wine industry all benefit. For example some of the various initiatives to be enacted include further expansion of the 'In Day' concept and an inaugural promotional event in South East Asia, China and possibly Singapore.

The Margaret River Wine Festival will again be held in Dunsborough in line with Association's commitment to fully utilise the length and breadth of the wine region. Additionally Gourmet Traveller and Gourmet Wine, both very well recognised and regarded publications, have come on board

again as our partners.

As always there are a myriad of other behind the scene issues the Association as the regional voice of the Margaret River wine industry, becomes involved in such as the proposal to mine coal.

Supporting your own business by 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 and your position in it.

For queries regarding the below membership packages, please contact:

Nick Power - Chief Executive Officer
ceo@margaretriverwine.org.au

Pip Heaford - Membership & Events Manager
events@margaretriverwine.org.au

Phone 08 9757 9330

BRONZE \$360*

- ☆ Subscription to weekly e-newsletter *Grapevine*
- ☆ Listing with link to website in *Grapevine* (52 weeks per year)
- ☆ 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
 - ☆ 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

* Prices are 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 2012**

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 BSB 306 021 Account 419 1302
 Ref: MRWIA Commercial Membership

Name: _____ Signed: _____



2012 Board:

Nigel Gallop
 Stuart Watson
 Peter Dillon
 Charlotte O'Beirne
 Liz Mencil
 Bruce Pearse
 Russell Reynolds

Fraser Gallop Wines *(President) - 2012*
 Woodlands Wines *(Vice President) - 2012*
 Houghton Wines - 2012
 Free the Wine - 2013
 Stella Bella - 2013
 Pearse Viticulture P/Ltd - 2013
 Cowaramup Wines - 2013

Margaret River Wine Industry Association

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