



MARGARET RIVER
WINE INDUSTRY
ASSOCIATION INC

AWARD FOR VITICULTURAL EXCELLENCE

BACKGROUND

The Margaret River Wine Industry Association has developed the award for Viticultural Excellence, on the premise that great fine wines are made in the vineyard.

The Association wants to publicly acknowledge the importance of viticulture as a cornerstone of Margaret River's premium wine region.

The award of Viticultural Excellence is to be directly associated with the annual Margaret River Wine Show. It will be awarded by the Margaret River Wine Industry Association.

The award for Viticultural Excellence will be first judged in 2007. Entries close **Friday, February 2, 2007.**

The winner will be announced on **Friday, May 27, 2007.**

In addition, the award for Viticultural Excellence recognises a specific Viticulturists' outstanding achievement in the Margaret Rive wine industry.

Entry fees, GST inclusive, are as follows:

- MRWIA Grape growers \$75
- MRWIA Wine Producers \$100
- Non-Members (All Categories) \$150

ELIGIBILITY CRITERIA

- Entrants are required to manage at least one vineyard for the production of grapes intended for vinification within the Margaret River GI. (It is envisaged that developing vineyards of less than five years old or those which have been cropped for 3 vintages or less would not have a history of production capable of assessment)
- Entrants will be assessed as individual vineyard managers even if they are employed by a separate company to undertake this role.

JUDGING

Judging will be conducted by a Panel Reference Group (PRG) established from MRWIA members and, if required, invited wine industry representatives. The PRG Chair will, wherever possible, be independent of the Margaret River GI.

This group will have no more than five (5) members and will be supported by the Chief Executive Officer of the Association.

ASSESSMENT

The Viticultural Excellence Award will be assessed in three parts.

Part 1

Written responses to a series of broad questions contained in the application form. Sections A - E are worth a total of a possible 55 points.

Part 2

Provision of copies of final product gradings for vintages 2004 and 2005 to demonstrate the vineyard capacity to meet winery specification for fruit and wine produced. (These documents should be completed by the company winemaker, contract winemaker or via some other independently verifiable means)

Part 3

The PRG will consider the information supplied in Parts 1 and 2 and make a determination as to vineyards warranting a physical visitation and interview.

Part 4

Based upon the PRG's physical vineyard assessment and interview along with provision of copies of final product gradings for the 2006 vintage (to demonstrate the vineyard capacity to meet winery specification for fruit and wine produced) the Viticultural Excellence Award will be determined.

The PRG assessment of applications will be based primarily on the information declared and its own findings, as per the visitation program/interview and independent peer reports.

Some secondary points that may be included are listed hereunder. These may be expanded further as the PRG sees fit but should such circumstances arise they will be declared to all applicants.

- Vineyard size and the resources available to manage will be taken into account. Nevertheless a guiding principle will be that vineyards must be of a commercial size to be eligible.
- Practical and theoretical understanding of vineyard management.
- Physical assessment during the peak growing season.
- Environmental Sustainability – water use, salinity, soil biological indicators, ecosystem impacts and bios-security
- Economic Viability – strategic planning, vineyard establishment and development, contract knowledge, HACCP
- Vineyard management – canopy management, pest and disease management, irrigation management, vine nutrition and OSH
- Development – innovation, diversification, modernisation, professional development, involvement with wine industry groups

- Final product grading – linking practice to quality outcomes in grape and wine products.

ANNUAL AWARD

For the inaugural award, Travellers Choice will fly the winner to France. The winner will be able to examine viticultural practices in France.

The winner will be required to submit a short written report to the Association, which will be used to continue to advance viticultural excellence in the Margaret River GI.

For further information please contact:

Nick Power

Chief Executive Officer

Tel: 08 9757 9330

Fax: 08 9757 9331

Email: ceo@margaretriverwine.org.au



VITICULTURAL EXCELLENCE AWARD APPLICATION

SECTION A: APPLICANT DETAILS

Vineyard Details

Given Name(s)			
Physical Location			
Postal Address			
Principal Contact (PC)			
Position Held by PC			
Postal Address for PC			
Contact Details	Business		Fax
	Mobile		Email

Vineyard Information

Varieties	Hectares	Tonnages

Fruit Information

Fruit Is Supplied To	
Names Of Commercial Labels For Sale	

APPLICATION REQUIREMENTS

- You must send your original application, **PLUS FIVE** complete copies (6 copies in total) of the application **by Friday, February 2, 2007** (Please use bulldog or paper clips only)
- A complete application includes the following:
 - a) **The six pages of the completed application**
 - b) **Vineyard product gradings for the vintages 2004, 2005, 2006**
 - c) **Entry fee (see page 2)**
- Send your complete application to the following address:

Chief Executive Officer
 Viticultural Excellence Award
 Margaret River Wine Industry Association
 PO Box 204
 Margaret River, WA 6285

NOTE: The application **CANNOT** be submitted electronically.



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SECTION B: BACKGROUND STATEMENT

Vineyard History/Overview (No more than one page)

Provide a general history and overview of the nature of your vineyard from your own perspective outlining the long term prospect for the business to provide quality fruit production that is fit for purpose.



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SECTION C: BUSINESS MANAGEMENT (15 points)

Vineyard: Technical Differentiation (No more than half a page)

Describe in detail what sets your vineyard apart from your competitors (include aspects such as soil, grape varieties planted, irrigation systems, trellising etc).

Business Plan: Viticulture Contribution (No more than half a page)

Describe your business vision with emphasis on market direction, market strategies, and business sustainability. Provide examples of outcomes from these strategies.



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SECTION D: INNOVATION (20 points)

Innovation and Development (No more than half a page)

Describe some of the innovations you have implemented to promote best practice in WA vineyards.

Quality Assurance (No more than half a page)

Describe, using examples to demonstrate, your commitment to Quality Assurance.



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SECTION E: SUSTAINABILITY (20 points)

Environmental Sustainability (No more than three quarters of a page)

Describe and demonstrate your commitment to environmental sustainability. Provide examples of initiatives you have introduced to minimise the negative impact of your business practices (e.g. energy and water conservation, recycling etc.).

Professional Development (No more than a quarter of a page)

Describe your commitment to the professional/personal development of staff and/or yourself and how you determine staff training or skill development needs. Provide examples of training/skill development programs undertaken.



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SECTION F: FRUIT & WINE PRODUCT GRADINGS (20 points)

Final Product Grading of Fruit & Wine

Provide copies of final product gradings for vintages 2004, 2005, 2006 to demonstrate the vineyard capacity to meet winery specification for fruit and wine produced. These documents should be completed by the company winemaker or contract winemaker including relevant grape quality and final wine quality information E.g. acid, baumé, colour, disease count, MOG, yield estimate versus actual yield, any demonstrated award history but particularly that the fruit is fit for the purpose it is intended.

SECTION G: FINAL MANAGEMENT ASSESSMENT (25 points)

Physical Visitation and Interview

The applicant is to provide the Panel Reference Group with a tour of their vineyard during the growing season (February 2007) to physically demonstrate the viticultural management and product quality as outlined in their written application.

SECTION H: DECLARATION

I declare that the information provided by me in this application is complete, true, and accurate to the best of my knowledge and I am aware that the Margaret River Wine Industry Association reserves the right to reject this application on the basis of incorrect or incomplete information. I also acknowledge that the Panel Reference Groups' decisions on behalf of the Margaret River Wine Industry Association is final and no discussion will be entered into. If successful I commit to providing the information sought as a contribution to ongoing development of viticultural excellence in the Margaret River GI.

Signature		Date	
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