

# MARGARET RIVER Wine News

MARGARET RIVER WINE INDUSTRY ASSOCIATION

90

AUG 2005

## Margaret River Wine Show 2005 Turns 4 This Year

The planning for this year's Margaret River Wine Show is well underway, and this Show is shaping up to be bigger and better than last year. We are delighted to see the return of Brian Croser as Chairman ably supported by a very experienced group of Judges - Steve Pannell, Iain Riggs, Vanya Cullen, David O'Leary and Tim White.

This year sees a number of exciting innovations, said Richard Rowe Chairman of the Wine Show Committee. "We have elevated the stature of the trophies for the best Chardonnay and best Cabernet, in recognition of the region's heritage. These styles have seen iconic international acceptance in what has been Margaret River's short viticultural history. We are also investigating the introduction of museum classes for these two varieties as well", said Richard.

The Judging this year will be held again at the Margaret River Education Campus which proved so successful last year. "We are indebted to the Campus for their ongoing support" said Ron Fraser, Association President.

The presentation awards, to be held at Watershed Premium Winery on Thursday 1st December will celebrate the achievements of our wines and aims to further promote Margaret River as one of Australia's pre-eminent wine regions. The evening will be a Black Tie sit down dinner event which will elevate the awards ceremony to a level keeping with our wines.

Richard went on to say that "we are looking forward to seeing our 2005 wines assessed by the judges, particularly after a year which

winemakers are saying has produced an outstanding vintage despite some rain which fell through April. The great value of our 2005 Margaret River Wine Show is that it provides a forum to showcase our wines, seeks out and recognizes excellence and is focused on regional wine styles."

### Dates to remember:

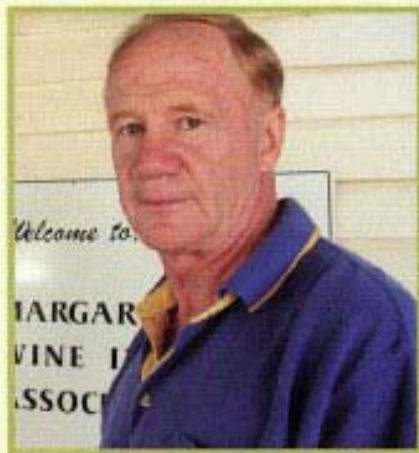
- **Wine Show Launch** - Xanadu, Tuesday, August 30th
- **Presentation of Awards Dinner** - Watershed Premium Wines, Thursday, December 1st.
- **Exhibitors Tasting** - Margaret River Education Campus, Friday, December 2nd



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## From the President

What a fantastic night we had on the 12th July at Vasse Felix. Over 120 people were in attendance to welcome our new CEO on board.

The other exciting part of the evening was the announcement of a new sponsor (Fennessy's Nissan) to the Association. It was about 12 months ago I attended a workshop on Education in the region where I met Ray Mountney, Managing Director of Fennessy Nissan.

Ray struck me immediately as someone who was very community minded and astute enough to recognise the importance of looking after and giving back to the people that were vital to the long term success of his business.

A little while later I approached Ray with the idea of becoming involved with the Association in a vehicle sponsorship deal, which Ray welcomed with open arms.

From there we have developed a full vehicle sponsorship with Fennessy's Nissan that assists the Association in creating a remuneration package to attract a CEO with the necessary skills & qualifications to take the Association forward.

The vehicle will be used extensively for Association duties, which will only add

value back to the membership. To give you an idea of how committed Fennessy Nissan is to this project I will relate this story to you.

Ray and I had agreed in principal to the sponsorship and that the vehicle was to be the new Nissan Pathfinder due out at the beginning of July. In the meantime we had appointed Carolyn to commence with the association on the 7th of June. After reading the announcement of the appointment in the local paper, Ray phoned to ask me what we were doing for a vehicle for Carolyn until the new Nissan arrived. I indicated to Ray we were going to compensate Carolyn for the use of her own car or maybe hire a vehicle. His response was that he would supply us a loan car until the new vehicle arrived, which was Ray's way of showing his commitment to the sponsorship.

Forming a strategic alliance with a successful business such as Fennessy Nissan can only bring strengths to this association.

You as members can assist in us building on this sponsorship into the future just simply by making sure that when you are in the market for a new or used vehicle or service, that you make sure Fennessy's are a part of your decision making process (shop local).

The benefits that such a sponsorship brings to your association are very exciting. There is a lot of energy and enthusiasm around the office and the Executive Committee about our future potential.

This sponsorship opportunity brings us one step closer to becoming an effective and powerful industry body which will ensure that the members get the representation they need to continue to successfully grow their businesses.

Thank you to all the people who contributed to the evening.

*Ron Fraser*  
Ron Fraser, President

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# Environmental Management Focus Group (EMFG)

The July meeting of the Environmental Management Focus Group (EMFG) focused on the theme of Environmental Regulations and Frameworks. The purpose of the meeting was to help industry stakeholders understand the environmental regulations and guidelines that affect their business. This concept has been embraced by several of Australia's prominent wine regions and largest wine



producers to ensure they are complying with all levels of relevant legislation and regulation. The Environmental Management Focus Group (EMFG) facilitated this meeting as an acknowledgement that many of the members of the Margaret River wine industry have a desire to comply with environmental management best practice. Members also recognize that the wine industry faces scrutiny of its environmental performance from regulatory authorities, consumers and the broader community.

Representatives from the Shire of Busselton, the Department of Environment, and the

Augusta Margaret River Shire Council each gave presentations outlining relevant environmental legislation and guidelines applicable to winery and vineyard operations in the Margaret River wine region.

The Margaret River wine region is spread across both the Shires of Busselton and the Augusta Margaret River, with many industry stakeholders having operations located in both. There may be potential issues associated with gaining development approvals and ongoing management related to the differences in the regulations and guidelines of each shire. The meeting highlighted several differences between the Shire's in their requirements and processes for obtaining development approval for wine industry related operations such as vineyards, wineries and cellar door facilities.

The Department of Environment acts to assess the potential environmental impacts of development applications and regulate winery and vineyard operations, under the Environmental Protection Act (and associated regulations and guidelines) and the Rights to Water and Irrigation Act. Ultimately the Department is responsible for regulating and ensuring compliance of all industries, including the wine industry, in Western Australia.

Through meetings such as Environmental Regulations and Frameworks, the EMFG hopes to facilitate communication between industry stakeholders and relevant regulatory authorities, and create a network of members to share information and further understand environmental issues affecting the wine industry.



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### Office Bearers

President Ron Fraser (Chapman Grove Vineyard)

Vice President Darren Haunold (Wills Domain)

Treasurer Brett Robins (Swings & Roundabouts)

### Executive Committee

Geoff Barrett (Watershed Premium Wines)

Stephen Jarrett (Howard Park Wines)

Cliff Royle (Voyager Estate)

Richard Rowe (Evans & Tate)

Virginia Willcock (Australian Wine Holdings)

Peter Wood (Stella Bella Wines)

## 'Wine News'

The Association's event at Vasse Felix on 12th July - 'An Evening with the Margaret River Wine Industry Association' - attracted a record number of members and, judging by feedback, was a great success.

The objectives of the evening were to announce the significant partnership of our Association with Fennessy's Nissan as well as introduce members to the new team at the Association's offices - Carolyn Turner (CEO) and Sarah Fulton (Administration Officer).

The evening was also an opportunity to outline the visions and direction of the Association. There are three areas of focus at present - the first being 'Regional Branding'

Regional Branding is not about the Margaret River Wine Industry Association going out and selling wine on behalf of members. It is about taking the name Margaret River and all that it represents to the world.

We need to continue to raise the awareness and the profile of the Margaret River wine region both nationally and internationally which, in the long term, will benefit all stakeholders in the region.

We will be working with local and State Government and corporate sponsors to progress this.

Environmental Management will continue to be a significant focus. We aim to bring on board another staff member whose objective will be to work with members, government departments and local councils to ensure we encourage environmental best practice and sustainability. The intention is to source funding for this position from corporate sponsorship and government grants.

We are working to make sure we have relevant corporate governance in place as well as documented policies and procedures relating to the day-to-day running of the Association. These are all essential foundations that will ensure the Association

provides a professional and well organized representation for our members.

We need to work very closely with all of the key stakeholders in the Margaret River wine region. These include both Augusta/Margaret River and Busselton Shire Councils, local government and tourism bodies. We have already commenced discussions with a number of these organizations.

The Association provides the perfect vehicle for being your voice on the big issues. We aim to work with members and the broader community to present a strong, united message - all the while maintaining and protecting the brand and reputation of the Margaret River wine region.



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