

MARGARET RIVER Wine News

MARGARET RIVER WINE INDUSTRY ASSOCIATION

89

FEB 2005

AGM 2005 New Structure, New Outlook

MRWIA has operated under the same membership structure since the association was incorporated in 1982. Whilst the structure was suitable at the time, more than twenty years later it was prohibiting people from becoming members and diluting the benefits offered to particular classes.

Due to minimum restrictions on entry into the wine producing and grower classes many of today's boutique producers and growers could not be members unless they became 'associate' members. Managing the provision of benefits and identifying members correctly, therefore, became a cumbersome task for office staff.

Previously the available membership categories were:

Class 1 (Voting)	Wine Producing	Active wine producers and grape growers who own or manage the Qualifying Acreage (10ha) within the Designated Area, operate a winery processing the Qualifying Crush (10 tonne), and have wine for sale labelled with their own business name.
Class 2 (Voting)	Grower	Own or manage the Qualifying Acreage (10ha) within the Designated Area.
Class 3 (Voting)	Winemaking	Own or manage a winery processing the Qualifying Crush (10 tonne).
Class 4	Commercial	Open to persons who are industrial suppliers to the wine industry in the Designated Area and who subscribe to the aims and objectives of the Association
Class 5	Associate	Open to persons who are active in the wine industry, who subscribe to the aims and objectives of the Association but who do not qualify for membership under any other section.
Class 6	Friends	A form of membership open to interested individuals who support the aims, objectives and activities of the Association but who conduct no direct activity within the wine industry.

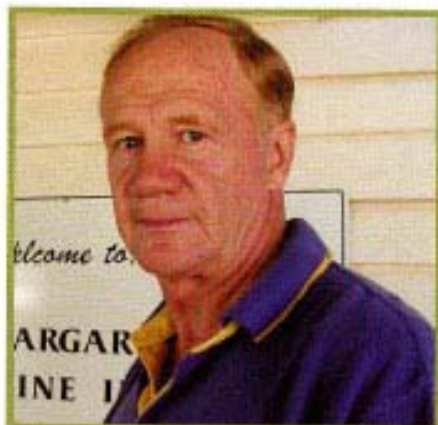
To make the structure as simple as possible MRWIA has created the following categories of membership:

Wine Producing	Active wine producers who produce wine made from fruit grown within the Margaret Rive wine region
Grower	Own or manage a vineyard/s within the Margaret Rive wine region
Commercial	Open to businesses that supply to or support the Margaret Rive wine industry
Reciprocal	Open to organisations who work in collaboration with the Association. Reciprocal members are by invitation from MRWIA

A new fee structure accompanies the change to membership categories. The aim of the change in producer and grower fees was not to increase the income for the association from fees but rather to create a more equitable structure relevant for the current membership demographic.

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From the President

Welcome to our first newsletter for 2005.

We are well and truly in vintage mode and from what I have been hearing, so far, so good. I wish you all a successful vintage for 2005.

We have just held our AGM and the attendance was encouraging. Most of you would be aware of the changes we have made to our constitution this year all enabling your association to be more functional.

Three new members have been elected to your executive committee. They are:

Richard Rowe Evans and Tate
Peter Wood Stella Bella Wines
Darren Haunold Wills Domain

Also Brett Robins has been elected as your treasurer.

Welcome aboard I look forward to working with the new committee.

I would like to thank Steve Olsen and Ian Tassell for their past efforts as members of the Executive Committee (neither standing for re-election).

The year ahead will be a challenging one. Not only do we have to be successful as growers, producers and marketers we will have more pressure placed upon us in regard to the environment and OS&H and local council.

It is crucial that we as an industry recognise the importance of all these issues and work hard to ensure that any or all of these issues threaten the long term sustainability of our industry and our region.

Ron Fraser

Ron Fraser
President

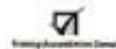


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2005 WINE SHOW DATES

Release of entry kits.....	August
Closing date for entries	21st October
Delivery Dates	16th - 18th November (TBC)
Judging	30th November & 1st December
Awards Presentation	1st December
Exhibitor Tasting	2nd December

After three years the wine show has grown incredibly fast and attracted a lot of attention from the local wine producers, national and international media and high calibre judges.

2002

Number of entries 356
Number of exhibitors 81

Best White Wine of the Show
2001 Thompson's Estate
Chardonnay

Best Red Wine of the Show
2001 Island Brook Reserve
Cabernet Sauvignon

Most Successful Exhibitor
Voyager Estate

2003

Number of entries 420
Number of exhibitors 86

Best Overall Wine
2002 Sandalford
Cabernet Sauvignon

Most Successful Exhibitor
Brookland Valley

2004

Number of entries 538
Number of exhibitors 108

Best Overall Wine
2002 Ashbrook Chardonnay

Most Successful Exhibitor
Brookland Valley



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The 2005 MRWIA Executive Committee - (from left to right) Ron Fraser (President, Chapman Grove), Geoff Barrett (Watershed Premium Wines), Peter Wood (Stella Bella Wines), Virginia Wilcock (Australian Wine Holdings), Darren Haunold (Vice President, Wills Domain), Steve Jarrett (Howard Park), Richard Rowe (Evans & Tate), Brett Robins (Treasurer, Swings & Roundabouts).

2005 MRWIA Executive Committee

At the 2005 AGM membership and fees were not the only parts of the constitution set for a change. The executive committee structure was also revised and unanimously voted in at the AGM.

The 2005 executive committee will now be made up of nine members instead of eight. The ninth member of the committee is the Treasurer and that position is appointed by the executive committee. The committee has recently appointed Brett Robins from Swings & Roundabouts as treasurer this year, welcome Brett!

The new executive committee for MRWIA is:

Ron Fraser	President	Chapman Grove
Darren Haunold	Vice President	Wills Domain
Brett Robins	Treasurer	Swings and Roundabouts
Geoff Barrett		Watershed Premium Wines
Stephen Jarrett		Howard Park Wines
Cliff Royale		Voyager Estate
Richard Rowe		Evans & Tate
Virginia Wilcock		Australian Wine Holdings
Peter Wood		Stella Bella Wines

Welcome to the new committee members. All committee members are available for members to contact them at any time to raise issues. MRWIA would like to extend our appreciation to those members who took the time to be involved. MRWIA also has a number of sub committees open to members. They include:

- Regional Branding Working Group
- Planning Working Group
- Education Working Group
- Communications Working Group
- Fees & Benefits Working Group
- End of Vintage Celebration Working Group
- Wine Show Working Group
- Seminar Working Group
- Planning Sub Committee
- Technical Sub Committee

If you are interested in participating in these groups please contact MRWIA on 9757 9330 or mrwia@margaretriverwine.org.au

Margaret River Wine Industry Field Day - It's time for a change!

Last year was the final year for the Margaret River Wine Industry Field Day. The event, which was run each year in Cowaramup, is in the process of being re-packaged to include the Quality Factors Seminars and will be reintroduced in mid-2005.

In its first year the new event will be a series of industry seminars potentially combined with a small trade element. If the interest is high the trade element will be expanded each year to create a combined seminar and trade event. The aim of this event will be to bring industry-specific, interested people to the seminars and expose the trade element to those visitors. The seminars will be created in conjunction with the Centre for Wine Excellence.

In 2005 MRWIA will run another exciting new event that meets the industry's need for celebration and networking.

In May an end of vintage celebration is planned, an event that combines industry awards with a party atmosphere. The event sub-committee is keen to make it a night to remember and a rare opportunity for the industry to get together and celebrate the hard work and achievements during vintage. The event is aimed at all sectors of the industry including vineyard, winery and management staff.

Another initiative for 2005 that will bring our commercial members closer to the wine industry is our regional industry guide. MRWIA commercial members will gain a free listing and the opportunity to advertise in the regional wine industry guide, putting your services and products within easy reach of the Margaret River wine industry.

MRWIA would like to thank the sponsors, exhibitors, volunteers and service providers, who over the life of the field day have brought it great success. We look forward to this new era and the exciting developments it brings.

For further information please contact MRWIA on 9757 9330 or [HYPERLINK "mailto:mrwia@margaretriverwine.org.au"](mailto:HYPERLINKmailto:mrwia@margaretriverwine.org.au) mrwia@margaretriverwine.org.au

Merchandise

Labels poster - The "Labels Poster" depicts the labels of 68 producing members and looks simply fantastic. The poster comes in an original state for \$15 or black mounted for \$35.

Tasting glasses - Tasting glasses etched with the exclusive Margaret River Wine Brand are available for \$33 for a set of 6. These XL5 glasses are recommended by experts as the optimum tasting glass. Discounts for members.

Personalised number plates - The number plates can really make your vehicle stand out. With plates starting from \$330 call MRWIA to see which numbers are still available.





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Veraison report - Margaret River Region

After a relatively cool start to the growing season, weather conditions post-Xmas have warmed up. However, extremes in temperature which are common in January and February have not yet been experienced.

Chardonnay began to go through veraison in mid January which is typical for this variety in the northern sub-regions. Since then fruit has been maturing steadily with ripening occurring evenly and at about the same rate in both white and red varieties.

Results from the Evans & Tate/University of WA 'Chardonnay project' which encompasses sites throughout the Margaret River region, indicate that veraison in Chardonnay is 1-2 weeks early in the northern sub-regions, whilst further south veraison dates are similar or a few days earlier than average.

Maturity sampling in Chardonnay has started in order to get an idea of current sugar levels. Harvesting of early varieties in the northern sub-regions is likely to start in the last week of February.

Canopies are generally looking healthy with very little leaf loss or senescence even in predominantly dryland vineyards. This is in response to a cool start to the summer growing period and good winter/spring rainfall events which filled soil profiles. There has been significant lateral growth in some varieties such as Sauvignon Blanc. Yields across the region are reported to be average to above average in most varieties but not as large as last years high cropping levels. Crop thinning in young vineyards has either been completed or is in progress.

The incidence of powdery and downy mildews has been low during the growing season, with the powdery mildew 'index' only starting to reach high numbers during January. The risk of botrytis infection is currently low due to the warm conditions and lack of rainfall. The presence of garden weevil and mealybug appears to be on the increase throughout the region, with some significant damage from garden weevil being reported this season.

Bird nets are about to be applied in early varieties in the northern sub-regions as bird damage is starting to be recorded. However, the Marri trees have just started to flower which should reduce this pressure. Growers are becoming increasingly aware of the amount of damage birds such as silvereyes can cause to fruit in a short period of time.

In summary, the region is optimistic that the 2005 vintage will be a good one with respect to both yield and fruit quality.

Executive Officer

Caroline Ing

Administrative & Finance Officer

Lesley Van Rosi

Administrative Officer

Helen Beckley

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)

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