

MARGARET RIVER Wine News

MARGARET RIVER WINE INDUSTRY ASSOCIATION

91

SEPT 2005

Presidents' Roadshow Perth August '05'

President Ron Fraser and CEO Carolyn Turner have just returned from a trip to Perth to present to a number of key industry people on the visions and objectives of the Margaret River Wine Industry Association. It was decided to start a series of these Roadshows in order to communicate to significant corporations and government departments the new direction of the Association. It also allowed for open discussions where we identified areas in which we could work together in the future.

Significant opportunities have already been identified. With clear channels for communications now established we will see the profile of the Margaret River wine region raised as the Association becomes more involved in a number of activities.

These include:

- Development of wine tourism strategy with Tourism WA
- Creation of unique wine events and opportunities that will be co-ordinated with Tourism WA
- Opportunities for a broad range of member wines to be

showcased at major tourism industry events

- Greater proactive involvement in print media across the state
- Access to all members in glossy magazines i.e.g. 'Winestates' recent publication on WA published by Department of Industry Resources
- Access to quality generic graphics for individual members use
- Ability to coordinate premium quality photography of members wine labels at no cost for use in advertising and promotional campaigns.

Most significantly the Roadshows have been important in helping people to understand our role and enable others to acknowledge the Association as THE voice of the Margaret River wine industry. Effective communication continues to be one of our major focuses as we strive to represent Margaret River as the pre eminent wine region.

Future 'President's Roadshows' to Bunbury and Perth are planned in the near future and they will be detailed in future 'Wine News' publications.



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From the President

Well it is nearly Spring and the season will be off and running again. Progress on the Commonwealth Bank 2005 Wine Show is going well with a new naming rights sponsor coming on board the Commonwealth Bank. We are very excited to have them supporting the Association's activities. The alliance with the Commonwealth Bank will help us to develop our regional branding concept and increase the Margaret River profile across the nation. Our sponsors are extremely important for the long term survival of our association and we will continue to develop alliances with companies to assist us financially to better deliver the services that our members expect. Members declaration forms and fees, to those of you who have filled them in and or paid we appreciate your commitment, for those of you who are yet to do such I would encourage you to do so as soon as possible. I realise that the industry is having a testing time but this is when it is even more important for you to support your regional association which is the only association that truly represents the Margaret River Wine Region and it's stakeholders. I look forward to seeing you at our upcoming AGM on the 28th September.

Ron Fraser
President

Ron Fraser

Ron Fraser, President



Image of MRWIA Revisited

In the latter part of 2000 the Margaret River Wine Industry Association unveiled its new branding mark, a logo that was to be the flag bearer of Margaret River Wine. The objective of the logo was to celebrate the strength, vitality and professional individualism of this premium wine growing industry in local, national and international markets. In preparing the brief to the designer Rick Lambert, the most important factor to the brand was to be the name itself – 'Margaret River'. Therefore they were to be an intrinsic part of the logo design which was to 'unmistakably represent wine, either through imagery or by the use of the word itself'.

The flowing lines suggest the river and the ocean breezes, the undulating land and the earth's strata and the vines themselves – an ongoing constant of nature and mankind. The interspersed circles suggest the individualism of vineyards and vigneron, the fruit of the vines and the effervescent, pristine quality of the region. Colours are purposefully subtle and earthy reflecting the environment and diversity of the region. The square corners at the top of the logo accentuate the flowing, undulating lines whilst the softer bottom corners are a complement to the words 'Margaret River Wine'. The logo designer said there was no intention to represent or suggest Aboriginal art in the design, although the use of the lines and circles may for some invoke a feeling of Aboriginality. Commenting on how the brand has stood the test of time from a design perspective Stephen Castledine of 'Castledine and Castledine' says 'The test of an effective brand is whether it can transcend fashion and remain relevant for a period of time. Five years since its inception, the logo continues to effectively capture and reinforce the essence of the Margaret River winegrowing region.'

The Association is renewing the focus on the brand and you will see its increasing presence wherever there is a branding opportunity. The logo was designed to be infinitely transferable as a single or multi-coloured image, in any medium. We are developing guidelines for use of the logo and the Fennessy's sponsored Nissan Pathfinder is an example of how the logo has been used recently.

We aim for members to be able to brand Margaret River GI wines with the logo on their wine labels as a way of increasing the profile of the region and strengthening the brand Margaret River. A strong brand is essential for all of us in the Margaret River wine industry.



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Wine News Thought 'Play Them Forward'

Word of mouth continues to be one of the most significant promoters of visitors to our region. With that in mind let's shift the focus from competing for a larger slice of the pie and concentrate on giving the cellar door visitor a greater experience and increase the total size of the pie for the Margaret River wine region.

This includes recommending visitors to experience other wineries in your neighborhood 'Play them forward' - and we will all benefit from this positive promotion of our region.



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New Members 2005

The Margaret River Wine Industry Association (MRWIA) wishes to extend a warm welcome to our new members:

Brushwood Estate

Bullant Vineyard

Fennessy's Nissan

Minot Vineyard

Quay West Resort Bunker Bay

Quest Margaret River

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Executive Committee. [Absent: Peter Wood]

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CEO Carolyn Turner

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Vice President Darren Hauhold (Willis Domain)

Treasurer Brett Robins (Swings & Roundabouts)

Executive Committee

Geoff Barrett (Watershed Premium Wines)

Stephen Jarrett (Howard Park Wines)

Spike Fokkema (Churchview Estate)

Richard Rowe (Evans & Tate)

Virginia Willcock (Australian Wine Holdings)

Photography © Gary Bruce Brown

Cape to Cape Catchment Group

In February 2002 a community based group, under the title of the 'Cape to Cape Catchment Group' (CCCCG) was incorporated with the broad brief of developing and implementing strategies to improve the health of local waterways. Such ambitious undertakings do not happen in isolation of course and partners in the successful programs since have been the South West Catchments Council, largely responsible for federal government grant funding, Geocatch and the Augusta Margaret River Shire Council.

The Margaret River Wine Industry Association (MRWIA) is proud to have contributed to the success the group has achieved over the past 4 years and has aspirations for further success in the future. The Group has been chaired by Keith Scott of St Margaret's Estate. Given Keith's involvement in the Whicher Water Group, having his presence in the chair has given both stability and perspective to project development. Various MRWIA members have

sat as committee members over the journey. Some, but by no means all of the achievements of the group have been; water sampling, to give baseline data on water quality, invertebrate populations and to help identify other management issues. Development of River Action Plans (RAP) for all west flowing rivers and streams to provide a coordinated framework for other planning and management decisions. The attraction of some \$650,000 of funding to develop and implement RAP's. Notable works have included the fencing of large sections of River foreshore and associated revegetation and weed control at various sites, not necessarily within direct waterway catchments. CCCC is also involved with the recovery program of the Hairy Marron that is a species unique to the upper Margaret River. The group currently has 2 full time and 2 part time employees working on the Wilyabrup RAP, implementing the Margaret River Plan

and Ribbons of Blue program. CCCC is currently developing funding applications for a Winery/Vineyard effluent disposal system. The group supported the successful development of Dairycatch, a blueprint for dairy farmers which has enabled that industry to provide members with a proven, workable plan for effluent disposal at Dairy sites. MRWIA executive is committed, with the CCCC, to seeing a system with similar benefits develop for the wine industry. Such a system would be designed to work in the context of the Wine Industry Code of Practice as well as any Environmental Management System that industry may endorse in the future. The CCCC meets on the **2nd Wednesday of each month**. MRWIA members are of course welcome, for details contact Genevieve Hanran-Smith at e-mail: Genevieve.ccg@westnet.com.au

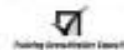


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