

Vintage Vibe Street Fiesta - A Family Affair

In order to extend the festive fun this year the Festival began a day earlier than normal with the Margaret River main street party being held on Thursday 16 April. Around 3,000 locals and visitors enjoyed the activities which commenced with the Wine Barrel Cart Race. Teams from wineries and local businesses competed for the annual trophy and for the second

year running the Margaret River Hotel took out the prestigious title. The main street was filled with market stalls, childrens' rides, a mobile wine bottling unit and luxury car display and adults and children alike were entertained by musicians and dancers on the back of an old Bedford truck. A great time was had for all.



Vintage Vibe Street Fiesta: not just for the adults!

Auction Raises Money for Local Fire Brigades

One of the highlights of the Cabernet Cabaret held at Saracen Estates on Friday 17 April was the wine and art auction. Just over \$2,500 was raised for the fire brigades throughout the Margaret River wine region. Wine and art generously donated for the cause included a pearl and semi-precious stone necklace by Trish Durham Designs, a Karin Luciano

painting entitled 'Floating', a poster drawn and signed by the late Paul Rigby, an Imperial bottle of Warner Glen Cabernet Sauvignon and a mixed case of the Margaret River finalists in the 2007 Jimmy Watson Award. Thank you to the generosity of those who donated and that successfully bid on these items and we are sure that you will enjoy your purchases!



Raising Money: Festival MC, Pip O'Connell models a necklace up for auction.

Vintage Festival: Time to Celebrate

Where better to celebrate the end of vintage than in the grounds of a stunning winery? Leeuwin Estate kindly opened their doors to the Margaret River Wine Industry Association and our members to enable the Festival to be held for the first time on a vineyard. Forty seven producers had over 200 fine Margaret River wines available to sample. The wine was complemented by some sublime

dishes created by local cooks and chefs. For those that needed a break from all the taste sensations a superb example of local artistic talent was on display to wonder through and purchase. Local musicians kept the crowd entertained all day from the main stage with a variety of different music styles. A feast for all the senses!

Vintage Concert: Divas of Jazz

World renown Jazz artist, James Morrison and leading Soul/RNB singer Deni Hines joined forces to entertain the crowd on the Sunday afternoon of the Festival with classic covers from the likes of Billie Holiday, Ella Fitzgerald, Nina Simone and Aretha Franklin. The afternoon commenced with a treat for the kids in the form of a "Jack and the Vine Stalk"

acting workshop by the Bare Naked Theatre Company. Next up was a line up of local musicians before Deni and James and their band hit centre stage. It was a perfect afternoon for picnicking on the lawn whilst enjoying sublime Margaret River wine from one of the fifteen producers on offer.



Vintage Festival: All smiles.

MRWIA Event Calendar

Aug 09	Wine Show Exhibitor Schedule
29 Sep 09	Annual General Meeting
9 Oct 09	Wine Show Entries Due
21 Oct 09	Margaret River Fine Wines in Perth
17-19 Nov 09	Wine Show Entries Delivery
25-26 Nov 09	Wine Show Judging
26 Nov 09	Wine Show Gala Dinner
27 Nov 09	Wine Show Exhibitor Tasting
8-12 April 10	Margaret River Wine Region Festival



Vintage Concert: a family fun day out.

A Message from the Association President



As an industry we are facing challenging times. We would like to encourage you to consider that now more than ever is a time to be unified as a region and work together to build and fortify the security of our *Margaret River Wine Brand*.

Although the current situation is global and influences most sectors, we believe that we are comparatively well positioned within the local and international wine industry to maintain our position of sustainability. As an Association we firmly believe the future for fine wines from the Margaret River region is very promising due to our climate and geography, average vine age reaching greater maturity and our history for producing wines of truly worldwide acclaim. Even during difficult times in the past this industry has been uncompromising in its pursuit of excellence, and will continue to be.

Our charter as the Margaret River Wine Industry Association as a voluntary not-for-profit organisation is essentially to safeguard

and promote the interests of members. Over the past year or so the Association has achieved much with very few resources across a number of areas from advocacy and liaison, industry and policy development from region to national levels along with promotional and technical platforms for grape growers and wine producers alike. Some examples of our collective success in this include:

- Water reforms; surface water licensing
- Became an Affiliate member of Wine Grape Growers Australia
- Augusta Margaret River Shire withdrew its discriminatory Cellar Door Rating Policy after 3 years of advocacy
- 2nd year of responsibility for the Margaret River Wine Festival and seeking to progressively extend this throughout the whole wine region
- Held the only Wine Tax Forum on WET in Australia

-Leah Clearwater

Festival Art prize

Jenny Sanderson, Margaret River artisan and long time resident, is the winner of the 2010 Margaret River Wine Region Festival Peoples Choice Poster Competition for her piece 'Water into Wine'.

Jenny said, 'it is thrilling to win the People's Choice Poster Competition and assist in marketing the Margaret River Wine Festival locally, nationally and internationally. What's important to me is that the award promotes and will be of benefit to the Margaret River wine region; which I love, and it was chosen by people's choice and public acclaim making it a very, very innovative art competition as far as judging was concerned'.

Artists design themes were very open with entries required to demonstrate the full colour of 'vine and wine' with any other of the Margaret River wine region's essential elements being its People, Lifestyle, Art, Produce, the Natural Environment or the Festival itself. Patrons at the 2009 Festival asked to judge the 2010 poster art winner from a selection of 13 finalists shown at the Vintage Festival Art Display.

The work 'Water into Wine' was inspired after a storm which left droplets of water suspended from the grapes, vines and wires. "To me it is the epitome of the Margaret River wine region" said Jenny, referring to the long, wet winters of the past. In Jenny's mind it



Winning Entry: Water into Wine

was necessary to include the reticulation lines in the work as per the title. However, she notes that due to her career as a draftsman for 25 years, lines just keep appearing in her work. Evident again in her use of the gold leaf, in this case, the lines imitating the square box brownie camera lens extended to focus on the bunches of grapes. Her belief that "light is life and the source crucial" reigns paramount when planning the composition of a painting; in this case it is back lighting. Jenny continues and says,

"the synergy between my subconscious and drafting skills reflect my emotive response to the illuminated subject matter."

'Water into Wine' will be incorporated into marketing and promotional material used for the 2010 Margaret River Wine Region Festival providing an opportunity for the artist to be in the spotlight for that period as well as informing visitors and tourists alike what the 'image' is for the forthcoming year. Jenny's studio is nestled between Cape Mentelle and Xanadu vineyards" and her work is exhibited at Jahroc Gallery in Margaret River.



The Best in Australia Series III

The Margaret River Wine Industry Association has partnered for the third time with the cooking competition show, Best in Australia. The programme features three fun loving chefs who compete each episode for the title of the Best Dish as judge by a panel of "foodies". Members of the Association were invited to supply wine for the series of eight episodes which contain two dishes with

a wine matched for each. As a result of this relationship Margaret River wine is the only wine featured on the programme which is rapidly increasing in popularity across the country. Series III will be airing on the Lifestyle Food Channel on Foxtel in Spring and regular re-runs of Series I and II, also featuring Margaret River wine, are now screening.



The Best in Australia: Darren, Anna & Ben

Who Came to Visit? - Festival Facts



Relax: enjoying the entertainment

The Margaret River Wine Industry Association once again commissioned Smart Events to find out the where, why and how of our Festival goers. While the final report is yet to be officially release we can share with you the following from the draft report. Smart Events spoke to a total of 201 attendees over the duration of the Festival. Just over 60 percent of those were women and the age of Festival goers spanned from around fifteen percent aged 25 to 34, twenty two percent were 35 to 44, twenty eight percent were 45 to 54 (the largest group) and almost twenty one percent were 55 to 64. Those under 24 and over 65 came in at around six percent each. Nearly half of those interviewed live in Perth, just over fifteen percent in Margaret River, twenty two percent in other parts of Western Australia, seven percent Interstate and eight percent

were from overseas. Our International visitors stayed on average 2.9 nights in the region, Interstate visitors 4.2 and those from Perth 3 nights. Almost thirty percent found out about the event through friends and relatives, twenty seven percent in a newspaper and seventeen percent via the internet. The remainder of visitors found out what was happening from the radio, television, magazines and mailing lists. Over eighty percent of visitors felt attending the Festival was good value for money and that it had quality entertainment. Eighty two percent of those questioned thought that the event should be held at a winery rather than on a park or oval. Nearly 90 percent of Festival goers were happy with the wine available as was overall satisfaction with the event.

With grateful thanks to the sponsors and partners of the 2009 Margaret River Wine Region Festival



WINE NEWS

June 2009

2009 Margaret River Wine Region Festival Hits the Right Note



Festival Exhibitors: gearing up for a great day of pouring wine

What can we say but what a wonderful Wine Festival! The weather was so kind, the venues so fantastic, the exhibitors so positive and proud in promoting themselves as part of the Margaret River wine region brand. Many thanks to all our partnership sponsors and volunteers because without their strong support putting on a Festival would be very difficult indeed almost impossible in fact. An estimated 9,000 – 10,000 people made it to the various events over the Festival enjoying all the fine things that the Margaret River region has to offer. Things began so well with the Street Fiesta in Margaret River on Thursday afternoon with an estimated 3,000 people gathering in the main street to enjoy the carnival atmosphere and watch the annual Barrel

Cart Race, which once again saw the Margaret River Hotel take line honours. The momentum really built from there and over the whole weekend extending into Monday the region was buzzing with individual events complementing the main features of the Vintage Festival and Vintage Concert held at Leeuwin Estate. Saturday's Vintage Festival saw a record number of winery exhibitors displaying their fine wines alongside some of the region's most delicious fare and talented artisans. There was over 200 different wines to sample - if you were up for it! The Sunday Concert saw a local line up warming up the crowd for the headline act of Deni Hines & James Morrison presenting their tribute to the Divas of Jazz. A perfect Sunday afternoon was enjoyed by all listening to superb music and drinking a

glass of fine Margaret River wine. Assuming responsibility for the Festival was not a decision taken lightly by the Margaret River Wine Industry Association as there are always inherent risks attached from commercial to financial and beyond. However, it was felt that the Association and its members needed to become more focused on consumers with the Margaret River wine brand and the Festival is an ideal platform to harness at least some of that engagement. Also the strategic decision made nearly a year ago to move from a public park into a more congenial setting within a winery location certainly paid dividends with exhibitors and consumers welcoming the move and this has been confirmed by official survey results due for release soon. Each Festival is over 12 months or more in the planning and it was a credit to all involved that the Wine Festival went so well. To name but a few of the key players look no further than Sally Scott, Pip Heaford, John Bradbury (TMG) and Nick Power plus Travers O'Rafferty and Boyd Wright and their team at Leeuwin Estate; not a bad effort from so few people dedicating their all into showcasing what the Margaret River wine region is all about - wine, food, lifestyle and our abundant natural attractions.

