



About the Margaret River Wine Association (MRWA)

The MRWA is the peak body for Margaret River grape growers and winemakers. It was established in the late 1970's as the Margaret River Grape Growers & Winemakers Association and was incorporated in 1982.

Our Vision: Margaret River is recognised amongst the world's most compelling fine wine experiences.

Our Mission: Provide members relevant, effective support and high-quality services to promote the Margaret River fine wine experience in key markets.

Our Organisational Values: Excellence, Collaboration, Sustainability, Transparency.

Brand and Engagement

- Margaret River Wine Brand Development & Promotion
- International and Domestic Marketing & Events
- Langton's Margaret River Wine Show & Halliday Australian Cabernet Challenge
- Member & Industry Communications
- PR & Consumer Communications Campaigns

Landscape and Community

- Environmental Stewardship & Sustainability Programs
- Smoke Mitigation Management

Partnership and Key Relationships

- Brand Protection & Representation
- Federal & State Industry Body Relationships
- Allied Agency Collaboration

Member Benefits

Communication Benefits

- Industry news via weekly Member e-news, Grapevine.
- Listings in the 'Member News' and 'Notice Board' sections of Grapevine.
- Listings in Margaret River Wine Drop of our consumer e-news with reach of 6,000+.
- Promotion of accolades and awards won in our e-newsletters (Margaret River GI wines only).
- Listing on the MRWA website, margaretriver.wine (Margaret River GI wine only).
- Listings on the Vine & Wine Register on margaretriver.wine (Margaret River GI fruit only).

Marketing & Events Benefits

- Participation in MRWA promotional campaigns and events.
- Members' rates for events such as the Margaret River Wine Show and the Australian Cabernet Challenge.
- Networking opportunities at member events.
- Invitations and discounts to training and development opportunities.

Other Benefits

- Access to Australia Post Wine Industry Rates.
- Voting Rights at AGM and Special General Meetings.
- Ability to sit on the MRWA Board and sub-committees.

Tell us about your business by completing this [form](#).

MRWA Constitution: download a copy [here](#).

For the enquiries about the MRWA and member benefits please contact Pip Heaford, Communication & Events Manager at pipheaford@margaretriver.wine or on + 61 8 9757 9330.