

## ABOUT THE MARGARET RIVER WINE ASSOCIATION (MRWA)

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### Our Vision

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

### Our Mission

Create value for members by providing relevant, effective support and high-quality services.

### Our 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

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### Communications

- Industry news via weekly Member enews, 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

- 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.
- EBM Insurance Discount Program. Click [here](#) for details.
- 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](mailto:pipheaford@margaretriver.wine) or on + 61 8 9757 9330.**