



MEDIA RELEASE

17th MARCH 2017

NEW APPOINTMENT AT MARGARET RIVER WINE ASSOCIATION

We are very pleased to announce the appointment of **Amanda Whiteland** to the newly created position of **Marketing Director** at the Margaret River Wine Association (MRWA).

South West local Amanda brings a wealth of global wine marketing experience having worked in marketing roles both domestically and internationally for 20 years.

She has extensive experience working in cross-cultural and challenging environments, in both large and small organizations.

MRWA chair, Cath Oates says, "Amanda brings unique skills and wide ranging experience to the association, having a strong understanding of the fine wine industry, key international markets and the local South West region. We are excited to have someone of her calibre to lead our Association forward."

Amanda Whiteland says, "Having worked overseas for three-quarters of my career, I have always been a huge ambassador for Margaret River Wine quality and its unique positioning in Australia. I am really excited to collaborate with our members, the wider community and industry to further build the Margaret River brand."

This new senior role will report to the Board through the President, and will be charged with further developing and implementing the Margaret River Wine positioning through a structured and planned marketing approach.

Key responsibilities will focus upon marketing planning, brand management and stakeholder communications.

In addition, Pip Heaford who has worked for the association since 2008 has been promoted and will now work full-time.

Tamara Chick, recently employed as Administration and Accounts Officer, will continue in her current role.

-Ends-

IMAGE REQUEST

Pip Heaford: mem@margaretriverwine.info or 0409 160 113

MEDIA ENQUIRES

Cath Oates - President: Cath.oates@oatesends.com.au or 0401 303 144

Matt Credaro - Vice President: matt@cedarowines.com.au or 0407 925 257



THE MARGARET RIVER WINE ASSOCIATION was started by a group of winemakers in the late 1970's. The Margaret River Grape Growers & Winemakers Association as it was known then, was incorporated in 1982 and at that time had only a handful of members.

The charter of the Association has remained constant over the years – primarily to represent the interests of the Margaret River wine industry and promote Margaret River wine. The Association was one of the first groups in Australia to register a geographic boundary for our region in 1996 and Margaret River was one of the first three wine regions in Australia to have its boundaries legally defined by the Australian government.

On behalf of Margaret River Wine Association members the Board is explicitly responsible for the governance, stewardship and future well-being of the Association and the progressive attainment of its constitutional objectives whose overarching strategic focus and intent being: “To consistently position Margaret River as one of the world’s most compelling regional fine wine experiences.”

AMANDA WHITELAND has held global marketing roles in Tokyo, Melbourne and Paris and travelled extensively to international wine regions and key markets before returning home to the Margaret River region three years ago.

Working at the world's largest luxury company, Louis Vuitton Moët Hennessy in Paris, as a Marketing Manager, Amanda managed the global marketing strategy for wineries across the USA, New Zealand and Australia. Amanda also worked closely with multi-national beverage companies, Sapporo, Suntory and Asahi as the Regional Manager for Foster's Wine Estates in Tokyo for five years.