

[www.margaretriver.wine](http://www.margaretriver.wine)


MARGARET RIVER WINE ASSOCIATION

# ANNUAL REPORT

2019/2020





An aerial photograph of a rugged coastline. The top half of the image shows a sandy beach with scattered dark, flat rocks. The bottom half shows the ocean with vibrant turquoise water transitioning into deep blue. White surf is crashing against a large, dark rock formation that dominates the lower right and center. The overall scene is one of natural beauty and coastal wilderness.

We acknowledge the Wadandi people  
(Saltwater People) of the region as the traditional  
custodians of this land, and we pay our respects to  
their Elders past, present and future.



## Our Vision

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

## Our Mission

MRWA represents the Margaret River wine region to grow value and equity in 'brand Margaret River' through a vibrant and sustainable wine region unified in the pursuit of excellence, consistent communication of its unique positioning and collaboration to be recognised as one of the greatest fine wine experiences globally.

## Our Values

Excellence

Collaboration

Sustainability

Transparency

## Four Key Pillars

1. Our Brand and Engagement
2. Our Partnerships and Key Relationships
3. Our Environment and Sustainability
4. Our Accountability and Governance



### MRWA BOARD

Greg Wall, Chair  
Liz Mencil, Vice-Chair  
Paul Dargue, Treasurer  
Georgina Beniston  
Mike Calneggia  
Leah Clearwater  
John Fogarty  
Belinda Hopkins  
Steve James  
Ben Miller

### MRWA STAFF

Amanda Whiteland,  
Chief Executive Officer  
  
Pip Heaford,  
Communications & Events Manager

### MRWA SUB-COMMITTEES

Cellar Door Manager's Sub-Committee  
Sustainability Sub-Committee  
Technical Sub-Committee  
Wine Show Sub-Committee  
Winter Wine Options Sub-Committee



## Chair Report

*I am pleased to present the Margaret River Wine Association's annual report for the financial year ending 30 June 2020. This annual report is a comprehensive report on the Association's activities throughout the past 12 months.*

2020 has been a challenging year for everyone around the world. For the MRWA the year was clearly in two distinct and different parts, the first-half was an active business as usual period and the second-half was managing our COVID-19 response. I am pleased and proud of the work our team has done since the start of the pandemic.

The wine industry plays an important role in the economic, tourism and cultural fabric of the Margaret River Region which covers both the City of Busselton and the Augusta Margaret River Shire. This Region has an enviable and growing International reputation for its fine wine experience.

Our vision is to ensure Margaret River is recognised amongst the world's most compelling fine wine experiences. We aim to provide members relevant, effective and high-quality services to promote the Margaret River fine wine experience in key markets.

During the year there were many initiatives in support of this vision, however I will only touch on a few key ones, the full details are in the following report.

We made significant progress on our Brand Development Project which will assist in defining the unique Margaret River DNA and this will translate into meaningful brand tools available to all members.

As mentioned, the challenges of the COVID-19 pandemic hit home in the region and our MRWA team did a wonderful job in providing regular updates and communication to stakeholders during the lockdown.

We launched the digital MRW Shop page on [margaretriver.wine](http://margaretriver.wine) which was successful in generating many leads and wine sales for members. We acknowledge the valuable support of the City of Busselton and the Augusta Margaret River Shire for their grants during this period that funded these digital initiatives.

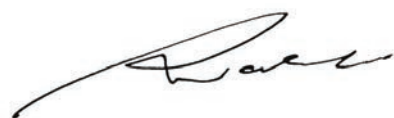
The Margaret River Region Project also gained momentum and is shaping up to be the most significant body of work undertaken on the Biophysical Study (geology and climate) of the region over the past 50 years.

The MRWA also prepared a comprehensive submission to the GIC opposing the Wilyabrup GI application based on the belief that more detailed scientific evidence is required before any change to the Margaret River GI is progressed.

Finally, we continued to strengthen our valued relationships in the region particularly the MRBTA, with programs such as Margaret River on Tour in Singapore and the Wine Tourism Excellence Award.

I would like to take this opportunity to thank the excellent management team and the volunteer board members, who are so vital in progressing the aims and vision of the MRWA. In particular, I want to thank Liz Mencil who is retiring after 9 years of service to the Association in several roles including the last as Deputy Chair.

Next year we will continue to face the challenges of the pandemic in some form or another and I expect it will be another exciting and busy year. I look forward to growing and supporting Margaret River's reputation as a fine wine region of the world.



Greg Wall AM - Chair

# Margaret River Wine Association 2019/2020

## KEY ACTIVITIES AT A GLANCE

<b>JULY 2019</b>	Growing Wine Export in SNG Workshop	WoWA Tax Workshop	Kick the Dirt at Cherubino	Cellar Door Managers Event at Evans&Tate	Winter Wine Options Round 1	
<b>AUGUST</b>	Margaret River On Tour Singapore	Margaret River On Tour Malaysia	Good Food & Wine Show Perth	Winter Wine Options Round 2		
<b>SEPT</b>	USA Roadshow	Women in Wine Awards	UK Masterclass	Kick the Dirt at 3 Oceans	Winter Wine Options Round 3	
<b>OCT</b>	USA Roadshow	Nordic Roadshow	MRWA AGM	Wine Show & Gala	Good Food & Wine Show Brisbane	Joe Czerwinski Visit
<b>NOV</b>	Prowine China	Gourmet Escape	Cellar Door Manager Event at Willespie			
<b>DEC</b>	Wine Australia EU/UK Media Visit					
<b>JANUARY 2020</b>	Fire Relief Auction	AWRI Chardonnay Seminar	Kick the Dirt at Cape Mentelle			
<b>FEBRUARY</b>	WoWA Tax Forum	MRR Project Update	Cellar Door Manager Event at Juniper			
<b>MARCH</b>	Covid-19 Support	SHOP & Social Media				
<b>APRIL</b>	Covid-19 Support	SHOP & Social Media				
<b>MAY</b>	Covid-19 Support	SHOP & Social Media				
<b>JUNE</b>	Covid-19 Support	SHOP & Social Media	Submission to the GIC			

# 1. 2019/20 Marketing Initiatives & Highlights

*MRWA values excellence and continually strives to build value in brand Margaret River, through the delivery of world class, best practice in all that we do.*

## DIGITAL & SOCIAL MEDIA

- No.1 search engine ranking and increased visitation to margaretriver.wine with 27 blogs published over the year
- Curation of 10 consumer e-newsletters reaching an audience of +7,500
- Social media engagement and increase in followers
  - Facebook 6.3k
  - Instagram 2.7k

## COVID-19 RESCUE PLAN (1 March – 30 June 2020)

- The MRWA Covid-19 plan focused on online to drive wine sales and cashflow for producers by targeting exciting Margaret River wine buyer to buy more frequently, and new buyers in key markets with greatest potential (NSW, QLD, VIC & Singapore)
- Program received two grants of \$25k from both Shire of Augusta Margaret River and the City of Busselton
- A Shop page was added to margareriver.wine featuring 67 wineries and generated 20k page views, average of 4min 28sec time on page and 7k click-thrus to winery pages in 3 months
- SHOP SINGAPORE featured 15 wineries and generated 7.5k page views
- Website traffic users increased by +449% vs previous period. 26,506 people vs 4,821 people
- Multiple SHOP e-newsletters were sent to database of 6,000+
- 10 social media videos were developed for International Chardonnay Day
- Upweighted content on social media key platforms of Facebook and Instagram to increased engagement and email acquisition:
  - Reach 433,409 people
  - Impressions 1,228,442
  - Post shares 480
  - Post engagement 114,301
  - Unique clicks 31,528
- In addition, Grape Grower were provided 7 months of free MRWA membership

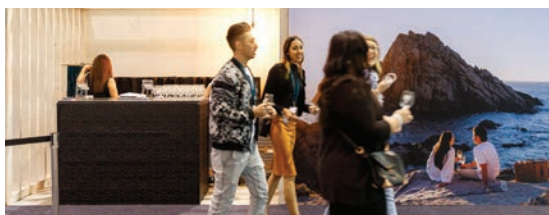


## BRAND POSITIONING & PILLARS

- This year MRWA has worked on refining the brand story, essence and of 'Margaret River Wine' to strengthen the brand and unleash the power of the individual winery brands with a collective narrative.
- The 5 Brand Pillars are:
  - Pristine Environment
  - Ancient Coastal Land
  - Quality & Varietal Advantage
  - Independent & International
  - Breathtaking Experiences

## GOOD FOOD & WINE SHOW, DOMESTIC

- Partnership for a VIP Lounge and Margaret River Pavilion in Perth, Aug 2019 and Brisbane Oct 2019 to build awareness of Margaret River wine
- Perth: 10 wineries participated, 26,049 attended, 705 in the VIP Lounge and 30 Margaret River wines poured in the Riedel drinks lab masterclasses
- Brisbane: 6 wineries participated, 19,537 attended, 727 in the VIP Lounge and 15 Margaret River wines in the Riedel drinks lab masterclasses
- Melbourne, May 2020 and Sydney Jun 2020 – Cancelled



## SINGAPORE AND MALAYSIA

- Margaret River On Tour PR campaign, Jul-Aug 2019
- 33 members travelled Singapore to represent Margaret River On Tour Singapore Showcase Event, Aug 2019
- Margaret River Chardonnay Masterclass to Trade/Media in Singapore, Aug 2019
- Margaret River On Tour Kuala Lumpur Trade & Showcase event, Aug 2019
- Margaret River Chardonnay Masterclass at MROT Kuala Lumpur, Aug 2019
- Wine Tourism Digital Campaign with Expedia in Singapore, Mar-May 2020



## FAR FROM ORDINARY ROADSHOW, USA

- Margaret River Regional Table in 6 Cities; NYC, Chicago, Miami, Dallas, LA, San Fran. Participating wineries were Voyager Estate, Howard Park, Woodlands, Snake + Herring and Moss Wood, Sep-Oct 2019
- Also participating on their other tables were Cape Mentelle, Clairault Streicker, Handpicked Wines, Howard Park, Voyager Estate, Leeuwin Estate, Cullen, Credaro, Xanadu, Vasse Felix, Vinaceous, Walsh & Sons.





## CABERNET SAUVIGNON MINI-MASTERCLASSES, USA

- Held in 4 cities; New York, Dallas, LA and San Francisco, Sep–Oct 2019
- Participating wineries were Vasse Felix, Leeuwin Estate, Cullen, Howard Park, Voyager Estate and Xanadu
- Developed a Cabernet Masterclass booklet, tasting notes and presentation



## AUSTRALIA WOMEN IN WINE AWARDS

- CEO attended presentations in New York, Sep 2019
- Prepared and distributed a Media Release announcing the two Margaret River winners, Vanya Cullen and Ulrika Larsson

## WINE.COM PROMOTION, USA

- Co-investment by MRWA, Cape Mentelle, Happs, Howard Park, Leeuwin Estate, Moss Wood, Vasse Felix & Voyager Estate
- +30% sales value & +50% vol growth for Margaret River in Aug–Sep 2019 vs 2018

## CHINA PROGRAM

- Margaret River Cabernet Forum Masterclass at Prowine China, presented by Corinne Mui who summarised the wines “Vasse Felix the Classic, Xanadu the restrain, Voyager the charmer, Cullen the Biodynamic dreamer, Cape Mentelle the wild,

Flametree the generous, Howard Park the elegant!”, Nov 2019

- Margaret River Cabernet On-Pavilion Masterclass at Prowine China, Nov 2019
- Masterclass booklets developed in Mandarin.
- ‘Margaret River Wine’ China Wine Awards sponsorship of the ‘Emerging Australia Wine Advocator Award’, presented by WA Trade Commissioner, Stuart Crockett



## OTHER EUROPEAN MARKET DEVELOPMENT

- UK WSET Masterclass of Margaret River Chardonnay and Cabernet by Sarah Ahmed, Sep 2019
- Margaret River table showcasing 12 wines at the Wine Australia Nordic Roadshow 2019 – Copenhagen, Stockholm, Oslo, and Helsinki, Oct 2019
- Prowein Germany 2020 – Chardonnay Masterclass, Mar 2020 – Cancelled.

## KEY OPINION LEADER PROGRAM – VISITORS TO MARGARET RIVER

- Edmund Tsui – Magnum Wines & Spirits Managing Director, Singapore
- Joe Czerwinski – Wine Advocate Wine Writer, USA
- Karina Tiihonen – ALKO Wine Buyer, Finland
- Emma Baumann – Wine Australia PR, UK
- Christine Austin – Wine Writer, UK
- Corinna Hardgrave – Wine Writer, Ireland
- Christopher Losh – Journalist, UK
- Christoph Raffelt – Wine Writer, Germany
- Peter Ranscombe – Freelance Journalist, Scotland
- Maciej Swietlik – Wine Writer, Poland
- Alf Tumble – Wine Writer, Sweden
- Mr Hao – President of the Ningxia Wine Federation, China
- Nick Stock – Wine Writer, Australia

## MEDIA RELEASES

- New Chairman, Greg Wall, Jul 2019
- Halliday Wine Companion Awards, Aug 2019
- Women in Wine Awards Winners, Sep 2019
- Langton's Margaret River Wine Show 2019 results, Nov 2019
- Halliday Cabernet Challenge results, Nov 2019
- GIC Interim Determination, Dec 2019
- Winter Seasonal Workers, Mar 2020
- Vintage 2020, Mar 2020
- Margaret River Region donates to Australia's bushfire-affected communities, Mar 2020

## MEDIA MONITORING & TRACKING

- 372 media clippings from local, national, and international

## WINTER WINE OPTIONS

- JF Hillebrand Round 1 at Clairault Streiker, hosted by Foni Pollett, Jul 2019
- Round 2 at Cape Mentelle, hosted by Cath Oates, Aug 2019
- Saint Martin Round 3 at Xanadu, hosted by Brendan Carr & Tim Lovett, Sept 2019

## JAMES HALLIDAY 2019 AUSTRALIAN CABERNET CHALLENGE

- Run in conjunction with the Langton's Margaret River Wine Show the 4th Cabernet Challenge was open to all Australian Cabernet producers.
- The competition received 328 entries from 149 exhibitors across 25 regions.
- James Halliday AM announce the results in an online video, Nov 2019





## 2019 LANGTON'S MARGARET RIVER WINE SHOW

The 2019 show received 734 entries of which 62% were awarded medals with an impressive 57 Gold, 111 Silver and 287 Bronze received.

First year for Dave Brooks as Chair of Judges, who was joined by Joe Czerwinski as the International Judge and Special Guest Judges Andrew Caillard MW and Cliff Royle to judge the Wines of Provenance.

A two-hour Exhibitor Tasting of the wine show exhibits provided an opportunity for producers to gain feedback on results, in addition to a VIP & Trade tasting held the hour prior.

Trophy presentations took place in front of 200 guests at the Gala Dinner at Leeuwin Estate.

Thanks to our Sponsors, Wine Show Committee, Judges, Stewards, Volunteers and MRWA staff, particularly Pip Heaford who made everything run very smoothly.

### The 2019 Trophy Winners

**Langton's Trophy for Wine of Show** - Ringbolt Cabernet Sauvignon 2018

**Seguin Moreau Trophy for Red Wine of Show** - Ringbolt Cabernet Sauvignon 2018

**Labelmakers Group Trophy for White Wine of Show** - Xanadu Reserve Chardonnay 2017

**Vinline Mobile Bottling Trophy for Most Successful Exhibitor** - Xanadu Wines

**Langton's Trophy for White Wine of Provenance** - Brookland Valley Estate Chardonnay 2008, 2013, 2018

**Langton's Trophy for Red Wine of Provenance** - Houghton Gladstones Cabernet Sauvignon 2010, 2013, 2018

**Singapore Airlines International Judge's Trophy** - Driftwood Estate Single Site Chardonnay 2018

**SWAT Winery Equipment Specialists Trophy for Best Cabernet Sauvignon** - Ringbolt Cabernet Sauvignon 2018

**Multi-Color Trophy for Best Chardonnay** - Xanadu Reserve Chardonnay 2017

**Mercurey Trophy for Best Single Vineyard Red** - Brash Vineyard Single Vineyard Cabernet Sauvignon 2017

**Portavin Trophy for Best Single Vineyard White** - Xanadu Reserve Chardonnay 2017

**Cospak / Saverglass Trophy for Best Cabernet Sauvignon Blend** - Deep Woods Single Vineyard Cabernets 2018

**VA Filtration / Memstar Trophy for Best Sauvignon Blanc** - Millbrook Regional Sauvignon Blanc 2019

**BFL Trophy for Best Blend of Sauvignon Blanc & Semillon** - Clairault Sauvignon Blanc Semillon 2019

**Saint Martin Trophy for Best Oaked White other than Chardonnay** - Higher Plane Fume Blanc 2019

**CHEP Trophy for Best Shiraz/Syrah** - Domaine Naturaliste Rachis Margaret River Syrah 2018

**Chr. Hansen Trophy for Best Rosé** - Abbey Vale Premium Rosé 2019

**Laffort Trophy for Best Other Blend or Varietal** - Marq Malbec 2018

**Happs Wines Viticultural Excellence Award** - Ianto Ward, Juniper Estate

**MRBTA Wine Tourism Excellence Award** - Ulrika Larsson, Clairault | Streicker

**MRWA Lifetime Achievement Award** - John Evans & John Tate



## 2. Our Partnership and Key Relationships

Collaborative on Wine Tourism programs with regional partners MRBTA, SWDC & ASW

- Margaret River On Tour – Singapore
- Singapore Media Fam – postponed due to Covid-19
- Completion of the Singapore Expedia Digital Campaign – postponed due to Covid-19
- Supporting members with the development of bookable wine experiences through one-on-one coaching with Lisa Fletcher

Margaret River Fire Relief Online Auction

- A collaboration activity with MRBTA with receive over 50 lots and raised \$37,969 in donations for the Bushfire affected wine regions, Adelaide Hills, Kangaroo Island and Tumbarumba

Regional benefits from the State Wine Tourism program

- Two videos developed with Erin Larkin and Paul Iskov
- 30 cellar doors participated in Wine Tourism Australia Mystery Shopping and capability building program

Secure National Support from Wine Australia and Australia Grape & Wine

- MRWA CEO attended the Exporter Update in Adelaide, Aug 2019
- Monthly conference calls with Wine Australia

- Regional Association Zoom Meeting hosted by Australia Grape & Wine
- Secured a Wine Australia EU/UK Media Visit, Dec 2019

Strong Margaret River representation on State & National Industry Bodies

- Cath Oates on Wine Australia Board
- Collin Bell on Grape & Wine Australia Board as Vigneron Representative
- Liz Mencil, Mike Calneggia and Amanda Whiteland on the Wines of Western Australia Board

*MRWA prides itself on its strategic partnerships and has strong working relationships with local and state government, industry associations and community groups.*



Department of  
Primary Industries and  
Regional Development



### 3. Environment and Sustainability

MRWA facilitates information transfer and learning opportunities.

#### REGIONAL SUSTAINABILITY ACTIONS

- Formed a MRWA Sustainability Sub-Committee
- Developed a Sustainability Action Plan
- Promoted Sustainability Winegrowing Australia via newsletter and webinar
- Applied for funding through the Smart Farm Small Grant and Augusta Margaret River Shire Environmental Management Fund. Despite both unsuccessful learnings will assist with new grant opportunities in in 2020/2021.

#### SUSTAINABLE WINEGROWING AUSTRALIA

- Webinar on Sustainable Winegrowing Australia for Margaret River Vineyards, Jun 2020

#### SUSTAINABILITY NETWORKS AND RELATIONSHIPS

- MRWA representation in regional Giant Light Steps alliance, led by Nature Conservation Margaret River Region
- MRWA representation in Sustainable Economy Advisory Committee, led by Shire of Augusta Margaret River
- Worked closely with DBCA and local government at regional level to ensure zero smoke taint incidents

Sustainable Winegrowing Australia – Margaret River Data at 30 June 2020 (Source: AWRI)			
Vineyards		Wineries	
Total Vineyards Members	18	Total Winery Members	7
Member vineyard area (ha)	1,037	Member crush (Tonnes 2019 vintage)	11,793
% of region	18%	% of region	37%
# Vineyards certified	13	# Wineries certified	5
Area of certified vineyards (ha)	711	Certified Member crush (Tonnes 2019 vintage)	7,547
% of region	12%	% of region	23%





### KICK THE DIRT VITICULTURAL FORUM SERIES

- Grapevine Leaf-Roll Virus by Dr Monica Kehoe at Larry Cherubino, Jul 2019
- The value of composting grape marc with C-Wise at 3-Oceans, Sep 2019
- Marri flowering and decline with Tristen Campbell and Professor Giles Hardy at Cape Mentelle on, Jan 2020

### CELLAR DOOR MANAGER NETWORK EVENTS

- Casual Employment Presentation by Peter Campbell at Evans & Tate, Jul 2019
- Xmas in July at Swings Taphouse, Jul 2019
- Wine Tourism Excellence Report Presentation by Emily Bromell at Fermoy Estate, Sept 2019
- CDM Workshop & Networking Event at Willespie, Nov 2019
- Wine Clubs Presentation by Belinda Hopkins at Juniper Estate, Feb 20

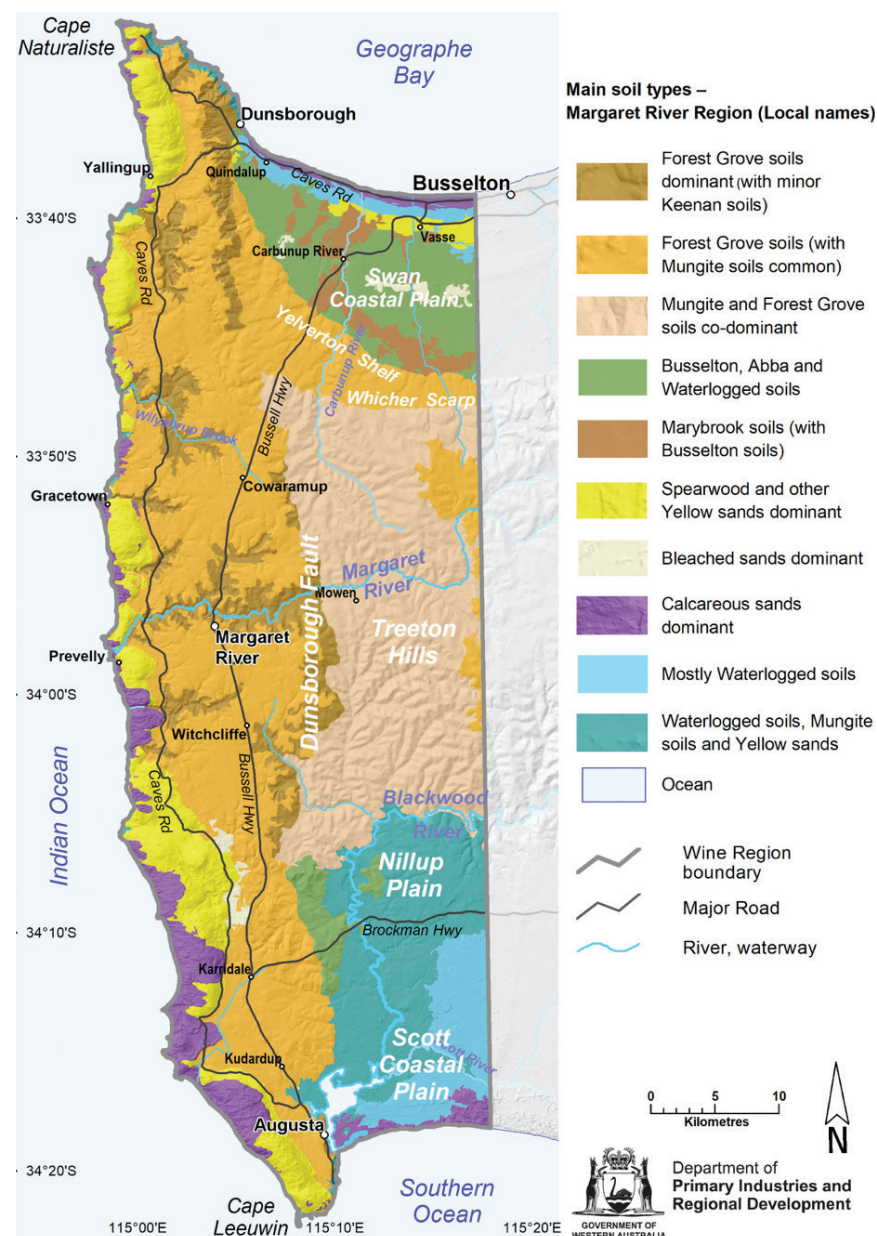
### SUPPORTED OTHER WORKSHOPS HELD IN MARGARET RIVER

- WoWA - Tax Workshop at Busselton Community Centre, Jul 2019
- Wine Australia – Growing Export in Singapore & Malaysia, Jul 2019
- RoyalPay - Wine Tourism workshop, Sep 2019
- EY - Margaret River Round Table, Oct 2019
- Finlaysons - Roadshow & ACCC Seminar, Oct 2019
- Wine Tourism Australia - Mystery Shopping Findings, Oct 2019
- DPIRD - Alternative Varieties Tasting by Richard Fennessy at Happs, Jan 2020
- AWRI - Evaluation of Winemaking Treatments in Chardonnay, Jan 2020
- WoWA – Tax Forum hosted at Vasse Felix, Feb 2020



## THE MARGARET RIVER REGION PROJECT

- Completion of comprehensive regional Biophysical Study (geology and climate) in collaboration with DPIRD
- Member Update Presentation on Stage 1 Findings, Feb 2020
- Regular Committee Meetings
- Engagement of Rob Bramley, CSIRO to complete k-means cluster analysis, Jun 2020
- Member Update Presentation on Stage 2, Sep 2020
- Formation of a Sensory Component Sub-committee
- Board approval to initiate sensory evaluation via Pivot Profile Method in collaboration with AWRI



## 4. Our Accountability and Governance

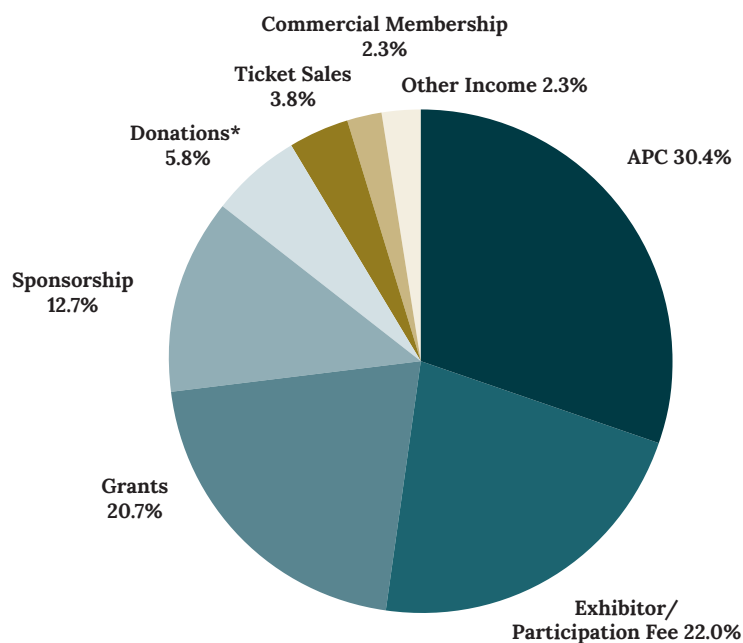
MRWA values transparency across accountability, governance and member servicing.

### PROACTIVELY UNLOCK FUNDING AND RESOURCES

- 181 Wine Producers declared 2019 Margaret River GI grape crush and submitted APC Fee-For-Service returns, securing MRWA \$200k
- Secured \$83.6k of Sponsorship Revenue, \$102k of Grant Revenue and \$33k ATO Covid-19 Support Revenue which is critical to maintain the MRWA operations due to lower APC Fee-For-Service due to lower tonnage yields.

	FY 2017/18 Vintage 2017	FY 2018/19 Vintage 2018	FY 2019/20 Vintage 2019	FY 2020/21 BUD Vintage 2020 est.
Margaret River GI Tonnage Declared to the APC	42,106	37,213	31,893	28,500
APC Fee for Service received by MRWA	\$235,083	\$221,228	\$200,000	\$185,000

### MRWA Income 2019/2020





## Vintage 2020, A Silver Lining

At the start of the 2020 growing season, no one would have believed how the year would unfold. However, it is during challenging times we look for a silver lining, and the silver lining for the Margaret River is the exceptional vintage we wrapped up just as the government announced the temporary closure of the Western Australian border.

As the region finished one of the most unusual harvests to date, the region raised a collective sigh of relief to have been able to complete the 2020 vintage undisrupted; without significant rain, lockdowns or the impact of bushfires and losses that sadly, some other parts of Australia have had to endure.

We humbly count our blessings.



## Regional Overview

### WINE SECTOR EMPLOYS

- 5,000 people directly and 8,000 indirectly in the Margaret River Wine Region

### REGIONAL VISITATION

- 95 cellar doors
- 2.9 million total visitors (1.3 million day-trippers and 1.6 million overnight visitors)
- #1 most visited wine region for domestic travellers who visited a winery
- #3 most visited wine region in Australia by international visitors who visited a winery

### A Boutique Wine Region



**290** Margaret River Vineyards

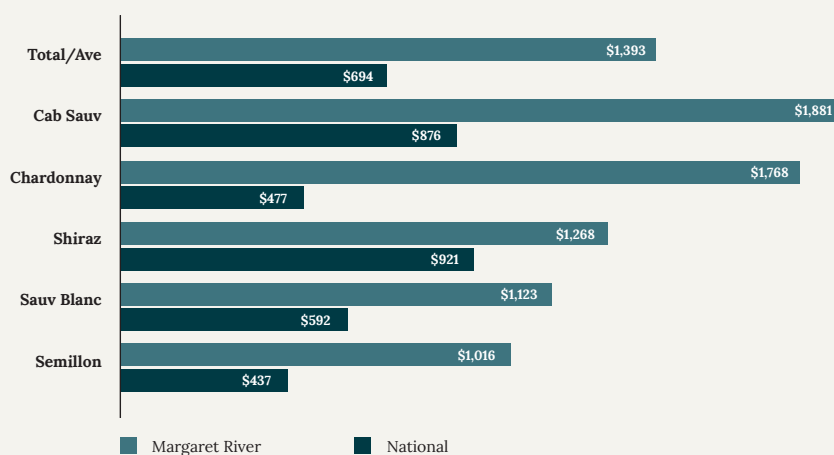


**181** Producers use grapes from Margaret River



**112** Wine producers crush less than 50 tonnes (less than 4,000 cases)

### 2020 Grape Prices/Tonne



### Grapes and Harvest

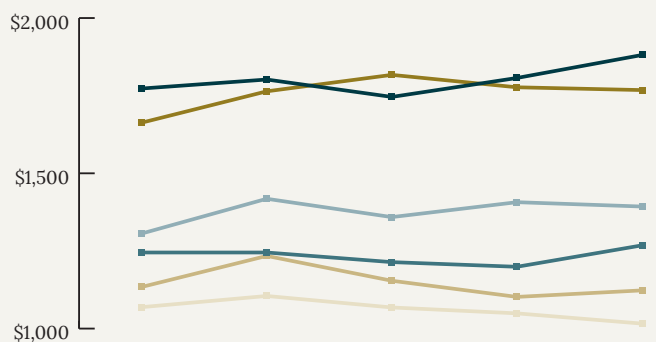


**Area Under Vine:** 5,840 hectares

### Harvest Crush (Tonnes):

2016	2017	2018	2019	2020 (est)
31,627	42,106	37,213	31,893	28,703

**2%** of Australian Total Grape Crush



	2016	2017	2018	2019	2020
Cabernet Sauvignon	\$1,773	\$1,802	\$1,746	\$1,807	\$1,881
Shiraz	\$1,245	\$1,245	\$1,214	\$1,199	\$1,268
Chardonnay	\$1,663	\$1,764	\$1,817	\$1,777	\$1,768
Sauvignon Blanc	\$1,134	\$1,234	\$1,154	\$1,102	\$1,123
Semillon	\$1,069	\$1,105	\$1,068	\$1,049	\$1,016
TOTAL AVG	\$1,306	\$1,418	\$1,359	\$1,407	\$1,393

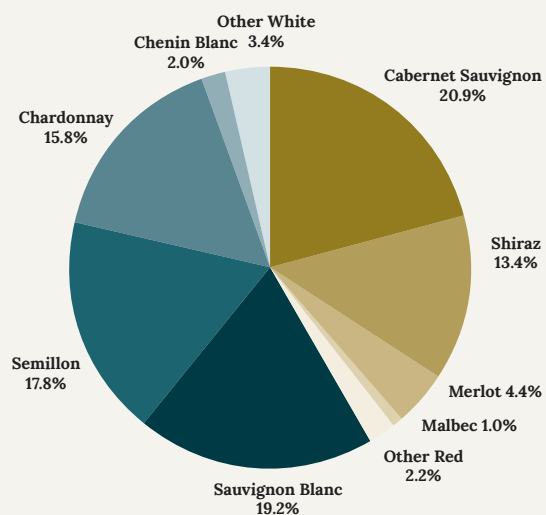




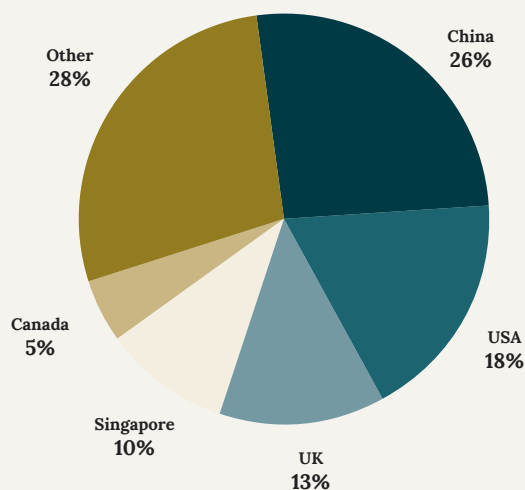
## Export Overview

In 2019/20 the number of active exporters who exported wine with a MR GI label was 181

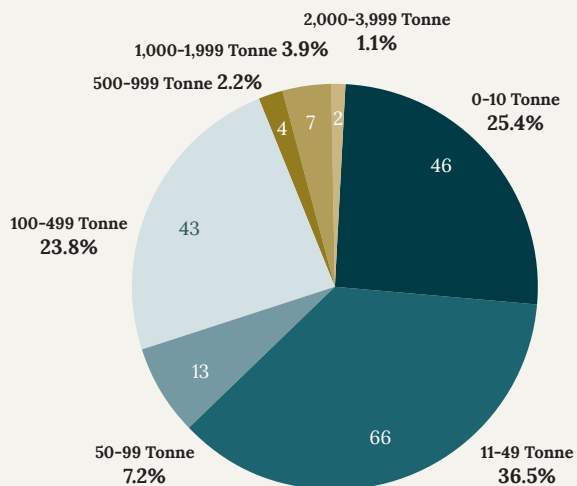
### Grape Varieties: Over 36+ varieties planted



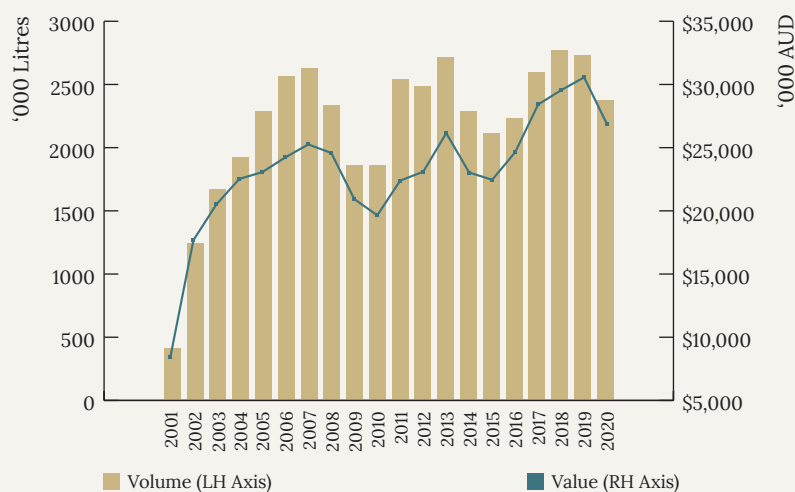
### Top 5 Export Markets



### % Wine Producers in Tonnage Range



### Margaret River Total Bottled Exports 2011-2020



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