

MARGARET RIVER WINE ASSOCIATION
ANNUAL REPORT
2020/2021





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

OUR VISION

Margaret River is one of the world's most compelling fine wine experiences.

OUR PURPOSE

To build, protect and promote the Margaret River wine brand.

OUR VALUES

- Excellence
- Collaboration
- Sustainability
- Transparency

OUR FOUR PILLARS

1. Our Brand
2. Our Collaborations, Partnerships and Relationships
3. Our Region's Sustainability
4. Our Funding, Resources and Capability

OUR BOARD

Greg Wall Chair

Steve James Vice Chair | Voyager Estate

Paul Dargue Treasurer | Evans & Tate

Georgina Beniston Secretary | Vasse Felix

Mike Calneggia | Calneggia Family Vineyards

Leah Clearwater | Flametree Wines

John Fogarty | Deep Woods Estate

Belinda Hopkins | Juniper Estate

Ben Miller | Devils Lair (until December 2020)

Ke Zheng | 3 Oceans (from October 2020)

Bronnley Cahill | Brookwood Estate
(from April 2021)

OUR TEAM

Amanda Whiteland | CEO

Pip Heaford | Communications & Events Manager

Eloise Jarvis | Sustainability Engagement Officer

Ease Business Services | Financial Administration

OUR FY21 SUB-COMMITTEE MEMBERS

Wine Show Sub-Committee

Julian Langworthy, Chair | Deep Woods Estate

Cam Haskell, Vice Chair | Leeuwin Estate

Brendan Carr | Xanadu Wines

Andrew Dawson | St Johns Wine

Paul Dixon | Thompson Estate

Remi Guisse | Domaine Naturaliste

Luke Jolliffe | Stella Bella

Trent Kelly | Credaro Wines

Ulrika Larsson | Clairault Streicker

Breac Wheatley | Leeuwin Estate

Technical Sub-Committee

Leah Clearwater, Chair | Flametree Wines

Colin Bell | AHA Viticulture

Dave Botting | Howard Park

Richard Fennessy | DPRID

Steve James | Voyager Estate

Ely Jarvis | La Kooki

Ben Miller | Devil's Lair

Keith Mugford | Moss Wood

Ianto Ward | Juniper Estate

Sustainability Sub-Committee

John Fogarty, Chair | Deep Woods Estate

Ely Jarvis | MRWA SEO

Cath Oates | Oates Ends

Alex Miller | Voyager Estate

Joanne Davies | Window Estate

David Moulton | Cape Mentelle

Colin Bell | AHA Viticulture

David Martin | Stormflower

Chris Gillmore | Clairault Streicker

Richard Fennessy | DPRID

Bill Biggs | South West Catchments Council

Saul Cresswell | Shire of Augusta Margaret River

Cellar Door Managers Sub-Committee

Adam Elton, Chair | Voyager Estate

Rhianna Ashton | Voyager Estate

Karen Bussell/Tracey Humberstone | Thompson Estate

Charlotte Dowden | Howard Park

Sarah Flynn | Victory Point

Cassy Howard | Marri Wood

Ulrika Larsson | Clairault Streicker

Keri Luff | House of Cards

Grace Pigram | Vasse Felix

Sherie Read | Xanadu Wines

Candice Vooles | Mr Barval Fine

Winter Wine Options Sub-Committee

Sam Badger | Woodlands Wines

Andrew Dawson | St Johns Wines

Sean Hsu | Voyager Estate

Ryan Pollock | Howard Park

Evan Thompson | Winequip

Claire Tonon | Voyager Estate



Chair Report

I am pleased to present the Margaret River Wine Association annual report for the financial year ending 30 June 2021. This annual report is a comprehensive report on the Association's activities throughout the past 12 months.

The global challenges stemming from the COVID pandemic continued throughout this year, which made it another challenging year for all in Australia. For Margaret River, it manifested itself through the tourism sector in particular. This and the trade sanctions from China made it another unusual year. 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 experiences.

Our vision is to ensure Margaret River is one of the world's most compelling fine wine experiences. We aim to build, protect and promote the Margaret River wine brand.

2020/21 was a busy year with some exceptional initiatives and I will only touch on a few of the highlights. The full detail of activities is in the following report.

We made further progress on our brand development project which will assist in defining the unique Margaret River DNA and is translating into meaningful brand tools available to all members. This included the excellent production of the Breathtaking video showcasing the uniqueness of the region.

As mentioned, the challenges of the COVID 19 pandemic continues to impact the region and our MRWA staff did a wonderful job in providing regular communications and running several social media and digital campaigns.

The MRWA continues to build a strong national wine industry and local community engagement. On an industry level, we work closely with Wines of WA, DPRID, Wine Australia, and Australia Grape & Wine. Locally, we are also proud of our collaborations with the City of Busselton, Shire of Augusta Margaret River, MRBTA and the Lower Blackwood LCDC.

We were fortunate to have a strong board and member engagement with many MRWA members volunteering time to sit on our five Sub-Committees. MRWA member engagement and satisfaction improved from 59% in 2019 to 68% satisfied or highly satisfied with the services and support offered by MRWA over the last year, as per our member engagement survey conducted in May 2021.

This year we were successful in securing more than ten grants which assisted greatly in the further development of a many of the programs detailed in this report.

We undertook some capacity building with Board and Staff participating in the Undalup Cultural Awareness Training in October 2020. I am pleased to advise that our CEO received an Australian Scholarships Foundation - Australian Institute of Company Directors Scholarship for the 1.5 day Governance Foundations for NFP Directors program which was completed in May 2021. Furthermore, she was also selected as 1 of 15 to participate in the national biennial six-month 2021 Future Leader program, from 98 applications across all segments of the Australian Wine Industry. Congratulations Amanda.

I would like to take this opportunity to thank the board members, who are so vital in progressing the aims and vision of the MRWA.

Thanks to the management team Amanda and Pip, who for such a small team produce fantastic outcomes for the Margaret River Wine Region. I think the shadow they cast is greater than the size of the team.

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



Greg Wall AM - Chair

Key MRWA Activities at a Glance

JULY 2020	Event & program planning	Social Media Campaign				
AUGUST	Event & program planning	Social Media Campaign				
SEPT	Member Forum + CSIRO presentation	Cellar Door Managers Event at Swings & Roundabouts	Cabernet Live Virtual Event	Halliday Cabernet Challenge	Social Media Campaign	
OCT	MRWA AGM	UK Virtual Chardonnay Tasting to key Media & Trade	Cellar Door Managers Event at Clairault Streicker	Board & Staff did Cultural Awareness Training		
NOV	Margaret River Wine Show, Exhibitor Tasting & Gala Dinner	AWRI Seminar	Women in Wine Awards Party at Cordis House	Sales & Customer Service Webinar	Expert Panel of Cabernet PPM Sensory	
DEC	Cellar Door Managers Lunch at Arimia	Social Media Campaign	Xmas Office Closure			
JANUARY 2021	2021 Vintage photo shoot	Social Media Campaign				
FEBRUARY	Event & program planning	Social Media Campaign				
MARCH	Prescribed Burning Advocacy	Breathtaking Video Launch at Cape Mentelle	Cellar Door Managers Event at Xanadu	Launched new format Grapevine	Social Media Campaign	
APRIL	Prescribed Burning Advocacy	Pruning Season Seasonal Worker Advocacy	Cellar Door "Locals" campaign	Cellar Door Managers Event at Vasse Felix	MRWA Member Satisfaction Survey	Social Media Campaign
MAY	Seasonal Worker & Harvest Trail Information Webinar	Sustainability Sundowner at Evans & Tate	Social Media Campaign			
JUNE	Sales Skills Workshops with Yvonne Hilz	Winter Wine Option Round 1 at 3 Oceans	Launched Fine Vines Festival	Karen MacNeil USA Virtual Tasting	Sustainable Winegrowing Australia Workshop #2	Social Media Campaign

1. Our Margaret River Wine Brand

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.



SOCIAL MEDIA – FACEBOOK & INSTAGRAM

- 12-month campaign reached over 1m users
- Grew Followers on Instagram by +54% and Facebook by +29%
- Social media accounted for 30% of MRW website traffic and an additional 10,507 users

MARGARETRIVER.WINE WEBSITE

- The MRWA website provides Margaret River Wine news and information to users and members through over 43,000 session per year, an increase of 65% vs last year
- Social media accounted for 30.30% of the website traffic

CONSUMER EDM

- 8k subscribers based intrastate, interstate and internationally received 6 newsletters

BREATHTAKING BRAND VIDEO

- Develop the 'Breathtaking' video bringing to life the MRW brand positioning
- Campaign commencement in mid-March and received over 60k views across Facebook, Instagram, LinkedIn & YouTube

WINE UNEARTHED PODCASTS

- The Wine Unearthed podcast series which launched in September 2019 reached the 6,001 downloads milestone in June 2021

MRWA SOCIAL ACCOUNTS



8,436
followers

↑ + 1,896
yearly growth

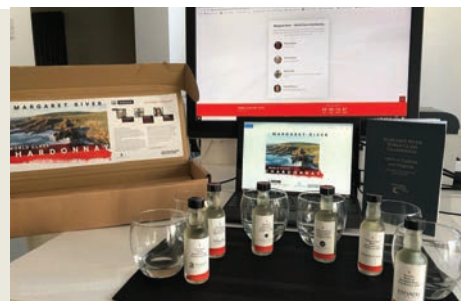


4,205
followers

↑ + 1,478
yearly growth

VIRTUAL MASTERCLASSES & EVENTS

- UK Media & Trade Virtual Tasting
“Margaret River World Class Chardonnay” with Steve James, Virginia Willcock and Tom Cannavan, Oct 2020
- Australian Women in Wine Awards Watch Party, Nov 2020



CELLAR DOOR “WE SUPPORT LOCALS” CAMPAIGN

- Collaborative campaign to promote awareness of the Locals Discounts that wineries offer supported by social media & local print advertising.



MEDIA RELEASES

- Halliday Australian Cabernet Challenge Entries Open, 1 July 2020
- Gingen mystery solved, 4 August 2020
- Fine Fines Festival 15 – 24 October 2021, 23 June 2021
- MRWA applauds the GIC decision, 4 August 2020
- Margaret River Wine Producers excited by whole of region approach, 18 August 2020
- James Halliday Australian Cabernet Challenge & Cabernet Live, 28 August 2020
- Multi-Regional, World First Wine Judging Event Hailed Success!, 17 September 2020
- James Halliday Australian Cabernet Winners Announced, 25 September 2020
- Langton's 2020 Margaret River Wine Show Next Week, 12 November 2020
- Langton's 2020 Margaret River Wine Show Results, 20 November 2020
- Breathtaking New Margaret River Wine Video, 19 March 2021
- We Support Locals, 19 April 2021
- Vintage 2021 Report, 21 April 2021

MEDIA MONITORING & TRACKING

- 403 media clippings from local, national, and international

WINTER WINE OPTIONS

- Planning for 2021 Season after a Covid 'Gap Year' in 2020
- Round 1 at 3 Oceans hosted by David and Freya Hohnen, June 2021
- Filming and photography of Round 1 & 2 by Ovis Creative Sponsorship

JAMES HALLIDAY 2020 AUSTRALIAN CABERNET CHALLENGE

- The James Halliday Australian Cabernet Challenge was a collaboration between Margaret River Wine Association, Coonawarra Vignerons and Yarra Valley Wine Growers Association in 2020, in a world first coordinated by three wine regions, the judging panels, stewards and organising teams connected through Zoom, Skype, telephone, social media and the AWRI wine show judging software, to make the show run smoothly
- Secured naming rights sponsorship from Langton's
- The competition saw 364 wine exhibits from 29 Australian wine regions judged simultaneously from 7-9 September in Coonawarra and Margaret River
- The 1-hour Cabernet Live on International Cabernet Day received 13.7k views
- 5 videos of judging were shared across social media receiving over 16k views
- The announcement of the winners was streamed live via Langton's TV on 24 September 2020 receiving over 1.3k views





MARGARET RIVER WINE SHOW



2020 LANGTON'S MARGARET RIVER WINE SHOW

The 2020 show received 658 entries of which 60% were awarded medals; 46 Gold, 92 Silver and 258 Bronze received.

18 Trophies and Awards were presented in front of 180 guests at Leeuwin Estate and the presentation was streamed live for the first time allowing those who did not attend or were unable to travel to WA to watch the results announcements live.

Thanks to our Sponsors, Wine Show Committee, Judges, Stewards, Volunteers and MRWA staff member, Pip Heaford, everything run very smoothly in the new judging venue.

THE TROPHY WINNERS

Langton's Wine of Show - Xanadu Reserve Cabernet Sauvignon 2018

Margaret River Wagy Red Wine of Show - Xanadu Reserve Cabernet Sauvignon 2018

Labelmakers Group White Wine of Show - Blackstone Paddock Margaret River Chardonnay 2019

Vinline Mobile Bottling Most Successful Exhibitor - Xanadu Wines

Langton's Wine of Provenance - Xanadu Cabernet Sauvignon 2010, 2012 & 2018

City of Busselton Best Cabernet Sauvignon - Ringbolt Cabernet Sauvignon 2018

Multi-Color Best Chardonnay - Blackstone Paddock Margaret River Chardonnay 2019

Mercurey Best Single Vineyard Red - McHenry Hohnen Cabernet Sauvignon 2019

Portavin Best Single Vineyard White - Windows Estate Petit Lot Chardonnay 2019

Cospak / Saverglass Best Cabernet Sauvignon Blend - Evans & Tate Redbrook Cabernet Merlot 2018

VAF Memstar Best Sauvignon Blanc - Paul Conti Wines Sauvignon Blanc 2020

BFL Best Blend of Sauvignon Blanc & Semillon - Cormack & Co Semillon Sauvignon Blanc 2020

Anton Paar Best Oaked White excl. Chardonnay - Churchview Wild Fermented Chenin Blanc 2019

CHEP Best Shiraz/Syrah - Domaine Naturaliste Rachis Margaret River Syrah 2019

Chr. Hansen Best Rosé - Fraser Gallop Estate Rosé 2020

Hahn Corporation Best Other Blend or Varietal - Evans & Tate Single Vineyard Malbec 2019

THE AWARD WINNERS

Happs Wines Viticultural Excellence Award - David Moulton, Cape Mentelle

Margaret River Busselton Tourism Association Wine Tourism Excellence Award - Paris Hokin, Arlewood Estate

Margaret River Wine Association Lifetime Achievement Award - Dorham Mann OAM

2. Our Collaborations, Partnerships and Relationships

MRWA strives to build key relationships, grow partnerships, collaboration and member engagement for a unified voice and strong region.

WINE TOURISM COLLABORATION WITH REGIONAL PARTNERS MRBTA, SWDC & ASW

- Completion of the International Wine Tourism Grant project with MRBTA, Australia's South West and the South West Development Commission, including:
 - Supporting members with the development of bookable wine experiences through one-on-one coaching with Lisa Fletcher and Pip Close
- Collaboration with MRBTA on the development of the Fine Vines Festival to drive wine tourism and off-peak visitation
- Support from ASW and WoWA for the WA Wine Tourism Program, including
 - Funding for the 'Breathtaking' brand video and Wine Experiences videos
 - Development of two videos featuring wine writer Erin Larkin and Fervor Native Food Chef Paul (Yoda) Iskov, filmed and produced by Wines of Western Australia with funding from the Australian Government Export and Regional Wine Support Package

LOCAL SUSTAINABILITY NETWORKS AND RELATIONSHIPS

- MRWA formed a partnership with Lower Blackwood Land Conservation District Committee in September 2020 to work together to highlight and celebrate the agriculture and viticulture industry in the region.
 - Both organisations have been cross promoting events and sharing information and opportunities to their members
 - Collaboration on developing a Soil Health workshop program for delivery in FY22
- MRWA representation on the Sustainable Economy Advisory Committee, led by Shire of Augusta Margaret River
- MRWA representation in regional Giant Light Steps alliance, led by Nature Conservation Margaret River Region
- MRWA worked closely with DBCA and local government at regional level to ensure zero smoke taint incidents across vintage 2021

SUPPORTED OTHER AGENCIES WEBINARS & WORKSHOPS HELD IN MARGARET RIVER

- AWRI Webinars
 - The Effect of Dissolved Carbon Dioxide on Wines, 9 July 2020
 - The ins and outs of under-vine cover cropping, 16 July 2020
 - Sustainable Winegrowing Australia Update, 6 August 2020
 - Managing Frost, 28 Sept 2020
 - Sustainable Winegrowing Australia - Certification Workshop - 12, 13 & 15 Jan 2021
 - Quantitative methods for Botrytis grey mould detection and estimation in grapes, 28 Jan 2021
 - The origin of Chardonnay clones with historical significance in Australia and California, 29 Apr 2021

- AWRI 2020 Seminar Roadshow at HEART, Nov 2020 included presentations on:
 - Managing grapevine trunk diseases
 - Developing confidence in integrated pest management instead of chemical options
 - Cover cropping
 - Trends in Australian grape growing practices
- DPIRD Workshops
 - Wine tasting workshop of wine trials, 22 Sept 2020
 - Grapevine Virus Symposium, 27 May 2021
- Wine Australia
 - A Climate Atlas Webinar Series, 9 Jul 2020
 - Strategic Plan 2020-25 and Annual Operational Plan Webinar, 5 Aug 2020
 - Increasing tourism to your cellar door, 19 Aug 2020
 - Sommelier insights from USA, UK and Australia, 24 Aug 2020
 - Australian Tourism Data Warehouse Webinar, 23 Sept 2020
 - A boost for businesses: Wine Australia grants & DTC survey insights Webinar, 24 Sept 2020
 - Beyond Covid-19 and Brexit: Where to next in the UK and EU Markets, 11 Nov 2020
 - Bushfire and vineyards – frontline and aftermath management – 19 Nov 2020
 - How to turbo-charge growth in a world post-lockdown, 9 Dec 2020
 - National Wine Sector Bushfire Conference – Perth, May 2020
- Lower Blackwood LCDC events
 - The Story of ‘P’ Webinar – 24 Sept 2020
 - Lower Blackwood Spring Field Day, 1 Oct 2020
 - Fundamentals of Agricultural Soil Webinar, 17 Nov 2020
 - Introduction to Building Soil Health & Resilience – 23 Feb 2021
 - What’s that Weed? A workshop on weed identification & control options, 22 Apr 2021
- AMR Shire
 - Community Fire Presentation – ‘Preparing your property and protecting the environment’, 9 Nov 2020
- Other
 - WoWA – Invitation to WA Wines to the World: Info Session and Q&A, Dec 2020
 - Undalup – Traditional Fire Management Workshop, May 2021

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



3. Our Region's Sustainability

MRWA facilitates information transfer and learning opportunities for environmental, social and economic sustainability across the wine sector in Margaret River.

REGIONAL SUSTAINABILITY ACTIONS

- MRWA Sustainability Sub-Committee met in Dec 2020, April 2021 and June 2021
- Sustainability Engagement Officer appointment in January 2021
- Development of the MRWA Sustainability Strategy and schedule
- MRWA Sustainability Newsletters sent to all MRWA member contacts
 - #1 sent on 30 March – 753 recipients, 35.3% opens
 - #2 sent 25 June – 768 recipients, 36.5% opens
- Provided regular Sustainability updates for Grapevine, the MRWA Member Newsletter
- Presented the Sustainability Program at the MRWA Sundowner Cape Mentelle on 18 March.
- Held first Sustainability Sundowner at Evans & Tate on 19 May had 63 RSVPs and over 50 attendances. Growers and Winemakers learnt about MRWA's Sustainability Plans for F22 and how MRWA will support them with their environmental plans.
- Media release to local media generated coverage in the Augusta Margaret River and Busselton Dunsborough Mail both print and online on 30 June 2021
- Sustainability Workshop was held at Margarets in Town on 29 June for 26 attendees
- Communications with MRWA members and grape growers in relation to Sustainable Winegrowing Australia membership and barriers to uptake
- Development of Vineyard farmgate and Cellar Door Biosecurity Signage
- Secured funding through 3 grants:
 - Augusta Margaret River Shire 2020-2021 Economic Stimulus Grant
 - City of Busselton
 - Smart Farm Small Grant Round 4



SUSTAINABLE WINEGROWING AUSTRALIA METRICS (Vintage 2021 vs 2020)

- Vineyard membership increased by 156% to 46 members
- Winery membership increased by 71% to 12 members
- 1 new vineyard became SWA Certified

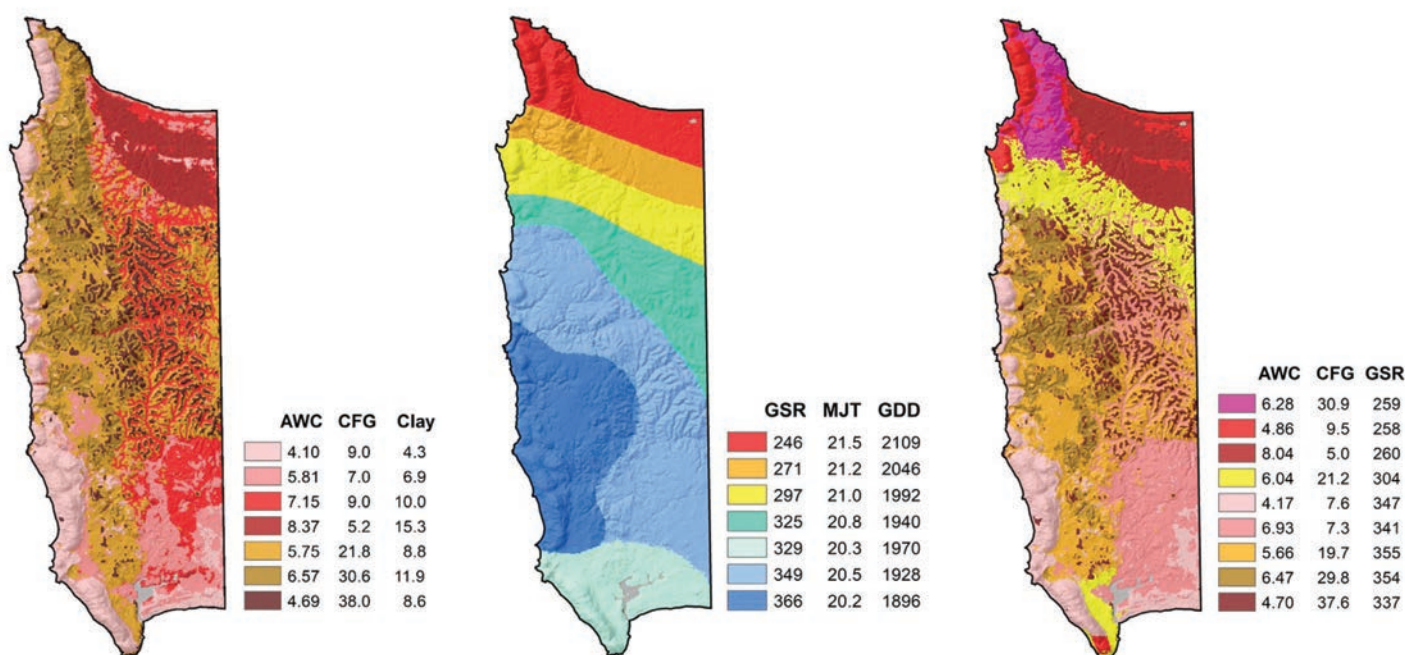
Sustainable Winegrowing Australia – Margaret River Data (Source: AWRI)					
Vineyard Membership	30 June 2020	30 June 2021	Winery Membership	30 June 2020	30 June 2021
Total Vineyards Members	18	46	Total Winery Members	7	12
Member vineyard area (ha)	1,037	1,932	Member Tonnes crushed	11,793	13,155
% of region's hectares	18%		% of region's tonnage	37%	46%
Vineyard Certification			Winery Certification		
Total Certified Members	13	14	Total Certified Wineries	5	5
Area of certified vineyards (ha)	711	878	Certified Member tonnes crushed	7,547	6,760
% of region's hectares	12%	15%	% of region's tonnage	24%	21%

CELLAR DOOR MANAGER EVENTS & WINE TOURISM TRAINING

- Cellar Door Managers Morning Tea at Swings & Roundabouts included presentation on Origin Market and Wine Tourism Training, Sept 2020
- Cellar Door Managers Sundowner at Clairault Streicker included presentation on customer service by Ryan Mossny of Two Feet and a Heartbeat, Oct 2020
- DtC Sales & Customer Service Webinar with Georgia Rasmussen and Yvonne Hilz, Nov 2020
- Cellar Door Managers Lunch at Arimia, Dec 2020
- Cellar Door Managers Sundowner at Xanadu include presentation on by MRBTA CEO Sharna Kearny on Tourism Trends, March 2021
- Cellar Door Managers Morning Tea at Vasse Felix included presentation on Local Advantage program and Vintage 2021, April 2021
- Sale Skills Workshop with Yvonne Hilz, June 2021

MRWA TECHNICAL SUB-COMMITTEE ACHIEVEMENTS

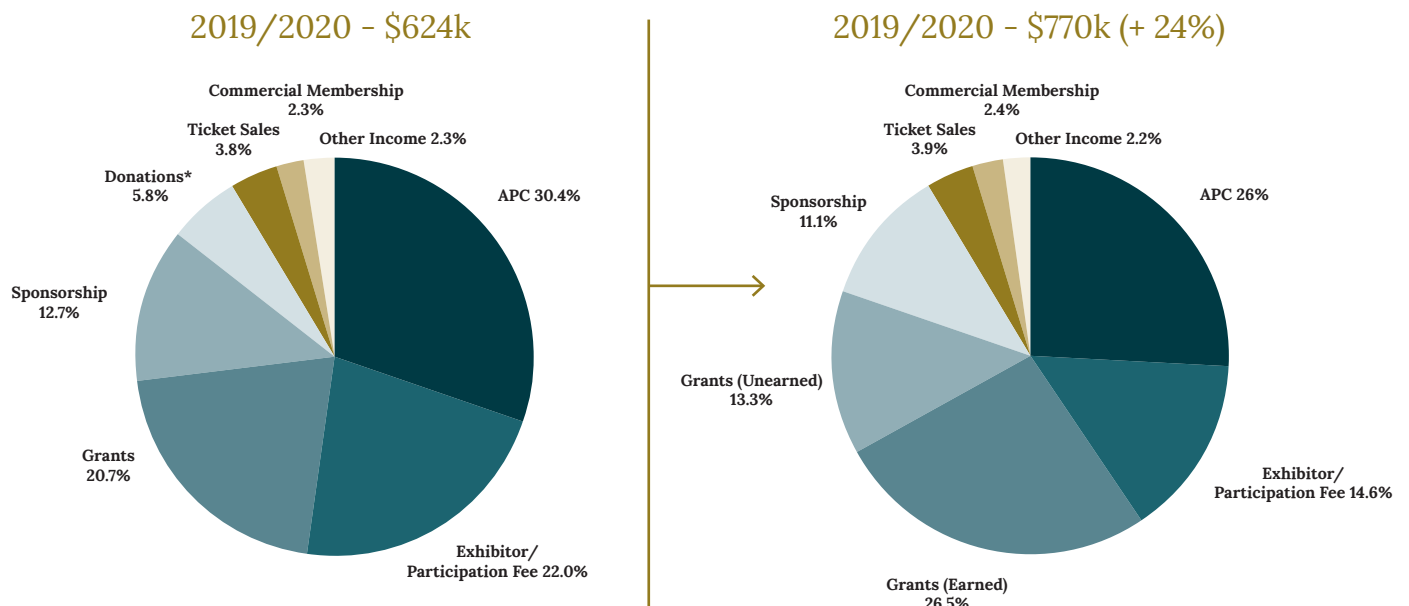
- Completion of the Climate and Soils Interim Report in partnership with DPIRD (in FY20)
- Completion of Statistical Analysis of Soil & Climate Data in partnership with CSIRO
- Completion of the Pivot Profile Method on 2020 Cabernet Sauvignon in partnership with AWRI, Nov 2020
- Three Margaret River Wine Association Members Presentations
 - 1 September 2020 – Members Presentation with Rob Bramley and Next Steps Sensory
 - 24 September 2020 – Members Presentation via Zoom on PPM
 - 20 October 2020 – Pivot Profile Assessment Conducted on 2020 Cabernet sauvignon samples from Houghtons Selection blocks.
- Five Sub-committee Meetings in Aug, Sept, Dec 2020, Jan, Feb 2021



4. Our Funding, Resources and Capability

MRWA provides high quality operations that raise and attract funding, resources and capability to fulfil our purpose.

MRWA INCOME



AGRICULTURE PRODUCERS COMMISSION (APC) FEE-FOR-SERVICE (FFS)

- 196 Wine Producers declared a Margaret River GI grape crush for Vintage 2020 and submitted APC Fee-For-Service return, securing MRWA \$200,000 in income in FY21.

	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22 BUDGET
Margaret River GI Tonnage Declared to the APC	Vintage 2017 42,106	Vintage 2018 37,213	Vintage 2019 31,893	Vintage 2020 28,802	Vintage 2021 30,000 (Estimate)
APC Fee for Service received by MRWA	\$235,083	\$221,228	\$200,000	\$200,000	\$210,000

PROACTIVELY UNLOCK FUNDING AND RESOURCES

To maintain the MRWA operations in a year with lower APC funding from lower tonnage yields, it was critical to secure additional funding from elsewhere.

- \$85,114 of Sponsorship Revenue was secured (up from \$83,591 the year prior)
- \$105,209 of Grants Secured in 2020/2021 for the Sustainability Program included:
 - \$46,300 Smart Farm Small Grant –Round 4 for Sustainability Program
 - \$38,909 Shire of Augusta Margaret River –Environmental Management Fund
 - \$20,000 City of Busselton – Sustainability Grant (contracted but not received)
- \$96,816 of COVID-19 Support secured included:
 - \$12,500 Final Grant Payment from the City of Busselton Covid-19 support (grant secured in F20)
 - \$40,516 ATO Cash Flow Boost
 - \$43,800 ATO Jobkeeper Assistance
- \$11,500 of grants for the Margaret River Wine Show
 - \$6,500 Shire of Augusta Margaret River –HEART Culture and Arts Grant Fund
 - \$5,000 City of Busselton for Wine Show
- \$30,000 of grants for Fine Vines Festival (via AHOY Management)
 - \$10,000 Shire of Augusta Margaret River Community Development and Events Grant
 - \$20,000 City of Busselton Event Sponsorship Program
- \$91,938 for Export Support
 - \$ 81,938 Export Market Development Grants (EMDG)
 - \$ 10,000 Access Asia Business Grant from JTSI for Singapore Masterclasses
- \$29,500 for International Wine Tourism
 - \$ 17,000 International Wine Tourism Grant (via Wines of WA)
 - \$12,500 Final Payment of the \$250k Margaret River International Wine Tourism Competitive Grant which was a partnership with MRBTA, SWDC & ASW to drive wine tourism from Singapore

MRWA's Full Audited Financials are available upon request.

Vintage 2021

“Overall, a vintage of extreme weather conditions which resulted in a lot of work in the vineyards. It was a season that we had to keep tweaking canopy structure and potentially taking some risks as the weather changed and it was hard to predict what was going to happen next. Across the region, the vineyard teams all look a little weary but the winemakers seem to be pleasantly surprised and excited about the quality that they have received.”

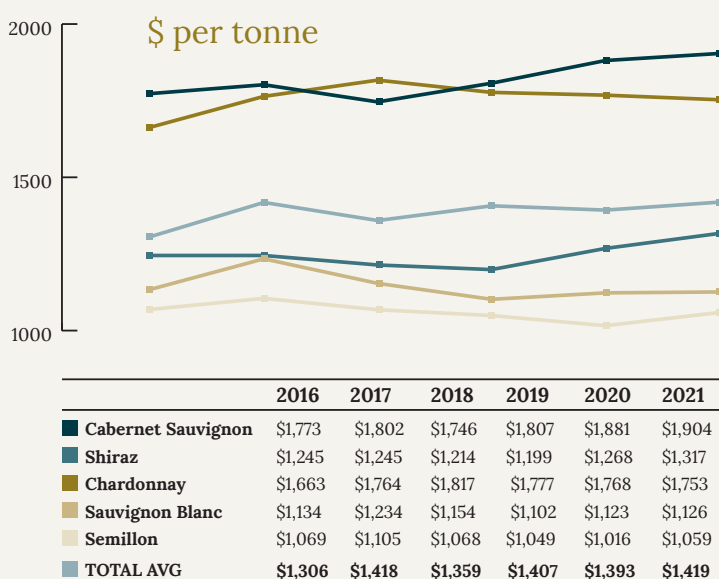
- David Moulton, Cape Mentelle, Viticulturist and Margaret River Wine Show 2020 Viticultural Excellence Award Winner.



MARGARET RIVER GRAPE CRUSH VOLUMES

	Wine Australia National Vintage Survey (NVS)		WA Agriculture Producers Commission (APC) Data	
	# producers	Tonnes	# producers	Tonnes
2016	49	18,233	142	31,627
2017	57	20,592	164	42,106
2018	48	20,434	182	37,406
2019	62	20,330	180	31,893
2020	59	21,312	196	28,487
5-year average		20,180		34,304
2021	73	24,566 (+15%)	200	30,156 est. (+6%)

MARGARET RIVER GRAPE PRICES



Estimated value of the Margaret River wine grape crush

	Total Grape Value
2016	\$ 41.3m
2017	\$ 59.7m
2018	\$ 50.8m
2019	\$ 44.8m
2020	\$ 39.7m
2021	\$ 42.8m

62%
% of Margaret River
value of the Western
Australian 2021 crush

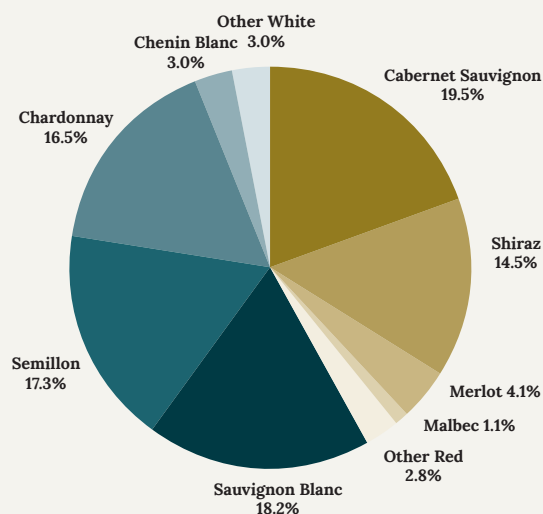
Regional Overview

- 5,840 hectares under vine
- Over 36 varieties planted
- 200 Producers declared crushing grapes from Margaret River
 - 121 crushed less than 50 tonnes
- 55 producers were awarded 5-star rating or above in the 2022 Halliday Wine Companion
- Margaret River is a key Wine Tourism Destination, with 100 Cellar Doors
- The Wine Sector employs 5,000 people directly and 8,000 indirectly in the region

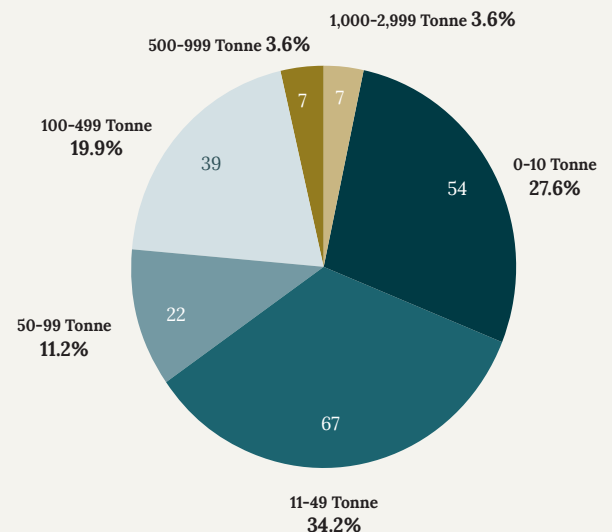
63%

% of Margaret River
volume of the Western
Australian 2020 crush

2020 Vintage by Variety



% Wine Producers in Tonnage Range



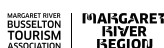
Platinum Sponsors



Gold Sponsors



Silver Sponsors



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CONTACT US

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