

ABOUT THE MARGARET RIVER WINE ASSOCIATION (MRWA)

Our Vision

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

Our Mission

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

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

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 or on + 61 8 9757 9330.