



# Annual Report

2021/2022 MARGARET RIVER WINE ASSOCIATION



The Margaret River Wine Association acknowledge the Wadandi (Saltwater) people as the traditional custodians of this land, and we pay our respects to their Elders past, present and future.



## 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 (until Dec 21)

Belinda Hopkins | Juniper Estate

Bronnley Cahill | Brookwood Estate (until Oct 21)

John Fogarty | Deep Woods Estate

Leah Clearwater | Flametree Wines

Mike Calneggia | Calneggia Family Vineyards (until May 22)

Penny Dickeson | Cape Mentelle (from Oct 21)

Tony Davis | Snake + Herring (from June 22)

Ke Zheng | 3 Oceans

## OUR TEAM

Amanda Whiteland | CEO

Pip Heaford | Communications & Events Manager

Eloise Jarvis | Sustainability Engagement Officer

Ease Business Services | Financial Administration

## OUR FY22 SUB-COMMITTEE MEMBERS

### Wine Show Sub-Committee

Julian Langworthy, Chair | Deep Woods Estate

Cam Haskell, Vice Chair | Leeuwin Estate

Andrew Dawson | Grinningman Enterprises

Breac Wheatley | Leeuwin Estate

Brendan Carr | Xanadu Wines

Dave Bursey | Miles from Nowhere

Luke Jolliffe | Stella Bella

Paul Dixon | Thompson Estate

Remi Guisse | Domaine Naturaliste

Trent Kelly | Credaro Wines

Ulrika Larsson | Clairault Streicker

### Technical Sub-Committee

Leah Clearwater, Chair | Flametree Wines

Coralie Lewis | Cape Mentelle

Colin Bell | AHA Viticulture

Dave Botting | Howard Park

Ely Jarvis | La Kooki

Frederique Perrin | Tate Wines

Ianto Ward | Juniper Estate

Richard Fennessy | DPRID

Steve James | Voyager Estate

### Sustainability Sub-Committee

John Fogarty, Chair | Deep Woods Estate

Alex Miller | Voyager Estate

Bill Biggs | South West Catchments Council

Cath Oates | Oates Ends

Chris Gillmore | Clairault Streicker

Dan Stocker | Juniper Estate

David Martin | Stormflower

David Moulton | Cape Mentelle

Ely Jarvis | La Kooki

Mike Gray | AHA Viticulture

Richard Fennessy | DPRID

Saul Cresswell | Shire of Augusta Margaret River

### Cellar Door Managers Sub-Committee

Sherie Read, Chair | Xanadu Wines

Charlotte Dowden, Secretary | Howard Park

Candice Vooles | Mr Barval Fine Wines

Cassy Howard | Marri Wood

Grace Pigram | Vasse Felix

Karen Bussell | Thompson Estate

Keri Luff | House of Cards

Paris Hokin | Arlewood Estate

Rhianna Ashton | Voyager Estate

Sarah Flynn | Victory Point

Ulrika Larsson | Clairault Streicker

### Winter Wine Options Sub-Committee

Sam Badger | Woodlands Wines

Andrew Dawson | Grinningman Enterprises

Sean Hsu | Voyager Estate

Ryan Pollock | Howard Park

Evan Thompson | Winequip



# Chair Report

I am pleased to present the Margaret River Wine Association annual report for the financial year ending 30 June 2022 which marks the 40th anniversary of the Association. This annual report is a comprehensive report on the Association's activities throughout the past 12 months.

External and environmental factors made this another difficult year for the wine industry. The global challenges stemming from the COVID pandemic continued for a second year with hard borders for WA for most of the period and COVID was active in the community in the second half of the period. For Margaret River, it manifested itself through the tourism sector in particular. Ongoing labour and accommodation shortages, together with global uncertainty and political unrest (Ukraine and China) made it another unusual year. I am pleased and proud of the work our team has done since the start of the pandemic.

Fortunately, Vintage 2022 is showing strong signs as another quality vintage.

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.

2021/22 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.

- The inaugural wine focused festival, Fine Vines exceed expectations in first year with 80 wine producers participating across the 30 events.
- The Margaret River Region Project outputs were translated into the new 60-page MRWA media kit, which has been very well received
- The MRWA Sustainability Project is gathering strength and momentum, and this year we held our first community revegetation day at the Margaret River rivermouth which 60 volunteers participated.
- Strong year of export initiatives supported by the 5-year funding from DPIRD for the Export Growth Partnership program, WA Wines to the World
- The Busselton-Melbourne flights commenced in April 2022, providing an accessible link for the region from the east coast
- Completed a Pre-Feasibility Study on short-term worker accommodation with MRBTA through funding from the South West Development Commission and Tourism WA
- Two Margaret River people selected for the Future Leaders program, including our CEO
- A partnership with Wine Folly saw the development of a Margaret River Region Guide, highlighting over 80 wineries, the region's history, terroir and travel
- Regular member workshops and events were hosted targeting various opportunities in the sector.

The MRWA continues to build strong relationships and advocate on member's behalf from locally to nationally. On an industry level, we work closely with Wines of WA, DPIRD, 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, Nature Conservation and the Lower Blackwood LCDC.

We are fortunate to have a strong board and member engagement with many MRWA members volunteering time to sit on our five Sub-Committees. I would like to take this opportunity to thank the board members and volunteers, who are so vital in progressing the aims and vision of the Association.

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 will present further challenges for the industry with inflation causing cost pressures that will require price adjustments, and labour and accommodation issues also challenging business operations. 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**

# Pillar 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.

## WINE FOLLY REGIONAL GUIDE

- Developed a Margaret River Regional Guide on leading global wine education platform, Wine Folly to be launched in July 2022. See <https://margaretriver.guides.winefolly.com/>



## NEW MEDIA KIT

- A new 60-page comprehensive Media Kit was launched in May 2022
- It encompasses a huge breadth of scientific and expert knowledge across all key areas.
- It has been created as a must-have resource for media, trade and wine educators wishing to tell the Margaret River wine story

## SOCIAL MEDIA

- 12-month content management across Facebook, Instagram, YouTube and LinkedIn

## MARGARETRIVER.WINE WEBSITE

- The MRWA website provides Margaret River Wine news and information to users and members through over 50,000 session per year

## MEDIA RELEASES

- Fine Fines Festival Announcement, 23 June 2021
- James Halliday Australian Chardonnay & Cabernet Challenge to Unite, 19 July 2021
- Cherubino takes Wine of Show at 2021 Langton's Margaret River Wine Show, 1 Nov 2021
- New Margaret River Wine Must-Read Media Kit, 16 June 2022

## MEDIA MONITORING & TRACKING

- 400+ media clippings from local, national, and international media

## WINTER WINE OPTIONS

- 2021 Round 2 at Clairault Streicker, hosted by Virginia Willcock & Mike Gadd, 2 July
- 2021 Round 3 at Xanadu, hosted by Eloise Jarvis & Glenn Goodall and presented by Tonnellerie Saint Martin, 6 August
- 2022 Round 1 at Clairault Streicker, hosted by Bruce Dukes & Mark Warren, 10 June



## MRWA REACH

WEBSITE

**50K**

Unique Users

CONSUMER DATABASE

**9K**

contact emails



**8,970**

followers



**4,561**

followers



**674**

followers

## FINE VINES FESTIVAL

- Creation of a new wine festival for the region celebrating wine, spring and budburst held over 10 days.
- The inaugural event showcased over 80 producers across 30+ events, including two collaborations, the:
  - Margaret River Open Vineyards
  - Busselton Wine Walk



## GOOD FOOD & WINE SHOW

- Margaret River Wine Pavilion featuring 7 wineries in Melbourne and 6 wineries in Sydney
- Margaret River Wine VIP Lounge in all cities
- Margaret River wines in the Nick Ryan's masterclasses in the Riedel Drinks Lab
- Pre-event digital campaign



## JAMES HALLIDAY 2021 AUSTRALIAN CHARDONNAY & CABERNET CHALLENGE

- For the first time, the James Halliday Australian Chardonnay and Cabernet Challenges were 'blended' and judged simultaneously, with the results announced via a livestream presentation hosted by wine writer, Nick Ryan.
- The 2021 James Halliday Australian Chardonnay Challenge received 384 entries from 31 Australian wine regions.

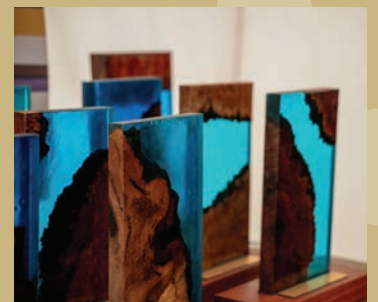
- The 2021 James Halliday Australian Cabernet Challenge received 297 entries from 22 wine regions across Australia
- Ten Chardonnay and Cabernet Sauvignon wine received 'Best of Region' Regional Winner Trophies and joined a livestream to receive their awards and discuss their wines

## INTERNATIONAL ACTIVITIES SUPPORTED BY WA WINES TO THE WORLD PROGRAM

- 56 Margaret River wineries participated in 30+ projects, including:
  - Christie Norman Virtual Tasting for Trade & Sommeliers, USA, 19 July 2021
  - Gt Southern & Margaret River: Spotlight on Shiraz & Cabernet, hosted by Sarah Ahmed for tier A media, trade & educators, Virtual Tasting in UK/Germany, 21 October 2021
  - Austrade South Korea Masterclass hosted by Insoon Lee on Margaret River Cabernet Sauvignon, 23 March 2022
  - WA Walk Around Tasting & Masterclass in Tokyo, Japan, 20 April 2022
- Karen MacNeil Virtual Tasting – MR Sauvignon Blanc & Blends, USA, 21 April 2022
- Meet the Buyer UK Tasting, London, 10 May 2022
- Margaret River & Gt Southern: Spotlight on Crisp Summer Whites, hosted by Sarah Ahmed for tier A media, trade & educators, Virtual Tasting in UK/Germany, 12 May 2022
- Masterclass on Margaret River Cabernet Sauvignon through Traditional, Sustainable and Organic Practices, hosted by Jamie Goode in UK for tier A media, trade & educators, 14 June 2022
- Margaret River stand at the Food & Wine Classic in Aspen, Colorado, USA, Fri 17 – Sun 19 June 2022
- Wine Australia Global Wine Connect Margaret River region pages and curated collections (4 in total covering SBS/SSB, Chardonnay, Cabernet and Shiraz)
- UK Retail Promotions Support Program and Distributor Incentives Support Program
- Wine Australia US Market Entry Program and Distributor Programming Support
- Experience Margaret River Cabernet Sauvignon SIPS trade tasting, co-hosted by Erin Larkin and Heather McDougall, Ontario, Canada
- Singapore Retail Promotions Support Program

  
**LANGTON'S**  
FINE WINES SINCE 1988

# MARGARET RIVER WINE SHOW



This year celebrates the 20th Margaret River Wine Show

The 2021 show received 762 exhibits from 105 exhibitors

19 Trophies and Awards were presented in front of 190 guests at a new format Gala luncheon at Swings & Roundabouts

Thank you to our sponsors, judges, stewards, volunteers, wine show committee and exhibitors!

<b>Cherubino Margaret River Chardonnay 2020</b> Trophy for Wine of Show Presented by Langton's		
<b>Xanadu</b> Trophy for Most Successful Exhibitor Presented by Vinline Mobile Bottling	<b>Cherubino Margaret River Chardonnay 2020</b> Trophy for White Wine of Show Presented by Labelmakers Group	<b>Xanadu Cabernet Sauvignon 2019</b> Trophy for Red Wine of Show Presented by Margaret River Wagyu
<b>Deep Woods Estate Single Vineyard Chardonnay 2020</b> Trophy for Best Single Vineyard White Presented by Portavin	<b>McHenry Hohnen Hazel's Vineyard Cabernet Sauvignon 2019</b> Trophy for Best Single Vineyard Red Presented by Tonnellerie de Mercurey	<b>Xanadu Cabernet Sauvignon 2012, 2014, 2020</b> Trophy for Wine of Provenance Presented by Langton's
<b>Marq Serious Rosé 2021</b> Trophy for Best Rosé Presented by Chr. Hansen	<b>Cherubino Margaret River Chardonnay 2020</b> Trophy for Best Chardonnay Presented by Multi-Color	<b>Xanadu Cabernet Sauvignon 2019</b> Trophy for Best Cabernet Sauvignon Presented by City of Busselton
<b>Xanadu DJL Sauvignon Blanc Semillon 2020</b> Trophy for Best Blend of Sauvignon Blanc & Semillon Presented by MR Refund	<b>Wills Domain Mystic Spring Sauvignon Blanc 2021</b> Trophy for Best Sauvignon Blanc Presented by Winequip / Lallemant	<b>tripe.lscariot Kroos Chenin Blanc 2020</b> Trophy for Best Other White Blend or Varietal Presented by My Vintner
<b>Evans &amp; Tate Single Vineyard Carter Road Vineyard Malbec 2020</b> Trophy for Best Other Red Blend or Varietal Presented by Hahn Corporation	<b>Stella Bella Shiraz 2020</b> Trophy for Best Shiraz Presented by Fusion Electrical	<b>Evans &amp; Tate Redbrook Estate Cabernet Merlot 2018</b> Trophy for Best Cabernet Sauvignon Predominant Blend Presented by Cospak / Saverglass
<b>John Jenns</b> Lifetime Achievement Award Presented by Margaret River Wine Association	<b>Chris Gilmore, Clairault Streicker</b> Viticultural Excellence Award Presented by Hopps Wine	<b>Grace Pigram, Vasse Felix</b> Wine Tourism Excellence Award Presented by Margaret River Busselton Tourism Association

# Pillar 2. Our Collaborations, Partnerships and Relationships

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

## MARKETING & SUSTAINABILITY COLLABORATIONS WITH REGIONAL PARTNERS

- Completion of the International Wine Tourism Grant project with MRBTA, Australia's South West and the South West Development Commission, including a digital promotion in Singapore with Expedia
- 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 creation of 'Go Beyond the Cellar Door' videos with funding from the Australian Government Export and Regional Wine Support Package
- Formed a partnership with Lower Blackwood LCDC 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, and also developed a Soil Health workshop which was delivered in FY22
- MRWA worked closely with DBCA and local government at regional level to ensure zero smoke taint incidents across vintage 2022

## SUPPORTED OTHER AGENCIES WEBINARS & WORKSHOPS

- AWRI Webinars
  - New tools and practical techniques for monitoring and maintaining drip irrigation systems, 8 July 2021
  - National Vintage Report, Grapevine Trunk Diseases, Sustainable Winegrowing Australia, 22 & 29 July, 4 August 2021
  - Non-chemical weed control - Chris Penfold, Dr Thomas Lines, Robyn Dixon, 2 Sept
  - Organic and sustainable production - Liz Pitcher, 16 Sept
  - Building soil carbon in vineyards - Dr Mark Farrell, Prof. Tim Cavagnaro, Joseph Marks, 23 Sept 2021
  - The use of aeration in red ferments, 30 November 2021
  - Filtration, filterability and facts, 16 December 2021
  - Fungicide resistance in Australian viticulture, 20 January 2022
- DPIRD Workshops
  - Biosecurity Workshops for Vineyard Managers, Cellar Door Managers & Vignerons, 17 & 18 August 2021
  - Carbon Farming - how to get started, 3 March 2022
  - Siminot & Sirch Pruning workshop, 23 June 2022
- WA Wines to the World
  - Info Session on Shipping & Logistics, 29 July 2021
  - Program Update & Info Session: The Changing Global Consumer, 2 September 2021
  - Export Grants & Funding Opportunities, 6 October
  - Choosing Your Next Export Market - Zoom Info Session, 24 November 2021
  - Demystifying the US Market, 8 February 2022

- The changing face of US eCommerce: PIX.wine, 28 April 2022
- UK Market 'Get Ready' Webinar, 3 May 2022
- Global Freight Challenges & Solutions Info Session, 29 June 2022
- Wine Australia
  - 'Export Ready USA', 20 October 2021
  - 'Export Ready USA', 20 October 2021
  - Export Market Briefing on South Korea, 2 December 2021
  - Cultural Training Workshop 'Doing Business in Korea', 9 December 2021
  - Extension Program – AWISSP Viti and Winery Certification Training Workshops, 17-18 and 20-21 Jan 2022
  - 'Selling Wine Online' – Insights and best practices for US e-commerce, 16 & 23 March
  - Export Market Briefing on South Korea, 2 December 2021
  - Cultural Training Workshop 'Doing Business in Korea', 9 December 2021
  - Extension Program – AWISSP Viti and Winery Certification Training Workshops, 17-18 and 20-21 Jan 2022
  - 'Selling Wine Online' – Insights and best practices for US e-commerce, 16 & 23 March
- Lower Blackwood LCDC
  - Agroforestry - Growing Trees For Conservation & Profit, 16 September 2021
  - Carbon Farming Unpacked, 21 April 2022
  - Regenerating Land Through Grazing Livestock, 13 June 2022
- Other Partners
  - ASVO Wine Business Webinar Series, 3, 10, 17, 24 & 31 August 2021
  - Finlaysons Roadshow, 23 August 2021
  - ASVO 2021 Oenology Seminar, 30 September 2021
  - WCA Webinar: DTC Changes Gear: results and insights from the 2021 DTC survey, 12 October 2021
  - AusIndustry Entrepreneurs' Program Webinar: Understanding how to Sell with e-commerce into Asia, 19 & 20 October 2021
  - WCA Webinar Program- Market Update – Asia, 12 April 2022
  - Heavy Vehicle Transportation & Chain of Responsibility, 10 May 2022
  - SWDC Grants Workshop - Readiness and Insights, 2 June 2022

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



## Pillar 3. Our Region's Sustainability

MRWA supports continuous improvement and facilitates learning opportunities for environmental, social and economic sustainability across the Margaret River wine sector.

### REGIONAL SUSTAINABILITY ACTIONS

- A Sustainability Engagement Officer supported members with their sustainability Winegrowing membership and audit preparation for the full year
- MRWA Sustainability Sub-Committee met in Aug, Sept, Dec 2021, April and June 2022
- Development of a MRWA Sustainability Action Plan
- Sustainability Newsletters sent to all MRWA member contacts
  - ° Update - 9 August – 774 recipients, 31% opens
  - ° #3 – 12 October – 779 recipients, 31% opens
  - ° #4 – 17 December – 782 recipients, 35% opens
  - ° #5 – 4 April – 772 recipients, 39% opens
- Provided regular Sustainability updates for Grapevine, the MRWA Member Newsletter
- Sustainability Workshop held at Margarets in Town on 29 June. 26 attendees
- Kick the Dirt Forum – Nature Conservation's Arum Lilly Blitz program, held at Clairault Streicker 4 August. 14 RSVPs. 12 attendees.
- Sustainability Winegrowing Australia Webinar Update on 5 Aug. 19 attendees
- Soil Matters Workshop in collaboration with Lower Blackwood LCDC, held at MR HEART on 12 August with 60 tickets sold.
- Biosecurity Workshops x 2 held MR TAFE on 17-18 August.
- Sustainability Workshop covered key elements of the Sustainable Winegrowing Australia program and Freshcare AWISSP certification was held at Xanadu on 9 September. 21 registered and 16 attended.
- MRWA Sundowner at Xanadu on 9 September.
- Sustainability Certification Training held on 17-18 January 2022. 21 attendees
- Dr Mary Retallack Workshop on Growing Biodiversity on our Vineyards at HEART. 43 attended, 19 January
- Dr Mary Retallack Field Day, 19 May
- Sustainability Sundowner at Voyager Estate, 19 May
- Kick the Dirt – Livestock Grazing on Vineyards at Oates Ends, 26 May
- Wine Industry Community Planting Day & Sausage Sizzle at the rivermouth, 17 June. 60+ attended.
- Ongoing promotion of Vineyard Farmgate and Cellar Door Biosecurity Signage

### SUSTAINABLE WINEGROWING AUSTRALIA METRICS

- Vineyards +17% to 54 members and Certified +14% to 16 members
- Wineries +42% to 17 members and Certified +20% to 6 members

Sustainable Winegrowing Australia – Margaret River Data (Source: AWRI) as at 1 July 2022							
Vineyard Membership	30 June 2020	30 June 2021	30 June 2022	Winery Membership	30 June 2020	30 June 2021	30 June 2022
Total Vineyards Members	18	46	54	Total Winery Members	7	12	17
Member vineyard area (ha)	1,037	1,932	2,393	Member Tonnes crushed	11,793	13,155	23,532
% of region's hectares	18%	23%	41%				
Vineyard Certification				Winery Certification			
Total Certified Members	13	14	16	Total Certified Wineries	5	5	6
Area of certified vineyards (ha)	711	878	999	Certified Member tonnes crushed	7,547	6,760	11,162
% of region's hectares	12%	15%	17%				



## CELLAR DOOR MANAGER EVENTS & WINE TOURISM TRAINING

- Cellar Door Managers Sundowner at Aravina included presentation on Wine Tourism by Dr Ben Thomas from Curtin University, July 2021
- Cellar Door Managers Morning Tea at Rivendell included presentation on SA wine tourism, Sept 2021
- Cellar Door Managers Lunch at Xanadu, Dec 2021
- Cellar Door Managers Morning Tea at Bettanys included presentation on Sustainability Tourism, April 2021
- Cellar Door Managers Sundowner at Lenton Brae included presentation from RooLife, May 2021

## MRWA TECHNICAL SUB-COMMITTEE ACHIEVEMENTS

- Completion of the Pivot Profile Method on 2021 Chardonnay and 2021 Cabernet Sauvignon in partnership with DPIRD, Nov 2021
- 19 small batch Chardonnay and 19 small batch Cabernet Sauvignon wines were made by Richard Fennessy at DPIRD for the Vintage 2022 PPM Sensory trials
- Confirmation of NMR (Nuclear Magnetic Resonance) project with CRC Future Foods and Murdoch University
- Five Sub-Committee Meetings held in Aug, Oct, Nov and Dec 2021

## Pillar 4. Our Funding, Resources and Capability

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

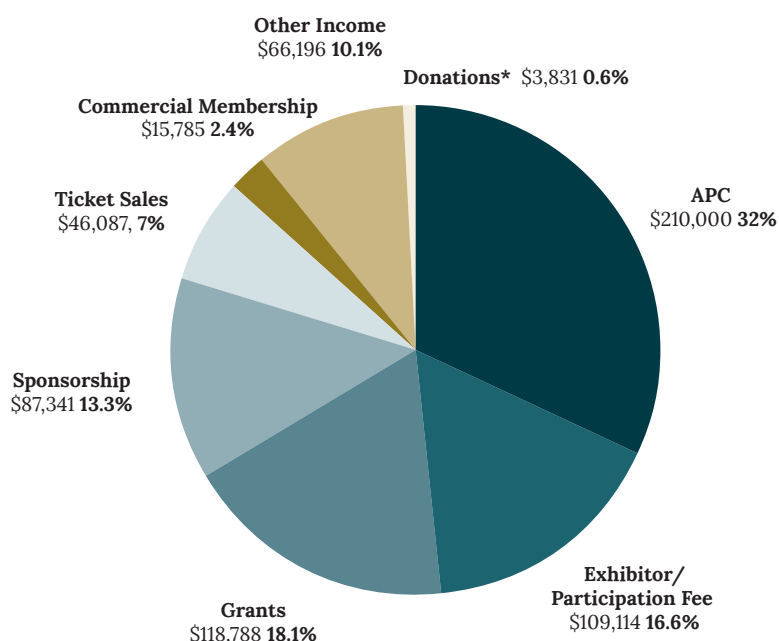
### PROACTIVELY UNLOCK FUNDING AND RESOURCES

To maintain the MRWA operations when lower tonnage yields meant lower APC funding, it was critical to secure additional funding from elsewhere to main the MRWA service levels.

### VINTAGE 2021 AGRICULTURE PRODUCERS COMMISSION (APC) FEE-FOR-SERVICE

- 187 Wine Producers declared a Margaret River GI grape crush for Vintage 2021 and submitted an APC Fee-For-Service (FFS) return, securing MRWA \$210,000 of income for providing the FY21 services.

### MRWA TOTAL INCOME 2021/2022



	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23 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 31,506	Vintage 2022 30,065 est.
APC Fee for Service received by MRWA	\$235,083	\$221,228	\$200,000	\$200,000	\$210,000	\$210,000

## EXHIBITOR & PARTICIPATION FEES

- \$109,114 income from members for Wine Show entries, Good Food & Wine Show participation and USA & UK masterclass and virtual tasting participation

## GRANT INCOME

- \$118,788 Grant Revenue received and spent in FY22 included:
  - ° Sustainability Program
    - \$38,909 from Shire of Augusta Margaret River
    - \$10,000 from City of Busselton
    - \$26,300 from the Smart Farm Small Grant –Round 4
    - \$2,000 from DPIRD for smoke taint testing
  - ° Export Support
    - \$31,754 Export Market Development Grants (EMDG)
    - 7,000 toward video development from the International Wine Tourism Grant (via Wines of WA & ASW)
    - \$2,825 WA Wines to the World Rebate for International marketing activities
  - ° Additional grants were also received via AHOY Management for the Fine Vines Festival from the City of Busselton and Shire of Augusta Margaret River

## SPONSORSHIP INCOME

- \$87,341 of Sponsorship Revenue was secured (up from \$85,114 the year prior)
- Whilst not included in the financials a \$6,500 Shire of Augusta Margaret River -HEART Culture and Arts Grant Fund offset venue hire expenses for the Margaret River Wine Show

MRWA's Full Audited Financials are available upon request.

# Vintage 2022

"With Covid cases hanging over the state, and tough competition for staff and resources, collaboration between all aspects of the industry was a key driver in trying times this vintage.

Reports are that all vineyard varietals reached moderate to excellent quality and ripeness levels across the region. Crop levels also appeared to bounce back this season to some average numbers, in part due to those good winter rains and springtime vineyard management, but also combined with a notable lack of continued rain events, disease removal requirements and bird pressures. The Marri blossom this year timed in well to restrict the Silvereye birds from feeding on ripening grapes.

The sustained summer hotter weather resulted in a compressed picking window on early ripening varietals across the region, however a cooler change in the night temperatures and rain in February and early March helped spread the northern and southern fruit intakes (as post-veraison they looked to all be coming in at once).

All in all, winery parcels seemed to come in on specification and tonnage targets, with perhaps some lower sugars and acids in earlier ripened fruit, but across a full flavoured ripe fruit spectrum. Little or no dilution and disease contaminants were present with nicely concentrated ripe flavours. The Chardonnays and southern area Sauvignon Blanc and Semillon are standouts."

- Chris Gillmore, Clairault Streicker Senior Vineyard Manager & Viticulturist and Margaret River Wine Show 2021 Viticultural Excellence Award Winner.



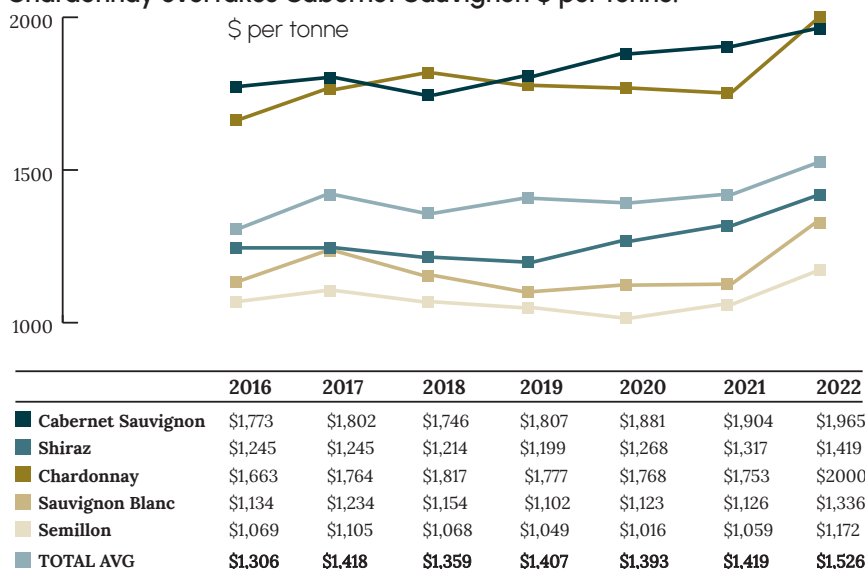
## MARGARET RIVER GRAPE CRUSH

Source: Wine Australia National Vintage Survey and WA APC Wine Declarations

	National Vintage Survey Wine Australia		WA Agriculture Producers Commission (APC)	
	# producers declared	Tonnes	# producers declared	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
2021	73	24,566	187	31,506
2022	75	26,648 (+8%)		30,065 est. (-5%)

## MARGARET RIVER GRAPE PRICES

Chardonnay overtakes Cabernet Sauvignon \$ per tonne.



## 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
2022	\$ 45.9m

## MARGARET RIVER WINE REGION

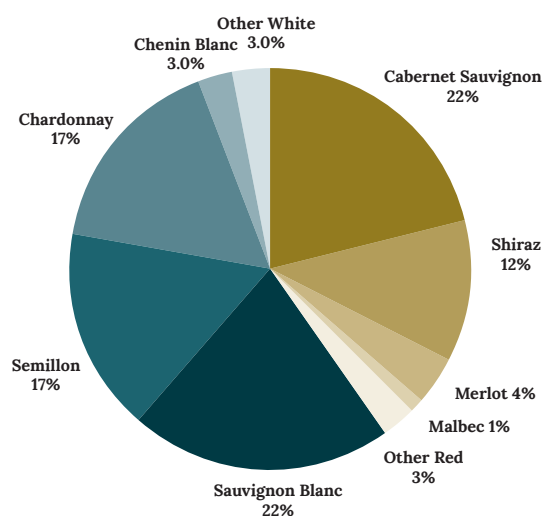
# Regional Overview

- 5,840 hectares under vine
- Over 40 varieties planted
- 187 Producers declared crushing grapes from Margaret River in 2021
- Margaret River has more wineries with a 5-star rating than any other region (source: 2023 Halliday Wine Companion)
- Margaret River is a leading Australian Wine Tourism Destination, with 100 Cellar Doors
- The Wine Sector employs 5,000 people directly and 8,000 indirectly in the region

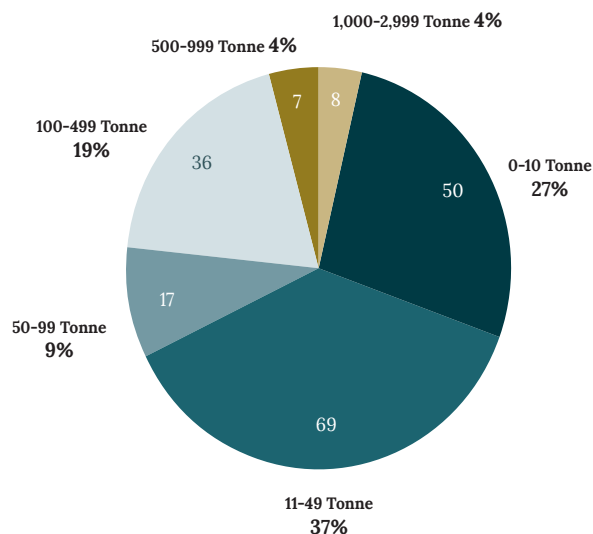
## 73%

wine producers crush less than 100 tonnes of Margaret River GI fruit

## 2021 VINTAGE BY VARIETY



## % WINE PRODUCERS IN TONNAGE RANGE



### Platinum Sponsors



SHIRE of AUGUSTA  
MARGARET RIVER



### Gold Sponsors



### Silver Sponsors





## Contact Us

**Margaret River Wine Association**  
100 Bussell Hwy, Margaret River,  
Western Australia, 6285

Tel: 08 9757 9330  
E: [info@margaretriver.wine](mailto:info@margaretriver.wine)  
W: [margaretriver.wine](http://margaretriver.wine)