

1 January - 31 December 2023

### 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 & James Halliday Australian Chardonnay & 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

#### IMPROVING YOUR BUSINESS CAPABILITY

- Be aligned and work together with grape growers and winemakers, large and small, to provide collaborative investment to strengthen brand 'Margaret River'
- Learn best practice viticulture through workshops, demonstrations and 'Kick The Dirt Viti' information sessions (free or discounted entry for MRWA Members)
- Invitations and discounts to training and development opportunities
- Free to enter to the Viticultural Excellence Award (\$2,000 travel bursary prize), valued at \$150
- Leadership opportunities via committees, working groups and the MRWA Board

#### RESOURCES & CONNECTIONS

- Network at MRWA member events
- Benefit from an amplified voice to lobby with greater effectiveness on local industry issues
- Weekly MRWA and Industry e-news, Grapevine
- Listings in Grapevine 'Member News' and 'Notice Board' sections
- Listing on margaretriver.wine (including access to the grape register)
- Access to MRWA Member Took Kit of regional data
- Voting Rights at AGM and Special General Meetings

#### OTHER BENEFITS

- EBM Insurance Discount Program. Click [here](#) for details.

#### ANNUAL FEE

\$99 + GST

Complete this form to join the Association: <https://margaretriverwine.wufoo.eu/forms/mrwa-grape-grower-member/>

For the enquiries about the MRWA and member benefits please contact Pip Heaford, Communication & Events Manager at [pipheaford@margaretriver.wine](mailto:pipheaford@margaretriver.wine) or on + 61 8 9757 9330.

Margaret River Wine Association

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