

# Annual Report

2022/2023 MARGARET RIVER WINE ASSOCIATION



The Margaret River Wine Association acknowledges the Wadandi (Saltwater) people of Wadandi Boodjar on whose land we are living as the traditional custodians of this land, and we pay our respects to Elders past, present and emerging.



### **OUR ORGANISATION**

The Margaret River Wine Associationn is the peak body for Margaret River grape growers and winemakers and represents their interests to promote, protect and enhance Margaret River fine wine.

The Association is an independent, non-profit organisation, financed by its members, with additional funding sourced through sponsorship and grants.

MRWA has 200 industry members and 50 grape grower and commercial members.

### **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 STRATEGIC PRIORITIES**

#### 1. Our 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.

#### 2. Our Collaborations, Partnerships and Relationships

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

#### 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.

#### 4. Our Funding, Resources and Capability

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



### **OUR BOARD**

Greg Wall | Independent Chair
Steve James | Vice Chair | Voyager Estate
Paul Dargue | Treasurer | Evans & Tate
Belinda Hopkins | Appointed | Hopkins Consulting
Blair Poynton | McHenry Hohnen
John Fogarty | Deep Woods Estate
Leah Clearwater | Flametree / Overstory
Penny Dickeson | Cape Mentelle
Tony Davis | Snake + Herring
Ke Zheng | 3 Oceans

### **OUR TEAM**

Amanda Whiteland | Chief Executive Officer
Pip Heaford | Membership Manager
Ease Business Services | Financial Administration
Kate Morgan | Sustainability Engagement Officer
(Contract)
Katrina Rischbieth | Brand Communications Officer

**Katrina Rischbieth** | Brand Communications Officer (Contract)



### **OUR FY23 SUB-COMMITTEE MEMBERS**

#### Wine Show Sub-Committee

Julian Langworthy| Deep Woods Estate / Cam Haskell | Leeuwin Estate, Chair

Andrew Dawson | Grinningman Enterprises

Breac Wheatley | Leeuwin Estate

Brendan Carr | Xanadu Wines/Idée Fix

Charlotte Dowden | Cape Mentelle

Dave Bursey | The Red Shed

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 / Overstory

Coralie Lewis | Cape Mentelle

Colin Bell | AHA Viticulture

Dave Botting | Howard Park

Frederique Perrin | Tate Wines

lanto Ward | Juniper Estate

Richard Fennessy | DPIRD

Steve James | Voyager Estate

#### Sustainability Sub-Committee

John Fogarty, Chair | Deep Woods Estate

Alex Miller | Voyager Estate

Bill Biggs / Nicky Ledger | South West NRM

Cath Oates | Oates Ends

Chris Gillmore | Clairault Streicker

Dan Stocker | Juniper Estate

David Martin | Stormflower Vineyard

David Moulton | Cape Mentelle

Eloise Jarvis | La Kooki / Cape Mentelle

Kate Nickels | Xanadu Wines

Mike Gray | AHA Viticulture

Richard Fennessy | DPIRD

Saul Cresswell | Shire of Augusta Margaret River

#### Cellar Door Managers Sub-Committee

Sherie Read, Chair | Xanadu Wines

Ulrika Larsson, Vice Chair | Clairault Streicker

Charlotte Dowden | Howard Park / Tracy Back |

Flametree, Secretary

Candice Vooles | Mr Barval Fine

Cassy Howard | Marri Wood

Karen Bussell / Laura Edwards | Thompson Estate

Larrissa Dalli Cani | Domaine Naturaliste / Howard Park

Sarah Flynn | Victory Point

### Chair Report



I am pleased to present the Margaret River Wine Association Annual Report for the financial year ending 30 June 2023. This Annual Report is a comprehensive account of the Association's activities throughout the past 12 months.

The grape and wine sector plays a vital role in the Margaret River Wine Region's

economic, tourism and cultural fabric, 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.

### Strategic Landscape

#### · General Economic Climate 2022/23

The general economic climate continues to be challenging. External political factors, global uncertainty driven by the war in Ukraine, Covid disruption and post-Covid slowdown all impacting the local wine industry directly or indirectly. Inflation, particularly in Australia, has driven rising shipping, fuel and energy costs. Backpackers and working holiday visa holders are returning to the region, but accommodation shortages continued to put pressure on staffing.

#### · Production & Quality

Whilst many wine regions across the country had challenges, the Margaret River Wine Region's quality and consistency continued to shine through Vintage 2023, and volumes are estimated to be 6% up on the 5-year average. There was a strong showing from Margaret River in the national Wine Shows and three of the region's wines received the highly coveted 'Best of Show' at the Decanter Wine Awards, awarding Margaret River the world's winning wine region status.

#### · Exports & Wine Tourism

The Australian wine export landscape continues to have challenges due to the economic and political climate and decreases in global wine consumption.

Margaret River Export Value per litre grew +7% to \$15.21 and total value grew +5% to \$24m (MAT March 2023), compared to the Total Australian Export Value per litre which was down -6.1% to \$3.06. The Total Australian Export Value was down -7.2% to \$1.2bn. For the MAT to June 2023, the export figures did contract across all price points and key export markets, down to \$20m and 1.3m litres, but the average value still grew by +2% and these declines were not as great as many regions.

Wine tourism has had mixed results. It was a full year of WA boarders open to interstate and international visitors back, as well as direct Jetstar flights from Melbourne but intrastate visitors and spend declined.

### Partnerships and Advocacy

The MRWA continues to build strong relationships and advocate locally and nationally on member's behalf.

On an industry level, we work closely with Wines of WA, DPIRD, South West Development Commission, Wine Australia, and Australia Grape & Wine. Locally, we are also proud of our collaborations with the City of Busselton, the Shire of Augusta Margaret River, Margaret River Busselton Tourism Association, Australia's South West, Nature Conservation and the Lower Blackwood LCDC.

MRWA received significant export support to build export initiatives through the 5-year WA Wines to the World program, co-ordinated by Wines of WA and supported by the DPIRD Export Growth Partnership.

MRWA and the MRBTA also secured \$50k of funding through the South West Development Commission to support the Worker Accommodation development at Southern Stars Caravan Park.

#### **MRWA Financial Performance**

In 2022/23, the Association's financial performance aligned with the budget, operation plan and the Board's decision to invest in important programs and draw down some of the accrued capital reserves.

### **MRWA Strategic Direction**

The MRWA Board continues to support the four strategic priorities of brand, partnerships, sustainability and resources to achieve positive outcomes for our region and sector. 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.

### Leadership

We are fortunate to have a strong board and member engagement, with many MRWA members volunteering time to sit on our Sub-Committees and assist at our events. I want to thank the Board Members and volunteers who are vital in progressing the aims and vision of the Association. In particular, I would like to thank Penny Dickeson, who leaves the Board this year. We acknowledge her excellent contribution to the MRWA and wish her well in her future endeavours.

Congratulations to our CEO, Amanda Whiteland, who graduated from the highly coveted national wine industry Future Leaders Program last year. Thanks to the management team Amanda and Pip, who, for such a small team, produce fantastic outcomes for the Margaret River Wine Region. The shadows they cast are more significant than the size of the organisation.

Whilst the coming year will present further challenges, with inflation, labour and accommodation issues continuing, the Margaret River wine sector has a lot to be optimistic about. As your Board, we look forward to supporting our members and growing Margaret River's reputation as one of the world's most desirable fine wine regions.

Greg Wall AM

Chair

### MARGARET RIVER WINE REGION

### **CEO** Report



Together with our Board, Volunteer Sub-Committees, partners and members, we have achieved an incredible amount over the last 12 months.

Our achievements include significant promotion of Margaret River Wine domestically and in key export markets, and solid programs closer to home within the region.

I want to take this opportunity to thank you all for your collaboration and efforts.

### KFY ACHIEVEMENTS 2022/23

### **Brand Development and Marketing**

- MRWA hosted the new combined Halliday Chardonnay & Cabernet Challenge successfully.
- The 2022 Margaret River Wine Show and surrounding events exceeded expectations and budget.
- MRWA supported numerous media visits, driving media coverage and publication of the Margaret River Vintage Journal by Andrew Caillard MW.
- The second year of Margaret River Fine Vines
   Festival achieved over 3,000 attendees. It generated
   \$128,000 in ticket sales across 32 events, and the
   festival received a Wine Communicators of Australia
   Award for Best Wine-themed Event launched in the
   previous year.
- The Good Food & Wine Show partnership in Melbourne, Sydney, Perth and Brisbane delivered mass-reaching outcomes for the Margaret River Wine brand with domestic wine drinkers.
- · MRWA secured the IWSC In-Situ Judging for FY24.

### **Margaret River Wine Education**

 Recognising the importance of wine education, the MRWA launched a Region Guide and a 101 Course with the world-leading wine education platform, Wine Folly. The Region Guide received a Wine Communicators of Australia Award for the Best Website or App launched in 2022.

### **Sustainability and Member Services**

- The MRWA Sustainability Program supports members to onboard to Sustainable Winegrowing Australia.
   The momentum continues to build with the Certified Vineyards and Certified Wineries in the region, increasing from 22 members for Vintage 2022 to 51 members for Vintage 2023. There are currently 64 certified members, which will increase further for Vintage 2024.
- An inaugural pre-vintage Welcome to Country and Smoking Ceremony event was held, in partnership with MBRTA and the Undalup Association, before the 2023 Vintage and over 200 new workers and community members attended.
- The second annual Wine Community Revegetation Day was held at the Rivermouth and over 50 volunteers attended.

### **Member Survey Results**

AWW

 Our 2023 Annual Membership Survey demonstrated a high level of appreciation from members for the MRWA's Strategic Direction, and Key Initiatives. The Highly Satisfied and Satisfied Member Engagement score increased to 86% from 63% in 2021.

Amanda Whiteland Chief Executive Officer

### Pillar 1. Our Margaret River Wine Brand

### WINE EDUCATION

- The Wine Folly Margaret River Regional Guide launch campaign delivered over 1 million impressions in FY23 and continues to gain organic reach.
- The Margaret River 101 Wine Course on the Wine Folly platform launched in February 2023, and the campaign has delivered over 775,000 impressions across 15 posts.

#### **BRAND TOOLS**

- Completed the MRWA Media Kit V.2 updates with latest vintage reports, facts & figures. Stakeholder feedback on the media kit content has been outstanding.
- PowerPoint presentations and A5 booklets have been developed for trade and media masterclasses, including Prowein and Vinexpo

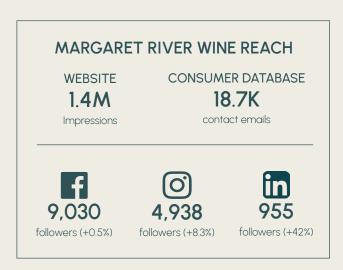
#### MEDIA RELEASES & PR

- Media Releases dispatched to key media to generate stories in local, national and international general, wine and lifestyle media, included features on:
  - Wine Folly Margaret River Region Guide Launch, 20 July 2022
  - ° 2023 Halliday Wine Companion, 4 August 2022
  - Margaret River Wine Show Results, 29 October 2022
  - Pre-Vintage Welcome to Country, 9 February 2023
  - Margaret River Wine at ProWein Germany, 24 February 2023
  - An excellent 2023 vintage in Margaret River, 13 May 2023
  - The IWSC is heading to Margaret River, 15 May 2023
  - ° 2023 Decanter World Wine Awards, 7 June 2023
- Over 400 media clippings have been generated and tracked.

#### SOCIAL MEDIA & DIGITAL HIGHLIGHTS

 Over 20 new stories have been added to the MRWA website news section.

- A Brand Communications Contractor was engaged for social media and consumer newsletters.
- Consumer newsletter subscribers doubled in 12 months from 9k to 18.7k through competitions and the Good Food & Wine Show partnership.
- All social media audiences have increased; with Instagram audience +8.3%, LinkedIn audience +42% and Facebook audience +0.5%
- The MRWA website provides Margaret River Wine news and information to users and members throughout the year and generated 1.44m impressions.



### **LOCAL EVENTS**

### MARGARET RIVER FINE VINES FESTIVAL

- Fine Vines is a springtime event focused on celebrating the wine stories of Margaret River, with the event IP owned by MRWA and contracted to AHOY Management to deliver.
- The second year achieved over 3,000 attendees. It generated \$128,000 in ticket sales across 32 events, and the festival received a Wine Communicators of Australia Award for Best Wine-themed Event launched in the previous year.
- The event secured sponsorship funding from the City of Busselton, Tourism WA Regional Events Scheme, WithWine and Buy West Eat Best.

### MARGARET RIVER WINE REGION

### **VISITOR PROGRAM**

- · For the Visitor Program, in FY23 MRWA developed itineraries, hosted or supported visits from:
  - Andrew Caillard MW & Angus Hughson for the first Margaret River Vintage Journal
  - ° Jane Faulkner for Halliday Companion reviews
  - Three Singapore media for the promotion of Fine Vine Festival
  - The Decanter UK editor, Tina Gillie which generated two Decanter articles.
  - Madeleine Stenwreth MW visited as the 2022 wine show international judge.
  - Wine Australia new CEO & Marketing Director visited Margaret River, August 2022
  - Wine Australia's new Japan and Korea Country Manager's induction, Nov 2022
  - TradeStart also brought a trade group from Asia to Fine Vines in October 2022 and a Singapore and Thai Media Group in June 2023

### NATIONAL EVENTS

### **GOOD FOOD & WINE SHOW**

- The Good Food & Wine Show partnership in Melbourne, Sydney, Perth and Brisbane delivers mass-reaching outcomes for the Margaret River Wine brand with domestic wine drinkers.
  - Margaret River Wine has naming and pourage rights to the VIP lounge which hosts 250 people per day per city, or 3,000 people over the annual partnership.
  - A significant number of Margaret River wines are selected for Nick Ryan's masterclasses in the Riedel Drinks Lab in each city.
  - 9 wineries participated in Perth & 7 wineries participated in Brisbane in 2022. The average revenue per winery was up +31% and 18% respectively.
  - 4 wineries and Australia's South West participated in Melbourne & 6 wineries participated in Sydney 2023
  - The Jetstar competition in Melbourne generated over 10k email leads.

## JAMES HALLIDAY 2022 AUSTRALIAN CHARDONNAY & CABERNET CHALLENGE

- The James Halliday Challenge saw 646 entries from across Australia, including 351 Chardonnay entries from 31 regions and 295 Cabernet Sauvignon entries from 22 regions.
- The Challenge is a celebration of the world's most popular white and red wine varieties and Australia's outstanding regional diversity.
- The Challenge aims to benchmark Australian examples of these two hero varietals.
- Jointly hosted by the MRWA and Wine Yarra Valley, the 2022 Challenge took place from Monday 15th— Wednesday 17th August at McHenry Hohnen Vintners in Margaret River.
- 15 wine received 'Best of Region' Regional Winner Trophies (9 x Chardonnay and 6 x Cabernet Sauvignon). Results were recorded and livestreamed via YouTube.
- Secured sponsorship from Labelmakers for the Regional Trophies.
- · A Margaret River wine won the overall Cabernet Trophy.

### INTERNATIONAL EVENTS

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

Many Margaret River wineries participated various programs, including:

- The FY22 Aspen program delivered the US Food & Wine magazine print and online campaign in FY23, with a full page native article and bonus print ad.
- UK Media tasting themed Wild, Worldclass & Windswept at 67 Pall Mall London, attended by Jancis Robinson, Tina Geille and other key UK wine media, November 2022
- Prowein 2023 had a noticeable Margaret River presence including a dedicated Margaret River regional stand for the first time, and a Cabernet Masterclass which was well attended, March 2023
- A seminar on Margaret River Cabernet for Singapore Sommelier's was delivered by Ben Hasko, Master Sommelier as part of Wine Australia's April Wine Month.
- Vinexpo Singapore also had strong Margaret River winery participation, and a dedicated Cabernet Masterclass in partnership Vinexposium.



# MARGARET RIVER WINE SHOW

























#### THE 21ST MARGARET RIVER WINE SHOW.

The 2022 show received 635 exhibits from 92 exhibitors.

20 Trophies and Awards were presented in front of 170 guests at the Gala luncheon under a marquee at Esther Gardens at the Credaro Family Estate.

Congratulations to all the trophy and award winners.

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

Deep Woods Estate Single Vineyard G2 Cabernet Sauvignon 2020 Trophy for Wine of Show

Presented by Langton's

Evans & Tate Redbrook Estate Cabernet Sauvignon, Merlot, Cabernet Franc 2020

Margaret River Wine Association International Judge's Trophy

**Deep Woods Estate** 

Trophy for Most Successful Exhibitor

Presented by Vinline Mobile Bottling

Joseph River Estate Reserve Chardonnay 2021

Trophy for White Wine of Show

Presented by Labelmakers Group of Companies

Deep Woods Estate Single Vineyard G2 Cabernet Sauvignon 2020

Trophy for Red Wine of Show

Presented by Margaret River Wagyu

Joseph River Estate Reserve Chardonnay 2021

Trophy for Best Single Vineyard White

Presented by Sanector

Deep Woods Estate Single Vineyard G2 Cabernet Sauvignon 2020

Trophy for Best Single Vineyard Red

Presented by Tonnellerie de Mercurey

Deep Woods Estate Reserve Chardonnay 2021, 2016, 2013

Trophy for Wine of Provenance

Presented by Langton's

Borrello Vineyards Rosé 2022

Trophy for Best Rosé

Presented by Chr. Hansen

Joseph River Estate Reserve Chardonnay 2021

Trophy for Best Chardonnay

Presented by Multi-Color

Deep Woods Estate Single Vineyard G2 Cabernet Sauvignon 2020

Trophy for Best Cabernet Sauvignon

Presented by City of Busselton

Clairault Margaret River Sauvignon Blanc Semillon 2022

Trophy for Best Blend of Sauvignon Blanc & Semillon

Presented by Orora

Once & Well Frankie's Garden Margaret River Sauvignon Blanc 2022

Trophy for Best Sauvignon Blanc

Presented by My Vintner

Frazer Woods La Cache Blanc de Blanc 2014

Trophy for Best Other White Blend or Varietal

Presented by Burkert

Driftwood Estate Artifacts Petit Verdot 2020

Trophy for Best Other Red Blend or Varietal

Presented by Hahn Corporation

Xanadu Circa 77 Shiraz 2019

Trophy for Best Shiraz

Presented by Fusion Electrical

Mandoon Estate Cabernet Merlot 2020

Trophy for Best Cabernet Sauvignon Blend

Presented by Cospak

**Bruce Pearse** 

Lifetime Achievement Award

Presented by Margaret River Wine Association Alex Miller, Voyager Estate

Viticulture & Sustainability Excellence Award

Presented by Cape Mentelle

Charlotte Dowden, Howard Park Wines

Cellar Door Excellence Award

Presented by Margaret River Busselton Tourism Association

### Pillar 2. Our Collaborations, Partnerships and Relationships

### MEMBER SERVICING

- Delivered the highly informative, weekly newsletter, Grapevine, to members every week.
- Held the second Owner Sundowner at Cherubino cellar door for approx. 60 owner, in August 2022

### COLLABORATIONS AND PARTNERSHIPS

- MRWA prides itself on its strategic partnerships and has strong working relationships with local and state government, industry associations and community groups.
- Worked with Wines of WA and Export Growth Partnership, WA Wines to the World ,Steering Committee to secure funding for initiatives to build the Margaret River wine brand globally.
- Ongoing collaboration with MRBTA on regional advocacy, initiatives to develop and grow wine tourism and support members and the community.
- Worked with Margaret River Produce Association to enable the region's smaller wine producers the ability to participate at the Margaret River Farmers Market.
- MRWA formed a partnership with Singapore Airlines in FY23 that provides MRWA with discounted air travel until the end of 2023
- MRWA CEO attended two Wine Australia and AGW State & Regional Forum meetings in Nov & May
- MRWA worked closely with DBCA and local government at regional level to ensure zero smoke taint incidents across vintage 2023.

# CELLAR DOOR MANAGER EVENTS & WINF TOURISM TRAINING

- Cellar Door Managers Networking at Hay Shed Hill / Rustico for the Wine Folly Margaret River Regional Guide Launch, July 2022
- Cellar Door Managers Morning Tea at Amato Vino included Wine Tourism Excellence Award Bursary recipient presentation on Tasmania by Ulrika Larsson of Clairault Streicker, Sept 2022
- Cellar Door Managers Networking at Walsh & Sons included wine media presentation by Cassandra Charlick and Cruise Ship opportunities by MRBTA, November 2022
- Cellar Door Managers Christmas Lunch at Fishbone, Dec 2022
- Cellar Door Managers Sundowner at Grace Farm included Rezdy bookable experience presentation and Good Food & Wine Shows update, March 2023
- Cellar Door Managers Morning Mingle at Xanadu
   Wines included a DrinkWise presentation, May 2023













Wine Australia









MARGARET RIVER WINE REGION

### Pillar 3. Our Region's Sustainability

### REGIONAL SUSTAINABILITY ACTIONS

- MRWA has engaged a contractor as a Sustainability Engagement Officer to support members with their Sustainability Winegrowing Australia membership and audit preparations.
- MRWA Sustainability Sub-Committee met in Sept, Feb 2022 and May 2023.
- MRWA secured total of \$20,000 of grant funding from both local governments to provide members with rebates for their AWISSP training.
- · Workshop on Preparations for 3rd party audits was delivered, July 2022.
- Sustainability Certification Training was coordinated by MRWA and held on 2-3 August 2022 for 30 attendees.
- Two case studies on Revegetation and Winery Waste Water were developed and presented.
- Sustainability Sundowner held at Domaine Naturaliste, August 2022 and Cullen Wines on 30 November 2022.
- A Panel discussion on "Why Organics", followed by a Freshcare AWISSP Audit Preparation Workshop with NCO Certified was held on 8 Sept 2022

- MRWA is a partner with the 3-year national EcoVineyard program, and 4 trial sites have been established in the region and 2 workshops were delivered in November 2022 and May 2023.
- A fundraiser for MRWA's Sustainability program was held at Movies at Cape Mentelle that raised over \$6,000. Funding was invested into the well-attended Community Planting & Revegetation Day at the Margaret River rivermouth on 2 June, 2023.
- Ongoing promotion of the importance of Biosecurity, and Vineyard Farmgate and Cellar Door Biosecurity Signage
- MRWA Tech Committee met 3 times throughout year and supported DPRID with the Provenance project & PPM sensory on 2022 Chardonnay and 2022 Cabernet Sauvignon. In addition, 19 small batch Chardonnay and 19 small batch Cabernet Sauvignon wines were made by Richard Fennessy at DPIRD for the Vintage 2023 PPM Sensory trials.





### **SUSTAINABLE WINEGROWING AUSTRALIA – Vineyards**

- $\cdot$  26% of Margaret River vineyards (1,543 hectares) were Certified for Vintage 2023.
- · Certified Vineyards for Vintage 2023 increased +150% to 40 members.

Vineyard Certification	30 June 2020	30 June 2021	30 June 2022	30 June 2023
Total Certified Members	13	14	16	40
Area of certified vineyards (ha)	711	878	999	1,543
% of region's hectares	12%	15%	17%	26%

- · 44% of Margaret River vineyards (2,565 hectares) were SWA Members for Vintage 2023.
- · Vineyard Membership for Vintage 2023 increased +24% to 67 members.

Vineyard Membership	30 June 2020	30 June 2021	30 June 2022	30 June 2023
Total Vineyards Members	18	46	54	67
Member Vineyard Area (ha)	1,037	1,932	2,393	2,565
% of region hectares	18%	33%	41%	44%





### SUSTAINABLE WINEGROWING AUSTRALIA - Wineries

- · 11 Margaret River Wineries were Certified for Vintage 2023.
- · Certified Wineries for Vintage 2023 increased +83% to 11 members.

Winery Certification	30 June 2020	30 June 2021	30 June 2022	30 June 2023
Total Certified Members	5	5	6	11
Certified Wineries Tonnes crushed	7,547	6,760	11,162	12,786

- $\cdot$   $\,$  19 Margaret River Wineries and 7 Wine Business were SWA Members for Vintage 2023.
- · Winery Membership for Vintage 2023 increased +12%

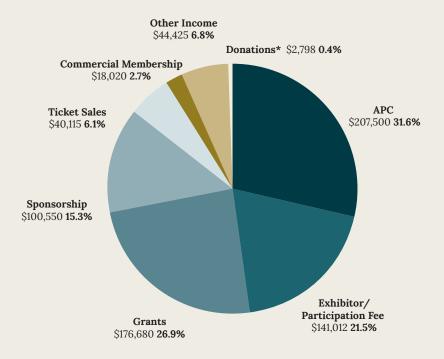
Winery Membership	30 June 2020	30 June 2021	30 June 2022	30 June 2023
Total Winery Members	7	12	17	19
Member Tonnes Crushed	11,793	13,155	23,532	25,893

Wine Businesses	30 June 2020	30 June 2021	30 June 2022	30 June 2023
Total Wine Business Members	0	0	0	7



### Pillar 4. Our Funding, Resources and Capability

### MRWA TOTAL INCOME 2022/2023



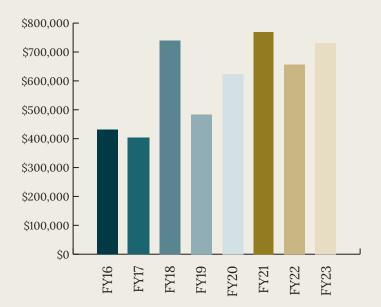
### AGRICULTURE PRODUCERS COMMISSION (APC) FEE-FOR-SERVICE

- 80 Wine Producers submitted an APC Fee-For-Service (FFS) return, declaring a Margaret River GI grape crush for Vintage 2022.
- · The APC admin fee increased from 10% to 11% in FY23.
- · The total crush of 31,302 tonnes secured MRWA \$207,500 to provide the FY23 services.

### **EXHIBITOR & PARTICIPATION FEES**

• \$141,012 income received for the James Halliday Challenge & Margaret River Wine Show entries, Good Food & Wine Show participation and export programs in USA, UK and Singapore.

### **MRWA INCOME**



### **GRANT INCOME**

- \$176,680 Grant Revenue received in FY23 included:
  - ° Sustainability Program
    - · \$20,000 from the Smart Farm Small Grant –Round 4
    - · \$10,000 from Shire of Augusta Margaret River for training rebates
    - · \$5,000 from City of Busselton for training rebates
  - ° Export Support
    - · \$91,680 WA Wines to the World Reimbursement for export activities
    - · \$40,000 Export Market Development Grants (EMDG)
  - ° Other
    - · \$10,000 Small Business Development Corporation

### SPONSORSHIP INCOME

\$100,550 of Sponsorship Revenue was secured (up from \$87,341 the year prior)

The Association's Full Audited Financials are available upon request.

### Margaret River Vintage 2023 Preliminary Report

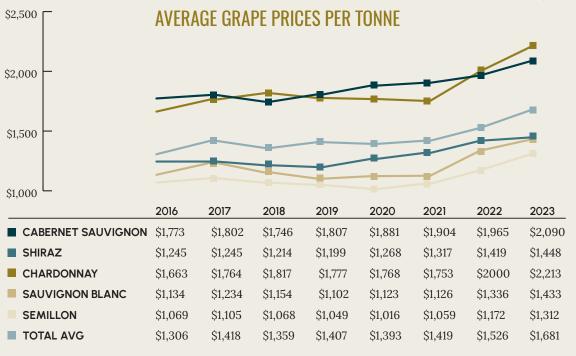


"What started as a slow burn in spring for the viticulturists resulted in a glorious summer of optimal temperatures, rewarding us with classy fruit befitting our regional reputation. April evolved into a typical patchy weather pattern as producers raced against the season's end. Fortunately, Cabernet Sauvignon berry skins are sturdy and can withstand the dip in temperature and the odd shower. All round, another epic vintage in the bank.", explained Alexandra Miller, Voyager Estate Technical Viticulturist and 2022 Margaret River Viticulture & Sustainability Excellence Award recipient.

### TOTAL GRAPE CRUSH (TONNES)

	National Vintage Survey Source: Wine Australia		WA Agriculture Producers Commission (APC)		Estimated Grape Crush Value
	# producers declared	Tonnes	# producers declared	Tonnes	
2016	49	18,233	142	31,627	\$ 41.3m
2017	57	20,592	164	42,106	\$ 59.7m
2018	48	20,434	182	37,406	\$ 50.8m
2019	62	20,330	180	31,893	\$ 44.8m
2020	59	21,312	196	28,487	\$ 39.7m
2021	73	24,566	187	31,506	\$ 42.8m
2022	75	26,648	180	31,302	\$ 45.9m
2023	66	29,232		34,650* (+11%)	\$ 49.6m

\* MRWA Survey Estimate



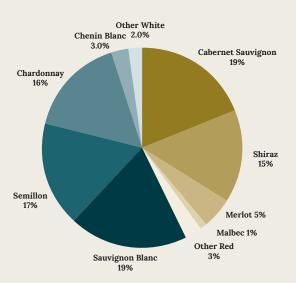
### MARGARET RIVER WINE REGION

### Regional Overview - Vintage 2022

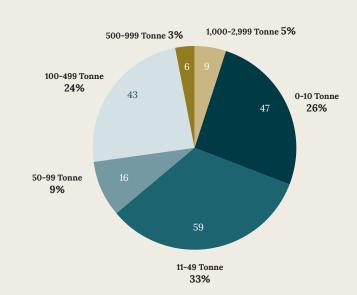
- Over 40 varieties planted but 87% of the crush are the top 5 varieties; Cabernet Sauvignon, Sauvignon Blanc, Semillon, Chardonnay and Shiraz.
- · 180 Wine Producers declared crushing grapes from Margaret River in Vintage 2022

68% wine producers crush less than 100 tonnes of Margaret River GI fruit

### **CRUSH BY VARIETY**



### **CRUSH BY WINE PRODUCER SIZE**



Platinum Sponsors



EST. LANGTONS 1988



Gold Sponsors



















Silver Sponsors

























### **CONTACT US**

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