

GRAPE GROWER MEMBER BENEFITS

1 January - 31 December 2024

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
- Margaret River Wine Show / James Halliday Australian Chardonnay & Cabernet Challenge
- Member & Industry Communications
- PR & Consumer Communications Campaigns

Partnership and Key Relationships

- Brand Protection & Representation
- Federal & State Industry Body Relationships
- Allied Agency Collaboration

Landscape and Community

- Environmental Stewardship & Sustainability Programs
- Smoke Mitigation Management

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 Viticulture & Sustainability Excellence Award (\$3,000 bursary prize), and the John Tate Memorial Innovation Award (\$5,000 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, MRWA Media Kit and Sustainability Reports
- Voting Rights at AGM and Special General Meetings

OTHER BENEFITS

- 50% discount on the cost of hiring [MRWA RIEDEL Glassware](#) and [Hire Equipment](#).
- Discounted MRW Special Series Number Plates. 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 enquiries about the MRWA and member benefits please contact Pip Heaford, Membership Manager, Communication & Events at pipheaford@margaretriver.wine or on + 61 8 9757 9330.

Margaret River Wine Association Inc.

PO Box 204 Margaret River WA 6285 | info@margaretriver.wine | www.margaretriver.wine | ABN 65 090 079 453