



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

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 22,000+.
- 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 Grapes & Bulk Wine Register on margaretriver.wine (Margaret River GI fruit only).

Marketing & Events

- Participation in MRWA promotional campaigns and events.
- Member discounts for MRWA workshops, networking events and the Margaret River Wine Show.
- Networking opportunities at member events.
- Invitations and discounts to training and development opportunities.

Other Benefits

- Access to Australia Post Wine Industry Rates.
- Free to enter to the Cellar Door Excellence Award (\$2,000 bursary prize) Viticulture & Sustainability Excellence Award (\$3,000 bursary prize), and the John Tate Memorial Innovation Award (\$5,000 bursary prize) valued at \$150
- Voting Rights at AGM and Special General Meetings.
- Ability to sit on the MRWA Board and sub-committees.
- 50% discount on the cost of hiring [MRWA RIEDEL Glassware](#) and [Hire Equipment](#).
- Discounted MRW Special Series Number Plates. Click [here](#) for details.

Tell us about your business by completing this [form](#).

MRWA Constitution: download a copy [here](#).

MRWA Annual Report 2022/2023: download a copy [here](#)

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.

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