



Annual Report

2023/2024 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 Association supports the Margaret River grape and wine community through mobilising the power of collaboration and securing funding to build, protect and promote the Margaret River Wine brand.

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

In FY24, MRWA had 179 Wine Producer members, 26 Grape Grower members and over 60 Commercial members.

OUR VISION

Margaret River is recognised for its world-leading reputation for its expertise, collaborative community and fine wine experiences.

OUR PURPOSE

To help foster profitable, resilient and sustainable wine businesses for the long-term success of the Margaret River grape and wine community.

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

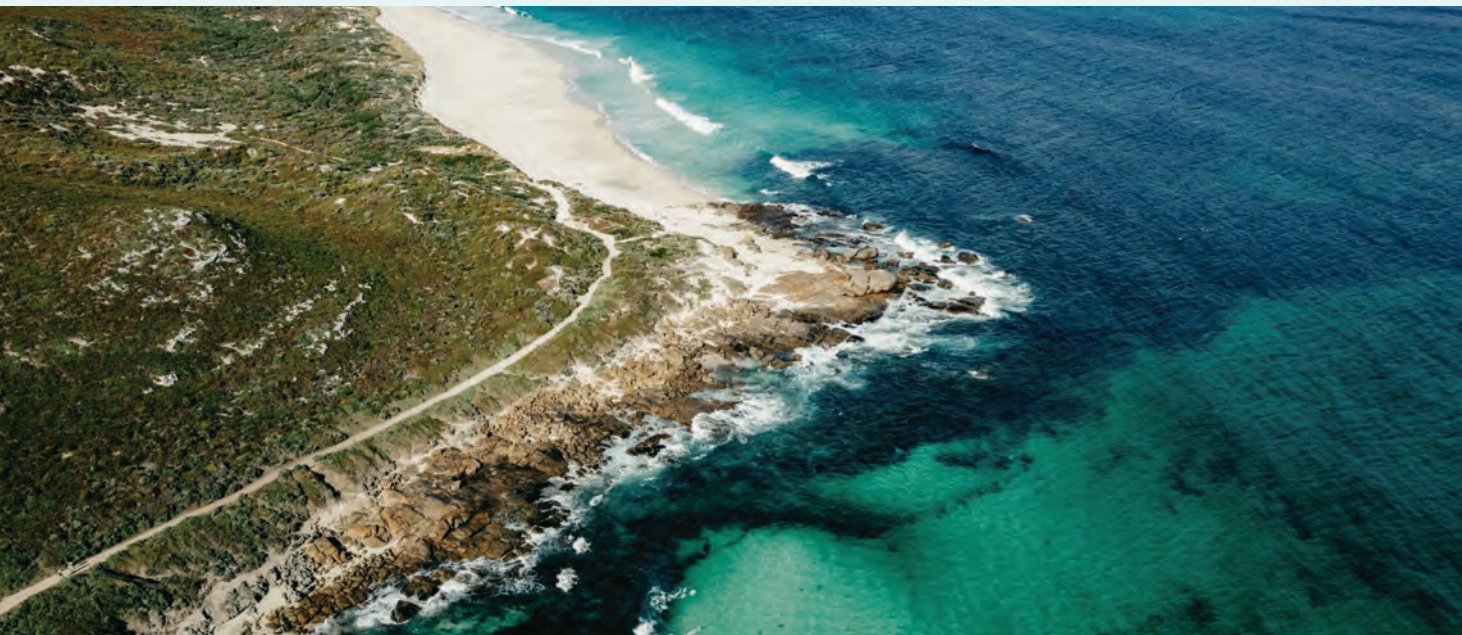
- MRWA strives to build relationships, partnerships and member engagement for a unified voice and strong region.

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 | Chair

Steve James | Vice Chair | Voyager Estate

Paul Dargue | Treasurer & Secretary | Evans & Tate

Belinda Hopkins | Appointed | Hopkins Consulting
(to December 2023)

Blair Poynton | McHenry Hohnen

Craig Tompkins | Rathbone Wine Group (Xanadu)

John Fogarty | Deep Woods Estate

Leah Clearwater | Overstory (Wayfinder)

Penny Dickeson | Cape Mentelle (to September 2023)

Tony Davis | Snake + Herring

Wendy Stimpson | Passel Estate

Ke Zheng | 3 Oceans

OUR TEAM

Amanda Whiteland | CEO

Pip Heaford | Membership Manager

Ease Business Services/ Alderton Bhudia |
Financial Administration

Kate Morgan | Sustainability Engagement Officer
(Contract)

Emily Sharland | Brand Communications Officer
(Contract)



OUR FY24 SUB-COMMITTEE MEMBERS

Wine Show Sub-Committee

Cam Haskell | Leeuwin Estate, Chair
 Dave Bursey | Redshed Wines, Vice Chair
 Andrew Dawson | Yeah Wines
 Breac Wheatley | Leeuwin Estate
 Brendan Carr | Idée Fix
 Charlotte Dowden | Cape Mentelle
 Luke Jolliffe | Stella Bella
 Matt Godfrey | Credaro Family Estate
 Remi Guisse | Domaine Naturaliste
 Tim Shand | Voyager Estate
 Trent Kelly | Aravina
 Ulrika Larsson | Clairault Streicker

Technical Sub-Committee

Leah Clearwater, Chair | Flametree Wines
 Coralie Lewis | Cape Mentelle
 Colin Bell | AHA Viticulture
 Frederique Perrin | Tate Wines
 Ianto Ward | Juniper Estate
 Richard Fennessy | DPIRD
 Steve James | Voyager Estate

Sustainability Sub-Committee

John Fogarty, Chair | Deep Woods Estate
 Alex Miller | Voyager Estate
 Cath Oates | Oates Ends
 Chris Gillmore | Clairault Streicker
 Dan Stocker | Juniper Estate
 David Martin | Stormflower
 Eloise Jarvis | La Kooki / Margaret River Wine Solutions
 Kate Nickels | Fogarty Wine Group
 Mike Gray | AHA Viticulture
 Richard Fennessy | DPIRD
 Saul Cresswell | Shire of Augusta Margaret River

Cellar Door Managers Sub-Committee

Larrissa Dalli Cani, Chair | Howard Park Wines
 Ulrika Larsson, Vice Chair | Clairault Streicker
 Clarice Hayman, Secretary | McHenry Hohnen
 Adam Elton | Voyager Estate
 Dave Targett | Fermoy Estate
 Julie Hartley | Grace Farm
 Nicolas Risch | Cape Mentelle
 Samantha Bradley | Xanadu Wines
 Sherie Read, Chair | Xanadu Wines
 Stacy King | Thompson Estate
 Ulf Klinteberg | Jarvis Estate

Chair Report



I am pleased to present the Margaret River Wine Association Annual Report for the financial year ending 30th June 2024. This report is a comprehensive account of the Association's activities over the past 12 months. The grape and wine sector plays a vital role in the Margaret River Region's economic, tourism and cultural fabric, which encompasses

both the City of Busselton and the Augusta Margaret River Shire. This region has an enviable and growing reputation for its fine wine experiences.

Strategic Landscape

• General Economic Climate 2023/24

The general economic climate continues to be challenging.

High inflation has placed growing cost pressures on growers and winemakers, which have been difficult to offset through higher wine prices. Constrained economic growth, driven by cost-of-living pressures, has led to a reduction in discretionary spending, impacting the wine sector. Restrictions on trade with China continued until the last quarter of the year, adding further pressure to export sales.

Accommodation shortages for seasonal and permanent workers also continued to strain staffing levels.

• Production & Quality

Despite the hot summer of 2024, the Margaret River Wine Region's quality and consistency continued to shine through in Vintage 2024. Volumes are estimated to be 8% down on last year and 2% down on the 5-year average.

This year, wines from Margaret River amassed over 300 medals in two of the world's most influential wine competitions, the Decanter World Wine Awards and the International Wine & Spirits Challenge. Decanter, one of the world's largest and most influential wine competitions, recognised two Margaret River wines among the highly coveted fifty 'Best of Show' from over 18,143 wines from 57 countries.

• Wine Export

Margaret River average export's value per litre of bottled wine grew +8.1% to \$16.18, and the total value grew +5.8% to \$20.6m (MAT June 2024).

The total volume, including bulk wine, increased +8.9% to 1.6M litres, driven by UK, Singapore, Hong Kong and Japan. Notably, 95% of Margaret River's export value is in glass bottles, compared to only 78% for the total Australian wine export value.

Partnerships and Advocacy

MRWA continues to build strong relationships and advocate locally and nationally on behalf of its members.

We work closely with Wines of Western Australia, DPIRD, South West Development Commission, Wine Australia and Australian Wine and Grape on an industry level. Locally, we are also proud of our collaborations with the City of Busselton and Shire of Augusta Margaret River, Margaret River Busselton Tourism Association, Australia's South West and Nature Conservation Margaet River Region.

In FY24, MRWA received further export support to build export initiatives through the 5-year WA Wines to the World program, coordinated by Wines of WA and supported by the DPIRD Export Growth Partnership.

MRWA also secured \$45,000 of funding from Wine Australia to deliver the Next Crop emerging leadership program in FY25.

MRWA Financial Performance

In 2023/24, the Association's financial performance aligned with the budget and operation plan, reflecting the Board's decision to invest in important programs but still breakeven. The Association's financial position remains sound, though funding to develop further programs remains tight.

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 remain fortunate to have a strong Board and active member engagement, with many MRWA members volunteering their time to sit on our sub-committees and assist with our events. I would like to extend my sincere thanks the Board members and volunteers who are vital to the progress of the aims and vision of the Association. In particular, I would like to thank Steve James and Belinda Hopkins who both leave the Board this year. We acknowledge and greatly appreciate their excellent contributions over the years and wish them all the best in their future endeavours.

A special thank you to our management team, Amanda and Pip, who, despite being a small team, continue to produce fantastic outcomes for the region year after year. I have long admired the hard work and dedication they demonstrate in progressing the reputation of the Margaret River Wine Region.

Greg Wall AM
Chair

CEO Report



Again in 2023/24, 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 am proud to work in such a collaborative community and want to take this opportunity to thank you all for your efforts and support of the Margaret River Wine Association and our collective goals.

KEY ACHIEVEMENTS 2023/24

Brand Development and Marketing

- The content strategy refined and anchored on Margaret River Wine brand pillars, with a larger share of content focused on stories to enrich the depth of the region brand. This approach is receiving traction on metrics of engagement and community participation to expand reach.
- Supported by the WA Wines to the World program, MRWA bought the International Wine & Spirit Competition (IWSC) Global Judging to Margaret River twice in FY24, with judging in August 2023 and June 2024. Significant organic reach was achieved through the partnership, PR campaign and various events.
- The 2023 Margaret River Wine Show introduced a well-received, additional Rosé celebration event to award to the Pink Jacket at the beach, after doing the Rosé final judging also at a waterside location.
- The third year of Margaret River Fine Vines Festival generated \$152,787 in ticket sales, up +25% on the prior year.
- MRWA supported a significant number of media and trade visits programs.
- 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.

Margaret River Wine Education

- The Wine Folly Margaret River Region Guide and Margaret River 101 Course continue to provide a channel for those wanting to learn more about Margaret River wine.

Sustainability and Member Services

- The MRWA Sustainability Program supports members to onboard to Sustainable Winegrowing Australia and enhance their ESG programs. The momentum continues to build with 85 Certified Vineyards and Certified Wineries in the region, increasing from 51 members for Vintage 2023.
- Our 2nd Vintage Welcome to Country and Smoking Ceremony was held, in partnership with MBRTA and the Undalup Association, before the 2024 Vintage and over 200 workers and community members attended.
- The 3rd annual Wine Community Revegetation Day was held, with over 50 volunteers from local wineries attending.

Member Survey Results

- The 2024 Annual Membership Survey demonstrated a high level of appreciation from members for the MRWA's Strategic Direction, and Key Initiatives with a Highly Satisfied and Satisfied Member Engagement score increased to 89% from 86% last year, from 63% in 2021 and 51% in 2018

Amanda Whiteland
Chief Executive Officer

Pillar 1. Our Margaret River Wine Brand

WINE EDUCATION & BRAND TOOLS

- The Wine Folly Margaret River Regional Guide and the Margaret River 101 Wine Course continue to gain organic reach.
- The MRWA Media Kit continues to be a well-regarded and highly utilised tool for sharing the latest vintage reports, facts & figures.
- Numerous PowerPoint presentations and masterclass booklets have been developed for all the trade and media masterclasses, at international events like Prowein and Vinexpo, or for inbound media and trade groups

MEDIA RELEASES & PR

- Media Releases dispatched to key media to generate stories in local, national and international wine, news and lifestyle media, included features on:
 - IWSC results for Margaret River wine strike high!, 5 September 2023
 - Two Margaret River Producers shortlisted for IWSC Wine Producer of the Year, 18 September 2023
 - Langtons 2023 Margaret River Wine Show Results, 23 October 2023
 - Vintage 2024 Welcome to Country and Smoking Ceremony, 18 January 2024
 - Margaret River Welcomes Workers from Around the World for Vintage 2024, 9 February 2024
 - The IWSC is heading back to Margaret River!, 22 February 2024
 - Margaret River Vintage 2024 Report, 9 April 2024
 - 2024 Next Crop Margaret River, 21 June 2024
- Over 535 media clippings have been generated and tracked.

SOCIAL MEDIA & DIGITAL HIGHLIGHTS

- Content strategy refined and anchored on Margaret River Wine brand pillars. This approach is receiving traction on metrics of engagement and community participation to expand reach.
- 27 new stories posted to the MRWA website. Consumer EDM circulated monthly.
- Growth in all social media channels (refer table).
- Optimising holiday winery experience promotions,

and timely publishing through social media and e-newsletter, adding value to members and the MRWA audience.

- Photo album content from the Margaret River Vintage Welcome to Country and Smoking Ceremony was a major highlight of the calendar, generating 11.1k organic reach (Facebook).
- A Meet the Maker Series was debuted successfully.
- MRWA collaborated with MRBTA on a reel for International Chardonnay Day.

LOCAL

MARGARET RIVER FINE VINES FESTIVAL

- The 3rd Fine Vines Festival was held from 20 - 29 October with most events to-date.
- A Margaret River Main Street Takeover was introduced and worked well. 8 venues participated.
- The festival generated \$152,787 in ticket sales, up +25% on prior year (including 52% overnight visitation). Average ticket spend was \$236 per person. 96% of attendees would attend again.
- The event secured sponsorship funding from the City of Busselton, Tourism WA, MRBTA, Shire of Augusta Margaret River, Leeuwin Coast and Buy West Eat Best.

VISITOR PROGRAM

- The FY24 MRWA Visitor Program included:
 - 9 IWSC Judges from the UK & Australia on 28 August - 2 September 2023.
 - WA Wines to the World & TradeStart Retail Buyer group from 8-14 October 2023.
 - Matthew Jukes, UK Wine Writer program from 9-12 October 2023.
 - Corinne Mui, Wine Australia Ambassador, Wine Judge & Corvino Wine School owner in Greater China visited during the 2023 Fine Vines Festival.
 - Angus Hughson, Vinous/Wine Pilot as visited for the 2023 Fine Vines Festival.
 - Richard Hemming MW visited as the 2023 wine show international judge.
 - Elena Pizzi & Abhay Garg, Canadian LCBO Buyers met with 24 wineries over 2 days, 11-13 January.
 - 19 MW students & 2 MWs visited for an intensive

MARGARET RIVER WINE REGION

study tour post the annual MW Seminar from 2-6 February 2023.

- WA Wines to the World & TradeStart Trade visit on 14-15 May 2024
- Gary Walsh & Erin Larkin, 15-17 May 2024
- 8 IWSC Judges from the UK & Australia on 2-8 June 2024

NATIONAL

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 2023 VIP lounges 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 and Australia's South West participated in Perth & 3 wineries participated in Brisbane in 2023.
- 3 wineries participated in Melbourne & 7 wineries and Australia's South West participated in Sydney 2024.
- The Jetstar competition in Perth and Sydney generated over 10k email leads.

JAMES HALLIDAY 2023 AUSTRALIAN CHARDONNAY & CABERNET CHALLENGE

- Jointly hosted by the MRWA and Wine Yarra Valley, the 2023 Challenge took place in August in the Yarra Valley.
- The 2023 Challenge received 609 entries (351 Chardonnay entries from 28 regions and 259 Cabernet entries from 21 regions).
- 22 'Best of Region' Regional Winner Trophies were awarded (13 x Chardonnay and 9 x Cabernet Sauvignon). Results were recorded and livestreamed via YouTube.
- A Margaret River wine won the overall Chardonnay Trophy.

INTERNATIONAL

SUPPORTED BY WA WINES TO THE WORLD PROGRAM

Many Margaret River wineries participated various export activities, including:

- Margaret River Chardonnay Masterclass (6 wines) hosted by Richard Hemming MW for 75 trade & media held in Tokyo, Japan on 25 Sept.
- Margaret River Masterclass (3 Chard & 3 Cab) held as part of the Australian Wine Grand Tasting in Seoul, South Korea on 23 Nov.
- Table at Australia Trade Tasting themed "Chardonnay Premier League - Unveiling the excellence of Adelaide Hills, Margaret River & Yarra Valley" (included 5 MR wines) in London, UK on 30 January.
- Chardonnay Masterclass in colab with Adelaide Hills and Yarra Valley (included 2 MR wines) in Edinburgh, UK on 1 February
- Prowein 2024 had a sizeable Margaret River presence including a dedicated Margaret River regional stand (featuring 5 producers), and a Chardonnay Masterclass, March.
- Margaret River Visitors Guide launched to 67 Pall Mall members, January.
- Vinexpo Hong Kong also had strong Margaret River winery participation and dedicated Margaret River Chardonnay Masterclass (6 wines).

INTERNATIONAL WINE & SPIRIT COMPETITION

- Securing the International Wine & Spirit Competition (IWSC) Global Judging in Margaret River twice in FY24, with judging in August 2023 and June 2024 was a huge win for the year.
- Significant organic reach was achieved through the partnership, PR campaign and events.
- The program included full hosted programs for:
 - 9 IWSC Judges from the UK & Australia on 28 August - 2 September 2023
 - 8 IWSC Judges from the UK & Australia on 2-8 June 2024
- It also included a Trade & Media Tasting at 67 Pall Mall in London, and over 7 trophies for Margaret River producers in 2023. (2024 is still TBC).

MARGARET RIVER WINE REACH

WEBSITE

2.0M Impressions

CONSUMER DATABASE

31K Contact emails



68K

Impressions

9,200

followers (+1.9%)



19.3K

Impressions

5,500

followers (+11.4%)



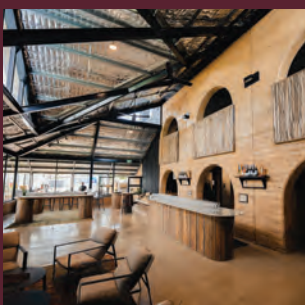
7.4K

Impressions

1,257

followers (+31.6%)

LANGTONS MARGARET RIVER WINE SHOW



LANGTONS MARGARET RIVER WINE SHOW

2023 celebrated the 22nd Margaret River Wine Show, which received 631 exhibits from 92 exhibitors.

Rosé Judging and Celebration at the beachside, White Elephant Café was introduced.

20 Trophies and Awards were presented in front of 192 guests at the Gala luncheon under a marquee at Lenton Brae.

Congratulations to all the trophy and award winners.

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

LANGTONS TROPHY FOR WINE OF SHOW

Stella Bella Suckfizzle
Chardonnay 2022

MARGARET RIVER WAGYU TROPHY FOR RED WINE OF SHOW

Abbey Vale Premium RSV
Cabernet Sauvignon 2022

LABELMAKERS TROPHY FOR WHITE WINE OF SHOW

Stella Bella Suckfizzle
Chardonnay 2022

VINLINE MOBILE BOTTLING TROPHY FOR MOST SUCCESSFUL EXHIBITOR

Stella Bella

LANGTONS TROPHY FOR WINE OF PROVENANCE

Lenton Brae Semillon
Sauvignon Blanc 2012, 2015, 2023

MARGARET RIVER WINE INTERNATIONAL JUDGE'S TROPHY

Swings & Roundabouts
Brash Road Syrah 2022

CITY OF BUSSELTON TROPHY FOR BEST CABERNET SAUVIGNON

Abbey Vale Premium RSV
Cabernet Sauvignon 2022

MCC TROPHY FOR BEST CHARDONNAY

Stella Bella Suckfizzle
Chardonnay 2022

MERCUREY TROPHY FOR BEST SINGLE VINEYARD RED

Mandoon Estate
Cabernet Sauvignon 2022

SANECTOR TROPHY FOR BEST SINGLE VINEYARD WHITE

Snake and Herring
Primary Chardonnay 2022

COSPAK SAVERGLASS TROPHY FOR BEST CABERNET SAUVIGNON BLEND

Evans & Tate Redbrook Estate Cabernet
Sauvignon Merlot 2021

MY VINTNER TROPHY FOR BEST SAUVIGNON BLANC

Mandoon Estate
Sauvignon Blanc 2023

ORORA TROPHY FOR BEST SAUVIGNON BLANC AND SEMILLON

Wills Domain Mystic Spring
Semillon Sauvignon Blanc 2023

BURKERT TROPHY FOR BEST OTHER WHITE BLEND OR VARIETAL

Xanadu Vinework
Chenin Blanc 2023

FUSION ELECTRICAL TROPHY FOR BEST SHIRAZ

Credaro 1000 Crowns
Shiraz 2022

CHR. HANSEN TROPHY FOR BEST ROSÉ

McHenry Hohnen
Chloé Rosé 2023

HAHN TROPHY FOR BEST OTHER RED BLEND OR VARIETAL

McHenry Hohnen Hazel's Vineyard
Tempranillo 2022

VITICULTURE & SUSTAINABILITY EXCELLENCE AWARD

Sponsored by Cape Mentelle

Stephen Kirby,
Howard Park Wines

CELLAR DOOR EXCELLENCE AWARD

Sponsored by Margaret River
Busselton Tourism Association

Amanda Keady,
Swings & Roundabouts

JOHN TATE MEMORIAL INNOVATION AWARD

Sponsored by Miles From Nowhere

Georgina Harrison,
Kaloorup Vineyard

Pillar 2. Our Collaborations, Partnerships and Relationships

MEMBER SERVICING

- Delivered the highly informative, weekly newsletter, Grapevine, to members every week.
- The 2024 Annual Membership Survey demonstrated a high level of appreciation from members for the MRWA's Strategic Direction, and Key Initiatives with a Highly Satisfied and Satisfied Member Engagement score increased to 89% from 86% last year, from 63% in 2021 and 51% in 2018.

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 and local 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 continued its partnership with Singapore Airlines in FY24 that provides MRWA with discounted air travel until the end of 2024.
- MRWA worked closely with DBCA and local government at regional level to ensure zero smoke taint incidents across vintage 2024.

CELLAR DOOR MANAGER EVENTS & WINE TOURISM TRAINING

- Riedel held a Wine Glass Experience for 50 MRWA members on 9 August
- Cellar Door Managers Networking at Fermoy Estate with Ultimate Winery Experiences and Fine Fines Festival update, August 2023
- Cellar Door & Winery Tour Operator Sundowner, held in partnership with MRBTA at Howard Park. September 2023
- Cellar Door Managers Morning Mingle on biosecurity at Firetail. Presentations by MRWA Sustainability Officer, Kate Morgan and Mike Gray, AHA. October 2023
- Cellar Door Managers Christmas Lunch at Woody Nook, December 2023
- Cellar Door & Winery Tour Operator Sundowner, held in partnership with MRBTA at Xanadu Wines. February 2024
- Cellar Door Managers Networking at Lentedal with Charlotte Newton discussing WSET Courses. March 2024



Pillar 3. Our Region's Sustainability

REGIONAL SUSTAINABILITY ACTIONS

- MRWA 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 July, September & November 2023 and February, April & June 2024.
- The inaugural Margaret River Wine Association Sustainability Report was released in November.
- MRWA secured total of \$14,558 of grant funding from both local governments to support our Sustainable Engagement Office contract and provide members with rebates for their AWISSP training.
- A case studies on Winery Energy Savings was developed and presented at a Sustainability Sundowner at Xanadu in November 2023.
- Two presentations, on Biosecurity and Sustainability, were prepared and presented at the Cellar Door Managers events.
- A workshop on Kikuyu & Couch Management in the Vineyard was held in May 2024 with both local and international speakers sharing their experience with attendees, and a recording available to our members on our YouTube channel.
- A workshop on Carbon Basics & Beyond was held in

September 2024 with several speakers sharing their knowledge with attendees, and a recording available to our members on our YouTube channel.

- 15 Certified Sustainable Winegrowing Australia signs were presented to wineries & vineyards who achieved certification.
- MRWA's participation in the National EcoVineyards program continued into its second year and saw 2 workshops delivered in region, Native Ground Covers in October 2023 and Ground Covers & Hydroseeding May 2024.
- A fundraiser for MRWA's Sustainability program was held at Movies at Cape Mentelle that raised \$3,357. Funding was spent on the well-attended Community Planting & Revegetation Day at Gas Bay on 24 May 2024.
- Ongoing promotion of the importance of Biosecurity, and Vineyard Farmgate and Cellar Door Biosecurity Signage
- MRWA supported DPRID with the Provenance Project and PPM sensory on 2023 Chardonnay and 2023 Cabernet Sauvignon. In addition, over 35 small batch Vintage 2024 Chardonnay and Cabernet Sauvignon wines were made by DPIRD, led by Richard Fennessy for future PPM Sensory trials.





VINEYARDS – Sustainable Winegrowing Australia

Vineyard Certification	30 June 2020	30 June 2021	30 June 2022	30 June 2023	30 June 2024
Total Certified Members	13	14	16	40	65
Area of certified vineyards (ha)	711	878	999	1,543	2,787
% of region's hectares	12%	15%	17%	26%	48%

- **+62%** increase in Certified Vineyards to 65 members.
- **+81%** increase in Certified Vineyard Area to 2,787 hectares.

Vineyard Membership	30 June 2020	30 June 2021	30 June 2022	30 June 2023	30 June 2024
Total Vineyards Members	18	46	54	67	83
Member Vineyard Area (ha)	1,037	1,932	2,393	2,565	3,349
% of region hectares	18%	33%	41%	44%	57%

- **+24%** increase in Vineyard Membership to 83 members.
- **+31%** increase in Vineyard Member Area to 3,349 hectares.



**SUSTAINABLE
WINEGROWING
AUSTRALIA**

MARGARET RIVER WINE REGION



WINERIES & WINE BUSINESSES – Sustainable Winegrowing Australia

Winery Certification	30 June 2020	30 June 2021	30 June 2022	30 June 2023	30 June 2024
Total Certified Members	5	5	6	11	20
Total Certified Wine Business Members	0	0	0	0	1
Certified Wineries Tonnes Crushed	7,547	6,760	11,162	12,786	26,114

- **+81%** increase in Certified Wineries to 20 Certified Wineries.
- **+104%** increase in Certified Wineries Tonnes Crushed to 26,114 tonnes

Winery Membership	30 June 2020	30 June 2021	30 June 2022	30 June 2023	30 June 2024
Total Winery Members	7	12	17	19	24
Total Wine Business Members	0	0	0	7	6
Member Tonnes Crushed	11,793	13,155	23,532	25,893	28,315

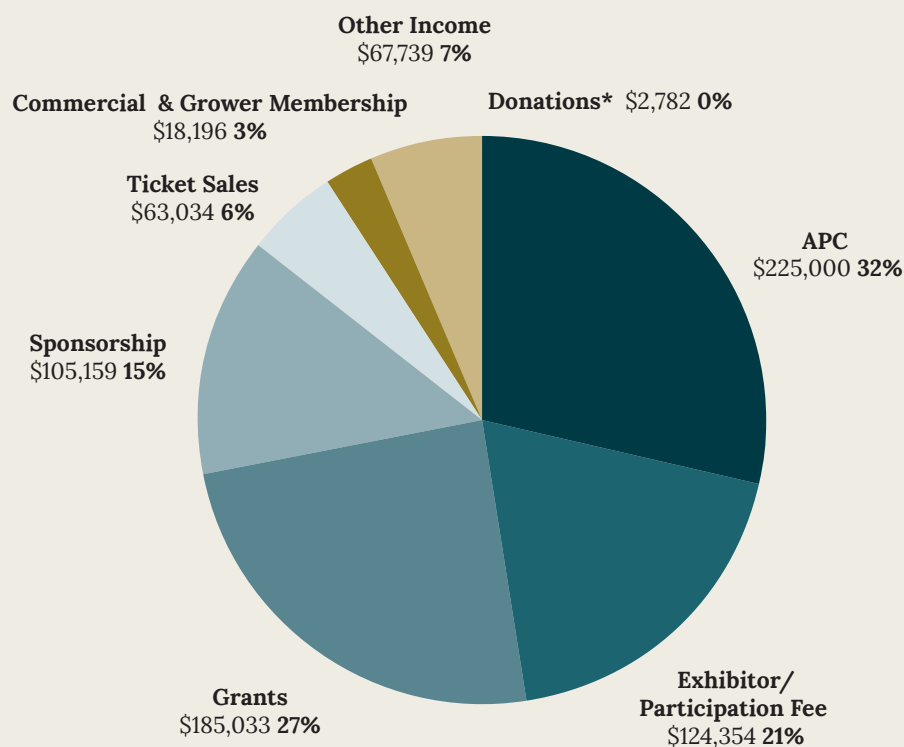
- **+26%** increase in Winery Membership to 24 Member Wineries.
- **+9%** increase in Winery Tonnes Crushed to 28,315 tonnes.



**SUSTAINABLE
WINEGROWING
AUSTRALIA**

Pillar 4. Our Funding, Resources and Capability

MRWA INCOME 2023/2024



MRWA KEY INCOME SOURCES:

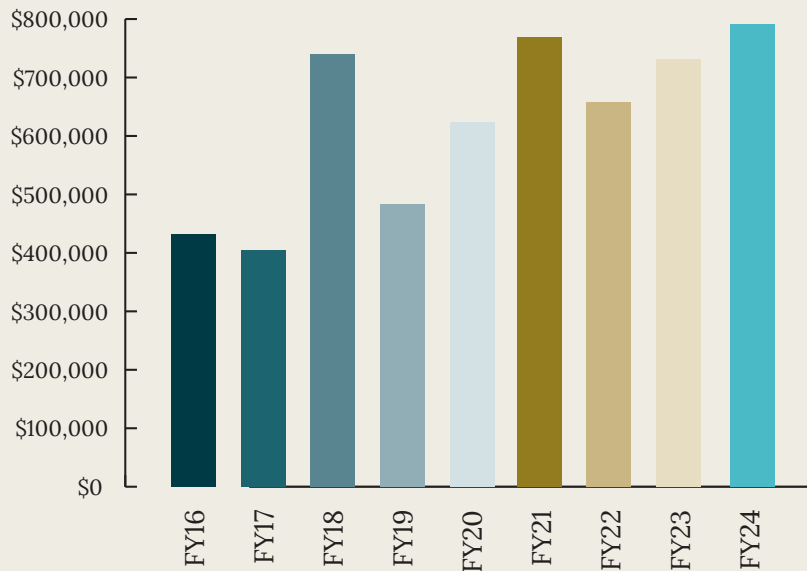
AGRICULTURE PRODUCERS COMMISSION (APC) FEE-FOR-SERVICE

- 179 Wine Producers submitted an APC Fee-For-Service (FFS) return, declaring a Margaret River GI grape crush for Vintage 2023.
- The APC Administration Fee is 11%.
- The total crush of 36,997 tonnes secured MRWA \$225,000 to provide the FY24 services.

EXHIBITOR & PARTICIPATION FEES

- \$124,354 income received for the Margaret River Wine Show entries, Good Food & Wine Show participation and member participation in export and domestic programs, including the IWSC..

MRWA INCOME



GRANT INCOME

- \$185,033 Grant Revenue received in FY24 included:
 - ° Sustainability Program
 - \$9,091 from the Shire of Augusta Margaret River for the MRWA Sustainability Program
 - \$5,467 from the City of Busselton for the Sustainability Program and training rebates
 - ° Export Support
 - \$124,550 WA Wines to the World Reimbursement for export activities
 - \$34,459 Export Market Development Grants (EMDG)
 - ° Other
 - \$4,363 from the Shire of Augusta Margaret River for the Smoking Ceremony & Welcome to Country
 - \$1,000 from MRBTA for the Smoking Ceremony & Welcome to Country
 - Note: \$40,500 was also received from Wine Australia for the FY25 Next Crop Program but \$36,897 was journalled to FY25 as unearned income in FY24.
 - \$2,500 was received from Small Business Development Corporation

SPONSORSHIP INCOME

- \$105,159 of Sponsorship Revenue was secured (up from \$100,550 the year prior)

MRWA's Full Audited Financials are available upon request..

Margaret River Vintage 2024 Preliminary Report

The 2024 vintage was early, fast-paced and bodes well for some superb quality wines. The vintage was blessed with one of the most spectacular and abundant marri flowering seasons, keeping the birds away from the vineyards.

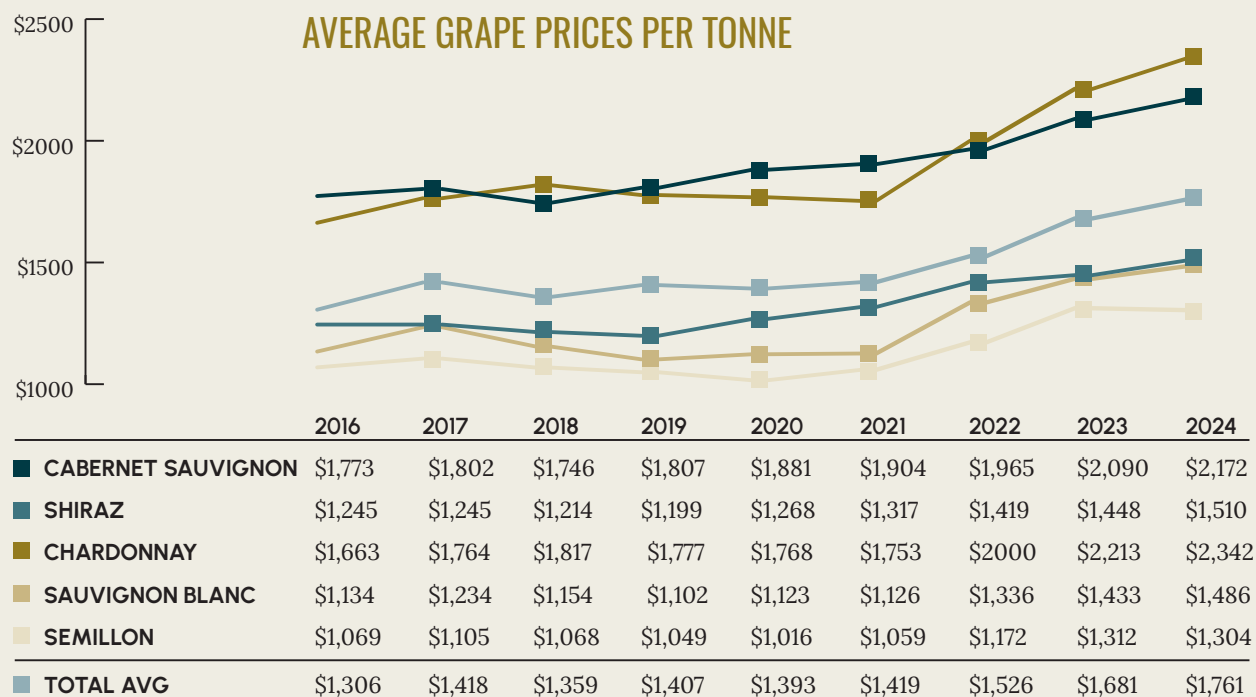
"Above-average temperatures and almost no rainfall led to an early budburst and perfect growing conditions for vines. Canopy growth was good, and flowering occurred early and went through quickly. This led to good berry set in most varieties. The spring weather meant disease pressure was low, and very few reports of issues were seen in the vineyard.

"Consistent above-average temperatures led to early veraison in all varieties. In late December, colour could be seen in Cabernet Sauvignon and Shiraz, which pointed to a very early vintage. January saw a continuation of the dry conditions, leading to moderate bunch size and lower than-expected yield potential", explained Howard Park Group Viticulturalist Stephen Kirby and 2023 Margaret River Viticulture & Sustainability Excellence Award recipient.

TOTAL GRAPE CRUSH (TONNES)

* MRWA Survey Estimate

	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	\$ 44.7m
2022	75	26,648	180	31,302	\$ 47.7m
2023	66	29,232	169	36,997	\$ 62.2m
2024	75	25,593 (-12%)		34,156* (-8%)	\$ 60.1m



MARGARET RIVER WINE REGION

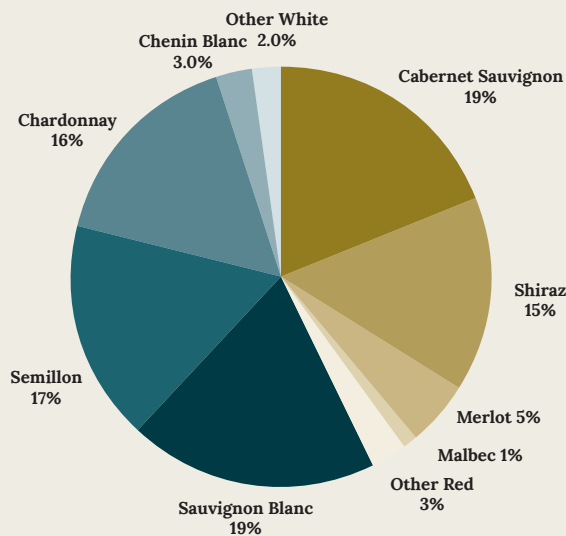
Regional Overview – Vintage 2023

- Margaret River has over 40 different grape varieties planted but 87% of the crush are the top 5 varieties: Cabernet Sauvignon, Sauvignon Blanc, Semillon, Chardonnay and Shiraz.
- 179 Wine Producer declared crushing grapes from Margaret River in Vintage 2023

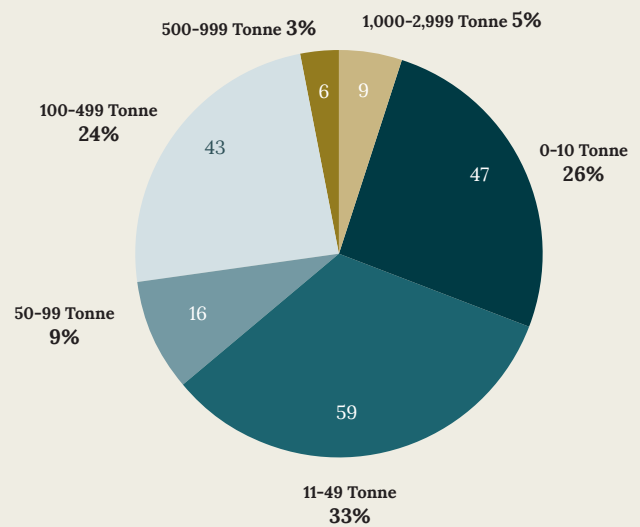
66%

wine producers in 2023
crushed less than 100 tonnes
of Margaret River GI fruit

CRUSH BY VARIETY



CRUSH BY WINE PRODUCER SIZE



Platinum Sponsors



Gold Sponsors



Silver Sponsors



CONTACT US

Margaret River Wine Association
PO Box 204 Margaret River,
Western Australia, 6285

Tel: 08 9757 9330
E: info@margaretriver.wine
W: margaretriver.wine

