



## ABOUT THE MARGARET RIVER WINE ASSOCIATION (MRWA)

### 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**

### 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, the Margaret River Wine Show and International Wine & Spirit Competition.
- 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 2023/2024:** download a copy [here](#)

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

Margaret River Wine Association Inc.

PO Box 204 Margaret River WA 6285 | [info@margaretriver.wine](mailto:info@margaretriver.wine) | [www.margaretriver.wine](http://www.margaretriver.wine) | ABN 65 090 079 453