



Margaret River Wine Region 2024 Sustainability Report





We grow and make our wines on the land of the Wadandi people, the traditional custodians of the Margaret River Region. We pay our respects to their Elders past and present.

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We proudly present the Margaret River Wine Region's 2024 Sustainability Report.

Margaret River is a breathtaking coastal wine region located in the secluded south-west of Australia. Its ancient granite landforms, amongst the oldest on Earth, are rich with ironstone gravels.

Here, the powerful Indian and Southern Oceans meet, engulfing this land with the energy of fresh, salt-kissed air that has flown clean and untouched for thousands of kilometres. The pristine country, with its abundant forest, caves and endemic flora and fauna, has been cared for by traditional owners, the Wadandi (Saltwater) People, for over 50,000 years to become one of Earth's most important biodiversity hotspots.

The south-west of Australia holds a special place as one of the original 25 globally recognised '*Biodiversity Hotspots*' and the first to be identified in Australia. Of the 36 hotspots currently acknowledged worldwide, only two are in Australia, underscoring the extraordinary value of this region.

For vignerons and winemakers, Margaret River is a true paradise. It offers an unparalleled natural environment, perfectly suited to producing some of the new world's most esteemed and revered wines.

At the Margaret River Wine Association, we understand the \$500 million economic contribution the industry makes to the region, the direct and indirect employment the sector provides and have embraced a deep commitment to continuous improvement and ensuring the land we love is preserved and enhanced for future generations.

The Margaret River Wine Association (MRWA) Sustainability Program was established out of a conviction to fulfil custodial responsibilities towards the region's exceptional environment, recognising the importance of sustaining and protecting its rare biodiversity. The program identifies key initiatives and measures, including environmental health and resilience, social responsibility, waste reduction and climate action. A major initiative of the Association is actively engaging our members with the *Sustainable Winegrowing Australia* program and supporting them in achieving certification.

This report captures our progress as of 2024, celebrating our achievements while acknowledging the exciting opportunities ahead. Together, we are dedicated to protecting and enhancing the legacy of this remarkable region.

Amanda Whiteland, CEO

Margaret River Wine Association

Our Region at a Glance



Total Area



Remnant Vegetation (46.4%)



Area under vine (2.7%)



Certified Sustainable Winegrowing Australia (48% of total area under vine)



Certified Organic & Biodynamic (7.6% of total area under vine)



68% Wine Producers crush less than 100 tonnes of Margaret River GI fruit



Sustainability & Wine



Sustainability refers to the capacity of a system, whether it be an ecosystem, community, or business, to endure and thrive over the long term while maintaining a balance among environmental, social, and economic considerations. It involves responsible resource management, minimising negative impacts on the environment, fostering social equity, and ensuring economic viability. Sustainable practices aim to meet the needs of the present without compromising that of future generations. In terms of wine this means employing viticultural and winemaking practices that prioritise environmental, social, and economic sustainability by examining our operations including energy & water use, waste management, use of fertilisers & chemicals, and can include practices such as organic or biodynamic farming. The goal is to produce high-quality wines while minimising our ecological footprint.

SUSTAINABLE WINEGROWING AUSTRALIA

The Margaret River Wine Association is progressing towards an ambitious goal to achieve 100% of members compliant to the national Sustainable Winegrowing Australia program (and 50% certified) by December 2025.

Sustainable Winegrowing Australia is Australia's national program for grape growers and winemakers to demonstrate and continuously improve their sustainable practices in the vineyard and winery through the environmental, social and economic aspects of their businesses. The voluntary program takes a holistic approach to managing, supporting, and promoting sustainability and is modelled on global best practices and aligned to the United Nations Sustainable Development Goals, with progress towards these monitored annually.

This program is an obvious extension of the natural environmental advantage of Margaret River as one of the world's most pristine fine wine producing regions and complements the Association's ongoing sustainability work.

Search members at sustainablewinegrowing.com.au



2024 SUSTAINABLE WINEGROWING AUSTRALIA HIGHLIGHTS

- **67%** of vineyards and **52%** of wineries in Margaret River have taken action to plan, monitor and **reduce water use**.
- **88%** of vineyard members have taken action to **protect and enhance existing biodiversity** on the property.
- **80%** of vineyard members and **70%** of winery members have participated in an on or off site **biodiversity project** in the last 12 months.
- **100%** of winery members and **96%** of vineyard members **consider waste management** in selection of inputs, packaging size, quantity, weight, the potential to reuse or recycle and the residual waste product when purchasing products.
- **100%** of winery members **separate stalks & marc from other waste**, and it is either composted, used as stockfeed, or sent off-site for further processing/ extraction.
- For **68%** of winery members and **53%** of vineyards **energy and fuel efficiency is a key** criterion in selection and/or design of new premises, vehicles, machinery, and equipment; only those with the highest efficiency are purchased.
- **88%** of vineyard members claim **efficient operating practices** for the premises, vehicles, machinery, and equipment are identified and implemented in the business
- **59%** of winery members are **using renewable energy** from the grid or onsite solar generation.
- **77%** of vineyard members **know their soil carbon content** and manage their soils to prevent decline of carbon content.
- In the past 12 months **35%** of member vineyards have **tried and/or replaced agrochemicals** with products or processes that have a lower environmental impact.



2024 SUSTAINABLE WINEGROWING AUSTRALIA REPORT CARD

Vineyard Certification	2019/20	2020/21	2021/22	2022/23	2023/24
Total Vineyards Certified	13	14	16	52	65
Vineyard Area (ha)	711	878	999	2,269	2,787
% of region hectares	12%	15%	17%	39%	48%

- **+25%** increase in Certified Vineyards
- **+23%** increase in Certified Vineyard Area (hectares)

Vineyard Membership	2019/20	2020/21	2021/22	2022/23	2023/24
Total Vineyard Members	35	45	64	73	83
Vineyard Area (ha)	1,662	1,817	2422	3,096	3,349
% of region hectares	28%	31%	41%	53%	57%

- **+14%** increase in Vineyard Membership
- **+8%** increase in Vineyard Member Area (hectares)

Winery Certification	2019/20	2020/21	2021/22	2022/23	2023/24
Total Certified Members	5	5	6	13	20
Certified Wineries Tonnes crushed	7,547	6,760	11,162	15,814	26,114

- **+54%** increase in Certified Wineries
- **+65%** increase in Certified Wineries Tonnes

Winery & Wine Business Membership	2019/ 2020	2020/ 2021	2021/ 2022	2022/ 2023	2023/24
Total Wine Business Members	0	0	1	4	6
Total Winery Members	7	12	17	22	24
Member Tonnes Crushed	11,793	13,155	23,532	32,007	28,315

- **+9%** increase in Winery Membership

Certified Wineries and Wine Businesses	Year Joined
3 Oceans Wine Company	2022
Altair Estate	2023
Cape Mentelle	2010
Credaro Winemaking	2022
Deep Woods Estate	2021
Gant and Co	2022
Howard Park Winery	2010
Idee Fixe Winery	2021
Juniper Estate Winery	2020
La Kooki Wines	2021
Leeuwin Estate Winery	2011
Margaret River Vintners	2021
Naturaliste Vintners	2010
Oates Ends	2020
Stella Bella Winery	2022
Thompson Estate	2021
Treasury Wine Estates - Devil's Lair	2010
Vasse Felix Winery	2021
Voyager Estate	2010
Xanadu Wines	2011
Yelverton Winery	2022

Certified Vineyards	Year Joined
3 Oceans Margaret River Vineyard	2023
467 Twenty Four Rd (Gant & Co)	2021
Abbey Vale	2023
Alan Rock	2020
Altair Estate	2021
Bantry Bay	2012
Bramley	2022
Brash Vineyard	2020
Brushwood Brook	2020
Bullant Estate	2023
Calneggia Family Vineyards	2009
Cape Mentelle Vineyards Ltd	2010
Celestial Bay	2021
Churchview Estate	2022
Corymbia Calgardup Vineyard	2022
Credaro Family Estate	2021
Dawson Wines	2012
Deep Woods Estate	2020
Domaine Naturaliste Wines	2021
Forrest Vineyard	2020
Georgettes Vineyard	2020

Certified Vineyards	Year Joined
Grace Farm	2022
Grand Vin Estate	2022
Gunyulagup Estate	2022
Harmony Forest Vineyard	2020
Heytsbury Wine Group Vineyards	2021
Howard Park - Margaret River Vineyards	2010
Island Brook Estate	2020
Jindawarra Vineyard	2021
Juniper Estate	2017
Kaard Wines	2020
Karridale Vineyards (Mandoon)	2020
Leeuwin Estate	2011
Lionel's Vineyard	2023
Maggies Farm	2020
Montgomery Vineyard	2021
Oakfield Estate	2020
Oldlands Vineyard	2023
Paganin Vineyard	2022
Passel Estate	2020
Peccavi Wines	2020
Ridge Farm	2020
Rivenleigh Vineyard	2020
Roje Estates [Firetail]	2021
Rosa Park Vineyard	2014
Saracen Estates	2020
Sewards Vineyard	2013
Sirens Vineyard	2021
Slab Hut	2023
St Johns Vineyards - Yelverton	2022
Starcastle Investments - Ironstone, Yallingup, Bridgelands	2009
Stella Bella Wines	2022
The Gravels Vineyard	2020
Thompson Estate	2021
Timber Creek Vineyards	2013
TWE - Devils Lair Vineyard	2010
Victory Point Wines	2010
Voyager Estate	2010
Wayfinder Vineyard	2022
Were Estate	2012
Wildberry Farm	2020
Wildberry Springs	2022
Woodman Vineyard	2012
Wylco	2023
Xanadu Wines	2011

Adopting Organic and Biodynamic Practices



A growing number of vineyards are embracing reduced chemical use, and more regulated organic and biodynamic practices to maximise vine health and minimise harm to the surrounding ecology while returning good inputs such as compost back to the land.

Currently, 442 hectares or 7.6% of the region's vineyards are certified organic or biodynamic.



CERTIFIED ORGANIC OR BIODYNAMIC PRODUCERS

These producers in the Margaret River Wine Region are fully certified as biodynamic or organic through every step of the wine production process, from vineyard to bottle, and their wines are often labelled as such.

Producer	Organic/ Biodynamic	Cert Agency	Cert No	Grapes	Wine
Blind Corner	Biodynamic	ACO	12066	Yes	Yes
Burnside Organic Farm	Biodynamic	Demeter	743	Yes	Yes
Cullen Wines	Biodynamic	ACO	10864	Yes	Yes
Rosily Vineyard	Organic	ACO	12122	Yes	Yes
Settlers Ridge	Organic	SXC	6115P	Yes	Yes
Stormflower Vineyard	Organic	SXC	19021	Yes	Yes

These producers have a component of their grape growing and winemaking process certified as biodynamic or organic.

They may still be converting a portion of their vineyards to organic, producing some wines from non-certified vineyards or making wine in a non-certified winery.



Producer	Organic/ Biodynamic	Cert Agency	Cert No	Grapes	Wine
Churchview Estate	Organic	ACO	12758	Yes	Yes [#]
House of Cards	Organic	ACO	12799	Yes	Yes [#]
Marri Wood Park	Biodynamic	Demeter	735	Yes	No
McHenry Hohnen	Biodynamic	ACO	12956	[Yes]	Yes [#]
Morlet Wines	Organic	NASAA	6424	No	No
Si Vintners	Biodynamic	Demeter	789	[Yes]	No
Snake & Herring	Organic	SXC	22024	[Yes]	No
Voyager Estate	Organic	ACO	12507	Yes	Yes [#]
Walsh & Sons	Biodynamic	Demeter	777	Yes	No
Wayfinder	Organic	ACO	13155	Yes	No
Windows Estate	Organic	SXC	20109	Yes	Yes [#]
Witchcliffe Ecovillage	Organic	NASAA	6390	Yes	No
Windance Estate	Biodynamic	Demeter	799	[Yes]	No
Woodlands Wines	Organic	NASAA	6392	[Yes]	Yes [#]

[] indicates that not all vineyards owned or contracted by this producer are under certification

indicates that not all wines currently for sale by this producer are made with certified organic or biodynamic grapes

Source: www.margaretriverorganicwine.com

Margaret River Wine Association Actions and Highlights



COASTAL REVEGETATION DAY

This year, the MRWA held its third Revegetation Day, at Gas Bay, in partnership with Nature Conservation Margaret River Region and the Shire of Augusta Margaret River, supported by the Undalup Association and the Margaret River Coastal Residents Association.

Over 55 winery volunteers representing 16 producers worked on rehabilitation and coastal revegetation at the popular surf location south of Gnarabup. The volunteers undertook dune erosion control works by laying Peppermint Tree brushing and planting pigface and 220 coastal plants. The work aims to promote natural regeneration, manage drainage and protect sensitive coastal vegetation. Fundraising efforts through a charity night at Movies at Cape Mentelle supported this initiative.

ECOVINEYARDS PROGRAM

Margaret River is a participating region in the national EcoVineyards program, which supports actions to enhance soil health and increase functional biodiversity in vineyards. Roje Estate, Stormflower Vineyard, Wayfinder and Juniper Estate are all participating EcoGrower trial sites.

This year's highlights included a Soil Health and Hydroseeding workshop presented by the EcoVineyards team and hosted by Juniper Estate.

[Read more.](#)



VINTAGE SMOKING CEREMONY & WELCOME TO COUNTRY FOR SEASONAL WORKERS

On 8 February, the 2024 Vintage Welcome to Country and Smoking Ceremony was held in Pioneer Park in Cowaramup. The gathering centred around Dr Wayne Webb and Iszac Webb welcoming those arriving in the area to help with the 2024 vintage and sharing the beautiful culture and history of the traditional custodians, the Wadandi (Saltwater) people.

Attendees were also treated to a traditional dance and song by over twenty workers from Timor Leste, followed by a performance of Fijian traditional songs from workers who have been working in vineyards and hospitality in the region as part of the Pacific Australia Labour Mobility (PALM) Scheme. [Read more.](#)

2024 VITICULTURE AND SUSTAINABILITY EXCELLENCE AWARD

This year's Viticultural and Sustainability Excellence Award presented by Cape Mentelle went to Richard Bateman of Fabal Vineyards. First introduced in 2007, the Viticultural and Sustainability Excellence Award recognises the importance of vineyard practices in crafting outstanding wines.

When presenting the award, Cape Mentelle's Chief, Dave Moulton, said, "This year's winner displayed all the elements that we were looking for, in a methodical approach to solving problems, practical examples of sustainability, a work ethic that is truly impressive, and a desire to bring fresh faces to the industry through training and mentoring."

2024 JOHN TATE MEMORIAL INNOVATION AWARD

Dormilona's Josephine Perry received the John Tate Memorial Innovation Award for her Fangbone range of reusable/refillable one-litre bottles. Fangbone removes single-use packaging, reducing waste and improving sustainability. Head of Marketing at Tate Wine, Olivia Tate said, "This year's winner has taken their passion for sustainability with relooking at the way we use glass wine bottles with her refillable wine bottles."

MARGARET RIVER WINE SHOW SUSTAINABILITY TROPHY

A Sustainability Trophy was added to the line-up of awards at the 2024 Margaret River Wine Show. Presented by Wines of Western Australia, this Trophy recognises a wine of excellence that is Certified Sustainable Winegrowing Australia, Organic or Biodynamic, or in Lightweight Glass under 420 grams. The inaugural Sustainable Wine Trophy was presented to Voyager Estate for the Coastal Cabernet Sauvignon 2023, which is Certified Organic and Certified Sustainable Winegrowing Australia. Voyager Estate is also moving future bottlings of this wine to lightweight glass.



BIOSECURITY AND PHYLLOXERA-FREE

Margaret River is one of the few wine regions in the world able to grow vines on their own root system, without the need for rootstock. The absence of the vine pest phylloxera has meant most vineyards have been grown from cuttings taken from high-quality, existing vineyards. This has allowed for selecting and propagating of very high-quality heritage clones of each grape variety.

Protecting our vines is critical. When you visit our region's cellar doors, you will notice signs that ask that you stay out of the vineyards. This will prevent the spread of pests or diseases that may be on your shoes or clothing entering our vineyard, encouraging visitors to admire our vines from a safe distance.

SUSTAINABLE ROUNDTABLE MEMBERSHIP

Sustainable Roundtable is a global platform to advance sustainability across the wine industry, from production to retail. The Margaret River Wine Association joined the **Sustainable Wine Roundtable** (SWR) as an Associate Member in July 2023.

MRWA LIGHTWEIGHT GLASS CHARTER

Margaret River Wine Association has launched a **Lightweight Glass Charter**. The Charter is designed to acknowledge the action taken by producers to reduce the carbon footprint of their business and encourage others to do the same.

This Charter supports a similar retail campaign in Europe, and it is also supported by Wine Australia's **Emissions Reduction Roadmap** which identifies a shift to lightweight as one of three key areas of action for the wine industry to reduce emissions. MRWA wants to see Margaret River continue to lead the way in the uptake of lightweight glass.

DIVERSITY, EQUALITY AND INCLUSION IN WINE CHARTER

MRWA is a signatory to the Australian Grape and Wine **Diversity, Equality and Inclusion in Wine Charter**. The Charter outlines five key points essential to a safe and equitable workplace for employees of, and people who have dealings with, the signatory. Other signatories in the region include AHA Viticulture, Cape Mentelle, Oates End, Passel Estate, Rathbone Wine Group (Xanadu Wines) and Voyager Estate.

Our Wine Community's Actions



ENERGY

CARBON NEUTRAL AND CARBON POSITIVE

Cullen Wines has been certified carbon neutral since 2007 and carbon positive since 2019, where their soils sequester and hold more carbon than their business emits.

SOLAR PANELS

To reduce power consumption, many wineries in the region, including [Cape Mentelle](#), [Fraser Gallop Estate](#), [Voyager Estate](#), [Wayfinder](#) and [Xanadu](#), have installed solar panels and converted all lights to LED.

Stormflower Vineyard operates all their viticulture and winemaking practices off-grid.

ELECTRIC VEHICLES

Wayfinder Vineyards is doing its best to go electric where it can and has started in the vineyards using electric buggies, which then get plugged in at the end of the day to recharge.

To further their commitment towards the environment, [Cape Mentelle](#), [Swings & Roundabouts Yallingup](#), [House of Cards](#), [Xanadu](#), [Aravina Estate](#) and [Voyager Estate](#) have installed EV charging stations. To see all stations in the region, click [here](#).



WATER

WATER MANAGEMENT

Cape Mentelle treats 100% of the water they use in the winery thanks to a fully self-contained rain and surface water treatment system considered a model in our region. This water is then dispersed across a native tree lot.

Stormflower Vineyard uses tertiary treatment of their wastewater, allowing solid separation through sedimentation processes; the liquid is pH adjusted and decanted off solids; aeration treatment follows to reduce biological oxygen demand (BOD), after which the wastewater is passed through a series of reed beds before being irrigated onto pasture.

See our Waste Water case study [here](#).



BIODIVERSITY

REVEGETATION AND CONSERVATION

Wayfinder Vineyards have planted over 50,000 trees, shrubs and grasses to increase the biodiversity of their property and reclaim almost 4 acres of bushland.

Voyager Estate has planted nearly 60,000 trees and shrubs to rehabilitate cleared farmland. See our case study [here](#).

Howard Park has a [partnership with Carbon Positive Australia](#) whereby for every bottle of Arbor Novae sold, they donate \$1.50 to support local tree planting and landscape restoration.

Margaret River Vintners have once again held their annual weeding day, which focussed on clearing the invasive Sydney Golden Wattle and other woody weeds from the ecological community known as Busselton Ironstone community, which is within their site boundaries and contains critically endangered ecology.

[Passel Estate Possum Conservation](#) commenced after the fires of 2011. The owners of [Passel Estate](#) provided a family (or Passel) of Western Ringtail Possums with boxes in the sanctuary of their giant peppermint trees. They have since installed two soft-release enclosures alongside the creek line, to enable the successful rehabilitation of more Western Ringtail Possums at the estate, working alongside local conservation groups and guided by the code of practice for wildlife rehabilitation in Western Australia.

This year, the Heytesbury Wine Group have undertaken Biodiversity Assessment Management studies on several vineyards, with others to follow. This has allowed them to get a baseline understanding of the remnant bushland on these properties and prioritise activities to protect and improve the biodiversity on their vineyard sites. They have been working on arm lily removal on newly purchased land and have trained staff in weed management and the preparation of a rehabilitation management plan. Their first rehabilitation project saw over 500 local native plants planted along the Wilyabrup Brook to replace East Coast species that have become weeds here.

WEED MANAGEMENT

The Arum lily is an incredibly invasive weed in our region, and without control, it would continue to spread and aggressively outcompete native plants and replace diverse plant communities.

Many [winemakers and grape growers](#) including [Clairault Streicker](#), [Voyager Estate](#), [Leeuwin Estate](#), [Vasse Felix](#), [Brookland Valley](#), [Mr Barval](#), and [Windance Estate](#), work with Nature Conservation Margaret River to control the dense arum lily monocultures to safeguard the region's unique natural environment and preventing spread to neighbouring properties.



LAND & SOIL

COMPOSTING

Many members realise the benefits of returning organic matter to the soils via composting grape marc, a by-product of wine production. **McHenry Hohnen** use compost, alongside other biodynamic practices, to increase soil and vine health.

SHEEP

Sheep rotate through many vineyards in Margaret River from June to September to control the weeds and grasses, which saves on tractor use and diesel and avoids herbicides. **Oates Ends** also employs sheep in their Wilagri Vineyard to do their leaf plucking. Briefly sending the sheep through the vineyard during the growing season, if timed well, this opens the canopy to increase airflow and vine health without machinery.

DUCKS, GEESE AND GUINEA FOWL

Burnside Organic use Geese in the vineyard to minimise Kikuyu grasses. In 2022, **Voyager Estate** trialled the use of Muscovy Ducks to control snails, with noticeable reductions in those blocks that the ducks frequented, and enough that they added a second flock to another vineyard in 2023.

Windance Estate have been home to a flock of Guinea Fowl for a number of years, they consider them an important part of the ecosystem in their organically certified vineyard as the birds forage for and eat unwanted insects and leave behind nature manure to fertilise the vineyard.



PACKAGING

LIGHTWEIGHT GLASS

A growing number of Margaret River producers have switched to lightweight glass. Dr Michael Peterkin of **Pierro Wines** began this back in 2012. Glass bottles, packaging and transport represent up to 75% of a typical wine producer's carbon emission. The heavier the bottle, the more fuel burns in its production and transportation, and the more emissions soar. Switching to lightweight glass typically represents a 22% reduction in a wine's carbon footprint.

REUSABLE BOTTLES

Earlier this year, **Dormilona** released their Fangbone range of reusable/refillable one-litre bottles. Fangbone removes single-use packaging, reducing waste and improving sustainability. When you purchase your first bottle of Fangbone wine from your local bottle shop, the bottle deposit is included in the price, once empty, you can return the Fangbone bottle to the place of purchase and swap it for a new full bottle from the Fangbone range of wines. The empty bottles then get returned to the winery to be washed and reused.

LOCALLY MADE

Idée Fixe bought their specialised sparkling bottle production onshore after a year working with an Australian glass manufacturer, which dramatically reduces carbon miles and supports Australian business.

ALTERNATIVE PACKAGING

Small Things Wine is leading the charge with alternative packaging, with all their wine going into aluminium cans, a packaging format that can represent a 70% reduction in CO₂ emissions.

SUSTAINABLE WINEGROWING AUSTRALIA (SWA) TRUST MARK ON PACKAGING

In the last year, there has been an increase in Sustainable Winegrowing Australia (SWA) Certified Members applying to use the SWA trust mark, with 16 producers now proudly displaying the trust mark on their labels, assuring consumers that the wine has an independent sustainability certification, and it is grown and crafted by producers who are committed to reducing their environmental impact.

APCO MEMBERSHIP

The Australian Packaging Covenant Organisation (**APCO**) aims to keep as much packaging out of landfills as possible by minimising packaging and then ensuring what is used is reusable, recyclable, or compostable. Producers who have signed up include **Cullen Wines**, **Deep Woods Estate**, **Howard Park Wines**, **La Kooki**, **Leeuwin Estate**, **Stella Bella Wines** and **Vasse Felix**.



COMMUNITY & SOCIAL RESPONSIBILITY

INTERNATIONAL WINERIES FOR CLIMATE ACTION (IWCA)

In September 2020, **Cullen Wines** joined the IWSC, followed by **Voyager Estate** in December 2021. Both now hold Silver Membership status and are committed to decarbonising and taking action to reduce greenhouse gas emissions.

FRIENDS OF THE CAPE TO CAPE TRACK

Six wineries in the region, **Cape Mentelle**, **Deep Woods Estate**, **Devils Lair**, **Vasse Felix**, **Voyager Estate** and **Xanadu**, have adopted a section of the world-famous Cape-to-Cape track through the “Friend of the Cape to Cape Track’ program.

Throughout the year, teams from these wineries regularly perform track maintenance on their ‘adopted’ sections of the track, including light pruning, minor erosion control, bush rehabilitation, reporting any weed infestations and litter collection.

ENCOURAGING RESPONSIBLE CONSUMPTION

Margaret River Cellar Doors encourage responsible consumption and display the DrinkWise *Stay tasteful while tasting* resources, including the scratchie card to track consumption.

These are designed to increase our visitors understanding of how many pours (tastings) add up to a standard drink and provide a practical solution for moderating drinking during winery visits, particularly if driving. These resources also allow our cellar doors to show their ongoing commitment to consumer education around alcohol as part of their risk mitigation framework.

DONATIONS

In 2022, **Stormflower Vineyard** produced a *Line in the Sand* Rosé and donated half the proceeds, totalling \$15,000, to **Line in the Sand (LITS)**. This local charity that funds environmental projects in the Margaret River region.

Stormflower Vineyard and **McHenry Hohnen** have installed donation tap points in their cellar doors, for customers to donate their tasting fee to Line in the Sand (LITS) rather than pay the winery. The initial response from visitors has been very good, and LITS hopes to extend the program to other wineries.

Additional Information



MARGARET RIVER WINE ASSOCIATION SUSTAINABILITY CASE STUDIES

[Revegetation Program – Voyager Estate](#)

[Wastewater – Cape Mentelle & Stormflower](#)

[Energy Savings – Xanadu Winery](#)

LINKS, PARTNERSHIPS AND RESOURCES

[Australian Packaging Covenant Organisation \(APCO\)](#)

[EcoVineyards](#)

[Friends of the Cape-to-Cape Track](#)

[International Wineries for Climate Action](#)

[Nature Conservation Margaret River Region](#)

[Sustainable Winegrowing Australia](#)

[Sustainable Wine Roundtable](#)

[Wine Australia Emissions Roadmap](#)



This program has been supported by funding from:





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