

GRAPE GROWER MEMBER BENEFITS

1 January - 31 December 2025

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 / International Wine & Spirit Competition
- 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 and 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: 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