

Margaret River Wine Association Strategic Plan 2025-2030



Acknowledgement of Country

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.



Contents

About the Margaret River Wine Association	2
Vision, Purpose, Mission and Values	3
Margaret River wine sector at a glance	4
Strategic Goals	5
1. Build Brand and Market Strength	6
2. Strengthen Partnerships	7
3. Lead in Sustainability	8
4. Grow Capability and Resources	9



About the Margaret River Wine Association

The Margaret River Wine Association (MRWA) supports the region's grape and wine community by mobilising the power of collaboration and securing funding to build, protect and promote the Margaret River Wine brand.

MRWA is an independent, non-profit organisation financed by its members, with additional funding sourced through sponsorship and grants. In FY25, MRWA had 176 wine producer members, 30 grape grower members, and more than 70 commercial members.

The Association's affairs are governed by a Board on behalf of members. The Board consists of the office bearers—Chair, Vice-Chair, Secretary and Treasurer—together with sufficient additional members, for a maximum of ten. Seven positions are elected by the membership, with up to three further members able to be appointed.

Currently, the Board Chair is an independent, appointed role. The Association employs a Chief Executive Officer and a Membership Manager full-time, with additional support staff engaged on contract.



Vision, Purpose, Mission and Values

Vision

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

Mission

MRWA supports the Margaret River grape and wine community by fostering collaboration and securing funding to build, protect and promote the Margaret River Wine brand.

Purpose

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

Values

EXCELLENCE

We celebrate quality and strive to be world-class in everything we do.

COLLABORATION

We believe in unity and the power of working together.

SUSTAINABILITY

We are custodians of the land, respecting its biodiversity and Wadandi culture, and ensuring we leave it better than we found it.

TRANSPARENCY

We represent our members with honesty and integrity.

Margaret River wine sector at a glance

Grape and Wine Production

Total Vineyard Area	5,840 hectares (2.7% of the total region)
Total Winegrape Crush	34,344 tonnes (5-year average 2020-2024)
Average Grape Price	\$1,761 per tonne
Total Grape Value	\$60 million (estimated)
Total Sector Value	\$500 million +
Varieties	Over 40 varieties (Top 5 account for 87% of the tonnes crushed) 58% white, 42% red
Key Varieties	Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Semillon, Shiraz

Wine Businesses



Wine Producers
176



Cellar Doors
100



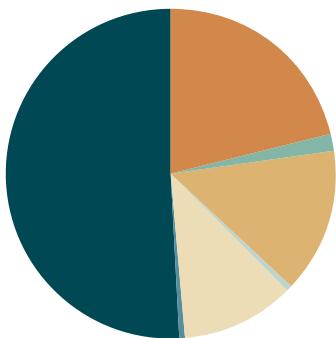
Direct Jobs
3,000



Indirect Jobs
5,000

Domestic Sales

Retail Value by State

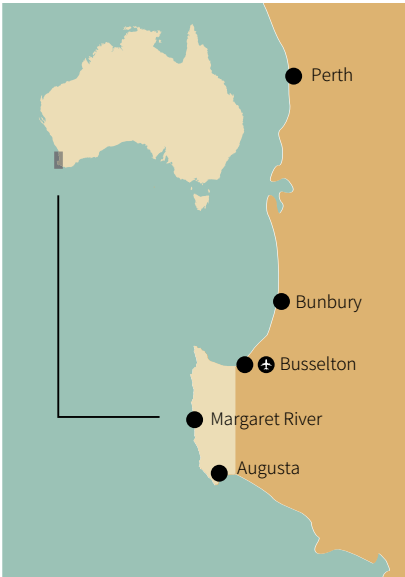


WA 50.8%	NT 0.6%
NSW 21.4%	VIC 11.0%
SA 1.6%	TAS 0.5%
QLD 14.2%	

Export Sales

Percentage Exported	Approx 10%
Exporters	64
Export Markets	53
Top 5	UK, China, Singapore, USA, Canada
Value	\$24.3 million
Volume	2 million litres (211k cases)
\$/Litre	\$12.46/litre vs Australian average of \$3.88/litre
Container Type	Glass Bottle 94%, Unpackaged 6%

Margaret River Wine Region





Strategic Goals

This plan provides a clear strategic framework to guide our efforts over the next five years as we work towards our shared vision.

1. Build Brand and Market Strength

Develop and deliver impactful marketing strategies that grow global awareness, demand, and value for Brand Margaret River with both trade and consumers.

2. Strengthen Partnerships

Build and strengthen partnerships and member engagement to foster unity and collaboration across the region.

3. Lead in Sustainability

Champion the long-term resilience of the Margaret River wine sector by leading and facilitating continuous improvement in Environmental, Social, and Economic Sustainability.

4. Grow Capability and Resources

Secure the resources and skills required to fulfil our purpose and deliver high-quality services to members.

Note: This Strategic Plan is reviewed annually to assess progress against key initiatives and metrics. Adjustments will be made to ensure alignment with evolving industry conditions and stakeholder needs.

1. Build Brand and Market Strength

Develop and deliver impactful marketing strategies that grow global awareness, demand, and value for Brand Margaret River with both trade and consumers.

Strategic Priorities

1. Create high-quality brand content and education tools.
2. Embed key brand messages with members and stakeholders.
3. Communicate effectively via website, social media, eDMs and events.
4. Create a Margaret River Wine Tourism Strategy and key initiative plan.
5. Develop and implement a domestic marketing program.
6. Continue developing key export markets, leveraging the Wine Industry Partnership.

Activities

- Brand Identity and Development
- Communications and Public Relations
- Key Market Development
- Inbound Visitor Programs
- Wine Shows

Value Creation

Excellence
Consistency
Recognition
Reputation

How we measure success

- Creation of marketing assets
- Members adopt brand tools and initiatives
- Individual Program KPIs
- Trade and consumer engagement and participation
- PR and Media outcomes
- Visitor spend at wineries
- Export value growth

2. Strengthen Partnerships

Build and strengthen strategic partnerships and member engagement to foster unity and collaboration across the region.

Strategic Priorities

1. Conduct regular member consultation, networking events, and an annual survey to ensure effective representation.
2. Deliver relevant, effective support and high-quality member services.
3. Clearly and consistently communicate the value of MRWA services to members.
4. Build and strengthen partnerships with local community, business, and government stakeholders to ensure shared success.
5. Build strong national and state relationships for effective regional representation and advocacy.
6. Strong regional representation on Key Stakeholder Boards and Committees.
7. Identify and pursue new strategic partnerships.

Activities

- Advocacy
- Member Networking Events
- Member Surveys and consultation
- AGM and Annual Report
- Engagement with Sponsors, Industry Bodies, Government and Allied Agencies

Value Creation

Collaboration
Representation
Amplification
Cohesion
Co- funding
Credibility
Engagement

How we measure success

- Member Satisfaction
- Member Survey Results
- Grape Grower and Commercial Member numbers
- Event attendance
- Program engagement
- Industry co-investment
- MOUs and collaborative projects



3. Lead in Sustainability

Champion the long-term resilience of the Margaret River wine sector by leading and facilitating continuous improvement in Environmental, Social, and Economic Sustainability.

Strategic Priorities

- 1. Build strong Sustainability and Technical Committees.
- 2. Drive widespread adoption of Sustainable Winegrowing Australia (SWA) and ESG best practices, including biosecurity and promotion of responsible consumption.
- 3. Develop and maintain a comprehensive library of regional data for industry use, marketing and education tools.
- 4. Design and deliver high-quality training to support industry across all facets of production, sales and marketing.
- 5. Demonstrate respect for the traditional owners through meaningful engagement and action.

Activities

- Promote Environmental Stewardship
- Promote Biosecurity
- Support Capacity and Capability Building programs
- Promote Social Responsibility

Value Creation

- Sustainability
- Integrity
- Ethics
- Social License
- Community

How we measure success

- SWA membership/certification
- Biosecurity adherence
- Sustainability integrated into marketing
- Quantity and quality of Industry Development programs and workshops

4. Grow Capability and Resources

Secure the resources and skills required to fulfil our purpose and deliver high-quality services to members.

Strategic Priorities

1. Maintain an appropriate level of APC to support MRWA's purpose.
2. Secure funding through grants, sponsorships, project management and fee-for-service activities.
3. Grow commercial membership, especially among supplier groups.
4. Ensure adequate staffing, contractors and training to deliver strategic initiatives.
5. Engage MRWA members for committee participation, project support and volunteering.
6. Ensure an effective and engaged Board and Management.

Activities

- Administration
- Budgeting and Financial Reporting
- Governance and Administration
- Membership Management
- Securing Grant Funding
- Strategic Planning

Value Creation

- Transparency
- Leadership
- Credibility
- Accountability

How we measure success

- Budgeting and financial management
- Securing Grants
- Sponsorship, Grower and Commercial Membership Metrics
- Regulatory compliance
- Board Capability
- Executive KPIs and Staff Capability





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