

Margaret River Wine Association Annual Report 2024-2025



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.



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.

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
Collaboration
Sustainability
Transparency

Our Strategic Goals

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.



MRWA Board & Staff at the 2024 Gala Lunch (L to R) Ke Zheng, Blair Poynton, Leah Clearwater, John Fogarty, Greg Wall, Rob Towner, Paul Dargue, Amanda Whiteland, Wendy Stimpson and Pip Heaford (absent Tony Davis and Craig Tompkins).

Our Board

Peter Campbell
CHAIR
(from March 2025)

Greg Wall
CHAIR
(to February 2025)

Steve James
VICE CHAIR
(to October 2024)
Voyager Estate

Wendy Stimpson
VICE CHAIR
Passel Estate

Paul Dargue
TREASURER & SECRETARY
Evans & Tate

Blair Poynton
McHenry Hohnen /
Juniper Estate

Craig Tompkins
(to April 2025)
Rathbone Wine Group

John Fogarty
Deep Woods Estate

Leah Clearwater
Wayfinder /
Margaret River Wine Academy

Tony Davis
Snake + Herring

Ke Zheng
3 Oceans

Rob Towner
(from December 2024)
Flametree Wines

Our Team

Amanda Whiteland
CEO

Pip Heaford
Membership Manager

Grace Pigram
Export & Brand Development
(Contract)

Emily Sharland
Brand Communications
(Contract)

Kate Morgan
Sustainability Engagement Officer
(Contract)

Alderton Bhudia /
Account On Me Business Services
Bookkeeping

Our Sub-Committee Members

Wine Show

Cam Haskell

CHAIR

Leeuwin Estate

Dave Bursey

VICE CHAIR

Redshed Wines

Andrew Bretherton

Juniper (from June 2025)

Andrew Dawson

Yeah Wines

Breac Wheatley

Leeuwin Estate (until November 2024)

Brendan Carr

Idée Fix

Charlotte Dowden

Cape Mentelle

Luke Jolliffe

Stella Bella

Matt Buchan

Deep Woods Estate (from June 2025)

Matt Godfrey

Credaro Family Estate

Remi Guisse

Domaine Naturaliste & tripe.Iscariot

Tim Shand

Voyager Estate (until December 2024)

Trent Kelly

Aravina

Ulrika Larsson

Clairault Streicker

Sustainability

Dan Stocker, Chair

Juniper Estate / Higher Plane

Alex Miller

Xanadu

Chris Gillmore

Clairault Streicker

David Martin

Stormflower

John Fogarty

Deep Woods Estate

Kate Nickels

Fogarty Wine Group

Mike Gray / Larissa Peck

AHA Viticulture

Eloise Jarvis

Wines of Western Australia

Drew McKenzie

Nature Conservation

Richard Fennessy

DPIRD

Saul Cresswell

Shire of Augusta Margaret River

Cellar Door Managers

Larrissa Dalli Cani

CHAIR

Howard Park Wines

Ulrika Larsson

VICE CHAIR

Clairault Streicker

Clarice Hayman

SECRETARY

McHenry Hohnen

Adam Elton / Josefine Boehm

Voyager Estate

Antonia Carreira

Swings & Roundabouts (from February 2025)

Dave Targett

Fermoy Estate

Julie Hartley

Grace Farm

Nicolas Risch

Cape Mentelle

Samantha Bradley

Xanadu Wines

Stacy King / Chenae Greenhalgh

Thompson Estate

Ulf Klinteberg

Jarvis Estate



Chair Report

I am delighted to present the Margaret River Wine Association's Annual Report for the financial year ending 30th June 2025, my first as Chair.

The report provides members with a detailed view of the Association's activities over the past 12 months, several of which I wish to highlight. The industry is a significant contributor to our local community; however, member feedback indicates that the sector is likely to face increased headwinds in the foreseeable future. The Board and management are very mindful of the macro environment in which we operate and are working to align the Association's activities to that environment.

To that end, we undertook a strategic and operational review in May. The review confirmed our four strategic pillars, which are detailed within the 2025-2030 Strategic Plan. Importantly, it made subtle but essential updates designed to focus our efforts on market development. One key element the Board agreed upon is the development of a Wine Tourism strategy and supporting activities, to be rolled out over the coming months.

Industry Landscape

General Economic Climate

The general economic climate remains challenging, with global wine consumption at its lowest levels since the Margaret River wine region was established.

Securing well-trained staff remains an ongoing challenge for local businesses, particularly in the wine tourism and hospitality sectors.

2025 Vintage

Margaret River's 2025 vintage delivered classic conditions for producing outstanding wines.

A wet winter followed by a moderate spring led into a warm, dry summer, with cooling afternoon sea breezes supporting an extended, even ripening period. Low disease pressure allowed fruit to be harvested in pristine condition. Chardonnay and Sauvignon Blanc stood out among the whites, and Cabernet Sauvignon, Malbec and Shiraz are showing great promise, with excellent balance, structure and flavour. The season is being hailed as one of the best in recent memory—drawing favourable comparisons to the exceptional 2018 vintage.

Wine Export

Approximately 10 per cent of Margaret River wine is exported, and Wine Australia figures for the 12 months to June 2025 MAT show some positive results:

- 64 Margaret River wine producers exported to 53 markets,
- Total Wine Export (including unpackaged) value of \$24.3 million (+11.2%), volume of 2 million litres (+19.2%) and a value per litre of \$12.46 (-6.7%), and
- Total Bottled Wine Export value of \$23 million (+10.6%), volume of 1.5 million litres (+20.9%) and a value per litre of \$14.79 (-8.6%).

Relationships and Advocacy

Your Association has strong relationships with a wide range of collaborators and partners, and my principal focus in this first year in office is to do all I can to grow further and strengthen them for the benefit of its members.

Key amongst them are: Wines of Western Australia, Margaret River Busselton Tourism Association, the City of Busselton and the Shire of Augusta Margaret River, DPIRD, South West Development Commission, Australia's South-West and Nature Conservation Margaret River Region. Equally important to our industry are our relationships with Wine Australia and Australian Grape and Wine.

MRWA Financial Performance

The Association is fortunate to be the recipient of a new funding programme – the Wine Industry Partnership (WIP) – which will deliver much-needed funding over the next four years. We thank the State Government and the enablers, DPIRD and Wines of WA, for their support. This additional funding will be allocated directly to member-focussed activities undertaken by Amanda and her team.

For the year just gone, the Association's financial performance aligned with the budget and operation plan, and details are contained later in this report. The Association's financial position remains sound, although the funding needed to develop our intended actions remains tight despite the WIP support. We anticipate that the headwinds I mentioned earlier may result in lower receipts from the APC process, and both the Board and Management are mindful of and responsive to this possibility.

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 recognised as one of the world's most compelling fine wine experiences. We aim to build, protect and promote the Margaret River wine brand.

Leadership

I would like to start by expressing my sincere thanks to my predecessor, Greg Wall AM, who served as Chair for five years and retired in March of this year. Greg's leadership brought us to the point we are today, and I hope to successfully build on his legacy.

Earlier this year, Board member Craig Tompkins stood down after leaving the industry. Whilst I didn't get to work with Craig, on behalf of the rest of the Board and the membership, I thank him for his service.

I have noted, during my first few months in office, the high level of engagement of the Board, and I am informed about the many other member volunteer activities that take place through our various sub-committees and events. I offer my deep thanks to my fellow Board members and to the numerous volunteers for their selfless dedication in keeping so many elements of the Association running.

In closing, I offer my sincere thanks to our CEO, Amanda, for her dedicated hard work, and through her to the rest of the team, Pip, Kate, Grace and Emily. I'm well aware that their collective work behind the scenes often goes a bit unnoticed, but if it weren't for their commitment and focus, we would not be in the position we are today.

I commend this report to you, and I look forward to working with you over the years to come.



Peter Campbell
CHAIR



CEO Report

In 2024/25, together with our Board, Volunteer Sub-Committees, partners, and members, we delivered an outstanding program of activities that strengthened the Margaret River Wine brand at home and abroad, while supporting our members and community here in the region.

It has been a year of momentum, innovation, and collaboration. From international accolades to grassroots sustainability initiatives, our collective achievements continue to elevate Margaret River as one of the world's truly great wine regions.

I am immensely proud of our team and what we have achieved together. Thank you all for your support of the Margaret River Wine Association and our shared vision.

Key Achievements of 2024/25

Building Brand and Market Strength

- Delivered the inaugural **Summer of Wine** campaign, promoting 50+ winery-led events and driving strong visitation and engagement.
- Refined and elevated brand tools, with a refreshed **MRWA logo**, new **Brand & Style Guide** and updated **Media Kit** distributed to members and stakeholders
- **Website news and blogs, newsletters, and social media content**, anchored in the brand pillars and regional successes, delivered strong engagement and grew reach.
- Partnered with **IWSC** global judging for the third year, developing a comprehensive program to host international judges in August 2025. Events and PR campaign from the prior year also delivered significant exposure, reaffirming Margaret River's leadership in Chardonnay and Cabernet Sauvignon.
- Delivered another successful

James Halliday Chardonnay and Cabernet Challenge, and the 23rd **Margaret River Wine Show**, with 650 entries from 91 exhibitors.

- Hosted **key media and trade visits** from key UK, US, and Australia, strengthening the awareness of the region's quality and diversity.
- Continued the **Wine Folly Region Guide** and **101 Course**, supporting wine education and growing knowledge.

Strengthened our Partnerships and Member Services

- The **2025 Annual Membership Survey** recorded 88% members satisfaction with MRWA's strategic direction and initiatives (89% in 2024, 63% in 2021, and 51% in 2018).

Lead in Sustainability

- Released the **second Sustainability Report**, highlighting member progress and leadership in environmental and social responsibility.
- Launched the **Lightweight Glass Charter**, with seven Full Signatory Wineries and ten producers signing the Statement of Intent to reduce emissions through their packaging choices.
- Celebrated the **Vintage Smoking Ceremony & Welcome to Country**, now in its third year, welcoming vintage workers and the community, with Wadandi Elders and Pacific Islander cultural performances.

- Delivered the **4th Wine Community Revegetation Day**, with strong industry collaboration to restore local environments.
- Hosted the six month **Next Crop Leadership Program**, supporting fifteen next generation leaders with professional and personal development opportunities.
- Hosted vineyard, sustainability and cellar door **workshops**, providing members with practical tools and knowledge.

Grew Capability and Resources

- **Sponsorship and Grants** remained vital to MRWA funding, with more than 10 grant applications submitted and funding secured from Wines of WA Export Growth Partnership with DPIRD, from Austrade, Wine Australia and the Shire of Augusta Margaret River.
- Income from **member user-pays programs** grew by over 30%, reflecting demand for MRWA initiatives and reinforcing that they deliver value and results.
- The MRWA team expanded with Grace Pigram joining three days per week in an Export and Brand Development role.

Together, these outcomes reflect our region's collective strength, vision, and commitment to excellence.

With collaboration at our heart, Margaret River Wine is well positioned to build on this success in the years ahead.



Amanda Whiteland
CHIEF EXECUTIVE OFFICER





Raise a glass to the year that was

It has been a year of momentum, innovation, and collaboration. From international accolades to grassroots sustainability initiatives, our collective achievements continue to elevate Margaret River as one of the world's truly great wine regions.

1. Judge deliberations at the 2024 Endeavour Margaret River Wine Show
2. Wadandi custodian Zac Webb welcoming visitors to Margaret River
3. Rosé judging beside the Indian Ocean at the White Elephant Cafe
4. Graduates of the Next Crop Leadership Program at Smiths Beach Resort
5. IWSC judges exploring the region's geology at Ngilgi Cave
6. Seasonal and PALM workers welcomed officially to Vintage 2025 with a Smoking Ceremony at Pioneer Park, Cowaramup
7. Trophy winners at the 2024 Endeavour Margaret River Wine Show
8. Wine Blast host Peter Richards MW visiting vineyards and winery hero events during the inaugural Pair'd Festival
9. Next Crop participants tackling a coasteering challenge to build bravery, overcome fear and strengthen teamwork
10. New MRWA team member Grace Pigram with CEO Amanda Whiteland hosting trade and media visitors
11. Volunteers at the fourth annual Community Revegetation Day at the Rivermouth



1. Build Brand and Market Strength

Local Events & Wine Tourism

- MRWA launched the Margaret River Summer of Wine Program, which included PR, digital and print promotions, and generated good engagement and member feedback in its first year.
- The new Tourism WA event Pair'd Festival, in November 2024 showcased Margaret River wineries, and the MRWA CEO sat on the industry reference group.
- Trial of the Rezdy booking system integration into the MRWA website to support wine tourism operators.
- MRWA continued to support the mixed-case wine shipping program with the Cellar Door Mangers network.
- Ongoing promotion of the Margaret River Visitors Guide to 67 Pall Mall members in Singapore

Domestic Market Development

- Leveraging the Good Food & Wine Show Pavilions that MRWA set up, members took stands and participated in masterclasses in Brisbane, Melbourne, Sydney and Perth.
- 55 WA wineries, majority from Margaret River, exhibited at the Exhilarating Trade Event in Sydney in June 2025

Export Market Development

- **USA** - The WA Wine Competition and masterclass run by Importer/ Sommelier/Author Jane Lopes was a great success. Micah Clark won the competition and visited in Nov.
- **USA** – TEXSOM table showcasing Margaret River wines by Botrytis Consulting also received positive feedback.

- **China** – More than five wineries attended Wine Australia's China Roadshow in August and ProWine Shanghai in November 2024
- **Thailand** – Margaret River partnered with the Great Southern and Drinks Business Asia to deliver a masterclass and trade tasting in Bangkok, which 19 wineries and over 200 trade attended in May 2025
- **Asia** - Vinexpo Singapore had strong Margaret River winery participation in May 2025
- **UK** – Margaret River sponsored the UK Sommelier of the Year Competition and presented 8 wines at the Quarter Finals and 12 wines at the Final event attended by 200 of the UK's top Hospitality professionals.



Inbound Visitor Programs

- Delivered a series of Inbound programs for trade & media visits, including: China Wine Buyer Tour (Oct '24), Ryan Montgomery for James Suckling (Oct '24), Wine Australia US & UK Media Trip (Oct '24), Peter Richards MW & Micah Clarke for Pair'd (Nov '24), Christina Pickard (Nov '24), Asia & UK Buyer Tour (May '25) which drove significant media and trade outcomes.
- Also arranged all travel for the Halliday Challenge Judges (Aug '24) and Margaret River Wine Show Judges (Oct '24).
- Developed Margaret River Wine branded merchandise (Water Bottles, Tote Bags, Pens and Printed Media Kits) for guest's Welcome Kits.

Wine Shows, Awards & Recognition

Endeavour Group Margaret River Wine Show

- 2024 celebrated the 23rd Margaret River Wine Show, which received 650 exhibits from 91 exhibitors.
- Rosé Judging and Celebration was held overlooking the Indian Ocean at the White Elephant Cafe for the second year.
- 20 Trophies and Awards were presented in front of 200 guests at the Gala luncheon at Wills Domain.
- A new Sustainability Trophy was introduced, and Voyager Estate Coastal Cabernet 2023 was awarded the inaugural Trophy.
- Judging and all surrounding events went smoothly and exceeded expectations and budget.

Halliday Australian Chardonnay & Cabernet Challenge

- MRWA hosted the 2024 Halliday Australian Chardonnay & Cabernet Challenge in Margaret River in August 2024.
- The 2024 Challenge received 622 entries (364 Chardonnay + 258 Cabernet) from 37 regions.
- Sixteen judges participated in two days of judging, during which 20 'Best of Region' Regional Winner Trophies were awarded (13 for Chardonnay and 7 for Cabernet Sauvignon). Results videos were recorded and shared via social media generated significant reach for the winners.

International Wine & Spirit Competition (IWSC)

- The IWSC Global Judging was hosted twice in Margaret River in FY24, with judging in August 2023 and June 2024. In FY25, the trophies were awarded, the Trade & Media Tasting was held at 67 Pall Mall in London, and significant media outcomes were generated.
- The London Awards ceremony was held on 12 November, with the House of Cards owners attending and winning the Western Australia Wine Producer Trophy.
- Completed the itinerary planning for the third edition in August 2025.



Margaret River Wine - Digital Reach



Website

1M Organic Search Impressions



Consumer Database

20K Email Contacts



106K Reach

9,200 Followers (+2%)



39K Reach

6,400 Followers (+16%)



32K Impressions

1,732 Followers (+39%)

Communications & Digital Program

Brand Tools

- MRWA Logo, Brand Book and Style Guide were refreshed and distributed to members and stakeholders.
- Released the MRWA Media Kit 3.0, which continues to be a well-regarded tool for sharing the region's stories, latest vintage reports, facts and figures.
- The Margaret River Wine Folly Guide and 101 Wine Course continue to gain organic reach.
- High-quality presentations and masterclass booklets were developed for all trade and media masterclasses at international events & for inbound visitor groups.
- Professional photography and videography captured at key events, including the Vintage Welcome to Country and Smoking Ceremony, Wine Shows, Inbound Visitor Programs and the Community Revegetation Day.

Media Releases & PR

- Coordination of press drops in the UK & Australia promoting MRWA's Lightweight Glass Charter, and the region's leadership in Sustainability.
- Continuous delivery of the Margaret River brand messages through high-quality media releases dispatched to key media to generate stories in local, national and international wine, news and lifestyle media, including features on:
 - Cabernet Reigns at the 2024 Margaret River Wine Show, 2 November 2024
 - Next Crop Program Shapes Margaret River's Emerging Talent, 10 December 2024
 - Dive into Margaret River Summer of Wine, 19 December 2024
 - Vintage 2025 Welcome to Country and Smoking Ceremony, 14 January 2025
 - Margaret River Goes Lightweight (UK press drop), 27 January 2025
 - Margaret River Welcomes PALM & Seasonal Workers, 3 February 2025
 - Peter Campbell Appointed as Chair of the Margaret River Wine Association, 28 February 2025

- Evans & Tate becomes Signatory to the MRWA Lightweight Glass Charter, 5 March 2025
- Classic Conditions Deliver Standout Margaret River Vintage 2025, 13 June 2025
- Margaret River Tops Australian Results at 2025 Decanter World Wine Awards, 19 June 2025
- Margaret River Partners with UK Sommelier of the Year 2025, 25 June 2025
- Over 643 media clippings on Margaret River wine have been generated and tracked.

Social Media & Newsletters

- Margaret River Wine newsletter circulated to 20k contacts monthly.
- Nineteen new stories and blogs were posted to the MRWA website.
- Continued user-pay content programs with the Meet the Maker Series and Margaret River Summer of Wine.
- The content strategy has continued to be refined, anchored in the Margaret River Wine brand pillars, and has grown audiences/followers, engagement, and reach. (refer table above).

2. Strengthen Partnerships

Member Engagement & Services

- Delivers a highly informative, weekly newsletter, Grapevine, to members every week.
- Delivery of successful member sundowners, networking events and special cultural events, including the third Welcome to Country and Smoking Ceremony Vintage Community Event and the fourth Wine Community Revegetation Day, to foster community engagement and industry networking.
- Conducted the MRWA Annual Member Satisfaction Survey as a key input to the MRWA Board's Strategic Planning Day.

Industry Representation & Advocacy

- Active participation in Australian Grape and Wine and Wine Australia meetings and initiatives
- Submission of advocacy documents supporting regional wine industry priorities.

Key Relationship Management

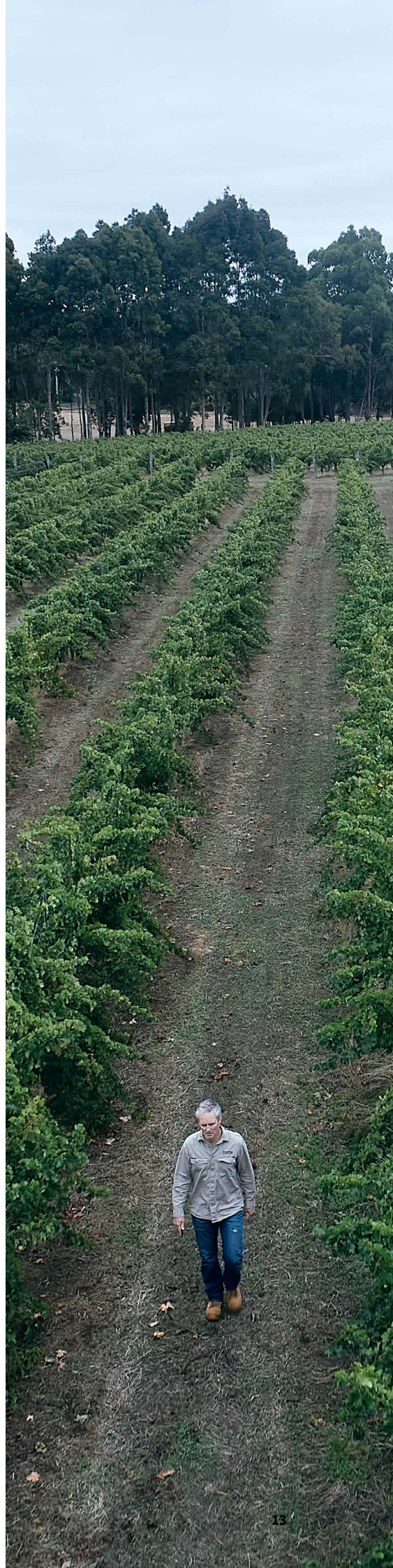
- MRWA works on relationships with local and state government, industry associations and community groups.
- Worked with Wines of WA and the Export Growth Partnership Steering Committee to secure funding for export initiatives.
- Ongoing collaboration with MRBTA on regional advocacy and local initiatives to develop and grow wine tourism.
- Worked with Margaret River Produce Association to enable smaller wine producers to access the Margaret River Farmers Market.
- MRWA continued its Singapore Airlines partnership in FY25, which provides MRWA with \$25,000 of discounted air travel until the end of 2025.
- Engagement with the Department of Biodiversity, Conservation and Attractions (DBCA) and local shires on prescribed burning to ensure zero smoke taint incidents across vintage 2025.



Department of
Primary Industries and
Regional Development



Lower Blackwood Catchment
Land Conservation District Committee





3. Lead in Sustainability

Regional Sustainability Actions

- **Sustainability Engagement Officer** assisted members with increasing the region's Sustainable Winegrowing Australia membership and audit preparation.
- Convened the **Sustainability Sub-Committee** five times across 2024–25.
- The second annual **Sustainability Report** was released in November 2024 and presented to members.
- Four **Sustainability Newsletters** were distributed throughout the year.
- Launched the **Lightweight Glass Packaging Charter** and tools, with 7 Full Signatory Wineries and 10 producers signing the Statement of Intent.
- A **case study on Going Lightweight** was developed and presented at the BBQ following our **Coastal Revegetation Day**, along with an update on our **proprietary bottle project**.
- Held the inaugural **Post-Vintage Celebration** for Vineyard Crews with presentations from past **Travel Bursary recipients**.
- Continued in the **National EcoVineyards Program** (Year 3), delivering two workshops: *Functional Biodiversity & Microbats* (Dec 2024) and *Birds, Snails & Vineyard Walk* (May 2025).
- Raised \$4,520 through a **fundraiser at Movies at Cape Mentelle**, supporting the **Community Planting & Revegetation Day** at Margaret River Rivermouth (27 June 2025).

Industry Development

- Developed and delivered **Next Crop** - a successful six-month **Leadership Program** for the region in 2024, with a cohort of 15 graduates and excellent participant feedback.
- Coordination of industry capacity-building **workshops and educational events** on automation in vineyards (Nov 2024), irrigation efficiency (Apr 2025), winery wastewater and biodiversity (Jun 2025).
- Promoted **DPIRD workshops** on Shoestring Digital Solutions (July), Clonal and Wild Ferments (July), Navigating Retail (July), Sparkling Symposium (Aug).
- Regular delivery of **Cellar Door Manager events**, including sundowners, networking and knowledge sharing forums.
- Awarded three **Travel & Education Bursaries** at the Margaret River Wine Show.

Sustainable Winegrowing Australia 2025 Report Card

Vineyard Certification	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Total Vineyards Certified	13	14	16	52	65	71
Vineyard Area (ha)	711	878	999	2,269	2,787	3,029
% of region hectares*	12%	15%	17%	39%	48%	51%

+10% increase in Certified Vineyards

+8.6% increase in Certified Vineyard Area (hectares)

Vineyard Membership	2019/20	2020/21	2021/22	2022/23	2022/24	2024/25
Total Vineyard Members	35	45	64	73	83	87
Vineyard Area (ha)	1,662	1,817	2422	3,096	3,349	3,408
% of region hectares*	28%	31%	41%	53%	57%	58%

+5% increase in Vineyard Membership

+1.7% increase in Vineyard Member Area (hectares)

Winery Certification	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Total Certified Members	5	5	6	13	20	21
Total Certified Wine Business Members	0	0	0	0	1	2
Certified Wineries Tonnes crushed	7,547	6,760	11,162	15,814	26,114	27,276

+5% increase in Certified Wineries

+4.5% increase in Certified Wineries Tonnes

Winery & Wine Business Membership	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Total Winery Members	7	12	17	22	24	24
Total Wine Business Members	0	0	1	4	6	6
Member Tonnes Crushed	11,793	13,155	23,532	32,007	28,315	

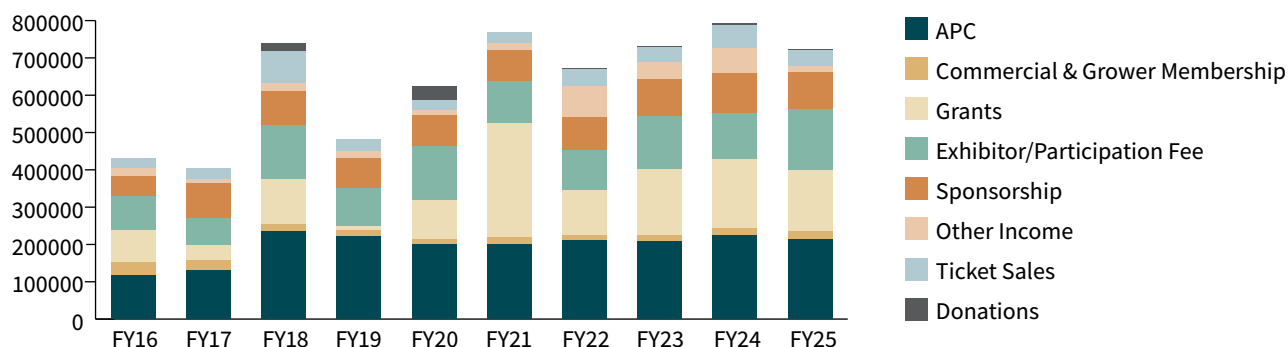
No increase in Winery Membership

* Based on 5,840 hectares of Margaret River GI vineyards.



4. Grow Capability and Resources

Key Income Breakdown



Agriculture Producers Commission (APC) Fee-For-Service

170 Wine Producers paid the APC Fee-For-Service (FFS), declaring a Margaret River GI 31,860 tonnes grape crush for Vintage 2024. After the 11% Service Fee, this secured MRWA \$213,750 to provide the FY25 services.

Exhibitor & Participation Fees

\$163,277 income received from wine show entries and member participation in user-pays programs (up from \$124,354 the prior year).

Grant Income

\$164,222 in Grant Revenue received (vs \$185,033 LY) included:

Export Support

- \$62,324 WoWAWA Wines to the World contribution for export activities
- \$50,000 - Austrade for FY24 EMDG Activity

Sustainability & Industry Development Program

- \$5,000 - City of Busselton for the 2024 Sustainability Program
- \$41,397 - Wine Australia for 2024 Next Crop Program

Other

- \$5,500 - Shire of Augusta Margaret River for the 2025 Smoking Ceremony & Welcome to Country event

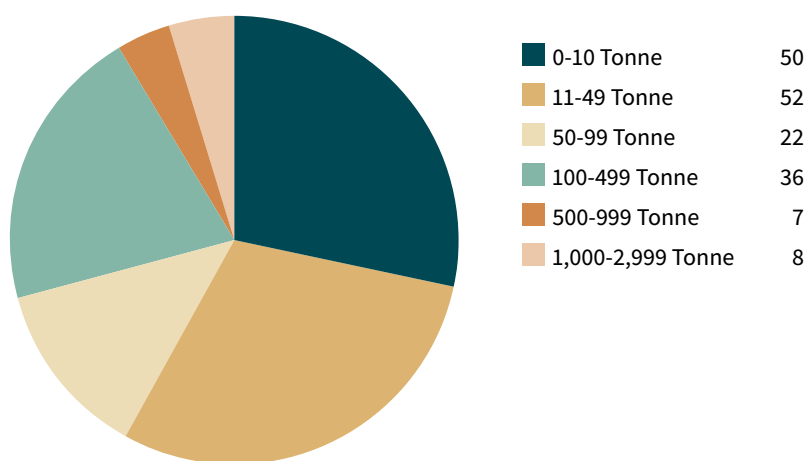
Sponsorship Income

\$119,063 of Sponsorship Revenue secured (up from \$105,159 the year prior).

MRWA's Full Audited Financials are available upon request.



Number of Wine Producers by Size (tonnage)



Platinum Sponsors



Gold Sponsors



Silver Sponsors





Margaret River Wine Association
PO Box 204, Margaret River WA 6285

Telephone: +61 8 9757 9330

Email: info@margaretriver.wine

Website: www.margaretriver.wine

 [@margaretriver.wine](https://www.facebook.com/margaretriver.wine)

 [@margaretriver.wine](https://www.instagram.com/margaretriver.wine)

[#margaretriverwine](https://www.instagram.com/margaretriver.wine)