



Media Release

14 January 2026

Community Cultural Celebration to Kick Off Vintage in Margaret River

The Margaret River Wine Association (MRWA) warmly invites the community and visiting workers to a special **Welcome to Country and Smoking Ceremony** to celebrate the start of **Vintage 2026** on Wadandi Boodja (Saltwater Country). This cultural event will be led by local custodians Dr Wayne Webb and Iszaac Webb.

The Smoking Ceremony is a traditional practice that cleanses and purifies the spirit, body and soul while marking the beginning of something new. It's a meaningful way to honour the season and an exciting time for the Margaret River wine industry as seasonal workers arrive, and preparations for harvest begin.

MRWA CEO Amanda Whiteland said, "In its fourth year, this event has become much loved for the beautiful cultural ceremony that welcomes workers from around the world to our community, celebrates the start of vintage, and fosters cultural exchange and connection in a meaningful way."

This year's event will feature live music by local band The Nomadics, alongside traditional dance and song by visiting workers from Timor Leste, Fiji and Tonga.

The event is free and will take place at **Pioneer Park Amphitheatre, Cowaramup, 5.00 pm to 7.00 pm on Thursday 29 January 2026**. Attendees are encouraged to bring a picnic blanket or chair, along with their favourite snacks and drinks.

International workers are invited to bring a flag or wear traditional clothing from their home country to showcase the rich multicultural spirit of the vintage workforce in the Margaret River Wine Region.

This event is presented by the Margaret River Wine Association and proudly supported by the Shire of Augusta Margaret River, TeamsWork and Undalup Association.

Jobseekers looking to join the Margaret River Wine Region workforce can find information at www.margaretriver.wine/work

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Downloads

2023, 2024 & 2025 event images [here](#)

Event flyer [here](#)

For further information, please contact:

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Whilst living, travelling, visiting and holidaying on Wadandi Boodja, we ask that you respect the area and walk softly on the country, taking the time to listen to Boodja (Country) as she Wongi (talks) of the season, and leave nothing but footprints.

- Pibulmun Wadandi Yunungjarli Elder Wayne Webb