

Mildura Wines is creating greater awareness and improving the perception of the wines of the Murray - Darling

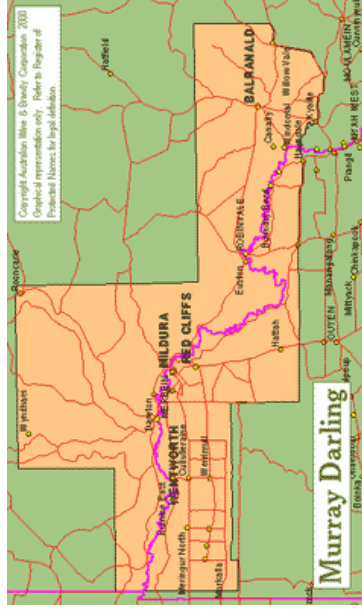
MILDURA WINES

The wine industry in Victoria's North West region has undergone rapid expansion and now provides approximately 20% of Australia's total wine grape crush. The following table provides an overview of winery sizes in the region;

Winery Category	Cases Produced	Tonnes Crushed	Approx. no. in region
Large	> 75,000	>1,000	10
Medium	17,500 - 75,000	250 - 1,000	5
Small	1,500 - 17,500	20 - 250	9
Micro	< 1,500	<20	19

The Association began in 2004 and is the peak wine industry body in the Mildura Murray-Darling region. The Association aims to facilitate over 200 wine industry related businesses working together toward common goals.

Mildura Wines represents the horticultural area encompassing Wentworth through to Mildura, Red Cliffs, Euston, Robinvale, Boundary Bend, Balmoral and up to Pooncarie which is north of Mildura.



The Association is the only one in Australia to encompass two states.

For more detail see www.awbc.com.au

OBJECTIVES OF THE ASSOCIATION

Mildura Wines will focus on developing and sustaining the identified key drivers of the Mildura Murray Darling wine industry to ensure industry viability. These drivers have been identified as:

- Business practice
- Infrastructure
- Education and workforce
- Domestic and international sales
- Competitiveness
- Supply and demand
- Environment and natural resources

This will be achieved by the following objectives:

- 1: Facilitate sustainable industry development by working in partnership with key stakeholders to increase opportunities, encourage the uptake of new technologies and grow excellence within the wine industry
- 2: Increase the awareness and improve the perception of the wines of the region by strengthening industry relationships, developing a brand and building a unified identity for Mildura Wines
- 3: Work in partnership with key stakeholders to improve access to a quality, skilled and sustainable workforce
- 4: Provide a conduit for communication, consultation and representation to ensure an informed and connected regional wine making industry
- 5: In collaboration with key stakeholders identify and respond to infrastructure needs to ensure the sustainability of the region's wine industry.
- 6: To develop a financially sustainable and relevant industry association.

The Association needs the input of its members to ensure the direction we are taking contributes to the ongoing expansion of the wine industry in our region.

WHO CAN BECOME A MEMBER?

The Association welcomes all organisations and individuals that are involved in the Mildura Murray Darling wine industry. This includes but is not limited to growers, wineries, transport, education, packaging, hospitality, service providers etc.

HOW TO BECOME A MEMBER

This is your opportunity to contribute to the success of an emerging wine region.

You and your organisation can help drive the Mildura Murray Darling Wine Region forward by becoming a member of the Association for **\$165 (inc GST)** per financial year (2009/2010).

Simply fill out the membership application form overleaf and post it to;

Mildura Wines
PO Box 2653
Mildura, Vic 3502

If you have any questions do not hesitate to contact the Association at

info@mildurawines.com.au

Proudly Supported by:



Mildura Wines Membership Application Form

Organisation _____
Contact Person _____
Address _____
Phone _____
Fax _____
Mobile _____
Email _____
Website _____
Position _____

*Please add a brief profile (max 50 words) about the nature of your business and how it relates to the wine industry. (Attach a page)

Your area of the wine industry *(please tick)*:

- Winery Hospitality
 Winemaker Education/Training
 Service Provider Transport
 Grower Other _____

In the event of my/my organisations admission as a member, I agree to be bound by the rules of the Association for the time being in force (please contact the Association for a copy of the rules).

Signature _____ Date _____

I enclose * payment for membership fees for the amount of **\$1.65 (inc GST)** with my application which is effective for one financial year **(2009/2010)**.
ABN: 58 994 484 287 Payment Methods:

- Cheque to the 'Mildura Murray Darling Wine Industry Association'
- Direct Deposit to 'Mildura Murray Darling Wine Industry Association' (National Australia Bank)

BSB 083 764 Account Number 598 971 986

*NB – wine producers are also to provide one dozen bottles of new vintage wine (for promotional purposes)

MILDURA WINES

Benefits of Mildura Wines membership:

- A free listing with contact details on the regional wine map for your winery and location of your cellar door
- A listing of your business listed on www.mildurawines.com.au, and a link to your website
- Profiling of your business in Mildura Wine's bi-monthly newsletter
- Promotion of your wines at local and outside region events
- Display of your wines at the Mildura Visitor Information Centre
- Marketing opportunities within and outside Australia
- Educational support
- Representation at state and national wine associations and events
- The opportunity to attend workshops and events aimed to assist your business in the wine industry
- Plus the ability to join the Mildura Wines committees and forge the future of wine production in the future

Support the Mildura Murray Darling Wine industry and help create greater awareness and improved the perception of the wines of the region

Mildura Wines
PO Box 2653
Mildura, Vic 3502

Email info@mildurawines.com.au
Web www.mildurawines.com.au