



2010 Geelong Winegrowers Association Membership

The Geelong Winegrowers Association is the voice of the Geelong Wine region. We represent wine growers, wine producers, tourism partners and affiliated entities.

The GWA embraces three dynamic sub regions - The Bellarine, the Moorabool Valley and the Surf Coast.

GWA Mission Statement

To foster, encourage and facilitate the attainment of excellence in Australian grape growing and winemaking.

GWA Goals

The GWA is underpinned by the following core goals:

- To increase recognition of Geelong as one of Australia's premiere wine regions
- To facilitate excellence in Geelong wine offerings
- To increase traction to the Geelong wine region
- To increase sales of Geelong wine

GWA Objectives

Achievement of the overriding goals is sought via the attainment of the following key objectives:

- To promote the Geelong wine region via a range of strategic marketing activities.
- To encourage and increase trial of Geelong wines.
- To increase awareness of the quality of Geelong wines.
- To increase awareness and profile of the calibre of Geelong winemakers.
- To facilitate ongoing, timely and relevant education of its membership.
- To liaise, negotiate and foster positive relations with key government representatives and industry organizations on behalf of member interests.
- To inform and advise members on key issues of interest and concern.
- To lobby on behalf of member interests as required.
- To facilitate seamless, progressive communication between GWA members
- To foster solid working and community relations between GWA members.
- To facilitate mutually beneficial dialogue and potential working relationships between member vineyards and wineries/winemakers.



Strategies and Tactics

The GWA embraces a range of strategies and tactics specifically designed to ensure the achievement of the overriding goals and objectives:

- Ongoing management of the GWA website www.winegeelong.com.au.
- Coordination and promotion of The Geelong Wine Show
- Design, co-ordination and production of the Geelong Wineries brochure
- Organisation and promotion of Toast to the Coast annual wine and food festival
- Co-ordination and promotion of intermittent GWA strategic profile activities such as the Barrel Auction and the Geelong Wine Pour
- Ongoing strategic media campaigns
- Ongoing liaison and negotiating with key personnel in relevant government, industry and tourism sectors
- Ongoing analysis and reporting on key industry issues
- Ongoing analysis and facilitation of education opportunities
- Ongoing review and alignment with community groups and charities.

Membership benefits

The GWA provides numerous benefits to members across all aspects of the wine industry. These include:

Oenology

- Access to valuable Oenology courses and workshops.

Viticulture

- Access to essential Viticultural information, initiatives and workshops.
- Involvement and advice in relation to all aspects of the Phylloxera initiative.

Issues of Concern - Lobbying

The GWA is the Geelong wine growers' voice in relation to issues of critical concern to members.

DSE Burning Liaison

The GWA Executive is currently addressing the issue of smoke taint and has appointed regional delegates to liaise with the DSE and report to members and provide updates and advice on this issue.



Website

- Each winery has their own dedicated webpage with a link to their website.
- Wineries are encouraged to advertise their events, functions, articles on the website.
- Members are provided with a 'Members-only' login providing access to valuable information.
- Maximum online exposure and uptake is assured via the three comprehensive GWA websites: www.winegeelong.com.au, www.toasttothecoast.com.au and www.geelongwineshow.com.au.

Marketing

- GWA members have the exclusive opportunity to be involved in the promotion of their wineries and wine via the annual Toast to the Coast Festival held over the Melbourne Cup weekend.
- All members who have a Cellar Door and are also members of their Local Tourism Association are featured in the Geelong Wineries Brochure map which enjoys extensive distribution in the local region as well as in restaurants, cafes, accommodation, visitor centres and tourist attractions.
- Members enjoy the benefits of ongoing 'global' reinforcement of Geelong wine via aggressive, ongoing marketing and promotion strategies.
- Members are privy to exclusive opportunities for involvement in select GWA group promotional activities including events such as the Federation Square Victorian Wine Showcase as well as other nominated Festivals and expos.
- All GWA members who are featured in the Geelong Wineries brochure are also included, year round, in the What's on Magazine.

Geelong Otway Tourism Sponsorship

GWA marketing also encompasses a Geelong Otway Tourism Sponsorship which incorporates the following:

Promotions & Leisure Marketing

- 1 * 1/4 page GWA ad - Destination Melbourne Visitors Guide.
- One page GWA colour ad - Geelong & Bellarine Visitors Guide.
- One page GWA colour ad - Surfcoast & Otways Visitors Guide.
- 2 Front page GWA photos over three years in the Geelong & Bellarine and Surfcoast & Otways Visitors Guide.
- Internet exposure including Visit Victoria and Great Ocean Road website.
- GWA logo inclusion on 50,000 welcome bags distributed at events, conferences and corporate days.
- Visitor Information Centre Promotion for 1 month includes GWA display and volunteer training.



Conference & Incentive Marketing

- Inclusion in 2009/10 marketing program.
- 1 GWA Feature in Geelong Otway Tourism Conferencing E- newsletter distributed quarterly.
- Wine Promo AIME 2008-9, meeting mart and other trade shows.
- Geelong Wineries brochures in delegate welcome packs.
- GWA profile in Geelong Otway Tourism Bid documents.
- GWA priority on familiarisation tours.

Corporate Marketing Benefits

- Annual Tourism Membership to each Local Tourism Association and Affiliation with Geelong Otway Tourism.
- GWA logo acknowledgement.
- Media & trade familiarisations.
- Staff familiarisation tours.
- Promotion of Geelong wine on international trade missions.
- Geelong Wineries brochure inserts in Geelong Otway Tourism 'Tourism Directions'.
- Tickets to corporate events.
- Executive support.
- Consultancy services.

Additional GWA Membership benefits

- A dedicated GWA Executive Officer working 3 days a week to support members.
- Entry discount in the Geelong Wine Show and the opportunity to be involved in both the organisation of the Geelong Wine Show and judging at other regions' wine shows.
- Access to VWIA information and initiatives.
- Access to WFA information and initiatives.
- Access to WGGA information and initiatives.
- A dedicated, region-specific support network within the wine industry.
- Participation in meetings and discussion forums, including General Meetings and the opportunity of involvement in the Executive Committee and Sub-committees.
- Ongoing, global promotion of GWA members to a large database of clients, visitors and suppliers.
- Pro-active representation and lobbying on industry issues.
- Independent advice and liaison.
- Members' Social events including Post Harvest Party, Budburst Dinner & Christmas function.



GWA Membership 2010

Thank you for your interest in joining/rejoining the Geelong Winegrowers Association (GWA). The GWA is the peak regional collective of grape growers and winemakers.

General members meetings are held on the second Tuesday of every second month (unless notified) at 6.30pm, boardroom, Geelong Otway Tourism, Level 1, 48 Brougham Street, Geelong, all members are encouraged to attend.

The organisational structure of the GWA consists of the Executive Committee that oversees the Marketing and Promotions Committee, Oenology Sub-Committee, Wine Show Sub-Committee, Viticulture Sub-Committee and Social Committee. The GWA has a part time Executive Officer, Linda Edgerton, working three days a week – Tuesday, Thursday and Friday, Ph 0429 214681, email info@winegeelong.com.au

Attached is a copy of the Fee structure for 2010 together with a Tax Invoice to be completed and returned with your cheque. The structure is set out and explained in the attached document. Please calculate your fees according to the table and remit to me at your earliest opportunity together with the Tax Invoice. Please note the fees for Non-Commercial and Associate members are also set out in the schedule.

Communication to members is primarily via email. To contact the GWA please email info@winegeelong.com.au. Members are encouraged to provide information (eg; new cellar doors, releases, events and other newsworthy items) for the GWA Website www.winegeelong.com.au.

Please note, as part of promotion/marketing it is requested and expected that each member who has a label provides 6 bottles of premium wine to the Marketing and Promotions Committee. This wine is necessary for the promotion of the wines of the area and offers a perfect opportunity for members to have their product showcased at various GWA events. These wines are also used regularly in media events and corporate functions. Please deliver the promotional wine to the Chairperson of the MaP Committee, Robyn Fitzpatrick at Pettavel or at a GWA meeting as soon as possible.

Regards,

Tony Pye

Treasurer of the GWA



GWA Important dates

General Meetings and Events
16 th February 2010 – Annual General Meeting
13 th April 2010 - General Meeting
21 st May 2010 – End of Harvest Celebration
8 th June 2010 - General Meeting
10 th August 2010 – General Meeting
12 th October 2010 – General Meeting
14 th & 15 th October 2010– Geelong Wine Show
30 th & 31 st October 2010 – Toast to the Coast
14 th December 2010 – General Meeting

GWA 2010 Executive Committee

President:	Lyndsay Sharp	lyndsav@leuraparkestate.com.au	Ph 0438 541 169
Vice President:	Hugh Hull	hugh@willjack.com.au	Ph 5240 3800
Treasurer:	Tony Pye	tony.pye@csiro.au	Ph 0448 501 666
Secretary:	Tracey Frigo	tracey@pondaestate.com.au	Ph 5250 5732
Marketing & Promotions:	Robyn Fitzpatrick	robyn@pettavel.com	Ph 5266 1120
Viticulture Representative:	Shane Smith	shane@willjack.com.au	Ph 5240 3800
Executive Officer	Linda Edgerton	info@winegeelong.com.au	Ph 0429 214681

GWA 2010 Sub Committees

Marketing & Promotions	Robyn Fitzpatrick	robyn@pettavel.com	Ph 5266 1120
Oenology	Richard Harrison	harrisons@marcushillvineyard.com.au	Ph 5251 3797
Social Club	Margot Harrison	harrisons@marcushillvineyard.com.au	Ph 5251 3797
Viticulture	Hugh Hull	hugh@willjack.com.au	Ph 5240 3800
Wine Show	Matthew di Sciascio	sas@sunet.com.au	Ph 0417 384 272



2010 GEELONG WINE GROWERS ASSOCIATION FEE STRUCTURE

1. COMMERCIAL MEMBERS

Commercial members fee calculation information

For the purpose of fee calculation, membership of the GWA included both acreage under vine/or grapes crushed regardless of individual business structures.

Determine the fee for your winegrowing operation based on your 2010 harvest by choosing the value in section 1a. (Acreage under vine) combined with the appropriate value in section 1b. (Grapes Crushed).

Grapes crushed is defined as Geelong grown grapes crushed in the 2010 season for sale under your own label(s). The crush for growers who have wine made under contract is the tonnes of Geelong grapes crushed for the wine sold under the grower's label(s).

Example: For a vineyard of 9 hectares and a crush of 65 tonnes (35 from your own vineyards and 15 purchased from other Geelong growers but not including grapes vintaged under contract) the fee would be Acreage under vine (1a) = \$385.00 plus Grapes Crushed (1b) + \$880.00 which bring the total fee payable to \$1265.00.

a. Acreage under vine

Less than 1 hectare	\$275.00
Less than 10 hectares	\$385.00
Less than 50 hectares	\$495.00
Greater than 50 hectares	\$605.00

b. Grapes Crushed

Less than 4 tonnes	\$275.00
Less than 20 tonnes	\$550.00
Less than 100 tonnes	\$880.00
Less than 250 tonnes	\$1375.00
Greater than 250 tonnes	\$1650.00

2. ASSOCIATES \$440.00

3. NON COMMERCIAL / STUDENT

A member with less than 1.6 ha of vines planted and who does not sell wine under their own label.

\$137.50

ALL FIGURES INCLUDE GST



GEELONG WINEGROWERS ASSOCIATION INC.

ABN: 18 079 977 600

TAX INVOICE

17/08/10

Company/entity name: _____

Trading Name: _____

Address: _____

Suburb & post code: _____

**2010 GWA Membership Fees
(All figures include GST)**

1. COMMERCIAL MEMBERS

a) Acreage under vine

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Less than 50 hectares	\$495.00
Greater than 50 hectares	\$605.00

b) Grapes Crushed

Less than 4 tonnes	\$275.00
Less than 20 tonnes	\$550.00
Less than 100 tonnes	\$880.00
Less than 250 tonnes	\$1375.00
Greater than 250 tonnes	\$1650.00

2 ASSOCIATES \$440.00

3. NON COMMERCIAL / STUDENT \$137.50

Item	Description	Fee Total
1a	GWA Commercial Membership Fee (Acreage under vine)	
1b	GWA Commercial Membership Fee (Grapes crushed)	
2	Associate Membership Fee	
3	Non Commercial Membership Fee	
4	Printing, Postage and Handling for non-email recipients only (\$25.00)	
	Total payable	

PAYMENT TERMS 30 DAYS – deadline 31 August 2010

- Email Recipients: Please confirm below the email address(s) to which you want notices sent.

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Payment Options

- Direct Debit – Acc: Geelong Winegrowers Association, BSB 033-208, Account number 11-5182
- Cheque – Please make cheques payable to GWA Inc.
please return completed form at time of payment to GWA Inc. PO Box 7230, Geelong West 3218

