



2018-2019

Membership Forms

OUR REGIONAL VISION

Coonawarra will be nationally and internationally sought-after as a progressive, world-class winegrowing region, whose unique culture is embodied in its wine and in its people.

The place is a coveted world wine destination for consumers and wine trade.

Discover the Coonawarra Effect.

**Please complete the following and return to
Christine at the CGWI office by Friday 25 May 2018**

Coonawarra Grape and Wine Incorporated

69 Church Street, PENOLA SA 5277

PO Box 304, COONAWARRA SA 5263

P: 08 8737 2392

F: 08 8737 2433

E: enquiries@coonawarra.org

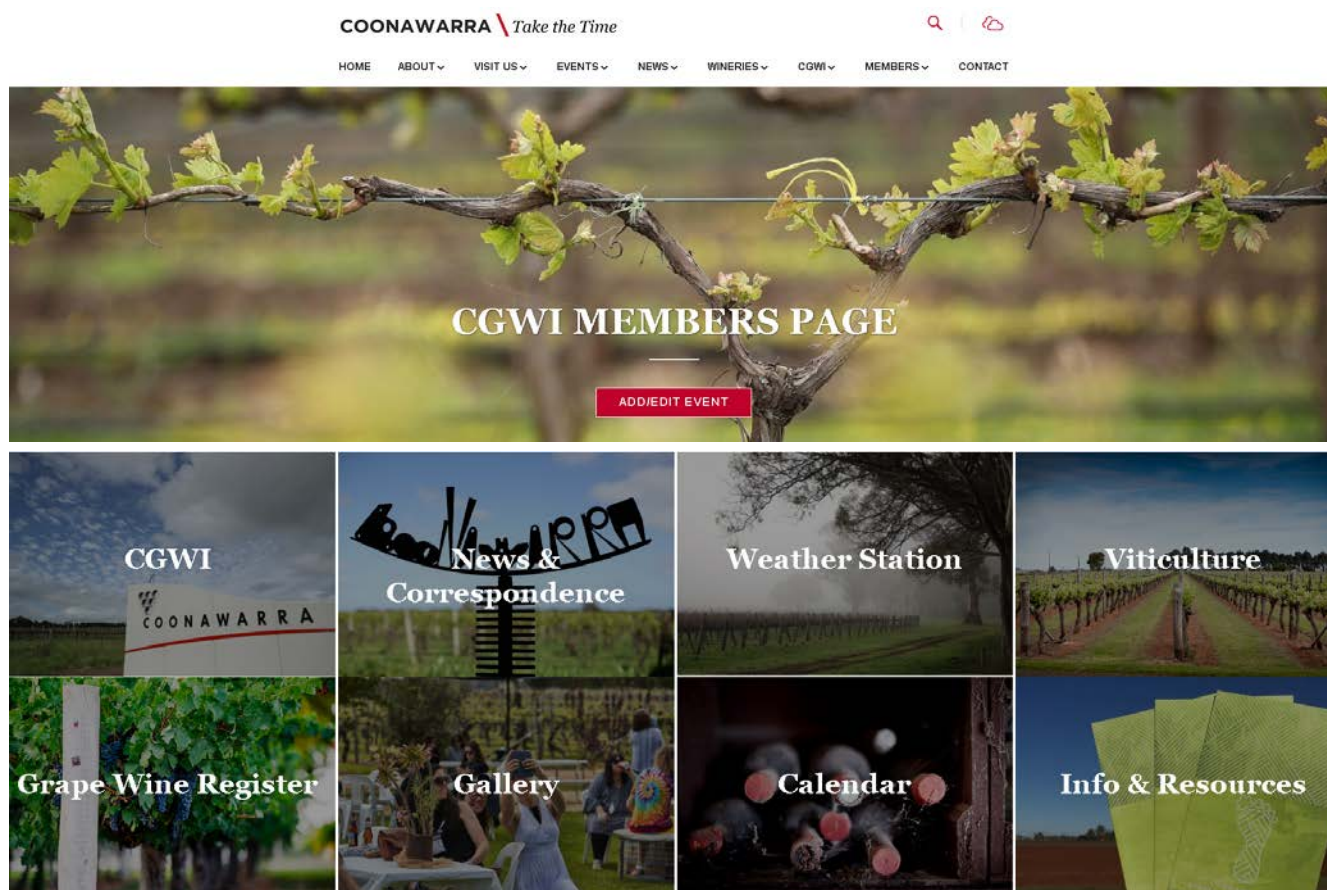
W: www.coonawarra.org

Base Membership and Benefits

Base fee of \$768.75 (formerly \$750) + \$10.25 (formerly \$10) p/ha rate

Benefits

- Increased profiling from the marketing and promotions of the Coonawarra wine region
- Ongoing lobbying and representation on key regional sustainability issues
 - Approximately \$320,000 of member funds, and countless hours were invested in water related matters over the last decade, including writing the preamble to the current Water Allocation Plan, while also lobbying in regard to water sustainability, the Penola Pulp Mill and other related matters. The WAP is currently on hold until the Liberal Government undertakes a review of the science behind the cuts.
 - Unconventional Gas Mining (Fracking) threats to the region's water and sustainability: and mitigating potential levy increases which has resulted in the recent 10 year moratorium by the Liberal Government
 - World first technology funded projects such as the Remote Sensing Project which has successfully received \$50,000 support this financial year.
- Invitations to CGWI focussed workshops, training and networking events and where possible significant discounts such as the Australian Cabernet Symposium
- Access to CGWI Weather station network & disease monitoring
- A register of member's grapes available for sale
- Supportive staff at the CGWI office working to provide a range of administrative, financial and marketing services benefitting members
- Liaison and lobbying with key industry bodies including State Government, SAWIA, Vinehealth Australia (formerly PGIBSA), AWRI and WGCSA
- Support for continuing industry innovation and research activities in the region; including accessing grants to fund initiatives, and world first technologies
- Weekly 'Correspondence' email with updates on current industry matters and opportunities such as training
- Profiling of grape grower activities in local Limestone Coast media (Penola, Naracoorte, Mount Gambier) and CGWI webpage coonawarra.org
- Priority access to Coonawarra Cup tickets



Promotions & Events Membership and Benefits

Initial joining fee (for new members) – \$3,587.50 (formerly \$3500)

(Join by the 31st May and this fee will be waived)

Base fee of \$768.75 (formerly \$750) + \$10.25 (formerly \$10) p/ha rate + \$3,587.50 Marketing fee (formerly \$3500) + 1 Dozen bottles of wine for use in promotional activities.

(Note: This entitles members to one listing in all marketing collateral (both print and electronic) invitations etcetera (see below). For multiple listings, an additional marketing fee is required. Please complete a separate form for each entity.)

Benefits

- All the benefits of base membership plus those listed below
- Access and promotion of event listings via the coonawarra.org website
- Coonawarra Public Relations including media releases and ongoing news articles
- Invitation to join the annual Coonawarra National Wine Tasting Roadshow (Note in 2018 an additional cost \$500 for five cities or \$150 for each attending city)
- Invitation to participate in trade and media visits hosted/coordinated by CGWI and facilitated by agencies such as Wine Australia and PIRSA which could result in regional events and opportunities abroad such as the Vinexpo Hong Kong Masterclass and Regional Bar and Great Capitals Coonawarra Day Trip in November
- Liaison and coordination with key industry bodies for increased advertising and visitation benefit, including State Government, Local Government, SAWIA, Wine Australia and SA Tourism Commission
- Recognition on the Coonawarra tourist cellar door map, including your site with/without cellar door sales facilities
- A member profile on the CGWI website coonawarra.org
- Social media posts throughout the year
- Inclusion in the Coonawarra *Little Black Book* brochure, and any other marketing publication opportunities
- Promotion of, and participation in, cellar door events throughout the year, such as Cellar Dwellers, Coonawarra Cabernet Celebrations, and regional Pop-Up Bars
- The opportunity to showcase your wines and cellar door through the monthly industry get-togethers
- Access to Coonawarra branded glassware (subject to availability) at no charge, with breakage fee including chips of \$5 per glass and fee of \$10 per dozen if returned unclean
- Access to ice buckets (spittoons) at no charge (replacement fee for those broken or not returned)
- Access to purchase Coonawarra branded paper wine bags



2018-19 BASE MEMBERSHIP FORM

Please provide contact details to ensure that membership fees are calculated fairly, and our communications are being directed to the correct people in your company (or each entity).

Return to Christine at the CGWI office before Friday 25 May 2018

Base fee of \$768.75 + \$10.25 p/ha rate

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* Commitment is for annual membership where fees are invoiced quarterly.

**Where membership is sought to be ceased, the member is to notify the office and finalisation of annual membership fees is preferred.

1. Company Name: _____
2. ABN: _____
3. Address: _____
4. Postal Address *(if different to above)*: _____
5. Telephone: _____ Mobile: _____
6. Main contact person & email: _____
(Note: For business, only enquiries & invitations)

Alternate main contact person, phone & email: _____
(optional)

7. Total of hectares in Coonawarra under vine: _____
8. Name and email for accounts: _____
(Note: for all finance related enquiries)
9. Additional name and email addresses for Weekly Correspondence purposes. *(Optional)*
(Note: Not all your staff need to be listed. For larger companies please list a maximum of 2 other people (e.g. Supervisors) on the understanding that they forward to other staff members as appropriate.)

Contact 1: _____

Contact 2: _____

Contact 3: _____

2018-19 PROMOTIONS & EVENTS MEMBERSHIP FORM

Please provide details to ensure that membership fees are calculated fairly, and our communications are being directed to the correct people in your company (or each entity).

Return to Christine at the CGWI office before Friday 25 May 2018

Base membership and Promotions and Events x

Base fee of \$768.75 + \$10.25 p/ha rate + \$3,587.50 Marketing fee + 1 Dozen bottles of wine for use in promotional activities.

(Note: for 1 listing in marketing collateral. Please complete a separate form for additional P&E membership listings.)

* Commitment is for annual membership where fees are invoiced quarterly.

**Where membership is sought to be ceased, the member is to notify the office and finalisation of annual membership fees is preferred, acknowledging fees are expended on the print materials in the first quarter of being a member.

1. Company Name: Petaluma

2. ABN: TBA

3. Address: 254 Pfeiffer road, Woodside, SA

4. Postal Address *(if different to above)*: _____

5. Telephone: 83399391 Mobile: 0419 119 766

6. Main contact person & email: Luke Tyler luke.tyler@petaluma.com.au
(Note: For business, only enquiries & invitations)

Alternate main contact person & email: Andrew Hardy andrew.hardy@petaluma.com.au
(optional)

7. Total of hectares in Coonawarra under vine:

8. Name and email for accounts: _____
(Note: for all finance related enquiries)

9. Sales & Distribution Enquiries contact & email: Accolade Wines
(Note: for domestic and international related enquiries)

10. Marketing contact & email: luke.tyler@petaluma.com.au
11. *(Note: for advertising, promotions and logo related enquiries)*

10. Cellar Door Contact & email: N/A – no Coonawarra cellar door
(Note: for wine purchases & event enquiries)

11. Additional name and email addresses for Weekly Correspondence purposes. *(Optional)*
(Note: Not all your staff need to be listed. For larger companies please list a maximum of 2 other people (e.g. Supervisors) on the understanding that they forward to other staff members as appropriate.)

Contact 1: mike.harms@petaluma.com.au

Contact 2: _____

Contact 3: _____