



**2020-2021**

## **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 Coonawarra Vignerons office by  
Wednesday 12 February 2020**

**Coonawarra Vignerons  
(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](mailto:enquiries@coonawarra.org)

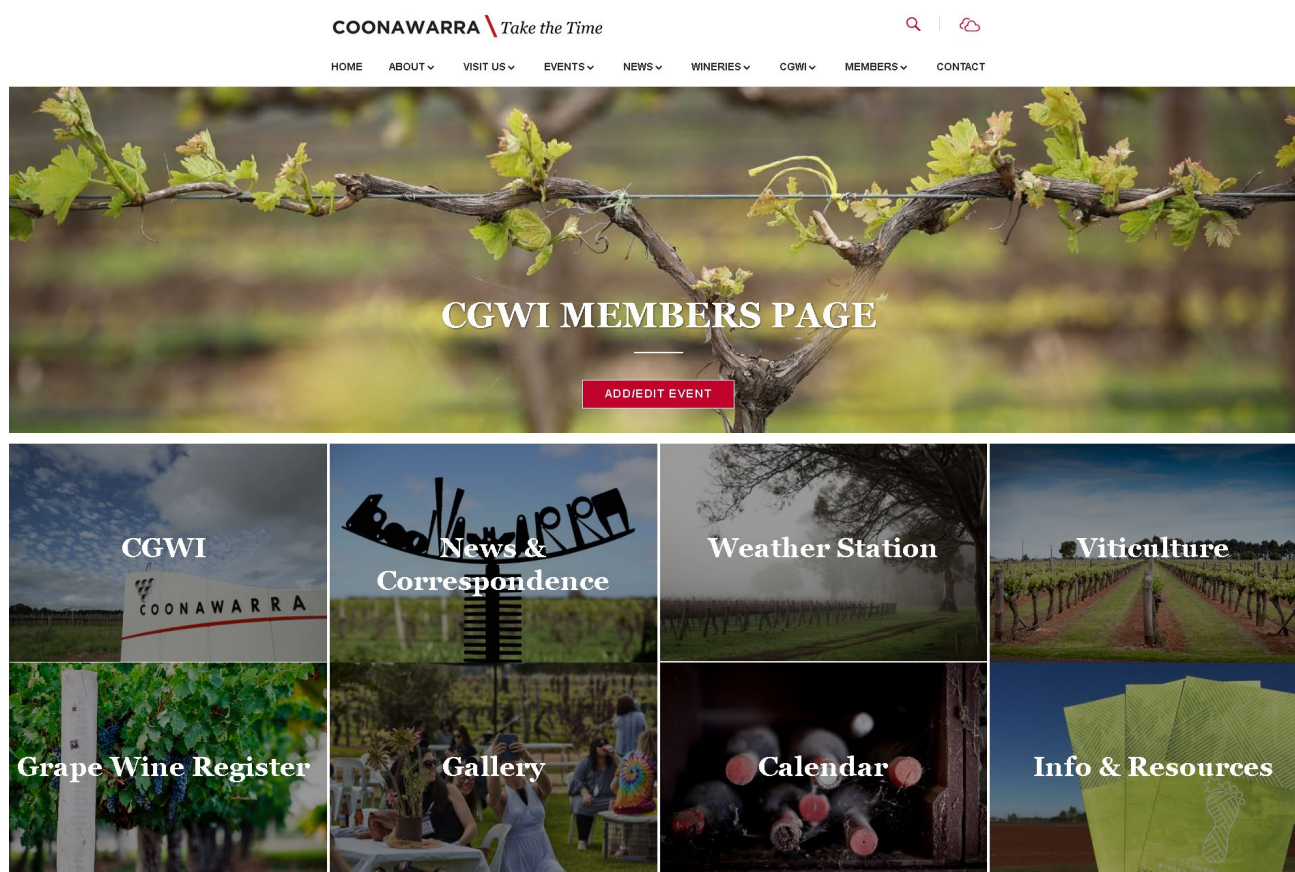
W: [www.coonawarra.org](http://www.coonawarra.org)

## Base Membership and Benefits

Base fee of \$780.28 (formerly \$768.75) + \$11.65 (formerly \$11.48) p/ha rate (Note: The CGWI fee structure for 2020-21 increased in-line with the Oct 2019 AGM motion of 1.5% increase - lower than CPI of 1.6%)

### 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 completes the science review.
  - Unconventional Gas Mining (Fracking) threatens the region's water and sustainability: and mitigating potential levy increases which has resulted in the 10 year moratorium by the Liberal Government
  - World first technology funded projects such as the Remote Sensing Project which successfully received \$50,000 support
- Support for continuing industry innovation and research activities in the region; including accessing grants to fund initiatives, and world first technologies for further information on the viticulture and oenology projects the region is leading, for example the only Rootstock trial in South Australia that produced wine in 2019
- Invitations to Coonawarra Vignerons focussed workshops, training and networking events and where possible significant discounts such as the Australian Cabernet Symposium to be held in 2021
- 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
- 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 Coonawarra Vignerons webpage coonawarra.org
- Priority access to Coonawarra Cup tickets



## **Promotions & Events Membership and Benefits**

Initial joining fee (for new members) – \$3,587.50 (*Join by 15 February and this fee will be waived*)

Base fee of \$780.28 (formerly \$768.75) + \$11.65 (formerly \$11.48) p/ha rate (Note: The CGWI fee structure for + \$3,641.31 (formerly \$3,587.50) Marketing fee + 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 Vignerons promotes events and is not responsible for individual members facilitation and risk management.
- A member profile on the Coonawarra Vignerons website coonawarra.org.
- Recognition on the Coonawarra tourist cellar door map, including your site with/without cellar door sales facilities.
- 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 Coonawarra Cellar Dwellers, Coonawarra Cabernet Celebrations, regional Pop-Up Bars and events such as Grapes of Mirth Comedy in Coonawarra. Note again in respect to event participation, each member has a duty of care and responsibility under their organisation for participation and this extends to events outside of the region.
- Social media posts throughout the year based on readily available information.
- Coonawarra Public Relations including media releases and ongoing news articles.
- Invitation to join the annual Coonawarra National Wine Tasting Roadshow. Noting in 2020 the participation fee will remain as per 2019 and 2018, whereby participation is \$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.
- 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 (SATC).
- 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 \$5.50 per glass and fee of \$10 per dozen if returned unclean.
- Access to ice buckets (spittoons and limited number of perspex and metal tubs) at no charge (replacement fee for those broken or not returned).
- Access to Coonawarra signage (subject to availability) at no charge (replacement fee if any signage is not returned or broken).
- Access to hire cool room, subject to availability, refer to terms and conditions for further information.
- Access to purchase Coonawarra branded paper wine bags.



## 2020-21 BASE MEMBERSHIP FORM

Please provide contact details and check your hectares 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 Coonawarra Vignerons office before Wednesday 12 February 2020**

Base fee of \$780.28 (formerly \$768.75) + \$11.65 (formerly \$11.48) p/ha rate

☐

\* 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)*  
  
8a. Willingness for Direct Debit? ☐ Tick and supply bank details if appropriate
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: \_\_\_\_\_

## 2020-21 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 Coonawarra Vignerons office before Wednesday 12 February 2020**

Base membership and Promotions and Events

☐

Base fee of \$780.28 (formerly \$768.75) + \$11.65 (formerly \$11.48) p/ha rate (Note: The CGWI fee structure for + \$3,641.31 (formerly \$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: \_\_\_\_\_

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 & email: \_\_\_\_\_

*(optional)*

7. Total of hectares in Coonawarra under vine: \_\_\_\_\_

8. Name and email for accounts: \_\_\_\_\_

*(Note: for all finance related enquiries)*

8a. Willingness for Direct Debit? ☐ Tick and supply bank details if appropriate

9. Sales & Distribution Enquiries contact & email: \_\_\_\_\_

*(Note: for domestic and international related enquiries)*

10. Marketing contact & email: \_\_\_\_\_

*(Note: for advertising, promotions and logo related enquiries)*

10. Cellar Door Contact & email: \_\_\_\_\_

*(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: \_\_\_\_\_

Contact 2: \_\_\_\_\_

Contact 3: \_\_\_\_\_