

# Mornington Peninsula Vignerons Association

Prospectus Summary / July 2020



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## Mornington Peninsula Wine

The Mornington Peninsula is host to a thriving wine industry with an international reputation and a total output of \$197.4 million in 2019\*. The Members of Mornington Peninsula Vignerons Association (MPVA), trading as Mornington Peninsula Wine (MPWine) work to create a valuable regional economic ecosystem diversified across agriculture, tourism and global sales. This diversity supports supply chains across all industries and helps to strengthen the region's economic resilience, with a willingness to invest in its future.

In creating a sense of unity and purpose, members of MPWine have access to the representative and technical services of the peak body for the region's wine industry, and collaborative events and promotions to build the value and perception of the region as well as opportunity for brand exposure, across regional, national or export markets, participating according to the best suited needs of individual businesses.

MPWine relies on its strong membership to fund its activities and have a credible voice with government and industry bodies. To achieve this, it is essential that the winegrowers of the region work together. As the lifeblood of the Association, members create a positive environment where goals are achieved and high value created which benefits the industry as a whole.

\* Source: Remplan 2020, Geografia 2020.





# Our Role

1. To promote the wines and region of the Mornington Peninsula.
2. Be an effective peak body to represent and advocate for the wine industry of the Mornington Peninsula to government and liaise with related industry and regional associations.
3. Provide technical and research support and activities to encourage profitable and sustainable businesses for continual advancement.





“Mornington Peninsula Vignerons contributed a total economic output of \$197.4 million in 2019.”

Marketing and Promotion

We will build on the success of our unrelenting focus on fine wine with a program stimulating connection and engagement of Mornington Peninsula wine to support market and tourism success, as a key driver of growth and profitability of the region.

Digital Platforms

Promoting the values and priorities of MPWine across multiple platforms including website and social channels of Facebook, Instagram and LinkedIn to introduce consumers and continually improve the perception and encourage participation in the region. Facilitating information sharing and developing campaigns with local and international promotional programs, providing platforms links for all members’ benefit.

E-newsletter & Member’s Portal

A weekly newsletter is a relied-upon channel for members to source updates on industry news, regional development and business management tools and promotes local activity and sharing of information.

Member-only access to the Member’s Portal supports the dissemination and archiving of information and is a platform to learn, discuss, innovate, collaborate and share technical material, encourages social support and networking, is a source for marketing collateral and a directory to the resources associated with the participating grape and wine business.

Digital & Printed Touring Map

Exclusive member listing on the newly developed digital Mornington Peninsula Wine Touring Map as well as inclusion on the printed version, to stimulate the tourism output of over \$180m and secure the region as the #1 most visited wine region in Australia\*.

\* Source: Tourism Research Australia 2020.

“Wine tourism in the region delivered over \$180 million in 2019 and secured the region as the #1 most visited wine region in Australia.”

Events

An important vehicle to promote the wines and lifestyle of the Mornington Peninsula. The events program increases social media and digital engagement, delivers selling and promotional opportunities across the seasons and expands awareness of the region, drawing an audience from around Australia and in particular cases, around the world.

A broad calendar of events promoting to various audiences: is it worth including the attendee numbers with the events, or is that too doubtful currently?

- February: biennial ‘Pinot Celebration Australia’
- March: Piers & Pinots
- May: Winery Walk
- June: Winter Wine Weekend
- August: Australian Pinot Challenge
- October: Mornington Peninsula Regional Wine Show
- National and International trade, media and consumer roadshows

Inbound Visits

MPWine works closely with government and industry bodies to ensure interstate and international wine media, trade and educators visit the Mornington Peninsula, generating business opportunities and regional exposure resulting in 545,877 visits annually\*, including day-trips, overnight stays and international visitors.

\* Source: Tourism Research Australia, 2020.



“The region delivered an agricultural output of \$17.4 million in 2019 and achieved the highest value Pinot Noir grapes per tonne nationally.”

**Technical Activities**

A key to the region’s success is the collaboration between grape growers, winemakers and suppliers to provide innovation, technical and research support to enable continuous improvement. This delivered an agricultural output of \$17.4m in 2019 and the highest value Pinot Noir grapes per tonne nationally.

\* Source: Wine Australia 2019.

A suite of activities to deliver workshops, field days and seminars focussed on viticulture, winemaking, environment & sustainability:

- WaterWatch: monitoring water and invertebrate health across the region
- Weather Stations: live weather data accessible on website to members
- Viticulture and Soil Health Programs: to promote sustainable practices
- Rootstock Trials: developing resilience for Pinot Noir
- Biosecurity: securing PEZ status and promoting protocols and awareness
- OH&S Worksafe: practices and training programs
- Development of young people: training and mentoring

**Advocacy & Representation**

Taking a leadership role with strong representation on national and state bodies, MPWine advocates for members in constructive collaboration on issues such as:

- Phylloxera and Biosecurity Protocols
- Taxation
- Liquor Licencing
- Labelling Laws
- Health & Alcohol Policy
- Environmental Protection

Regularly communicating with government and industry bodies to ensure our industry and members’ views are given high priority.

- Wine Australia
- Wine Victoria
- Australian Grape & Wine
- AWRI
- Sommeliers Australia
- Local & State Government
- Visit Victoria & MPRTB

**Information & Commercial Training**

MPWine collects and collates the latest industry statistics and facilitates training courses in marketing in business management through outside providers. These are often heavily subsidised by Government grants and not usually available to individuals.

**Sub Committees**

The Association has a number of sub-committees which meet regularly to discuss issues and activate strategies in their particular area.

- Technical Sub-Committee
- Marketing Sub-Committee
- Wine Show Committees
- Australian Pinot Noir Celebration Committee



# MPVA

## Membership

## Categories

**Member (voting)**

You are a member if you:

- (i) own (or lease) a vineyard holding (one or more vineyards) within the Mornington Peninsula region having a total area of not less than 1.6 hectares, and have the responsibility and control of its management,
- or
- make or have made your Mornington Peninsula labelled wine for sale using grapes grown on the Mornington Peninsula

\* Please see MPVA Constitution 3 (2)

**Fees (reviewed annually at the Budget Meeting)**

- Entrance Fee of \$460 to be enclosed with this application (excludes GST).
- Annual subscription: currently \$635, to be invoiced upon acceptance of application.
- Crush Levy based on tonnage of previous crush calculated after vintage and based on a three-year average.

TONNES	BASE LEVY	ADD’L/TNE	MAXIMUM
0 - 1.0	\$0	\$173	\$173
1.1 - 11.0	\$173	\$92	\$1,097
11.1 - 21.0	\$1,097	\$58	\$1,675
21.1 - 51.0	\$1,675	\$29	\$2,557
51.1 - 101.0	\$2557	\$23	\$3,712
101.1 - 201.0	\$3712	\$12	\$4,866
201.1 +	\$4,866	\$3	\$5,812

\* Please note GST is not included in the above fees



Associate Member (non-voting)

You are an Associate member if you:

- (a) have a vineyard on the Mornington Peninsula which is less than 1.6 hectares or
- (b) propose to establish a vineyard on the Mornington Peninsula; or
- (c) are an investment partner of a MEMBER.

Fees

- No entrance fee applies
- Annual subscription: \$254 (+ 10 % GST) to be enclosed with this application

Professional Associate (non voting)

You are a Professional Associate if:

- you are a winemaker, vineyard manager, marketing manager, or other employee of a Member **or**
- you are a contractor, consultant or trade supplier of viticultural or oenological equipment or materials **or**
- you have an interest in the purposes of the Association

Fees

- No entrance fee applies
- Annual subscription of \$635 (+ 10% GST) to be enclosed with this application

Note: Student membership will only be granted at the discretion of the Committee.

Wine Victoria and Australian Grape & Wine

In 2020-21, MPWine will collect and transfer fees to Wine Victoria and AGW for the year ending 30 June 2021, based on the following tables but may be subject to adjustment.

Wineries (crush for own label wines)

Tonnes - Winery	WV & AGW Fee
<20	\$150
20 - 49	\$300
50-99	\$525
100-199	\$900
200 - 399	\$1,200
400 - 999	\$1,500

Vineyards only (where no wine sales are involved)

Hectares - Vineyard Only	WV & AGW Fee
>5	\$100
5 - 9.9	\$150
10 - 29.9	\$200
30 - 49.9	\$200
50 +	\$375

\* Please note GST is not included in the above fees







# Application For Membership

Please complete this form and email to [olivia@mpva.com.au](mailto:olivia@mpva.com.au)

Name (please see note below\*) \_\_\_\_\_

Membership Category \_\_\_\_\_ (see previous pages)

Address \_\_\_\_\_

Email address for correspondence and MPWine weekly eNewsletters  
\_\_\_\_\_

Telephone (B) \_\_\_\_\_ Telephone (H) \_\_\_\_\_

Mobile \_\_\_\_\_ E-mail \_\_\_\_\_

Please note that email communication is the preferred method of communication

Occupation \_\_\_\_\_ Partner/Spouse’s name \_\_\_\_\_

## Vineyard/Winery

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Telephone (V) \_\_\_\_\_ Facsimile(V) \_\_\_\_\_

## Vineyard details

Date first planted \_\_\_\_\_

Total hectares already planted in (YEAR) \_\_\_\_\_

Consisting of:

Variety \_\_\_\_\_ Hectares \_\_\_\_\_

Variety \_\_\_\_\_ Hectares \_\_\_\_\_

Variety \_\_\_\_\_ Hectares \_\_\_\_\_

Further hectares to be planted in 20\_\_ \_\_\_\_\_

Variety \_\_\_\_\_ Hectares \_\_\_\_\_

Variety \_\_\_\_\_ Hectares \_\_\_\_\_

## Winery details

I do/do not\* have a winery. The capacity of my winery is \_\_\_\_\_

I am now/will be\* selling Mornington Peninsula wine from the 20\_ \_ Vintage  
under the label of \_\_\_\_\_

\*Delete as applicable

I agree to abide by the Rules and Constitution of the Mornington Peninsula  
Vignerons Association Inc.

Signed \_\_\_\_\_ Date \_\_\_\_\_

## Payment

Please circle: VISA MASTERCARD      CHEQUE

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_ Amount: \_\_\_\_\_  
Number \_\_\_\_\_ Expiry Date: \_\_\_\_\_

If paying by cheque please post form and cheque to MPVA, PO Box 282, Red Hill South 3937

## Note

A MEMBER is a natural person, a Partnership registered by the Australian Taxation Office, a Company incorporated under the Companies code or any corresponding legislation, a Cooperative registered under the Co-Operation Act, and a Trust, who applies and is approved for membership as provided in this Constitution, is eligible to be a member of this Association on payment of the entrance fees and annual subscription defined under this Constitution.

If you are not registering as a natural person, or wish to nominate another natural person to represent you, please complete the following:

MPVA Delegation Authority

I \_\_\_\_\_ being the legal owner of \_\_\_\_\_ am entitled to be a  
MEMBER of the Mornington Peninsula Vignerons Association.

I hereby authorize \_\_\_\_\_ to act for and on my behalf in all matters concerning  
the MPVA and its related activity until such time as formally revoked.

Signature \_\_\_\_\_ Date \_\_\_\_\_













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MORNINGTON  
PENINSULA  
WINE