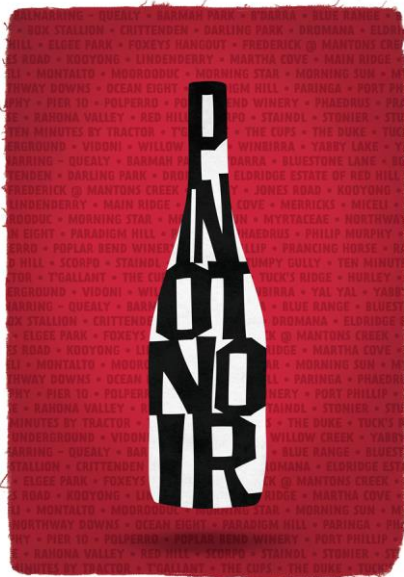




MORNINGTON PENINSULA VIGNERONS ASSOCIATION INC

MEMBERSHIP INFORMATION 2017 - 2018



Mornington Peninsula celebrates Australian Pinot Noir.



MORNINGTON PENINSULA VIGNERONS ASSOCIATION INC

The Mornington Peninsula Wine Region

Wine production on the Peninsula dates back to 1886, when Dromana wine won an honourable mention in the Intercontinental Exhibition. In 1891, fourteen Peninsula grape growers were mentioned in a Royal Commission into the Fruit and Vegetable Industry. In the 1920s, many of the Mornington Peninsula's vineyards were abandoned or uprooted. In the 1950s, Seppelt and Seabrook operated a vineyard in Dromana, but this was destroyed by fire in 1967.

The renaissance of the region's wine industry began in 1972 when a number of aspiring vignerons independently recognised the potential of the unique maritime climate of the Mornington Peninsula for producing high quality cool climate varieties, similar to those of the great wine producing regions of France. The maritime influence provides relatively high summer humidity and rainfall. The coincidence of late ripening and a prolonged gentle autumn, result in fully ripe grapes with outstanding fruit flavours, high natural acidity and fine tannins.

The main grape varieties grown in the Region are Pinot Noir and Chardonnay. Pinot Noir is the dominant variety, comprising half of total plantings – the Mornington Peninsula has over 9% of Australia's total Pinot Noir plantings; the third largest Pinot Noir wine region. Some of the more innovative plantings include Pinot Gris and Shiraz. Today, there are around 200 vineyards and plantings have steadied at around 900 hectares. Vineyards of 10 or more hectares are more dominant than was the case a decade ago. The Region also boasts over 50 wineries with cellar doors. The Mornington Peninsula Wine Region continues to develop and is rapidly becoming recognized as Australia's leading producer of high quality maritime, cool climate wines and in particular Pinot Noir.

What is the Mornington Peninsula Vignerons Association (MPVA)?

The MPVA is the industry association for the wine-makers and grape-growers of the Mornington Peninsula Wine Region. It is an Incorporated Association and has a Constitution.

Objectives

- To enhance the profile of the Mornington Peninsula wine region and market it as a leading producer of high quality, maritime, cool climate wines, and in particular the region's flagship variety Pinot Noir.

- To foster the development of expertise within the industry by facilitating technical and commercial training.
- To represent the regional industry to its various audiences, including the local community, tourism organizations, industry bodies and Government.
- To coordinate the production of information and promotional activities of common interest to members.

Management

The MPVA is managed by a committee elected by the Membership. The Officers comprise: President, Vice-President, Honorary Secretary, and Honorary Treasurer. The Committee consists of the four Officers and four Members, who must all be Full Members of the Association. The Committee is elected at the AGM each year by a vote of Members and the Office Bearers are elected by the Committee at a meeting held within two weeks of the AGM. The Committee meets monthly. Its role is to establish policy and provide strategic direction for the Association.

Sub-committees

The Association has a number of sub-committees, which meet regularly to discuss issues in their particular area of interest and organise relevant activities for the membership.

Currently, sub-committees include:

- Technical
- Mornington Peninsula International Pinot Noir Celebration
- Mornington Peninsula Regional Wine Show

New sub-committees are established as required. The sub-committees report to the Management Committee and refer to the Committee for all policy decisions.

Services and benefits of membership

Promotion of the Mornington Peninsula Wine Region

One of the key objectives of the MPVA is to enhance the profile of the Mornington Peninsula Wine Region and position it as a leading producer of high quality, maritime, cool climate wines with the flagship variety of Pinot Noir.

To achieve this it is essential that the winegrowers of the region work together. Recognition of the region will create a positive environment within which producers can market their products. This in turn will assist in creating a demand for high quality grapes which command premium prices.

The Association organises an annual program of promotional events designed to enhance the profile of the Region. An individual producer can benefit from the collaborative promotional activities provided by the MPVA, such as Winter Wine Weekend, Mornington Peninsula International Pinot Noir Celebration, Peninsula Piers & Pinots, various interstate Roadshows, regional tastings and the production of the (100,000) annual regional wine touring maps and an iPhone application upgraded each year.

Members also benefit from the coordinated advertising and promotional activities organised or supported by the MPVA such as advertising campaigns subsidized by Tourism Victoria and Mornington Peninsula Tourism.

In addition to activities, the MPVA regularly organises training workshops in areas relevant to the success of businesses involved – such as, Responsible Service of Alcohol, First Aid etc

Communication

The MPVA office is open between 9am – 5pm on week days and employs two full time staff – an Executive Officer is supported by an Administrative Assistant. Communication is mostly by email, with an enewsletter being distributed at least once a week to MPVA Members and nominated staff. The MPVA website www.mpva.com.au is supported by a *members only* website which members have password access to, and which includes relevant entry and participation forms, information about regional rates with Australia Post, live feed from seven weather stations established across the region, notice of AGM, Technical workshops, Marketing opportunities etc

Technical training

It is often hard for small, new or 'time poor' Vignerons to keep up to date with the latest technical developments and practical implications in the industry. The MPVA's Technical Sub-committee organizes an annual program of field days, seminars and workshops that cover all aspects of viticulture, as well as seasonal vineyard reminders. These activities offer the opportunity to learn from experts, update with the latest science and to exchange ideas and experiences with other Members.

Commercial training

Many Vignerons do not come from a business background, but require commercial skills to make their winery or vineyard successful. The MPVA can facilitate training courses in marketing and business management through outside providers. Most of these courses are heavily subsidised by Government grants, which are not necessarily available to individuals.

Representation

The MPVA represents the interests of its members to various audiences, including national and local government, the local community, environmental agencies, educational institutions, tourism bodies and other relevant industry organizations.

The Association has representatives on industry relevant committees such as Mornington Peninsula Tourism Leaders Forum and Mornington Peninsula Signage Sub Committee.

In addition the MPVA liaises with organisations such as:

- Wine Australia Corporation
- Wine Victoria
- Winemakers Federation of Australia
- Australian Wine Research Corporation
- Sommeliers Australia

Information

The MPVA collects and collates the latest industry statistics. It also subscribes to key industry magazines and publications through a clippings service. These are available to members and are collected on their behalf

It is important that all winegrowers and winemakers, large and small, play an active role in supporting their industry association. This will assist in the development and promotion of the Mornington Peninsula Wine Region and help wine businesses to succeed.

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

- 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

Crush Levy 2017-2018 (3 year average)			
<u>TONNES</u>	<u>BASE LEVY</u>	<u>ADD'L/TNE</u>	<u>MAXIMUM</u>
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

In 2017-2018, the MPVA will collect and transfer fees to Wine Victoria for the year ending 30 June 2018, based on the following tables but may be subject to adjustment.

Wineries (crush for own label wines)

Tonnes - Winery	WV Fee
<20	\$100
20 - 49	\$200
50-99	\$350
100-199	\$600
200 - 399	\$800
400 - 999	\$1,000

Vineyards only (where no wine sales are involved)

Hectares - Vineyard Only	WV Fee
>5	\$100
5 - 9.9	\$150
10 - 29.9	\$200
30 - 49.9	\$200
50 +	\$250

* Please note GST is not included in the above fees

APPLICATION FOR MEMBERSHIP

Please complete this form and email to cheryl@mpva.com.au

Name (please see note below*).....

Membership Category
(see previous pages)

Address

Email address for correspondence and MPVA weekly
enewsletters.....

Telephone (B)..... Facsimile (B).....

Telephone (H).....Facsimile (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 20 __

Consisting of:	Variety	Hectares
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.....

.....

.....

Further hectares to be planted in 20__

.....

.....

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 ofam 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 MVA and its related activity until such time as formally revoked

.....Date.....

