



CANBERRA DISTRICT WINE INDUSTRY ASSOCIATION

Membership Prospectus 2017/18

The Canberra District Wine Industry Association (CDWIA) has made a significant contribution to the profile and reputation of Canberra District wine and grapes since its inception fourteen years ago and is appropriately regarded as the peak body representing the local wine industry. Your membership of the CDWIA will allow for continued and expanded promotion and lobbying on behalf of what has become one of Australia's most highly regarded wine districts.

Membership fees are kept as low as possible to cover recurrent expenses. The Membership Categories (see below) provide information on classes of membership, entitlements and fees. The CDWIA also conceives and supports the conduct of high profile promotional events. Participation in events, as well as the district brochure, is based on a 'user pays' model with the objective that each event be a self-funded exercise.

The CDWIA works hard to promote the Canberra District with tourism organisations such as Wine Australia, Visit Canberra, Yass Valley Tourism, Destination NSW, RDA Southern Inland and others. All members benefit from the increased awareness of the Canberra District by visitors and agents, both national and international.

MEMBERSHIP INCLUDES

Website: The website is for members only and is the main source of information for visitors and members. On average of 2,000 people access the website each month. You will have a page featuring your business, news articles uploaded, featured events and be part of the quarterly newsletter.

District Marketing: Social Media marketing including Facebook, Twitter and Instagram.

Liquid Geography brand: Members are entitled to use the "Liquid Geography" branding on individual marketing, if you wish to do so.

Administration: Bookkeeping; Insurances; Audit fees; Bank charges; Statutory reporting fees; General meeting costs.

Canberra Region Visitor Centre: The Visitor Centre buys and on sells Canberra District wines. Only CDWIA financial members have access to this outlet.

Australia Post: The CDWIA has negotiated a deal with Australia Post for very competitive courier rates for members, particularly those who ship relatively small quantities each year.



OPTIONAL EXTRAS

District Brochure: This year, we will be 'going digital' thanks to our Wine Australia Grant funding. We will also be printing the popular brochure and distribution is through tourism information centres, other member businesses and at all CDWIA events. This is a 'user pays' extra however it is strongly recommend you add this to your list for this year.

Festivals and Events: The Association will be delivering three key events in the next 12 months. One of our principal objectives is to design and deliver events that will benefit both cellar door and non-cellar door operators. These events are 'user pays'.

OTHER BENEFITS

There are other benefits that arise from membership including being part of visiting Media events for the wine and tourism media organised by the Association and other bodies, particularly Wine Australia.

Supporting the NSW Wine Industry Association by means of our regional membership is integral to the development and support of the wine industry at both the State and National levels. The NSW WIA works closely with Wine Australia and the AWRI, the NWGIC, the NSW DPI, the WFA and others. It also does a huge amount of work behind the scenes with Government, both State and Federal. It was heavily involved in discussions surrounding the recent WET Reform package and is currently working with the Federal Government on the allocation of funds from the Export and Regional Wine Support Package.

MEMBERSHIP APPLICATION AND RENEWAL

New Members - A Membership Application form, for new members is available by emailing hello@canberrawines.com.au. Payment should NOT be made until a separate tax invoice is issued by our bookkeepers.

Renewing Members – Please email hello@canberrawines.com.au with any contact detail changes (if there are any) and if you'd like to be part of the brochure.