

QUEENSLAND WINE INDUSTRY ASSOCIATION

Membership Prospectus

2014-2015



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About QWIA

The Queensland Wine Industry Association (QWIA) is a member based organization formed to represent the interests of wine growers and producers in Queensland. It is the peak body for the Queensland wine industry.

Our mission :

“To facilitate the pursuit of excellence in the production of Queensland wines, encourage the promotion of Queensland wines, and to deliver leadership to the Queensland Wine Industry.”

What does QWIA do?

QWIA's role is;

- to actively encourage all Queensland wineries and wine grape growers to join the Association so as to help facilitate effective leadership to the Queensland wine industry;
- to encourage member participation in Association activities and wine shows at local, state and national level;
- to liaise with Governments and their agencies to educate and inform them on the needs and importance of the Queensland wine industry to the growth and stability of regional towns and communities and also the benefits to the wider community;
- to assist members in their relations with governments and their agencies
- to consider and recommend legislation for the benefit of Queensland wine grape growers and Queensland wine producers and to monitor the interests of Queensland wine grape growers and wine makers in legislative matters generally;
- to assist and advise members in industrial matters and the formulation of industry awards and agreements;
- to work closely with tourism and other bodies to stimulate tourism and visitor numbers to Queensland and to promote the various wine regions for their distinctive and unique varieties of wine;
- to make merit awards to members for outstanding performance as Queensland producers of wine grapes and wine and establish close liaison with the media to promote those awards and the promotion of Queensland wines and events in general;
- to seek outside funding (from Governments, Government agencies and private institutions) to promote Queensland wines at a State wide level;
- to assist in the formation and incorporation of local associations throughout the Queensland wine grape growing regions;

- to assist access to current data, information and technology, and undertake specific research on behalf of members and accessing industry support schemes;
- to relay and seek information on regional, state, interstate and overseas opportunities and disseminate to all members; and
- to provide classes of membership that will allow participation by varies bodies and individuals in selected Association activities who are ineligible for ordinary membership.

Current Initiatives

Current initiatives being carried out by QWIA for the benefit of members include;

- Providing free membership of Wine Grape Growers Australia for all QWIA members
- Implementing a digital media strategy including a Queensland Wine consumer web portal supported by social media activities on Facebook and Twitter to promote Queensland wine and to promote members and members' events
- Updating all members on activities via monthly members E-newsletter and regular E-updates.
- Supporting and promoting Queensland Wine week through industry and trade contacts
- Managing the annual Queensland Wine Awards and the Wine Awards dinner
- Providing a strong advocacy role for Queensland Wine with other organisations including Wine Australia, Winemakers Federation of Australia, Tourism and Events Queensland
- Providing representation on Small Winemakers Committee of WFA, Associations Council of QTIC
- Providing submissions with member input to Queensland government initiatives e.g. reduce red tape for liquor licencing, tourism strategy, agriculture strategy
- Providing submissions with member input to the current debate and proposed legislative changes to WET
- Facilitating GWRDC and AWRI seminar/workshops and other extension activities.
- Applying for Project funding GWRDC for workshop delivery and regional projects
- Working with the Queensland RNA Show organisers to provide Associate judging experience and training for Queensland winemakers
- Progressing a Queensland Wine History Project to preserve relevant information about and to showcase and promote the Queensland Wine Industry

Member Benefits

Communication

- Full voting rights in elections and general meetings
- Regular newsletters containing key marketing and technical information relevant to the Queensland wine Industry
- E-Newsletters and Updates contain information on Industry representation, technical seminars, training opportunities and marketing initiatives

Industry Representation

- Representation to Queensland and Federal Governments with respect to potential legislative changes and to obtain grant funding for the industry
- Representation on key national industry bodies – GWRDC, AWRI, Wine Australia
- Representation with Tourism organisations as part of developing a Queensland Wine Industry wine Tourism Strategy

Technical and Education

- Opportunities to participate in technical seminars relative to grape growing and winemaking at reduced cost.
- Opportunities to participate in Wine Education classes
- Access to training and opportunities for associate judges

Marketing and Commercial

- Free listing on Queensland Wine Web site and access to Social Media activities by QWIA on behalf of members
- Assistance in developing of regional identities for Qld wine regions
- Representation in collaboration with Sommeliers' associations etc. as part of QWIA's efforts to engage with trade associations
- Discounted entry to Queensland Wine awards and awards dinner
- Access to suppliers discounts as negotiated with sponsors

Membership Fees

All fees GST inclusive

Ordinary Member - Full

- All grape growers and wine producers who process 100 tonnes or less (\$275).
- Wine producers processing greater than 100Tonnes (\$400)

A combined WFA/ QWIA membership is available to Full Ordinary members only.

- This provides a saving of \$165 on the normal WFA membership fee. WFA only represents wine producers hence this combined membership is not applicable to grape growers

Other Categories

Associate Members

Individual	\$150
Organisation	\$275
Student	\$50
Industry Members	\$275

Join Today!

Membership is now open for 2014/2015 Financial year, members joining prior to 30June 2014 will receive member benefits immediately on joining

Membership forms are available on-line at;

<http://qwia.org.au/wp-content/uploads/2014/05/QWIA-membership-form-2014-2015master.pdf>

and for combined WFA/QWIA membership at;

http://qwia.org.au/wp-content/uploads/2014/05/WFA_Qld-joint-application-form-2014_.pdf

Consumer website www.queenslandwine.com.au

Industry website www.qwia.org.au