

wine. Garra Valley



Partner Prospectus 2022





Wine Yarra Valley

The Yarra Valley Winegrowers Association, known as Wine Yarra Valley, is a non-profit group of like-minded grape growers and winemakers who want to share the Yarra Valley experience with the rest of the world. The Association is the peak body for the Yarra Valley wine industry, providing leadership and direction for the continuing growth of the Yarra Valley brand. We exist to ensure effective stewardship of the Yarra Valley wine industry for a sustainable and successful future.

Established in 1889, the Association aims to:

- Provide resources to continuously improve the quality of our grape production, wine making and the ongoing development of wine styles
- Deliver a regionally focused, compelling and consistent message to consumers, trade and media
- Provide opportunity to continuously enhance business efficiencies and marketing knowledge
- Be the Yarra Valley voice of grape growers and wine makers to industry, government and community bodies
- Build a strong and sustainable association that meets the objectives and aspirations of our wine region.

Defining the Yarra Valley Wine Region

The Yarra Valley was one of the first viticultural regions in Australia recognised under the Federal scheme of Geographic Indications in 1996. This area can be described as: *“bounded on the west by the river Plenty from its source to the Yarra River; thence by the Yarra River upwards to the confluence of the Deep Creek; and on south by the range forming the basin of the Yarra River and on the southeast by Dandenong Creek”*. **Proclamation by Sir Charles Augustus Fitz Roy in 1849.**

Yarra Valley Geographic Indication



Our Vision

Our Vision

Wine Yarra Valley aims to be recognised globally as Australia's number one wine region for cool-climate wine excellence, enhanced visitor experiences and leading sustainable practices.

Our Priorities

Wine Yarra Valley will build the Yarra Valley's reputation for outstanding wines, food, beauty and history by focusing on the following priorities:

- Promoting a defined brand proposition
- Standing out in our consumers' minds as a preferred destination
- Bringing 'Yarra Valley Wine' to life
- Collaborating with Yarra Valley tourism entities to create a more compelling package for the region
- Leveraging the consumer base on our doorstep (Melburnians)
- Enhancing our 'fine wine' credentials within Australia and internationally
- Resourcing and implementation

Our Values

- **Honesty** – to make decisions in the best interests of the membership
- **Inclusive** – of the views and aspirations of our members
- **Integrity** – of our wine reputation and wine quality
- **Commitment** – to the Yarra Valley

Membership

A strong membership base is critical to the success of the association achieving its goals. Wine Yarra Valley has 90 members consisting of grape growers and winemakers, ranging from large, globally recognised wine brands, to small, artisan producers. Through our broad array of activities, we aim to position the Yarra Valley as Australia's number one wine region within the local, national and international marketplace. Members can take part in these activities and help build regional strength and leverage their own reputation and activities.

Activities

Technical seminars & workshops – a program of seminars to inform and educate grape growers and winemakers on industry matters, including drought resistance, first aid and Phylloxera management.

Member communications – weekly newsletter and member website with access to industry resources.

Consumer, media & trade communication – WYV website, Instagram, Facebook, Twitter, Yarra Valley Wine Region Map, 8,000 strong consumer database and media releases.

Regional & offsite consumer events – seasonal festivals including Fireside (winter) and Rosé Evolution (spring).

Media & trade events – Yarra Valley Wine Immersion Program, Yarra Valley Wine Show, James Halliday Chardonnay & Cabernet Challenge and visiting journalist program.

Partners Program

As a non-profit organisation, a strong network of partners is essential to the success of Wine Yarra Valley's operation. Membership fees provide approximately 70% of our annual income, with government grants, user-paid activities and partnerships making up the balance to deliver our activities.

Benefits of Partnership

- Exposure to and opportunity to meet with the key decision makers of the Yarra Valley's leading wineries.
- Opportunity to show support for wineries with which you do business or have the potential to do business.
- Opportunity to communicate your message to the YVWGA winery and grape grower members.
- Opportunity to communicate your message to a growing database of Yarra Valley interested consumers and tourists.
- Acknowledgement on printed and electronic material produced and distributed by the YVWGA.
- Acknowledgement on YVWGA website and links back to your website

Profiling Partners

Wine Yarra Valley actively seeks opportunities to promote partners to our member growers, wineries and consumers so as to generate additional business for partners. We are happy to discuss any opportunity you identify which may benefit your business.

Partnership Levels

Level 1 Partners	\$1,200 +GST per annum
<ul style="list-style-type: none">• Subscription to Wine Yarra Valley's (WYV) weekly newsletter, Pressing Matters• Business logo included in WYV newsletter and link to your web page• Business logo included on WYV website and link to your web page• Access to members only events• Logo and link to your web page on the new members hub	
Level 2 Partners	\$1,750 +GST per annum
<ul style="list-style-type: none">• Subscription to Wine Yarra Valley's (WYV) weekly newsletter, Pressing Matters• Business logo included in WYV newsletter and link to your web page• Business logo included on WYV web site and link to your web page• Opportunity to work with WYV executive to develop an exclusive offer to WYV members• Opportunity to promote offers to WYV members through the newsletter four times annually• Opportunity to attend and exhibit at WYV technical seminars and events• Two complimentary tickets to WYV marketing events and networking functions (up to three events per year nationally). Please note not all events will have tickets available.• Opportunity to meet with WYV's Committee of Management Executive• Logo, link to your web page, and opportunity to promote special offers on the new members hub	
Bespoke Partners	
<p>We are happy to tailor packages to suit your needs ensuring you receive the utmost benefit. Please contact our CEO, Caroline Evans, to discuss your partnership with Wine Yarra Valley at cevens@wineyarravalley.com.au or 0409 190 646.</p>	



Wine. Garra Valley

PO Box 552, Healesville, VIC, 3777

Tel +61 3 5962 7610

Email info@wineyarravalley.com.au

Web www.wineyarravalley.com.au