



QUEENSLAND  
WINE



Prospectus for Membership of QWIA

## ABOUT QWIA

The Queensland Wine Industry Association (QWIA) is an organization of wine grape growers, wine producers and associated organisations and individuals whose wine activity is defined by being located in Queensland. Note that “wine” has the meaning of the national food codes as well as Queensland State licensing requirements, namely the product of the complete or partial fermentation of fresh grapes, or a mixture of that product and products derived solely from grapes.

QWIA is the recognised affiliate in Queensland for Wine Australia, the national organization with Federal Government funding with the role of promoting Australian wine.



## 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.

**ANNUAL MEMBERSHIP FEE** (Prices Inc GST).

|   |                |
|---|----------------|
| Ordinary Member - Full<br>Grape growers and wine producers who process 100 tonnes or less | \$330 incl GST |
| Ordinary Member - Full<br>Wine producers processing greater than 100Tonnes                | \$495 incl GST |
| Combined AGW/ QWIA Membership   | Please enquire |
| Individual  | \$165          |
| Organisation  | \$330          |
| Student   | \$165          |
| Industry Members  | \$330          |

To become a member please email your request to: [info@queenslandwine.com.au](mailto:info@queenslandwine.com.au)

## **ROLE OF QWIA**

### **Technical Improvements**

- To assist access to current data, information and technology, and undertake specific research on behalf of members and accessing industry support schemes;
- Arrange technical seminars

### **Promote Excellence**

- To arrange assessments and competitions and make merit awards to members for outstanding performance as Queensland producers of wine grapes and wine.
- Publicise excellence

### **Hold and Promote Events**

- Hold wine events including assessment of excellence and technical issues
- To relay and seek information on regional, state, interstate and overseas opportunities and disseminate to all members;
- Arrange seminars in wine producing regions as well as in cities
- Distribute a newsletter of QWIA activity

### **Promote Queensland wine**

- To establish close liaison with the media to promote Queensland wines and QWIA events;
- To seek outside funding (from Governments, Government agencies and private institutions) to promote Queensland wines;
- Encourage membership & participation in QWIA activities and wine shows at local, state and national level.

### **Liaise with Other Organisations**

- To liaise with Governments and their agencies and inform them on the needs and importance of the Queensland wine industry.
- 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 work closely with tourism and other bodies to stimulate tourism and visitor numbers to Queensland;

### **Industry Assistance**

- To assist and advise members in industrial matters and the formulation of industry awards and agreements;
- To assist in the formation and incorporation of local associations throughout the Queensland wine grape growing regions

## **BENEFITS OF MEMBERSHIP**

### **Communication**

Regular newsletters containing key marketing and technical information relevant to the Queensland wine industry, information on industry representation, technical seminars, training opportunities and marketing initiatives.

### **Industry Representation**

- Representation to Queensland and Federal Governments.
- Obtaining grant funding for the industry
- Representation on key national industry bodies – GWRDC, AWRI, Wine Australia
- Representation with Tourism organisations

### **Technical and Education**

- Reduced entry fee for QWIA wine shows
- Opportunities to participate in technical seminars at reduced cost.
- Opportunities to participate in Wine Education classes at reduced cost
- Access to training and opportunities for associate judges

### **Marketing and Commercial**

- Listing on QWIA web site (including Vine&Shine) 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 organisations such as Sommeliers' Associations etc. as part of QWIA's efforts to engage with trade associations

### **Discounted**

- Entry to Emerging Varieties Challenge and Queensland Wine Awards including the dinner as well as discounted entry to affiliated wine shows
- Access to supplier discounts as negotiated with sponsors & industry discounts with associated member businesses.