

An aerial photograph of a vineyard in the Clare Valley. A dirt road winds through rows of grapevines. In the foreground, a two-story stone house with a corrugated metal roof and ivy-covered walls is visible. The house has several windows with dark shutters and a central entrance. The background shows more vineyards and a line of trees under a blue sky with light clouds. There are some olive green geometric shapes in the top right corner.

2025 - 2026 MEMBER PROSPECTUS

Clare Valley Wine &
Grape Association

CLARE
VALLEY

FROM THE EXECUTIVE OFFICER

BE PART OF A VIBRANT, COLLABORATIVE, AND THRIVING REGIONAL INDUSTRY

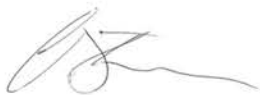
The Clare Valley Wine & Grape Association (CVWGA) is proud to represent a passionate and engaged community of members who are shaping the future of our region together.

Your membership participation is vital. Through collaboration and collective vision, we are building awareness of Clare Valley wine, increasing visitation to the region, and strengthening the foundations of our industry. Member engagement sits at the heart of all we do – your insights, ideas and involvement help guide the initiatives we deliver.

Equally important are our sponsors and funding partners. Their generous support enables us to create and deliver a rich calendar of events, workshops, tastings, and training opportunities that showcase the best of the Clare Valley and foster genuine industry connection.

By working together, we amplify our impact and ensure the Clare Valley continues to be recognised as a world-class wine destination.

Warmest regards,



Cherry Stowman
Executive Officer



ACKNOWLEDGMENT OF COUNTRY

We acknowledge the traditional owners of the Ngadjuri people and pay our respects to their elders; past, present and future.

WHAT MEMBERSHIP OFFERS YOU

JOIN THE COLLECTIVE STRENGTH OF CVWGA

Becoming a member of the Clare Valley Wine & Grape Association (CVWGA) means aligning your business with a united regional effort to promote, protect, and grow the Clare Valley wine industry. Together, we elevate the reputation of the region, drive visitation, and help members thrive.



A Strategic Industry Voice

Help shape the future of our region through a unified, collaborative approach. Members contribute to and benefit from the region's strategic plans, policies, and advocacy efforts.



Regional Promotion

Feature in impactful marketing campaigns, the official tourism website, digital and printed maps, social media promotions, and events developed for both consumer and trade.



Business Growth Opportunities

Access to trade events and tasting programs - domestically and internationally, along with hosted regional famils, benchmarking tastings, and cross-promotional campaigns. Get your product critically reviewed by wine experts with access to collective media tastings.



Innovation & Education

Enhance your skills and knowledge with member-only workshops, industry briefings, scholarships, and training programs. Stay ahead with viticulture and winemaking knowledge that builds resilience and capability.



Sustainability In Practice

Participate in the Sustainable Winegrowing Australia program with hands-on support to adopt best practices and achieve certification. Get access to programs such as Eco-Vineyards, and best-practice crop protection workshops that support your efforts to operate more sustainably.



Always Informed

Access the Members Portal for resources and updates. Receive direct communication about promotional opportunities, funding, industry events, and strategic initiatives via our members-only eNewsletter and private Facebook group.



Connection & Community

Join a thriving network of growers, winemakers, and industry partners. Your membership opens doors to collaboration, shared learning, and strong local ties. In times of success, this network celebrates and elevates your achievements. In more difficult times, it offers essential support, collective wisdom, and the reassurance of knowing you're not facing challenges alone.



WHY IT MATTERS

AN INVESTMENT IN THE FUTURE

We recognise the power of community in both the good times and the challenging ones. Whether celebrating vintage success, navigating industry change, or facing environmental pressures, a connected network of members brings strength, support and resilience. CVWGA is here to foster those connections and provide the shared momentum we need to keep moving forward – together.



Your membership fee is an investment in a thriving Clare Valley. Together, we will:

- Enhance regional and brand 'Clare Valley' awareness
- Drive visitation and sales
- Create shared opportunities
- Champion regional priorities

Let's work together to grow a sustainable and prosperous future for our wine region.

MEMBERSHIP ENTITLEMENTS

SALES & MARKETING

- ✓ Inclusion on the Clare Valley map – *distributed via regional guide and available separately as tear-off sheets for venues*
- ✓ A business listing on clarevalleywine.com.au including logo, image and link to own website
- ✓ Opportunity to submit stories, images and videos for amplification across CVWGA social media platforms
- ✓ Opportunity to submit promotions for inclusion in CVWGA consumer eNewsletter – *distributed monthly to 3,500 + database members*
- ✓ Opportunity to host international delegates and wine industry identities and to participate in famils, trade shows, masterclasses and tastings
- ✓ Opportunity to be involved in regional consumer events organised and promoted by CVWGA
- ✓ Free advertisements on clarevalleywine.com.au Grape & Bulk Wine marketplace

INFLUENCE & LEADERSHIP

- ✓ Leverage the insight and experience of the CVWGA Board
- ✓ Vote on key decisions shaping the region's future
- ✓ Nominate for leadership roles on the Board, committees, and working groups

EVENTS & WORKSHOPS

- ✓ Opportunity to enter your wines and venues to be recognised for excellence at the Clare Valley Wine Show
- ✓ Exclusive invitations to regional events, launches and member/association celebrations
- ✓ Participation in workshops and other educational opportunities coordinated by CVWGA, Industry and Member businesses
- ✓ Learn best practice viticulture through complimentary or subsidised workshops, demonstration vineyards and breakfast info sessions

RESOURCES

- ✓ Access to Clare Valley Crop Watch bulletins
- ✓ Subscription to member newsletter and access to member private FaceBook group
- ✓ Access the latest R&D through partnerships with research organisations
- ✓ Access to Sustainable Winegrowing Aust. resources and support
- ✓ Access to Clare Valley Cost of Production resources
- ✓ Access to Clare Valley cellar door staff training resources



HOW TO JOIN

WINE INDUSTRY FUND

Payment of the Clare Valley Wine Industry Fund levy, automatically confirms a Clare Valley Wine & Grape Association Membership. This membership ensures participants have access to the range of initiatives, services and activities outlined in this prospectus that will benefit their business.

Further information on the wine industry funds, with access to contribution forms, can be found on the [PIRSA Grape and Wine website](#).

Clare Valley Wine & Grape Association contacts:

Membership, Strategy, Board, Committees, General Business –

Cherry Stowman

Executive Officer

cherry@clarevalleywine.com.au

0409 040 752

Events, Marketing, Promotion, Communications –

Kylie Pengelly Linke

Marketing Specialist

marketing@clarevalleywine.com.au

0493 294 603

Grower Engagement, Education, Certifications –

Rachel Trengove

Engagement & Education Officer

rachel@clarevalleywine.com.au

0438 452 003



CLARE VALLEY WINE & GRAPE ASSOCIATION

United in purpose. Stronger together.

