

Clare Valley Wine & Grape Association



OUR PURPOSE

To ensure the prosperity and sustainability of our member businesses and the Clare Valley community.

We promote the interests of our members, inform them, unify them and manage collective opportunities for the betterment of the whole.

OUR VISION

Clare Valley Wines widely known, selling strongly and profitably, nationally and internationally, growing in reputation for their quality across multiple varietals.

For the world to know about the breadth and calibre of Clare Valley Wine, about the vibrancy and offerings of the Clare Valley Region, resulting in sustained profitable growth of Clare Valley Wine & Grape Businesses.

OUR VALUES

QUALITY

Grapes. Wine. Region.
Experiences.
People.

TRANSPARENCY

We openly and proactively share ideas, insights and practices for the benefit of our community.

SUSTAINABILITY

We focus on the long-term health and prosperity of our members and the greater Clare Valley region. Economic – Environmental – Social – Technical.

COLLABORATION

We actively work together and are stronger as a team.

DECISIVENESS

We inform ourselves, weigh up options, make choices and act in the interest of our members.

LEADERSHIP

We will be strategic and drive positive change for the long term betterment of our region.

Clare Valley Wine & Grape Association Strategic Plan 2019+

To fulfill our Purpose, realise our Vision and embody our Values, the Clare Valley Wine & Grape Association will prioritise investment and activity in the following domains;

BRAND	MIX	REGION POTENTIAL	WATER	OFFERINGS	EDUCATION
<p>Thrust</p> <p>Develop & tell a clear “Clare Story” about wine in the context of our region</p> <p>Lead partnerships, drive, manage & resource the promotion of the story</p>	<p>Thrust</p> <p>Focus on the current high quality varietal “trifecta” that Clare Valley can claim to hero as premium / world class.</p> <p>Continue to hero Riesling while elevating the profile of Shiraz and Cabernet Sauvignon.</p> <p>Keep abreast of, and inform members about, market directions, consumer trends and implications for W&G businesses</p>	<p>Thrust</p> <p>Define the potential “future state” opportunities for Clare Valley related to plantable areas and water availability</p> <p>Understand economic & community implications if desired future state is realised</p> <p>Advocate for and lead initiatives that enable desired future state realisation for the Clare Valley and the Wine & Grape businesses within it</p>	<p>Thrust</p> <p>Explore and identify the best options to ensure secure, sustainable and affordable water resources for Clare Valley growers (Drive, Commission, Resource & Manage)</p>	<p>Thrust</p> <p>Facilitate the unlocking of greater in-valley tourism value via championing high-potential / high-value offering development, including accommodation</p> <p>Explore and amplify the “Gateway to the Flinders” tourism opportunities that exist for Clare Valley Wine businesses</p>	<p>Thrust</p> <p>Build skills and human resource capabilities in the Clare Valley Wine & Grape Industry – technical, commercial and leadership</p> <p>Maximise member engagement & participation</p> <p>Develop cross-functional understanding of the Clare Valley Wine & Grape Industry Value Chain and opportunities for optimisation</p>
<p>Objective</p> <p>“One Story” about Clare Valley Wine understood, developed & deployed in 2019</p>	<p>Objective</p> <p>Implement an effective Clare Valley Wine marketing plan heroing our trifecta of world-class varietals (Q2 '19)</p>	<p>Objective</p> <p>Develop a clear, compelling picture of “What Clare Valley could be & achieve” related to grape planting, wine production and economic benefits (Q2 '19)</p>	<p>Objective</p> <p>A secure, long-term sustainable and affordable water resource for Clare Valley grape growing (plan implementation Q3 '19)</p>	<p>Objective</p> <p>Successfully assist the development of In-Valley tourism offerings that make it more compelling for domestic & international visitors to stay & spend</p>	<p>Objective</p> <p>All members engaging with, learning from and building their capabilities through interactions with the CWGA and members</p>

Underpinning these 6 strategically vital areas is **clear, transparent and continual two-way communication** with our members and partner organisations.