

ANNUAL REPORT

2025 - 2026

Clare Valley Wine &
Grape Association

CLARE
VALLEY

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Acknowledgement of Country

We acknowledge the traditional owners and occupiers of these lands and waters. We pay our respect to the elders, past, present and emerging of the Ngadjuri nation and extend that respect to all Aboriginal and Torres Strait Islander people.

Clare Valley Wine & Grape Association

Established in 2018, through the amalgamation of the Clare Valley Winemakers Inc. and the Clare Region Winegrape Growers Association, CVWGA's vision is to position Clare Valley wines so they are widely known and selling strongly, with a reputation for quality, and to tell the unique story of the wine community and the landscape in which it thrives.

Our Purpose:

To ensure the prosperity and sustainability of our member businesses and the Clare Valley community. We exist to promote the interests of our members, unify them and manage collective opportunities for the betterment of the whole.

Our Values:

Commitment to -

- Decisive Leadership
- Collaboration throughout the value chain
- Quality of our grapes, wine and experiences
- Lifelong learning and career opportunities
- Sustainability of our industry and environment
- Continuous improvement
- A community of leaders and contributors



Our 2025/2026 Board:

Chair:

Olivia Hoffmann-Barry
Jim Barry Wines

Vice-Chair:

Ali Paulett
Paulett Wines

Matt Schultz
Taylors Wines

Alister Sandow
Blenhiem Props

Travis Fuller
Kilikanoon (resigned April 2026)

Tania Matz
Knappstein Wines

James Meyer
Hill River Estate

Jarrad Steele
Paulett Wines

Daniel Willson
Independent Board Member

Sarah Castine
Independent Board Member

Our Operations Team:

Cherry Stowman
Executive Officer
cherry@clarevalleywine.com.au

Kylie Pengelly Linke
Marketing Specialist
marketing@clarevalleywine.com.au

Rachel Trengove
Education & Engagement
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From The Chair

Dear Members,

Reflecting on the past 12 months, I must begin by acknowledging the resilience of our members during what continues to be an incredibly difficult time for the Australian wine industry. In the face of seemingly endless challenges, the Clare Valley continues to care sustainably for our vineyards, create world-class, award-winning wine and food experiences, and share our stories with the world.

When I speak about the Clare Valley with government representatives and key stakeholders, I always emphasise that we are a 'gold star' wine region. Unlike many other areas, ours is predominantly family-owned and operated, has not experienced significant overplanting, and maintains a strong focus on white wine, particularly Riesling. These factors leave us well placed to navigate the significant structural change facing the industry. Although we are all experiencing hardship caused by systemic oversupply, declining demand and cost-of-living pressures, our businesses are built on strong, sustainable foundations. I am confident these foundations will help us emerge from this period stronger than ever.

The 2026 vintage presented significant challenges for the region, with severe drought conditions through the growing season, devastating frost, and significant rainfall events during harvest. Despite a 25% reduction in crush volume, the estimated value of the regional harvest fell broadly in line with production. This indicates relatively stable average purchase values for the region's key varieties and reflects continued market recognition of the quality and reputation of Clare Valley winegrapes. That resilience should be a source of pride for our region, particularly as it runs counter to trends seen elsewhere.

In difficult times, it is important that we work together as a united community to achieve outcomes that benefit us all. I thank every member for contributing to our association, and I encourage each of us to consider how we can do more. As in many businesses, our funds are tight and our resources are stretched. Now more than ever, we need a collective approach to make the most of the opportunities ahead.

It has been a great pleasure to chair the association for the past 8 months and I look forward to working with the new board and committees to achieve our association and regional goals in the year ahead.

Yours sincerely,



Olivia Hoffmann-Barry



From The Executive Officer

The 2025/26 financial year has again been a challenging one for our industry. Fluctuating export markets, changing consumer preferences, increasing cost pressures and the realities of a changing climate continue to test businesses across the wine sector.

What has stood out to me throughout the year is the resilience and determination of our Clare Valley community. I have seen firsthand the willingness of our growers, winemakers and industry partners to share knowledge, support one another and find new ways forward. This collaborative spirit, together with the quality of our fruit and wines and the strength of the Clare Valley brand, gives me confidence in our region's future.

In this environment, the role of the Clare Valley Wine & Grape Association is more important than ever. Guided by our strategic plan, we have remained focused on delivering value to members while investing in the long-term strength and reputation of our region. Our efforts have centred on three key areas:

1. Strengthening the Clare Valley brand and driving regional visitation - Through a coordinated program of trade and consumer activity, supported by targeted marketing communications, we have continued to showcase the quality and diversity of Clare Valley wines, build our regional brand and give consumers more reasons to visit and experience the region.

2. Supporting the long-term sustainability of member businesses - We have continued to invest in member capability and resilience through technical workshops, practical resources, knowledge-sharing opportunities and sustainable winegrowing initiatives. Providing relevant information, expertise and opportunities to learn from one another helps our businesses adapt to changing environmental, market and consumer expectations.

3. Strengthening our regional voice through strategic advocacy - The Association has continued to represent members on issues with significant implications for our region. In particular, our advocacy around water security and spray drift has sought to ensure the needs and challenges of the Clare Valley wine and grape community are represented in broader industry and government discussions.

One of the most rewarding aspects of my role is working with people who care deeply about the future of the Clare Valley. I sincerely thank our Board and committee members for generously contributing their time, expertise and perspective, and our members for their ongoing engagement and support. Our strength as an organisation comes from that collective contribution.

As we move into 2026/27, challenges remain, but there are also significant opportunities ahead. We will continue to build the profile and quality reputation of Clare Valley wines, support the sustainability and resilience of our member businesses, and advocate strongly on the issues that matter to our region.

It is a privilege to lead the Association and I am confident that by working collectively we will continue to advance the reputation, resilience, and competitiveness of the Clare Valley wine region.

Warmest regards,



Cherry Stowman
Executive Officer



Key Activities

PROMOTION



Clare Valley Wine Show

Tasting Australia Events -

- A Taste of Something Different - Alternative Varieties
- Riesling Masterclass - Aged vs New



Trade Engagement -

- Japan Trade Immersion visit



Gourmet Festival

Media Engagement -

- Wine Enthusiast
- Vinous
- James Suckling
- Wine Wankers
- UK Media Drop



SUSTAINABILITY

46 Clare Valley SWA members



Advocacy on Water Security & Spray Drift



Student Career Immersion Program



1:1 SWA Audit support & Subsidies

INNOVATION & EDUCATION



Clare Valley Crop Watch bulletins

Water Use Efficiency Workshop



Pre-Vintage Vineyard Walk - Grenache

Managing Grapevine Scale Workshop



Benchmark Tasting - Grenache



Customer Service Excellence Staff Training Resource

Promotion

2025 CCL Label Clare Valley Wine Show

15th – 19th September 2025

The Wine Show was led by experienced chair of judges and wine critic Nick Stock and included a judging panel of wine makers, wine writers and wine distributors. The trophy presentation and luncheon were held in the St Joseph's School Auditorium with wine writer and commentator Nick Stock master of ceremonies for the event.

The Wine of Show was won by 2022 Barry & Sons Cabernet. Jim Barry Wines also awarded Best Exhibitor of Show and took home ten trophies in total including the Ben Mitchell Perpetual Viticulturist Trophy. Wine of Provenance was awarded to Clos Clare Riesling. Pauletts and Pikes Wines received 3 trophies each and Naked Run receive Best Small Producer and their 2025 A Place in Time Riesling received the Chair of Judges Trophy.



Our Judges in 2025 were:

Chair of Judges: Nick Stock, Wine Critic

Panel Chair: Sarah Crowe, Winemaker Yarra Yering

Panel Chair: Sam Wigan Winemaker, Yalumba

Judge: Skye Salter, Winemaker, Paralian

Judge: Chris Ryan, Sommelier, Trader House

Judge: Andrew Kenny, Winemaker, Kenny Wines

Judge: Turon White, Winemaker, Turon Wines



Key statistics from the event include:

- 381 exhibits, with 40 gold medals awarded.
- 74% of all dry Rieslings exhibited received a medal, including 12 of the 40 total gold medals awarded.
- 188 guests at the Trophy Presentation luncheon, including 57 sponsors and VIPs





Christina Pickard Regional Visit (Feb 2026)

The Clare Valley welcomed acclaimed Wine Enthusiast writer Christina Pickard for a dedicated two-day regional media familiarisation, providing an in-depth introduction to the region's diverse wine styles, producers and personalities. The carefully curated itinerary showcased iconic wineries including Kilikanoon, Grosset, Skillogalee, Wakefield, Wendouree and Jim Barry, while also highlighting the region's hospitality through local dining experiences and a comprehensive regional tasting hosted at the Watervale Hotel.

The visit formed part of the Association's ongoing international media engagement strategy, creating valuable opportunities to strengthen relationships with influential wine journalists.

UK Media Wine Sample Drop (May 2026)

In partnership with **Wine Australia**, the Clare Valley Wine & Grape Association coordinated participation in the UK Media Drop campaign, showcasing six leading Clare Valley producers to influential British wine journalists. The initiative celebrated the CVWGA Hall of Fame recipients while highlighting the region's unique combination of heritage, innovation and contemporary winemaking through a curated sample pack themed "Old Vines, Young Minds", which was distributed to key UK media.

The fully funded activation reinforced Clare Valley's premium positioning in one of Australia's most important export markets by promoting wines already available in the United Kingdom. Featuring producers connected to the Hall of Fame, the campaign provided a compelling regional story, supported with video and podcast content, that recognised the achievements of past generations while showcasing the quality and relevance of today's Clare Valley wines to an international audience.

The Wine Wankers Regional Media Visit (May 2026)

The Clare Valley hosted Drew Lambert and Clint Driberg from The Wine Wankers for a weekend media immersion, introducing the breadth and diversity of the region through a series of winery visits, tastings and food experiences. The itinerary featured established and emerging producers including Knappstein, Mitchell, Pikes, Eldredge, Crabtree, Matriarch & Rogue, Paulett Wines and Shut The Gate, complemented by meals at the Watervale Hotel and other local hospitality venues. Designed to generate authentic digital storytelling and social media engagement in the lead up to the Clare Valley Gourmet Festival, the visit showcased not only the quality of Clare Valley wines but also the welcoming community, regional food culture and visitor experiences that define the destination.



Vinous – Angus Hughson (June 2026)

The Clare Valley welcomed Australian wine writer Angus Hughson in June to research an in-depth regional report for Vinous, one of the world's leading online wine publications. Vinous is recognised for its authoritative wine reviews, comprehensive regional reporting and long-form editorial content that reaches both wine trade professionals and engaged consumers.

The Clare Valley Wine & Grape Association coordinated the regional participation, inviting member wineries to submit up to six wines for consideration and managing communications throughout the process. The opportunity provided participating producers with valuable exposure to an influential international audience, while strengthening the Clare Valley's profile as one of Australia's leading premium wine regions through independent, in-depth editorial coverage.

Promotion

Wine Australia Japan Trade Visit (May 2026)

The Clare Valley hosted a high-value Japanese trade delegation as part of Wine Australia's Discover Australian Wine campaign, welcoming leading retail and hospitality professionals recognised for their outstanding sales of Australian wine in Japan. The regional program included visits to Wakefield/Taylors, Pikes and Jim Barry Wines, together with regional tastings, vineyard experiences and hosted dinners that highlighted the diversity and premium quality of Clare Valley wines.

The visit provided delegates with first-hand exposure to the region's landscapes, producers and winemaking philosophies, strengthening their knowledge and confidence to promote Clare Valley wines within the Japanese market. Throughout the program, the Association reinforced three key regional messages: Clare Valley's leadership in Australian Riesling, its unique balance of warm-climate generosity and cool-climate precision, and its reputation as a premium, boutique but globally recognised wine region.



Wine Australia

Promotion

Tasting Australia - A Taste Of Something Different: Clare Valley Alternative Varieties

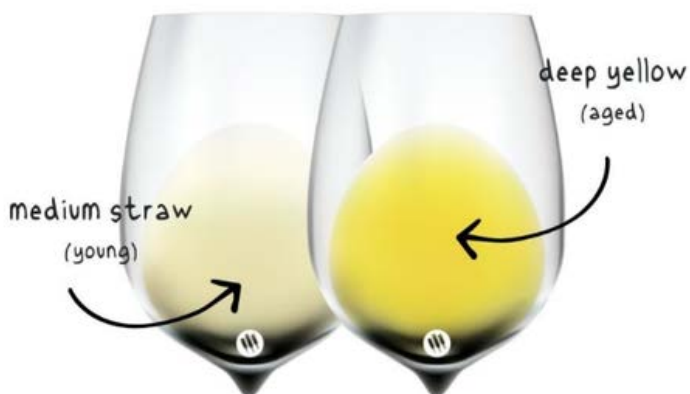
On Friday 1st of May, 2026 a contingent of 12 Clare Valley producers headed into the city to shake things up. The celebrations continued that evening with 130 guests attending this vibrant tasting event featuring 12 Clare Valley producers, each showcasing two alternative variety wines.

Guests enjoyed exploring the diversity and innovation emerging from the region, while a superb canapé box supplied by local restaurant The UPPside European Restaurant perfectly complemented the wines on offer. The event was an outstanding success, generating strong engagement throughout the evening along with excellent wine sales for participating producers.



Tasting Australia - Clare Valley Riesling Masterclass - Young & Fresh vs Aged & Elegant

Held at the Drinks Academy, this sold-out masterclass welcomed 50 attendees for a lively and entertaining exploration of Clare Valley Riesling. The theme of the tasting was to compare and contrast the complexity of Rieslings to the vibrancy of younger Rieslings and to choose your preference. Two of our local winemakers brought the concept to life brilliantly. Marnie Roberts (Matriarch & Rogue Wines) - championing the vibrant, youthful style of Riesling, and Peter Treloar (Penna Lane Wines) - showcasing the elegance and complexity of aged Riesling.



The tasting featured both current release and museum stock Rieslings drawn from Clare Wine Show Gold Medal winning wines, highlighting the remarkable quality, longevity and diversity of Clare Valley Riesling.

The feedback from attendees was overwhelmingly positive, with many commenting on both the quality of the wines and the unique, entertaining format of the session.

Promotion

Clare Valley Gourmet Festival 2026

This was the 42nd year of the Clare Valley Gourmet event, Australia's longest running food and wine event.

This year the format was condensed to run for only 4 days from Friday the 15th to Monday the 18th of May, and featured 28 participating member venues delivering more than 45 events. The Gourmet Bus Trails were again featured as a revenue generating product for the CVWGA, along with the reintroduction of the Hop On/Off Shuttle Bus service. Both products were well received and these will continue to be refined into the following year.

Funding was received from:

South Australian Tourism Commission – Regional Event Fund

Clare and Gilbert Valleys Council – Regional Event Support Funding

The event was supported through partnerships with:

- Southern Cross Austereo – TV and radio advertising
- Honeycomb Design – Branding
- Blis Web Agency – Website
- Purple Giraffe – Public Relations
- Clare Print/Created 2 Print – Brochure, poster & signage printing

Members were supported through:

- Dedicated website for event listings
- Promotion of their events via social media and advertising
- Coordinated purchase of wine tumblers and toilet hire
- Coordinated shuttle bus transport options
- Opportunity to be a venue on Gourmet Bus Trails



The event delivered a strong overall result. 6,780 people attended the event with 86% of visitors coming from outside the Clare Valley region. Overnight visitors made up the majority of attendance and there were 1,017 visitors from interstate. Attendee satisfaction was high. 88.75% of survey respondents rated their experience as satisfied or very satisfied, with atmosphere and entertainment scoring the highest of any measure.

The marketing campaign performed strongly across every channel. Social media reach grew significantly year on year, the Meta advertising campaign reached over 373,000 people including 108,000 interstate, and the festival website recorded 35,144 sessions in May, up 17% on the same month in 2025.

Based on survey responses the festival generated an estimated \$4.7 million in visitor expenditure for the Clare Valley region over the festival period.

Sustainability

Sustainable Winegrowing Australia (SWA)

The SWA program provides the Clare Valley wine community with a framework to measure, manage and continually improve its environmental performance.

The 2024-25 regional data includes 37 vineyard members, representing 3,004.99 hectares of vineyard, and 9 winery members processing 15,048.6 tonnes of grapes. These results provide a baseline for monitoring progress across CVWGA's five environmental pillars: Water Management, Soil Health, Biodiversity, Climate Action, and Waste & Packaging.

The data highlights specific environmental practices across participating vineyards and wineries.

The reported average vineyard water use was 0.79 ML/ha, well below the national average of 2.75 ML/ha. Clare Valley members reported annual and permanent mid-row cover crops, supporting the Soil Health pillar. Biodiversity areas were reported by 78% of members in each category, totalling 327.9 hectares in vineyard reporting and 56.8 hectares in winery reporting.

Renewable energy generation was reported by 32% of vineyard members and all nine winery members, with reported generation of approximately 233,470 kWh and 571,951 kWh respectively.

Recycling practices included agrochemical containers and bags among 84% of vineyard members, wire and scrap metal among 73%, and cardboard and paper among all reporting winery members.

In terms of the data for Scope 1 greenhouse gas emissions intensity, member vineyards reported an average of 98.91 kg CO₂-e per tonne harvested, approximately 21% below the national average of 124.85 kg CO₂-e. Wineries reported an average of 31.74 kg CO₂-e per tonne crushed, approximately 97% below the national average of 1,057.07 kg CO₂-e.

CVWGA aims to encourage broader participation and track these indicators over time, with a focus on continuous improvement across all five environmental pillars.



Sustainability

Student Career Immersion Program

As part of our strategic objective to help secure the workforce needed for the future, CVWGA has developed the Student Career Immersion Program to introduce young people to the breadth of career opportunities available across the wine and grape industry. A series of professionally produced videos has been developed to support the program, showcasing the diversity of roles within the sector – from viticulture and winemaking through to cellar door, marketing, hospitality, business operations and other supporting professions.

The inaugural program will be delivered in September 2026, providing local secondary students with the opportunity to step inside Clare Valley wine businesses, meet people working across different areas of the industry and participate in practical, hands-on activities. By creating direct connections between students and local employers, the program aims to broaden perceptions of what a career in wine can look like and demonstrate that rewarding career pathways are available within their own region.

Beyond the inaugural program, the initiative is designed to provide an ongoing platform for engaging local schools and students and strengthening connections between education and industry. Through greater awareness and first-hand experience, CVWGA hopes to inspire more young people to consider careers within the Clare Valley wine and grape sector and, over the longer term, contribute to building a skilled and sustainable regional workforce.



Government Advocacy on Water Security & Spray Drift

Over the 2025–2026 period, the CVWGA has maintained an active and strategic advocacy program with government, driven by the urgency of water security and the threat of spray drift. We have engaged directly with Ministers, most notably meeting with Minister Scriven to raise the issue of recurring chemical trespass within our region, and formally advised the Minister of our current Action Plan which involves seeking a ban of the chemical 2,4-D during the grapevine growing season.

Meanwhile, in the water security space, there has been good progress, although much of it has been behind the scenes. The Association is working at two speeds in terms of advocacy on water security.

In the short term, the focus is on getting the best possible outcomes from the existing Clare Valley Water Supply Scheme. That includes working with SA Water around future transportation agreements to improve affordability and examining whether unused allocations within the existing system can be unlocked to support growers needing additional water.

In the longer term, the work has been focused on collaborating with government and neighbouring wine regions to pursue a genuine climate-independent water solution; recycled water. We continue to advocate for government to incorporate that solution into broader planning associated with growth in Adelaide's northern corridor. The challenge is that infrastructure of this scale requires significant government leadership and investment.

Innovation and Education

Member Educational workshops

This year, the Association delivered a range of activities designed to strengthen knowledge-sharing and technical skills. Several educational and informative workshops were held through the year.

The Pre-Vintage Vineyard Walk

This interactive knowledge sharing workshop, held in February 2026, with the focus on the Grenache variety. Growers Bradd Kelly and Craig Richards provided insights into vineyard management and Marnie Roberts shared her winemaking philosophies for this variety. This workshop is always well attended and this year was no exception with 23 attendees.



Water Use Efficiency Workshop

Jodie Armstrong, McLaren Vale Grape Wine and Tourism Association (MVGWTA) Grower Engagement Officer, presented findings from the McLaren Vale AgTech Producer Group's irrigation trial. The trial compared five distinct irrigation management strategies under the pressures of an exceptionally dry growing season, conditions that thoroughly tested the resilience and effectiveness of each approach.



The workshop also included an informative presentation from Jay Holata (Affina) to provide an understanding of Vapour Pressure Deficit and the technology available to use the measure effectively.



GrowStrong

The program - funded by the Wine Grape Council of SA - delivered a range of activities designed to build skills, knowledge, and confidence across the sector. This included a Simonet & Sirch Shoot Thinning workshop in Oct, along with funding to provide one on one support from Rachel Trengove for Sustainable Winegrowing Australia (SWA) Audits and subsidies to help with the cost of the Audits.



Grapevine Scale Workshop

Grapevine scale is a growing concern for Clare Valley growers, prompting a timely workshop hosted by the Clare Valley Wine & Grape Association in August 2025 at Malcolm and Jenny Parish's vineyard in Leasingham. The event - supported by Wine Australia's Regional Program with post-workshop drinks and dinner sponsored by ADAMA - drew 18 local growers keen to learn the latest research and management strategies for tackling the pest.

Innovation and Education

Benchmark Tasting

The 2025 event placed the spotlight on Grenache, providing members with an invaluable opportunity to explore and discuss one of the Clare Valley's emerging red wine varieties. The event attracted a full house of 45 participants. The invited panel guests brought their expertise to the discussion, sparking lively and insightful conversation on stylistic expression, regional character, and how Clare Valley Grenache compares with other renowned regions.



Crop Watch Bulletins

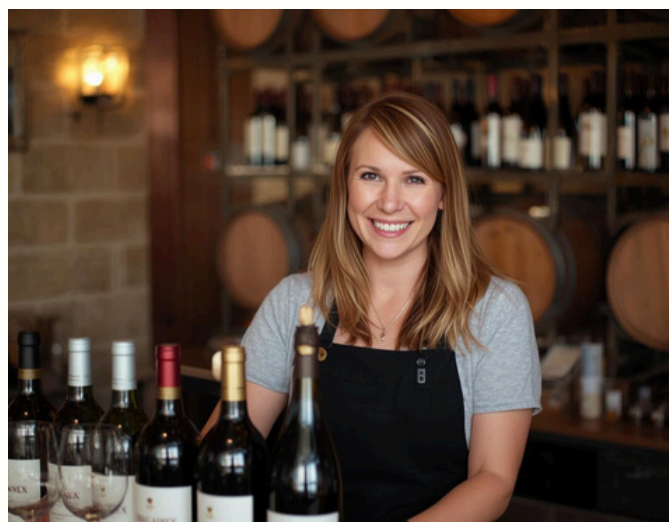
Philip Deverill Consulting was contracted to provide the Clare Valley Crop Watch service in 2025/2026, producing regular bulletins and three additional special alerts in response to frost, heatwave and rain during harvest across the growing season from October to March. A local network of six viticulturists provide on-the-ground input to the service.



Digital Marketing Masterclass

This was a practical, hands-on program designed to help wine businesses sharpen their digital marketing and grow direct-to-consumer (DTC) sales.

With consumer behaviour and digital platforms evolving rapidly, this one-day masterclass provided wineries with practical tools and strategies to cut through the noise, connect with customers and turn digital activity into measurable business outcomes.



Customer Service Excellence - Staff Training

In June 2026, the CVWGA launched its Customer Service Excellence Program. The program supports member businesses and their teams to build customer service capability and strengthen the quality and consistency of visitor experiences across the Clare Valley.

The program reflects the Association's commitment to supporting members through practical education and professional development, while strengthening the Clare Valley's reputation as a welcoming, premium wine tourism destination.

By investing in the skills and confidence of our people, the program aims to ensure the quality of the visitor experience reflects the quality and reputation of Clare Valley wines.

Connection

Post-Vintage Gathering & Sponsors Expo

Hosted at Mr Mick's Cellar Door & Kitchen on the 27th of May, the annual Post Vintage Gathering brought members together to mark the completion of another vintage, reflect on the season and reconnect with colleagues from across the region. Guest speaker Tim Siebert from Bentleys Consulting shared insights from the 2025 Wine Industry Snapshot, providing valuable context on the current challenges facing the Australian wine industry.

A highlight of the event was the tasting of unfinished 2026 vintage wines, providing growers and winemakers with an opportunity to share observations, discuss vintage conditions and gain an early insight into how the wines from the season are taking shape.

PIRSA's Family and Business Mentor was also on hand to highlight the support services available to wine and grape businesses and their families.

The event was again combined with our annual **Sponsors Expo**, providing an important opportunity for members to connect directly with the businesses and organisations that support the CVWGA and our regional wine community. Sponsors showcased their products, services and expertise in dedicated spaces, creating valuable opportunities for conversations, new connections and knowledge sharing.

Our sponsors make an important contribution to the work of the Association, helping us deliver events, programs and initiatives for the benefit of our members. The Sponsors Expo provides an opportunity not only to recognise these partnerships, but for members to support those businesses that invest in our industry. We encourage members, wherever possible, to consider our sponsors when seeking products, services and professional expertise.

With strong participation from both members and sponsors, the event provided a relaxed and collaborative environment to celebrate the completion of vintage, exchange ideas and strengthen the relationships that underpin our regional wine community.



Operational Planning Overview

Operational Team Planning Calendar -

MONTH	ITEM	DESCRIPTION	FREQUENCY	TIMEFRAME	Member Comms
JUL	Committees	Review each committee structure and terms of reference and provide recommendations to Board	Every 3 years	1 month, prior to Aug Board meeting	
	Annual Report	Prepare Annual Report draft	Annually	1 month, prior to Aug Board meeting	
AUG	Board Meeting	Prepare papers and distribute for review	Every 8 weeks	7 days prior to meeting	Board Communique
	AGM	Send Financials to Auditor	Annually	1-2 months, prior to Oct AGM	Save The Date: AGM
	Board Members	Finalise vacancies ahead of AGM	Annually	1-2 months, prior to Oct AGM	
SEPT	AGM	Finalise Annual Report Incl Financials	Annually	1 month, prior to AGM	Send Notice of AGM & Call for Board Member nominations
	Board Members	Call for Board Member nominations, conduct vote if required	Annually	At least 6 weeks before AGM	
	Committees	Review committees – check for any resignations and call for new members if required	Annually	1 month prior to AGM	Call for new committee members to fill any vacancies - if required
OCT	Member Survey - Sentiment	Prepare draft Member Survey for Board review	Annually	7 days prior to Board meeting	
	Board Meeting	Prepare papers and distribute for review	Every 8 weeks	7 days prior to meeting	Board Communique
	AGM	Prepare presentations	Annually	2 weeks prior to AGM	Annual report
NOV	Member Survey - Sentiment	Distribute Member Survey, collate and prepare results for Board review (Dec meeting)	Annually	Survey opens start of month, closes end of month	Member Sentiment Survey
	Spray Drift Awareness campaign	Set meetings with GPSA and create suite of comms in readiness for any incidences	Annually		Reminder: Spray Drift Reporting
DEC	Board Meeting	Prepare papers and distribute for review	Every 8 weeks	7 days prior to meeting	Board Communique
	Yearly Budget & Operational Plan	Ops team planning day to draft next FY calendar outline	Annually		
FEB - MAR	Board Meeting	Prepare papers and distribute for review	Every 8 weeks	7 days prior to meeting	Board Communique
	Yearly Budget & Operational Plan	Prepare 1 st draft yearly Operational Plan taking into consideration any Strat Plan updates for Board review (Apr meeting)	Annually		
APR	Board Meeting	Prepare papers and distribute for review	Every 8 weeks	7 days prior to meeting	Board Communique
APR - MAY	Yearly Budget & Operational Plan	Present draft Yearly Budget & Operational Plan for endorsement.	Annually	1-2 months, prior to end of FY	Board Communique
JUN	Yearly Budget & Operational Plan	Board to ratify Yearly Budget & Operational Plan	Annually		Board Communique
	Strategic Plan	Prepare overhauled Strategic Plan document and Infographic – if required	Every 3 years	1 month, prior to start of financial year	Share updated Strategic Plan and Infographic

Board Planning Calendar -

MONTH	ENTITY	ITEM	DESCRIPTION	FREQUENCY	TIMEFRAME	Member Comms
AUG	Board	Committees	Review Ops team recommendations, provide feedback and/or endorse.	Every 3 years	1-2 months, prior to Oct AGM	Board Communique
		Annual Report	Review Draft Annual Report, provide feedback and/or endorse.	Annually	1-2 months, prior to Oct AGM	
		Risk	Review current documentation and update if required.	Annually	1-2 months, prior to Oct AGM	
		Board Membership	Review any upcoming changes	Annually	2 months, prior to Oct AGM	
OCT	Board	AGM		Annually		Board Communique
		Member Survey - Sentiment	Review draft Member Survey, provide feedback and/or endorse.	Annually		
DEC	Board	Member Survey - Sentiment	Review Member Survey results, use to inform next Strategic Plan review	Annually	1-2 months, prior to Strategic Plan review	Board Communique
	Board	Skills Matrix	Conduct Board Members Skills Audit	Annually	1 – 2 months after AGM	
FEB	Board	Strategic Plan	Review current Strategic Plan to ensure fit within current economic climate and market conditions	Annually		Board Communique
	Board	Strategic Plan	Workshop to overhaul Strategic Plan for next 3 years	Every 3 years		
APR	Board	Yearly Budget & Operational Plan	Review draft Yearly Budget & Operational Plan, provide feedback and/or endorse.	Annually	1-2 months, prior to end of FY	Board Communique
JUN	Board	Yearly Budget & Operational Plan	Ratify Yearly Budget & Operational Plan	Annually		Board Communique

Member Resources

The CVWGA Members Portal hosts an array of resources available for current members to access.

Association Documents

- CVWGA Strategic Plan
- Financial Reporting
- Member Prospectus
- Vintage reports

Marketing Assets

- Marketing Communications Guide
- Marketing Plan
- Brand logos
- Event brand assets and reports

Member Resources

- Customer Service Excellence Staff Training Program (digital)
- Sustainability Forum Videos
- Vineyard Walk and Tasting Videos
- Wine Show past winners

Industry Resources

- Australia Post Wine Delivery Service
- Container Deposit Scheme Guide
- Sustainable Winegrowing Australia (SWA)
- Marketplace – sale & purchase of grapes / wine / equipment
- Clare Valley Crop Watch Bulletins
- Spray Drift
- Eutypa Management

Maps

Cellar Door Map

Sponsorship and Funding Summary

Grant funding and securing cash and in-kind sponsorship contributions is vital in supporting our initiatives and activities, enabling us to deliver valuable programs, events, and services to our members. We would like to thank the follow partners who have assisted in the delivery of quality and informative initiatives in the past year.

Clare Valley Wine Show

Sponsorship:

- CCL Label
- Mercurey Australia Pty Ltd
- Seguin Moreau Australia
- VAF Memstar
- BHF Technologies
- Hahn Corporation
- Hood Sweeney
- Lallemand Australia
- Vinpac International
- AP John Coopers
- Ackland Vineyard Services Pty Ltd
- Clare Valley Enterprises
- Jim Barry Boutique Accommodation

In-Kind Sponsorship

- Mercurey Australia Pty Ltd
- CCL Label
- Riedel
- AP John Coopers
- Wine Logistics
- Laffort
- Plains Producer
- Watervale Hotel
- Sevenhill Hotel

Gourmet Festival

Grant funding:

- SATC Regional Event Fund
- Clare & Gilbert Valleys Council Regional Event Fund

In-Kind Sponsorship:

- Honeycomb Design
- Blis Web Agency
- Clare Print / Created 2 Print

Benchmark Tasting

Sponsorship:

- Pact Logistics

Wine Australia Regional Program

Grant funding:

- Sustainable Winegrowing Australia (SWA)
- Crop Watch
- Water Efficiency Workshop
- Managing Grapevine Scale Workshop
- 1:1 Consultancy Support

GrowStrong Program

Grant funding:

- Sustainable Winegrowing Australia (SWA)
1:1 support & Audit Subsidies
- Simonit&Sirch Pruning Workshops

Appendix I – Audited Financials

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Appendix II –2026/2027 Operational Plan

FY27 CVWGA Operational Plan & Budget Summary

The CVWGA Operational Plan for FY2026-27 translates the strategic plan into specific projects and activities designed to promote the Clare Valley brand, strengthen member capability, and drive regional sustainability.

1. Promotion

- Grow demand for Clare Valley wine and grapes.
- Facilitate messaging that positions Clare Valley wines as high quality and desirable.
- Deliver events that attract high-value wine tourists to drive sustained economic growth for members.

Focus Area	Key Initiatives	FY26 Budget Allocation	Funding Sources
Marketing Communication	Employ Social media agency to deliver consistent, high quality content designed around key content pillars aligned to strategic plan. Engage consumer database with consistent, compelling email comms that support key messages around wine quality, regional visitation and event attendance.	\$236,046	Industry levy, sponsorship, grants
Targeted Media and Trade Engagement	Create a media engagement plan to deliver regular, themed releases designed to educate and inform. Facilitate trade and media regional education and visit/famil programs.		
Events	Deliver successful Gourmet Festival event Deliver successful Tasting Australia event Deliver successful Wine Show judging activities and trophy presentation event		

Appendix II –2026/2027 Operational Plan

FY26 CVWGA Operational Plan & Budget Summary

2. Sustainability & Capability

- Support members to achieve sustainability credentials that meet market and consumer expectations.
- Advocate for members to have a reliable, affordable and climate-independent water solution.
- Support members to adopt sustainable practices, production systems and maintain SWA certification.
- Deliver technical workshops, benchmarking and training programs.
- Support innovation and adoption of best practices through collaborative programs.
- Advocate on behalf of members to secure the workforce and supply chain resilience needed for the future.

Focus Area	Key Initiatives	FY26 Budget Allocation	Funding Sources
SWA Program	Deliver Certification and Audit support through 1:1 engagement Advocate for subsidised audits via WGCSA Growstrong program	\$83,821	Industry levy, grants
Water security	Deliver on Government advocacy strategy Engage with DEW / SA Water via Working Group to unlock capacity in existing Scheme		
Spray Drift	Deliver on Government advocacy strategy Deliver 12 month communication plan Maintain open communication with Grains industry reps		
Skill Building	Deliver Wine Show judging program Deliver Cellar Door Awards as part of Customer Service Excellence Program Deliver Benchmark Tasting event Deliver Pre-Vintage Walk and Tasting activity Deliver Phylloxera Preparedness Exercise and Regiona Plan		
Collective Access	Continue to support collective access to Australia Post service pricing Deliver Crop Watch information service Investigate Other collective access opportunities		
Industry Career Pathways	Deliver Student Career Immersion Program		
Innovation Extension and Adoption	Extend Cost of Production project to support member adoption		

Appendix II –2025/2026 Operational Plan

FY26 CVWGA Operational Plan & Budget Summary / cont...

3. Governance & Member Engagement

- Strengthen and enhance member communication using all available channels.
- Enhance member value through new participation models.
- Pursue grants and partnership funding to enhance capacity.
- Reinforce good governance and transparency across operations.
- Strengthen the capacity of the Association and enhance ongoing operations.

Operational Expenses	FY26 Budget Allocation	Funding Sources
Office equipment, stationary, etc Staff wages and superannuation costs, chair sitting fees IT services, platform subscription fees Bank, bookkeeping, auditor, insurance and legal fees Meeting, catering expenses Staff transport and accommodation expenses Subscription and membership fees	\$223, 446	Industry levy, associate membership fees, merchandise revenue