

Clare Valley Wine & Grape Association

Strategic Plan 2022+



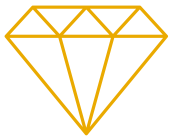
OUR PURPOSE

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 VISION

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

LEARNING

We are lifelong learners, committed to building the current and future capabilities of our industry participants, and presenting our industry as a compelling career opportunity for the next generations

DECISIVE LEADERSHIP

We make informed decisions, act on them promptly, and communicate transparently for the benefit of our members

COLLABORATION

We work together as interdependent partners on our value chain, stronger when we think and interact as a team

QUALITY

From our grapes to our wine to the experiences we enable and the support we provide, our priority is quality

CONTINUOUS IMPROVEMENT

We continually seek out and develop better ways of doing the best things

SUSTAINABILITY

We are committed to the long-term health and prosperity of our members, our industry and our environment

COMMUNITY

We are leaders, active participants and positive contributors to the wider Clare Valley community



VALUE PROPOSITION

Clare Valley Wine & Grape Association

CLARE VALLEY

Support members with things they can't do alone

Listen to our members and incorporate their feedback into focused activity plans

Connect our members and those that can help them

Benchmark, define and communicate the appropriate quality standards to help enhance all member businesses

Provide resources (education and more)

Present opportunities for members to improve themselves

Communicate in a transparent, timely and focused way

Play a role in increasing the value of "Brand Clare Valley" in order to increase the value of our grapes and our wine

PROMOTION



THRUST

- Lead a regional call to action to lift perceptions and strengthen the reputation of Clare Valley offerings (inside & outside the Valley)
- Advocate and lobby for member and wider region's needs, conveying a regional view with a unified voice.
- Facilitate & support collaborative projects to enhance the region
- Build brand awareness of a unifying Clare Valley wine brand story through consistent positioning and messaging
- A clear understanding of the target markets for Clare Valley visitation and wine sales, with aligned approaches developed & delivered

AMBITIONS

- Increase the value of Clare Valley grapes and wine through co-investment and collective action with the Clare Valley wine community.
- Attract investment organically via positively shaping perceptions
- Have a seat at the table and a clear, resonant, recognised voice in the most important conversations pertaining to the Valley
- Stand with our members to promote a sense of regional pride and positive conviction in the value of our offerings

KEY PROJECTS

- Develop and deploy a marketing plan that clarifies, and leverages, the unique selling points of the Valley.
- Includes developing and communicating a Clare Valley wine story with a sharp focus on the unique and diverse attributes of the region
- Includes developing clear target audience parameters for both trade and retail costumers
- Includes exploration of opportunities and exploits a "local" focus

SUSTAINABILITY



THRUST

- Support our members to increase biodiversity, reduce their carbon footprint and mitigate climate change.
- Promote business sustainability through strong value-chain principles.
- Effectively advocate for our grape grower and winemaking members on matters that threaten or challenge their business sustainability. e.g. chemical trespass
- Support our members on their Sustainable Wine Australia (SWA) journey through education
- Advocate for a sustainable water security solution for the Clare Valley, (representing our members' views for the best possible outcome)
- Define the desired future state of Clare Valley, and determine what will be needed to underpin sustainable growth of our industry

AMBITIONS

- Grow a sustainable future, nurturing our people, profit and the planet
- SWA Certification of the majority of relevant businesses
- Establishing sustainability as an element of regional pride and reputation
- Business confidence bolstering investment attractiveness, resulting in new and/or greater investment in the Valley
- A clear path forward for the region with water

KEY PROJECTS

- SWA Certification Program – extend and facilitate adoption across members
- National EcoVineyards Program regional partners – promoting soil health, functional biodiversity and ground covers.
- Adopt and maintain a leading participant role in water projects, regional water planning and security (including ongoing work with SA Water and the Clare Valley Water Project)
- Establish a framework for advocacy to ensure a representative position is championed on matters important to members
- Develop a long-term sustainability action plan for Clare Valley grapes and wine, that is informed by members and has considered and been shaped around the most likely future state scenarios for the region

INNOVATION & EDUCATION



THRUST

- Facilitate opportunities to inspire and support the next wave of industry leaders and new entrants into the industry
- Increase levels of education (technical and business) across the region to enhance future leadership capability and engagement
- Improve the ability of our members to innovate within their businesses.
- Connect members with educational opportunities, promoting a Valley-wide culture of lifelong learning

AMBITIONS

- Enable and communicate a rich array of learning & education opportunities and resources
- Take a global lens to education ideas (the world is open to us via technology)
- Brand Clare being increasingly recognised as a smart / clever region
- More technology-enabled opportunities across the Valley
- A forward-looking, rich calendar of events that members are excited about and to engage with
- Educate targeted trade and media about Clare Valley and its offerings, creating ambassadors to lift Clare's profile and reputation

KEY PROJECTS

- A program of activities to foster careers pathways with schools and regional opportunities with universities.
- Develop and deliver a calendar of educational events.
- Establish a library of tools and resources (technical and business).
- Develop a consultative member engagement plan to help inform future strategy.