



STRATEGIC PLAN

2023 - 2025

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Our Purpose

We provide South Australian Wine Grape Growers with timely support and effective representation through advocacy, policy and information services



Our Vision

A prosperous, sustainable
South Australian Wine
Grape Industry



Our Values

- Culture • Collaboration
- Accountability • Courage • Genuine
- Determination • Inclusion

Strategic Priorities



ADVOCACY

effectively advocate to
government and other relevant
bodies on important matters
common to our members



POLICY

understand and inform our
members on relevant policy, and
have a clear, representative and
effectively communicated position
on important policy matters at
state and national levels



INFORMATION

identify, communicate and
co-create relevant best practice
information for the benefit of our
members



ADVOCACY

Thrust

- Be a representative voice advocating for better outcomes for our members
- Adopt a structured approach to address and promote key issues
- Have a seat at the right tables, with a clear, well articulated and strongly communicated message that represents the views and wishes of our members

Keys to success

- Continually develop and strengthen effective relationships with key collaborators that can enable, support and enhance our advocacy efforts (PIRSA, PPSA, AGW and others)
- Adopt clear, structured and well articulated positions by continually identifying and understanding the matters most pressing to our members, then framing a position we can advocate for
- Open lines of communication with our members to keep our finger on the pulse about dominant issues, needs and wants

Objectives

- Strong, sustained multi-contact relationships with AGW, PPSA, PIRSA, Vinehealth and SAWIA
- A strong, recognized representative grower voice, effectively communicating the needs and desires of members on important state and national matters
- Identify and influence RD&E priorities for wine grape grower members with R&D providers, Wine Australia, AWRI and others as appropriate



POLICY

Thrust

- Develop and articulate a clear, representative policy position on key issues currently impacting / relevant to our members (state and national level)
- Be the recognised representative voice of the SA wine grape growing community that can be engaged to reflect the communities views
- Strong relationships with key stakeholders and government
- Focus on policy positions that identify and are focused on measurable benefits for our members

Keys to success

- PPSA Relationship
- AGW Relationship
- Clearly articulated policy positions on key current issues for members – Biosecurity & Water – mindful to stay in scope
- Resources to develop policy – consider part-time Policy Officer or alternative

Objectives

- Clear representative policy positions develop on water, biosecurity and other matters critical and common to our members
- An effective partnership with AGW, employing their support for policy position development and communication
- Open channels of communication in place to identify matters that will shape policy positions



INFORMATION

Thrust

- Be a representative voice advocating for better outcomes for our members
- Identify, collate and communicate valuable best practice information to our members for their benefit
- Prioritise business health, profitability and sustainability information to educate our members
- Focus on supporting healthier businesses and people to sustain the current generation of members and make the industry more attractive to the next generation

Keys to success

- Communication (2-way) - identifying relevant information and preferred communication mechanisms that fit our members, and disseminate it in a timely, easy-to-engage with fashion
- Engage with and harness the resources of our partner organisations for scale impact / resource maximization

Objectives

- Valued, timely and purposeful communication with our members via a range of effective modalities
- A member-focused communication plan developed, resourced, implemented and reviewed annually
- High member satisfaction with biodiversity and sustainability initiatives
- A valued toolkit of resources developed and engaged with by members to support contract negotiations
- Measurable increases in member wellbeing via wellbeing information initiatives