

VISION			
The Great Southern wine industry is a profitable and sustainable industry based on its reputation as producers of fine, cool climate wines.			
MISSION			
Continually raise the profile and performance of the Great Southern wine industry by showcasing its cool climate viticulture and diverse fine wine production, and promoting the region's unique wines, stories and people. Maintain strong and productive partnerships within and beyond the region to continually develop the region's technical capacities and ensure its position as a producer of fine wines.			
OBJECTIVES <i>KPIs annual review - July</i>			
<ol style="list-style-type: none"> 1. Grow the value and capacity of the Great Southern wine region. (53 wineries, 80 GSWPA members, target growth to 100) 2. Grow the Great Southern wine region's international/domestic reputation as producers of fine wine. (profile in media, menus and wine lists, consumer recall) 3. Support members to grow their wine export capacity and sales. (11% of production or 82,000 cases in 2018 av. \$9.84/l, target 20% and \$12/l by 2024) 			
STRATEGIES – <i>specific strategy and tactics for the Growing Great Wines from the Great Southern program</i>			
Build capacity of Great Southern wine businesses.	Build support for the Great Southern regional wine brand	Access export development initiatives to drive sales growth.	Access and manage resources to deliver the strategy.
TACTICS			
<ol style="list-style-type: none"> 1. Access Wine Australia and WoWA capacity building initiatives and resources for GS producers. Host professional development opportunities for members. 2. Encourage continuous improvement in wine quality to support the premium regional wine brand – better wine, stronger regional brand. 3. Support a move towards premiumisation with modelling and analysis tools, investigate benchmarking opportunities for wineries to share information. 4. Initiate cross winery visits and cross sub-region visits, engaging winemakers, vigneron, cellar door staff. 5. Create benchmarking events around varieties: put GS wines up against the best in the world. Could be extended with a TGS consumer tasting/rating event to show we are open and accessible to our customers. 6. Work with Chamber of Commerce events to educate and engage local advocates. 7. Reward passionate GS wine supporters / stakeholders with a wine master class with a visiting expert and tasting events. 	<ol style="list-style-type: none"> 1. Build an integrated communications /promotion strategy to develop and manage the GS wine region brand, manage internal and external communication. 2. Employ professional resources to manage the strategy and curate the social and general media presence. Commission feature articles, content. 3. Craft clear and consistent messaging to support the brand story for GS wines. 4. Commission resources that can be shared with stakeholders to promote the GS regional wine branding – images, video, text. 5. Develop a GS Wine Map, integrated with GS Wine Trail signage, GS wine guide to promote diversity of wines/microclimates. 6. Participate in the Scoop opportunity to upgrade the digital presence of the GS wine region and individual wineries. 7. Collaborate with the food, arts, tourism sectors to build the wine tourism offering and cellar door visits. Build the emotive response for a visitor that converts to sales. Develop unique experiences, visual opportunities to support the GS brand/reputation. 8. Create exchange sessions to link wine, food and tourism operators to build ideas and tourism products to support wine. Access TWA funding. Educate operators on GS wines and industry facts. 	<ol style="list-style-type: none"> 1. Advocate for greater engagement by Wine Australia to drive benefits for GS producers through famils, in-market promotion, capacity building and tools. 2. Access the analytics to understand current export performance of the GS, identify limitations and opportunities. 3. Liaise with WoWA, DPIRD, trade officers, Wine Australia and MRWA to access visiting wine experts, buyers, media, investors, influencers and to participate in events outside the region. 4. Access trade and market development resources for regional wine business support. 5. Investigate opportunities for bespoke GS wine feature events in-market. 6. Raise awareness of GS wines in international markets by actively seeking out and inviting buyers and journalists to visit the region. 7. Create cruise ship visitor experiences that generate social media exposure in Asian markets. 8. Investigate new order and fulfilment options for international tourists. 	<ol style="list-style-type: none"> 1. Communicate with members and encourage alignment with the plan and brand building. 2. Manage the opportunities that arise from the WoWA wine tourism and wine export strategies to ensure GS wine region engagement and outcomes. 3. Identify grant programs and deadlines. 4. Map the stakeholder alliances that can be leveraged to access resources, intellectual capacity, programs, funding, profile raising. 5. Build an events calendar to identify high impact opportunities for GS wine promotion. 6. Build greater alignment with the local food industry to pair iconic GS foods and wines to create exposure. Access the GSDC database of producers. 7. Work with local government to access event coordination resources to support wine region promotion initiatives. 8. Work with City of Albany to build the GS wine region's digital presence at the airport. 9. Work with the Wine Show to engage members, stakeholders and customers to ensure the reputation and showcase is representative of the region.