

Great Southern Wine Producers Association Strategic Plan 2024 - 2028

VISION 2024

The dynamic Great Southern wine industry is profitable and sustainable based on its reputation for creating exceptional wine from its unique environment.

MISSION

The Great Southern wine industry is an innovative and profitable collaboration of growers and winemakers, who apply strategic and sustainable farming and wine production methods to craft exceptional wines which reflect the unique, diverse, and pristine environment of the region.

OBJECTIVES

KPIs annual review – February

Expand domestic and international markets – through growth in value, sales, and diversification of market, targeting:

1. A price average of \$13.50 per bottle free on board (FOB) across all markets
2. Export market sales comprise 15 per cent of total production
3. An increase in the market share, value, and volume of domestic sales in Australia by 2.0% plus CPI/ annum
(note: determine the baseline by end 2025)
4. Consumers recognise Great Southern Wine for sustainable fine wine production with over 50% of total production created by producers who are accredited by international standards.
(note: determine the baseline by end 2024)

STRATEGIES

Sustainable industry

Support members capacity to meet sustainability targets i.e. productivity, profitability and environmental.

Enhanced Domestic

Marketing create demand for the Great Southern fine wines to local and interstate markets.

Growing Export

In conjunction with producers, access export development initiatives to drive sales growth.

Collaboration and Resource Management

Access and manage resources to deliver the strategies.

TACTICS

1. Engage our members in an enjoyable event that builds local pride and engagement and encourages members to become unabashed ambassadors for our great fine wine region.
2. Access Wine Australia and WoWA capacity building initiatives and resources for GS producers.
3. Promote the adoption of sustainable practices in the wine industry supply chain and access fit for purpose sustainability accreditation processes for GS wine producers.
4. Identify and access R&D and new technology, and develop ways to adopt this knowledge to ensure the industry remains efficient, productive, and profitable in a changing environment.
5. Facilitate improved industry knowledge of biosecurity through education and training, working with government regarding the planning for and management of biosecurity incursions
6. Encourage continuous improvement in wine quality to support the premium regional wine brand – better wine, stronger regional brand.

1. Develop, fund, and deliver the domestic marketing plan
2. Supporting members to achieving access to markets including Cellar Door, D2C, distributor and East Coast markets (Sydney/Brisbane).
3. Activate the defined tactics:
 - Events
 - Hit the Road and Bring them Home
 - Media & Social Media
 - Build relationship with Tourism WA and ASW
 - Workshops & Training
4. Curate bookable tourism products and provide workshop opportunities to facilitate
5. Initiate a regional (with WoWA) domestic sales benchmarking exercise across all wineries
6. Provide a dynamic, scalable media kit that members can tailor to their own efforts into new markets and opportunities, to keep the regional story consistent.
7. Work closer with local retail outlets so there is visibility and wines are accessible.

1. Develop, fund, and deliver the international export marketing plan
2. Manage the opportunities that arise from the WAWttW,, wine tourism and wine export strategies to ensure GS wine region engagement and outcomes.
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. Build an events calendar to identify high impact opportunities for GS wine promotion.

1. Create a funding strategy to provide for stability of income and operation. Broaden to include APC Fee for Service, Grants, Sponsorship
 - Increase APC funding to meet requirements
 - Identify grant programs and deadlines.
 - Access available funding options for sustainability capability and capacity.
2. Build an integrated communications /promotion strategy to develop and manage the GS wine region brand, manage internal and external communication.
3. Employ professional resources to manage the strategy and curate the social and general media presence.
4. Ensure the Board meets good governance targets as required for Incorporated Associations and encourages expert contribution.
5. Provide clear interaction with relevant State and Federal bodies with strong representation and collaboration.