



STRATEGIC OBJECTIVES

VISION: “OUR REASON TO BE”

To support profitable and sustainable Member businesses, sectors and Regional Association.

ABOUT US: “WHO ARE WE?”

MVGWTA is the representative body for three sectors in the McLaren Vale region (Geographical Indicator area): grape growing, winemaking and [wine] tourism.

PURPOSE: “WHY DO WE EXIST?”

All of the three sectors we represent recognise ‘McLaren Vale’ as the single and common defining element – in brief and simply, we grow *McLaren Vale* grapes, we make *McLaren Vale* wine and we promote *McLaren Vale* as a place to experience for wine tourism (visit or invest).

Therefore:

To grow value and equity in McLaren Vale wine enterprises so that our sectors, and Member businesses are profitable and sustainable.

MCLAREN VALE AND ASSOCIATION POSITIONING: “HOW WILL WE BE VIEWED AND KNOWN?”

At the end of the next three years, **McLaren Vale** will be:

1. A preferred source of lifelong wine consumption [customers and consumers] and a preferred wine tourism destination, globally
2. Recognised for its continued leadership in sustainability, culture and community (community pride, indigenous leadership, diversity, and a welcoming and inclusive community)
3. Our Member businesses will be sustainable, profitable and resilient.

At the end of the next three years, **the Association** will be:

4. Enablers of the MV wine economy, we will have mastered market development and promotion of our represented sectors, leveraging our knowhow, impact and exemplar relationships to establish McLaren Vale as a premium wine region for visitation and a preferred source of lifelong wine consumption
5. An influential advocate in matters relating to our represented sectors, regionally; and, an experienced researcher in government policy, industry incentives and need, as well as marketplace demand
6. pivotal to MV business capacity and capability building through thought leadership, innovation, education, environmental stewardship and best-practice through public and private partnerships.

OPERATIONS:

CORE SERVICES: “WHAT DO WE DO TO ACHIEVE OUR STRATEGIC OBJECTIVES?”

To support our Strategic Objectives, we focus on three (3) Core Service areas:

1. Market Development and Promotion
2. Capacity & Capability Development through Partnerships [digitally and tech focussed]
3. Consultation, Advocacy and Policy Influence

STRATEGIC THEMES: “HOW WILL WE ASSESS WHAT WE DO OR NOT DO?”

To support our Strategic Objectives, we use the following Strategic Themes to guide our decision-making regarding what Core Services we will or will not undertake to deliver against our Purpose and Vision.

Our Strategic Themes are:

1. **Profitability:** delivering activities that tangibly offer profitable outcomes for Member businesses, and, leverage investments by the Association
2. **Sustainability:** having regard to delivering activities that strike a balance of environmental, social and economic benefits [for Member businesses, represented sectors and the Association]

PERFORMANCE:

SUCCESS MEASURES: “WHAT DOES SUCCESS LOOK LIKE?”

The Association’s efforts are focused upon building collaborative working relationships with Member businesses and sector partners (public and private), as well as operational and financial excellence to enable our Core Operational Focus activities to support the profitability and sustainability of our Member businesses.

Our principle Success Measure for our Member businesses is ensuring our Member businesses are profitable and sustainable.

Our Success Measures for the Association are:

1. People and Culture: demonstrated high levels of professional empathy, balanced workloads, culturally sensitive and globally aware
2. Sentiment of Members and Stakeholders: meaningful communication, participation and support of Association-led activities, and feedback regarding the Association’s behaviours [availability, inclusiveness, transparency] and operational performance
3. Operation and Financial Excellence: delivery of activities on time, to an exceptional standard, within budget and strong ROI and diversification of revenue streams (as appropriate).

The McLaren Vale Grape Wine & Tourism Association acknowledges the Kaurna people as the Traditional Owners of the Country where the McLaren Vale Wine Region is situated today and pays its respect to Elders past, present and emerging.