



Riverland  
Wine Industry  
Development  
Council Inc.

# **Riverland Wine Industry Development Council Inc.**

## **Business Plan**

August 2009



## **Drivers**

**Promote, Influence and Facilitate Riverland Wine sales at Sustainable prices in Domestic and Export Markets:**

**Elevate the profile and reputation of the Wines, Winemakers and the Region:**

**Develop alternative business models to provide broader market access for Wineries, Brand owners and Growers:**

**Develop market oriented skills to ensure sustainability for the future:**

**Promote Innovation and Technology adoption in the region :**



## **Promote, Influence and Facilitate Riverland Wine sales at Sustainable prices in Domestic and Export Markets through activities which include:**

- *Utilising funding from reformed Winery Association to underpin Sydney, Melbourne, Brisbane promotional campaign at Food and Wine Events*
- *Collaborate with AWBC to include Riverland on International Visitor program*
- *Facilitate collaborative relationships between all participants in the wine supply chain*



## **Elevate the profile of the Wines, Winemakers and the Region:**

- *Implement wine journalist campaign, initially centred on non mainstream Riverland Wines*
- *Develop our own program of Regional Heroes and build a media presence on unique characteristics of the region*
- *Work collaboratively with Tourism and Food Riverland to promote the breadth of regional offer*
- *Implement Hospitality training program with Tourism, Trade and RDC across the region to raise the standard and promotion of regional wine and food service*



## **Develop alternative business models to provide broader market access for Wineries, Brand Owners and Growers:**

- *Develop Value Chain enterprise models with wineries, growers and downstream suppliers to expand the conduits to market*
- *Collaborate with PIRSA, Austrade and wine related industries to fund trade missions to selected emerging markets*



## **Develop market oriented skills to ensure sustainability :**

- *Collate and disseminate global wine trade data on quarterly basis to a range of industry participants to increase their awareness of both market and competitor activity*
- *Ensure forums like Some Like it Hot include key speakers from trade and marketing functions as well as technical, ensuring a full value chain perspective*



## Promote the adoption of Innovation, Technology and Communication:

- *Streamline and expand the use of CROPWATCH for best practice low impact and low cost disease management*
- *Utilise GWRDC Funding in collaboration with RWGA to deliver extension programs on*
  - *Market Orientation*
  - *Value Chain Re-engineering*
  - *Climate Change Impact*
  - *Management Best Practice*
  - *Succession and Education*



## **Minimise WIF erosion and Secure Additional Funding to underpin implementation of ongoing market development programs**

- *Identify and develop winning proposals for State and / or Federal funding*
- *Collaborate with related industries throughout the supply chain to secure funding required to attract government support, particularly for marketing activities*