

VISION:

The South Australian wine industry has an enviable reputation as the most successful and most influential on the Australian wine scene and as a recognised global leader.

MISSION:

To provide leadership to South Australian grape and wine industry businesses so they achieve great things that they couldn't by themselves.

SAWIA provides members with:

- a strong, reliable and independent representation for our members;
- relevant and highly valued business services and strong support to the wine industry;
- strong industry advocacy and leadership;
- protection for important existing policies for industry;
- influence in and shaping of policy development;
- effective access to Government and key industry decision makers; and
- a valuable network capability in and across the South Australian wine industry.

Our guiding values:

Engage members by communicating regularly and clearly on issues of importance
Deliver exceptional service each and every time

We value: diversity, unity, sustainability, success and collaboration

Guidance on our actions:

We represent members' interests to government, stakeholders and partners
We provide leadership on the issues impacting members
We advocate and lobby on issues of South Australian and regional interest
We seek out and enhance opportunities to improve profitability
We use the South Australian wine industry story to contribute to the state's economy
We collaborate with wine organisations and other stakeholders

1

Implement a best practice structure for SAWIA to deliver the best outcomes for members under a sustainable model

2

Grow & develop highly valued services to support the wine industry

3

Continue to develop the strategic advice and information to members, Government & other key stakeholders

4

Invest in and promote the SAWIA brand & reputation to members, non-members and stakeholders

5

Explore the role SAWIA can and should play in market development