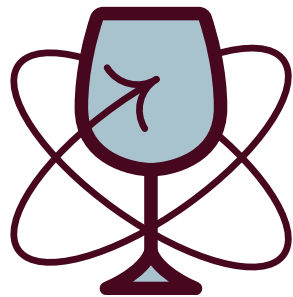


OUR 4 PRIORITIES

Our 8 goals and 18 actions to achieve our vision

Our Vision

**VICTORIAN WINE: ENJOYED
LOCALLY, ACCLAIMED GLOBALLY**



1. DOMESTIC AND INTERNATIONAL TRADE

Goal: Make Victorian wines the #1 choice for wine drinkers in Victoria

- 1.1 Grow the Drink Victorian program for the benefit of all Victorian wine regions
- 1.2 Identify and activate more opportunities for the Victorian Government to promote and serve Victorian wines

Goal: Increase international market share of Victorian wine in priority global markets

- 1.3 Facilitate wine export market entry and the export capability of Victorian wineries
- 1.4 Promote Victorian wine in priority international markets and grow exports

Goal: Capitalise on successes and build recognition for Victoria's wines

- 1.5 Celebrate Victoria's great wines through our premier wine shows



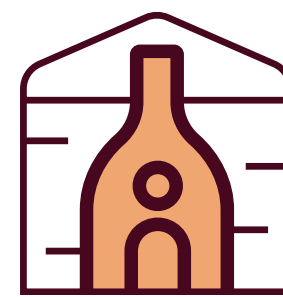
2. INNOVATION AND SUSTAINABILITY

Goal: Safeguard the future through innovation and sustainability

- 2.1 Create a new Innovation and Technical Lead role that focuses on sustainability and innovation to build industry resilience
- 2.2 Investigate establishing a co-investment fund that supports industry to adopt innovation and improve sustainability
- 2.3 Encourage more Victorian wine businesses to achieve Sustainable Winegrowing Australia certification
- 2.4 Improve biosecurity education, practices and prevention for wine businesses across Victoria

Goal: Drive industry forward with quality data

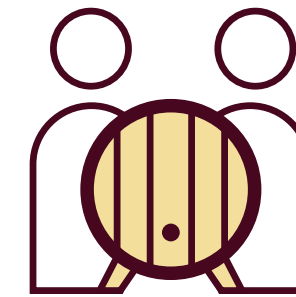
- 2.5 Collect and share better data and insights with Victorian wine businesses, and provide environmental and financial benchmarking tools



3. VISITOR EXPERIENCE

Goal: Create better Victorian wine experiences to drive wine sales and improve profitability

- 3.1 Pursue funding opportunities to improve and diversify visitor experiences
- 3.2 Establish a partnership between Wine Victoria and statewide visitor economy organisations to collaborate on opportunities
- 3.3 Build collaborative partnerships between regional wine associations and regional visitor economy bodies
- 3.4 Promote Victoria's exceptional wine destinations and seasonal wine events



4. PEOPLE AND COMMUNITY

Goal: Attract, develop and retain talent

- 4.1 Develop our people through the career lifecycle, connecting them with industry leadership and scholarship opportunities
- 4.2 Support opportunities to partner with Traditional Owners and First Peoples businesses throughout the wine supply chain
- 4.3 Support Australian Grape and Wine to advocate for visa and workforce issues that align with Victoria's needs

Goal: Maintain the Victorian wine industry's social licence and community acceptance

- 4.4 Continue to support national advocacy on health and social impacts, responsible practice and wine taxation



Key enabling actions

- A. Gain industry support for and implement a sustainable funding model for Wine Victoria
- B. Explore options for collaborative investment in strategy delivery
- C. Establish strategy oversight and reporting mechanisms