

MARLBOROUGH WILL BE
THE WORLD'S GREATEST
WINE REGION



Strategic Plan

OVERVIEW TO 2023

PHONE
03 577 9299

ADDRESS
Wine Marlborough
85 Budge Street, Blenheim
New Zealand



@winemarlborough
Facebook/ marlboroughwine

wine-marlborough.co.nz

Purpose

WHY WE EXIST

Proudly standing up for, and building, the reputation of Marlborough's wine region

Beliefs

WHAT WE STAND FOR

Providing leadership in times of opportunity, challenge and success

Future proofing the success of our members

Uniting the industry to protect and grow Marlborough's wine region

Building a window for the world to fall in love with Marlborough's wine region

Character

WHO WE ARE

Courageous to hold the industry to high standards

Respected to make a valued contribution

Innovative to create sustainable funding and value

Grounded to know what is important to our Members

Focused to achieve sector-wide clarity on roles and responsibility

Committed to developing a sustainable future

Wine Marlborough prides itself on our culture and connection with the industry
We will intervene if Members of the board or team do not demonstrate these character traits

Our Strategy

HOW WE WILL EXECUTE OUR PLAN

EDUCATE

- We're used as the key source of information for Marlborough's wine region
- Highlight key issues and support Members understanding
- Build understanding and culture around Corporate Social Responsibility (CSR)

GROW

- Develop and maintain strong and wide networks
- Unite stakeholders, and guide and influence decision makers
- Create distinctive culture and regional identity

PROTECT

- Forecasting and research is undertaken to inform our thinking and guide our outputs
- Wine Marlborough are the champions for Members and represent their rights and interests
- We help Members stay 'match-fit' by supporting their resilience and wellbeing

CELEBRATE

- Events are used to help Members shine, sell and create relationships
- We celebrate the activity of our Members and community that reflect our region's unique reputation
- The Marlborough wine story is clear and understood by Members, industry, stakeholders, community and consumers

The team at Wine Marlborough are responsible to ensure Members understand the purpose and strategy, and that we're measured against it



Vision

WHAT WE WILL ACHIEVE

Marlborough will be the world's greatest wine region