



Padthaway Grape Growers Association

Statement of Purpose

“Work together supporting our community & wine industry by adding value to its reputation for reliable, distinctive, sustainable, & high quality Padthaway wine & grapes”





Strategic Objectives guiding PGGA's work:

1. **SUPPORT** our grape growers and wine producers proactively
2. **SECURE** our water resource for the future
3. **BUILD** the quality and value of Padthaway grapes and wine
4. **DEVELOP** communication channels to our Padthaway wine "story"
5. **ENHANCE** all human, financial and social capital for Padthaway's wine industry
6. **GROW** our community's people & facilities along with our wine industry





Strategic Objective 1: *“Support our grape growers and wine producers proactively”*

1. COLLABORATE actively with all PGGA members to build awareness of the full range of value adding services available from the community, regional, state and national industry bodies
2. SUPPPORT individual members upon request
3. PROMOTE to members all industry events & available technical advisory services from visiting industry specialists
4. STAGE an annual celebratory Vintage Event with wide appeal to all members, families & friends





Strategic Objective 2: “Secure our water resource for the future”

1. CO-OPT three irrigation community members to a Review Committee chaired by PGGA President to assess & fine-tune a draft “*Padthaway Irrigation Aquifer Statement of Condition Report & WAP Review Proposal*” (*WAP Review Report*) for consideration & adoption by PGGA Executive
2. PROCURE Proposal & Quotations from expert consultant to deliver an up-dated Padthaway Irrigation Aquifer condition & WAP Review Report
3. LOBBY SA Government water authority entities & politicians with our WAP Review Report
4. PROMOTE best vineyard water use practice & technologies to produce “*more with less*”





Strategic Objective 3: *“Build the quality and value of Padthaway grapes and wine”*

1. PROMOTE marketing of Padthaway wine grape varieties and grades at highest and best value
2. DEVELOP a “Grape & Wine Value Dossier” stating the merits of the Padthaway grape and wine value proposition
3. IDENTIFY the unique Padthaway “terroir”





Strategic Objective 4: *“Develop communication channels to our Padthaway wine story”*

1. IMPLEMENT multi-media channels to connect Padthaway wine & its “story” to the world
2. DEVELOP the Padthaway community and wine “Story” and content - chapter by chapter
3. CONTINUALLY IMPROVE the PGGA website to ensure it is fit for purpose
4. CONNECT growers and winemakers to the internet and other media channels via the PGGA website





Strategic Objective 5: *“Enhance all human, financial and social capital for Padthaway’s wine industry”*

1. ARTICULATE the need for the human, financial, and social capital necessary for Padthaway’s community and wine industry & identify significant existing gaps
2. PORTRAY the many strengths and opportunities of the existing Padthaway community and wine industry and why it is a great place to live
3. PROMOTE the favorable risk/return on investment capital available from the reliable Padthaway wine industry; i.e. – express the investment parameters





Strategic Objective 6: *“Grow our community’s people & facilities along with our wine industry”*

1. RESOLVE existing gaps in available public childcare and before/after school care in Padthaway in support of young families & potential wine industry workers. Consider private Expression of Interest for a new childcare facility if a public sector facility cannot be delivered quickly
2. ADDRESS shortage of available housing accommodation and serviced residential allotments available for new housing development to attract important new families to work in Padthaway’s farming industries
3. ATTRACT talented people/families with trade and technical skills to work in the wine industry; plus, live, grow and play in Padthaway
4. COLLABORATE with Padthaway community groups and agencies to identify and remedy the inhibitors detracting from value adding families living in Padthaway
5. PROMOTE on-the-job training and enhancement of industry workers over a range of manual, technical operations, biosecurity and viticulture skill-sets