



2025–2030 Strategic Plan

Summary Briefing

[A fuller version of this document is available here.](#)

Introduction

Marking its 50th year, the Council presents a future-focused Strategic Plan that builds on the 2020–2025 framework, integrates constitutional references, and introduces new ideals and targets. It is shaped by two guiding propositions:

1. Initiatives span three domains — Community, Industry, and Integrity — with potential for overlap.
2. To remain relevant and impactful, the Council adopts three strategic priorities: Regeneration, Clarification, and Cross-Pollination.

Vision Statement

To empower all regions, communities, and individuals in the Limestone Coast wine industry to achieve excellence in:

- Technical proficiency
- Commercial viability
- Ecological sustainability
- Competitive advantage

Mission Statement

To foster collaboration and advocacy across the Limestone Coast wine industry through:

- Representation and advocacy
 - Information and investigation
 - Outreach and engagement
 - Promotion and celebration
 - Responsibility and custodianship
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Strategic Priorities

1. REGENERATION

Future-focused renewal of industry and community:

- Support intergenerational knowledge transfer
- Recruit diverse stakeholders
- Refresh membership and financial base
- Rejuvenate vineyards and resize winery operations
- Welcome new voices and markets

2. CLARIFICATION

Strengthening identity and operational clarity:

- Refine vision and purpose
- Review subcommittee roles
- Simplify messaging and structure
- Ensure transparent resource allocation

3. CROSS-POLLINATION

Building broader collaboration and support:

- Partner with regional wine councils and Wine Australia
- Engage government and other industry bodies
- Pursue matched funding and shared initiatives
- Encourage grower-buyer engagement

Aims and Ambitions

Focus Area	Key Actions	Domain
Representation & Advocacy	Voice for members and regions; government conduit; promote industry	Industry
Information & Investigation	Lead research; disseminate insights; support informed decision-making	Industry
Outreach & Engagement	Expand stakeholder relevance; foster community and industry bonds	Community
Promotion & Celebration	Celebrate regional achievements; support events like the Wine Show	Community

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