

Executive Summary

For over 38 years, the Australian Wine Industry Technical Conference Inc. (AWITC) has presented a conference that is highly regarded by the grape and wine industry. This document has been prepared after substantial consideration and discussion to plan a positive way ahead for the organisation, and has been adopted as a working document by the AWITC Executive Committee.

The wine industries in Australia and elsewhere are facing a period of unprecedented challenge. Foreign and domestic issues arising from the global credit crisis; industry globalisation; climate variation and drought; political factors such as taxation; the role of alcohol in society; retail consolidation; competition in export markets.

It is in this challenging and uncertain environment that the AWITC seeks to provide a forum for all industry participants to generate competitive advantages. Technical improvement and innovation has long been regarded as one of the Australian wine industry's strongest assets, and the AWITC wishes to continue to organise Australia's premier forum for the dissemination of the latest technical information, know how, new products and ideas.

The AWITC's core strategy of hosting a triennial conference and tradeshow comprising plenary sessions and colloquia has been widely commended and is unlikely to be subjected to wholesale changes. The AWITC is nevertheless committed to continuous improvement and commissioned this Business Plan to ensure that it continues to provide the best possible service to the Australian wine industry.

This Business Plan outlines the Purpose, Vision, Mission and Values of the AWITC and summarises a PESTEL and SWOT analysis of AWITC, its operating environment and its operations. The document reviews the structure, governance and operations of the AWITC as well as the timing, location and organisation of AWITC events. Strategies are proposed to build on strengths, address weaknesses, capitalize on opportunities and mitigate threats, and 4 projects addressing governance, structure, information delivery mechanisms and risk management are earmarked for further consideration and future implementation.