

Our values inform how we work and how we treat each other and the people with whom we work. We use our five signature behaviours to create the workplace we want and to deliver value for our stakeholders.

Integrity

We do what we say we'll do, we are straight forward and fair.

Trust

We are honest and dependable.

Creativity

We look for innovative solutions.

Commerciality

We understand the business drivers of our stakeholders.

Conviviality

We are friendly and warm. Families and friends come together to enjoy Australian wine and to celebrate. As champions of Australian wine, we bring this warmth to the workplace.

Think one team

Wherever we are located and whatever our role, we work together to help drive the prosperity of the sector.

Talk straight

We communicate with each other in a direct, respectful and constructive way. We are open to challenging each other and we never leave the room with things unsaid, so that we can identify solutions and opportunities for improvement.

Positives and not negatives

We call it as we see it constructively and positively. We promote ownership, accountability and responsibility. We don't blame others, make excuses or seek to assign fault.

Stop, think and ask why

We constantly reflect on and think about what we're doing and why we're doing it. We bring focus to everything we do and challenge ourselves to do things more simply.

Be commercial

We are nimble, responsive and commercial, not bureaucratic and overly cautious. We adjust our plans if circumstances demand it. We have a go and are prepared to fail. We provide value for our stakeholders and help them do better business.