

FISCAL YEAR 2027 OPERATIONAL PLAN

Strategic Objective Status Check - Q1

OBJECTIVE 1: LEAD INTERPROVINCIAL TRADE READINESS

STRATEGY	STATUS
Position BC VQA as a premium, quality-driven, distinctly Canadian wine category in priority provinces.	
Enable BC wine market expansion across priority provinces.	
Improve members' investment, support, and engagement with WGBC by asserting ourselves as an indispensable trade tool	
Improve trade relationships with organizations and key decision makers in priority domestic markets	
Secure workable framework for interprovincial DTC market access without new additional fees or mark-ups	
Build and communicate a clear economic case for interprovincial trade expansion.	

STATUS LEGEND



Completed



On Track



Potential Issue



Delay Identified

OBJECTIVE 2: MODERNIZE CONSUMER MARKETING AND DRIVE WINE TOURISM GROWTH

STRATEGY	STATUS
Modernize BC wine marketing through experience-led storytelling to drive brand relevance, tourism, and sales	
Improve discoverability	
Increase earned media coverage through strengthening relationships	

OBJECTIVE 3: STRENGTHEN WINE GRAPE INDUSTRY TASK FORCE (WGITF) INTEGRATION AND LONG-TERM STRATEGY

STRATEGY	STATUS
Drive member understanding, engagement, and ownership of WGITF initiatives and long-term strategy	
Establishing WGBC as the clear, trusted coordinating body for industry alignment beyond WGITF	
Update WGBC’s Mission, Vision, and Values to more clearly align with our operations	
Clearly document and communicate WGBC’s contributions to the WGITF	

OBJECTIVE 4: ENHANCE MEMBER VALUE ACROSS ALL SEGMENTS

STRATEGY	STATUS
Ensure each member segment clearly understands, accesses, and realizes value from WGBC programs and services	
Deliver member value in identified high-impact WGBC programs and events	
Ensure members clearly understand, trust, and can see the impact of WGBC marketing activities on their business and the industry	
Create a seamless, intuitive member experience that enables easy access to tools, data, and support that drive business decisions	
Ensure members clearly understand the tangible benefit of WGBC membership for their business	
Establish a partner vendor program that delivers measurable, high-value benefits to WGBC members and strengthens industry partnerships	

STATUS LEGEND



Completed



On Track



Potential Issue



Delay Identified

OBJECTIVE 5: MAINTAIN ADVOCACY MOMENTUM

STRATEGY	STATUS
Increase transparency and visibility of advocacy progress and impact	
Strengthen coordinated advocacy through aligned industry partnerships (provincially and federally)	
Ensure member priorities inform and shape advocacy efforts	
Advance priority advocacy files through coordinated, high-impact government engagement	

A photograph of a vineyard with green grape clusters and leaves. In the foreground, a person's hand is visible holding a wine glass. The text "THANK YOU" is overlaid in the center.

THANK YOU