

WCA's core principles

Collaboration

Our purpose is to bring the Australian wine industry closer together.

Communication

The wine industry is stronger when its members talk to each other, understand the industry and each other, and work to promote both their own brands and the industry as a whole.

Integrity

Everything we do is for the betterment of the wine industry. We will never do anything to harm the industry, its members, or its reputation.

Respect

We treat each other, our customers, and the consumer with respect and professionalism. Our industry is stronger when we respect each other and the industry.