



At Wine Australia we put the customer first.

Our shared purpose is serving the Australian grape and wine community, and each other, to deliver positive impact.



One team

We value a supportive, diverse and collaborative culture.

We involve each other and clearly communicate context and purpose.

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We are kind to each other and treat each other with care and respect.

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We appreciate each other's work and celebrate successes.



Bring our best

We value integrity and initiative in the pursuit of excellence.

We are helpful and listen to understand.

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We are accountable and approach tasks with energy and positivity.

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We are commercial and transparent in our decision making and actions.



Flexible thinking

We value innovation and openness to new approaches.

We stop, think and ask why.

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We are curious and challenge ourselves and others to think differently.

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We are agile, adaptive and creative.