HBW Strategic Dashboard

HAWKE'S BAY WINE
NEW ZEALAND

Advocacy

Advocate for members on high-risk / high value issues.

Key KPIs	Target
HBW seat on HSW (80% attendance)	
Lead TANK Appeal	
Secure formal Council recognition by 2027.	

Industry Capability

Support growers and winemakers through knowledge sharing and capability building.

Key KPIs	Target
HBVINE – grower events	4
ACS delivered biannually	1
Annual Workshops	3

HB Wine & Wine Region

Promote HB wine story and grow recognition and demand for HB wine.

Key KPIs	Target
Influencer/ trade visits in region	6
Grow social media engagement	5%
Activation Events (1 NZ & 1 international)	2

HBW Profile Reputation

Ensure we are the regional 'single source of truth' on all things wine and wine industry related to HB.

Key KPIs	Target
Media features generated by HBW	4
Annual State of Nation briefing	1
Member outreach per annum	100%
Key Stakeholder Engagement	

Good Governance

Professional HBW governance ensuring members confidence in HBW and to attract talent to Board.

Key KPIs	Target
Full Board of Directors	8
Recruit Independent Director	2
Succession path for chair, deputy chair and CEO.	1
Establish skills matrix and training plan	1