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Abstract

The paper focus on recent developments in the South African wine industry, with reference to empowerment and social responsibility. It reviews the institutional structure and strategic framework directing transformation - the Wine Industry Transformation Charter and Scorecard, adopted on 31 July 2007 - through which good governance and social responsibility programs are fostered, implemented and monitored in the South African wine industry. The paper outlines how the wine industry seeks to foster social change through integrated socioeconomic support structures, as based on the Wine Industry Plan (WIP) accepted in 2003. The wine charter and scorecard components are a representation of good governance in the industry, whereas the social capital development approach is the focus of social responsibility programs in the wine industry. The seven components of the wine transformation charter are: (i) ownership, (ii) management/control, (iii) employment equity, (iv) skills development, (v) enterprise development, (vi) preferential procurement, and (vii) rural development, land reform and poverty alleviation. Five areas that constitute the programs on social responsibility are: (i) the responsible alcohol use, (ii) rural development and poverty alleviation, (iii) security of tenure, (iv) land, and (v) sectoral determination. The implications for the agri-food sector and conclusions are provided.

Keywords: good governance, social responsibility, social capital development approach, wine transformation charter