

# HUNTER VALLEY

WINE AND TOURISM ASSOCIATION

## 2016-17 MEMBERSHIP PROSPECTUS



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# INTRODUCTION

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The Hunter Valley Wine and Tourism Association (HVWTA) is a 'not-for-profit' membership based incorporated body that works in partnership with both Cessnock City and Singleton Councils. This alliance is a union between all stakeholders that speaks with 'one voice' and is proactive in sourcing the required levels of funding through the appropriate Government channels.

The HVWTA is responsible for destination and wine marketing, advocacy, technical and business support for all facets of the Hunter Valley wine and tourism industries from viticulture through to winemaking and tourism/wine promotion.

Our Mission is to be the focus of excellence within Australian wine quality and wine related tourism. The Association is committed to working with Local Government and members to market the destination, its unique features and its quality wines.

This marketing and promotion will be directed at visitors, wine consumers at large, as well as media and trade to cultivate a sustainable local visitor economy.

Five corporate objectives underpin the role of the HVWTA:

- To increase overnight visitation from identified target markets.
- To increase visitor yield and dispersal across all business sectors.
- To increase the market share and sales of Hunter Valley wine in identified target markets.
- To protect the GI of the Hunter Valley as a premier winegrowing region.
- To promote the education and advancement of all businesses within Hunter Valley Wine Country.

The HVWTA is strategically focused, innovative and cohesive; and is directed by a Destination Management Plan, Brand Strategy and Annual Operating Plan. The HVWTA's primary marketing

function is to market 'Brand Hunter Valley' through innovative digital marketing, extensive social media channels, advertising campaigns, targeted public relations and wine industry events.

Niche marketing activity is focused on:

- Wine and food events.
- Conference and incentive brand promotions in the Business Tourism sector.
- International travel trade.
- Domestic wine trade.
- Weddings.
- Other niche markets as identified in the DMP

HVWTA represents a variety of operators from all sectors throughout the local economy within the Cessnock and Singleton Local Government Areas; incorporating the Cessnock Council 1(v) Vineyard Area and the towns and villages comprising the destination known as 'Hunter Valley Wine Country' which may include businesses in other Upper Hunter municipalities who share the Hunter Valley Wine Country brand.



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# GOVERNANCE

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The HVWTA is governed by a skills based board, which works closely with the management team to take a lead advocacy role in tourism and wine industry matters across local, state and federal tiers of government and through national industry channels in accordance with the Constitution of the Association.

The HVWTA also plays a role as the umbrella organisation for a number of specialised sub-committees with a brief to maintain the Hunter Valley's reputation as an iconic grape growing and winemaking region, as well as quality tourism destination. The sub-committees provide technical and knowledge-based support focused on encouraging continuous improvement in a highly competitive and evolving industry.

The HVWTA's sub-committees are:

- Government & Advocacy Sub-Committee
- Hospitality Sub-Committee
- Hunter Valley Wine Show Luncheon Sub-Committee
- Legends Award Sub-Committee
- Marketing Sub-Committee
- Membership Sub-Committee
- Viticulture Sub-Committee
- Winemaking Sub-Committee
- Wine Marketing Sub-Committee

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## PRODUCT MISSION STATEMENT

***“To be globally recognised as Australia’s premier wine and wine tourism region, differentiated by unique high quality wine styles, and a rich and contemporary visitor experience.”***

HVWTA recognises the importance that culture, heritage and soft adventure play in underpinning the vision allied to the continued development of the accommodation, cellar door, retail, dining, event and touring experiences.

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## SERVICE MISSION STATEMENT

***“To embody a culture of professionalism, attentiveness and excellence in all aspects of our organisation; to serve the needs of visitors, members and stakeholders alike.”***

To support this service, HVWTA recognises the role it plays in providing a destination marketing and advocacy framework to grow the Hunter Valley wine and tourism market shares, paving the way for operators to focus on sales conversion and visitor retention.

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# ADVOCACY

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As the peak body in the region, the HVWTA has a responsibility, on behalf of its members, to engage directly with Government Ministers, local politicians, national and regional industry bodies, and local councils on matters pertaining to policy procedures and implementation.

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# INDUSTRY SUPPORT

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The HVWTA is acutely aware of the competitive nature of the wine and tourism industry. To that end the HVWTA is committed to providing for its members the tools to access the very best technical and business support facilitated by sub-committees peopled by industry professionals focussed on winemaking, viticultural, marketing, accommodation, environment, hospitality and cellar door activities.

The Hunter Valley has a unique culture of collaboration at all levels of the industry, and the HVWTA is committed to encouraging and promoting this. These committees are charged with promoting the pursuit of regional excellence by the following avenues:

- Communicating the latest information, research and best practice in each of these areas and encouraging adoption by HVWTA members.
- Providing administrative support for the staging of workshops and seminars by external parties.

WINE AND  
TOURISM ARE KEY  
PILLAR INDUSTRIES TO  
THE ECONOMIES OF  
THE SINGLETON &  
CESSNOCK LGA'S

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## EDUCATION, BUSINESS IMPROVEMENT AND PRODUCT DEVELOPMENT

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As the joint custodian of the Destination Management Plan in partnership with Cessnock City and Singleton Councils, the HVWTA plays a strategic role in the creation and maintenance of the visitor experience.

The HVWTA addresses the gaps in tourism products and experiences in localities, towns and villages to enhance existing experiences and services that meet visitor needs and expectations.

The HVWTA promotes the education and advancement of all persons engaged in viticulture, winemaking, marketing, hospitality, cellar door and

sales activities, and provides a means of keeping all such persons abreast of continuing developments and best practice in their sector.

**\$ 222**  
MILLION

SPENT BY  
VISITORS  
ANNUALLY

\*(DNSW YE SEPT 2014)



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# THE REGION

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ALL BUSINESSES  
IN THE AREA  
BENEFIT FROM  
THIS THRIVING  
INDUSTRY

## HUNTER VALLEY

(AS PER AUSTRALIAN GEOGRAPHIC INDICATION)

MUSWELLBROOK  
DENMAN  
JERRY PLAINS  
SINGLETON  
BRANXTON  
BROKE  
POKOLBIN  
KURRI KURRI  
CESSNOCK  
WOLLOMBI

The Hunter Valley is the oldest wine growing region in Australia and spans across the Upper and Lower Hunter Valley. The Cessnock and Singleton Local Government Areas represent the core membership of HVWTA. Membership opportunities are available to operators that are within the Australian Geographical Indication of Hunter Valley, in other Council areas.





# THE MARKETING PROGRAM

*Brand Hunter Valley* is a contemporary, consumer-oriented identity for the region and its wines that clearly differentiates itself from the other wine and wine tourism regions. The brand encompasses a visual, photographic and written tool set to challenge the market's perceptions of the destination, and Hunter Valley wine.

The HVWTA works to constantly re-invigorate the market, and reposition the Hunter Valley – both Destination and Wines - as contemporary and fashionable, whilst attracting a younger demographic, as well as building awareness over a sustained period of time.

A number of guidelines and tools are available to allow members to incorporate the brand into their activities and offerings, and thus benefit from the regional identity that has been created.

All marketing opportunities are outlined in the HVWTA 2016/17 Marketing Prospectus.

# MARKETING COMMUNICATIONS

A critical component of marketing the region's wine and wine tourism product is a strong visual brand, and an equally inspiring communication strategy aimed at key target markets.

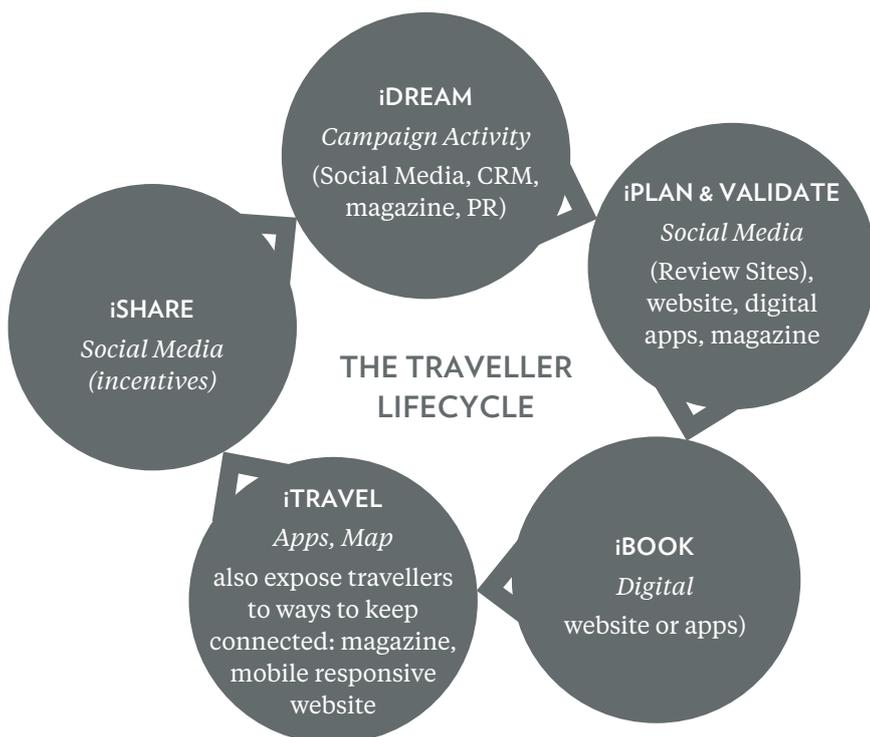
HVWTA aims to evolve our contemporary, vibrant and unique brand, and create marketing initiatives and resources that show the region in the best possible light.

HVWTA's marketing programs target the following key audiences:

- *Overnight visitors primary*: first time visitors
  - Younger: 25 - 35 years
  - Couples without children
  - Female influenced
  - Fashionable
  - Food & wine lovers
  - Newcastle & Sydney

- *Overnight visitors secondary*: returning visitors
  - 30 - 50 years couples
  - Female influenced
  - Aspirational lifestyle
  - Focused
  - Enjoy good food & wine
  - Newcastle & Sydney
- International Travel Trade and Media
- Domestic Media - wine and lifestyle journalists and bloggers
- Conference and Incentive Planners
- Opinion leaders such as media personalities, and industry chiefs
- Weddings

Our marketing program focuses largely on the Sydney and greater Sydney areas, as well as Newcastle and Melbourne, but moving forward partnerships and opportunities will also be exploring the South East Queensland market.



*The HVWTA marketing activities will be seeking to reach consumers with the right message and marketing material (advertising, social media, print and digital) at the different stages of the travel lifecycle. The stages of the lifecycle and media accessed are the result of extensive research as well as industry and media publishing consultation.*

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# NICHE MARKETING

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HVWTA targets niche market segments, particularly to drive mid-week business tourism, international inbound visitation and increasing the exposure of Hunter Valley wines within the marketplace.

## CONFERENCE AND INCENTIVES

For the HVWTA, the strategic objective of increasing the Hunter Valley positioning towards the Meetings, Incentives, Conferences and Events (M.I.C.E) market as the first choice destination outside the Sydney CBD, remains key to all activities.

Through a strong network of specialist conference and event suppliers, HVWTA provides professional support service to meeting planners, conference organisers, and international incentive groups. A continued emphasis will be placed on the HVWTA taking a marketing led approach as opposed to a sales lead approach with the development of strong tactical opportunities for industry to participate in and ensure a maximum return on investment.

In 2016/17, the marketing activities with our regional business events destination partners of Newcastle & Port Stephens under the 'Altogether Perfect' campaign will continue as it is critically important in accessing State Government funding and building upon the sound results achieved in stage 2 during 2015/16\*

\*Awaiting approval of Destination NSW.

## WEDDINGS

Weddings are a major contributor to the destination with significant economic value being filtered across all sectors. The HVWTA will conduct an integrated marketing program for the wedding sector, which will provide industry the opportunity to take part in several activities that are focused on increased digital presence and an increased public relations to achieve greater editorial coverage in both print and digital media.

## INTERNATIONAL TRAVEL TRADE

HVWTA will continue to actively promote, profile, educate and sell the destination's 'export ready' member products to the global travel trade such as wholesalers and inbound operators. Assist the travel trade in the development of itineraries, and introduce new members' product into the travel distribution networks. HVWTA aims to ensure that consistent and accurate regional and member information is portrayed whenever possible by our trade partners. We also will conduct joint marketing activities, support global market visits (where possible), trade training in partnership with Destination NSW and Tourism Australia.

## WINE MARKETING

The HVWTA recently established a Wine Marketing Group, comprising of individuals that are experts in the wine marketing field and shall be responsible in driving the Association's efforts of increasing the exposure and the demand for Hunter Valley wines within the marketplace during the coming year.

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# DIGITAL MARKETING

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We continuously develop and maintain a regional online presence for industry and consumers that leverages the most popular online channels and caters to a more fragmented and diversified audience.

- Regional website (mobile responsive, search engine optimised, average of 75,000 sessions per month).
- Social media channels (e.g. YouTube, Twitter, Facebook, and Instagram – average weekly reach of 20,000).

There are strong links between platforms, as well as measurement tools in place to monitor the success of initiatives.



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## PROMOTIONAL COLLATERAL PRINT AND DIGITAL

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Our strategy over the next 3 years is to migrate our published content predominantly from high levels of printed material across to mobile and tablet platforms, supported by printed maps and smaller quantities of print. This approach will keep the Hunter Valley abreast of consumer trends, particularly amongst our target audience.

In 2016/17, the HVWTA will develop and implement an integrated digital strategy which will underpin all future marketing activities including:

- The Hunter Valley Magazine
- The Hunter Valley Map
- The winecountry.com.au website

# HUNTER VALLEY CONTENT FRAMEWORK

DESCRIPTION	DETAILS & DISTRIBUTION
<b>HUNTER VALLEY MAGAZINE</b>	
To inspire the reader to visit, re-visit or extend their stay in the Hunter Valley through compelling local stories and beautiful images, while also promoting the range of things to do and see through strong links to digital member content, offers and calls to action.	The Hunter Valley Magazine will focus on wine, food and other local experiences. Launched February 2014 and published 2 times per annum, the Magazine will have a focused Hunter Valley and Sydney distribution starting at 65,000 copies. Distribution is through member businesses and Visitor Centre to visitors, individual copies to subscribers/ contacts by mail, via industry, trade and consumer events, Sydney hotels and tourism outlets, and through partnerships such as wine clubs and trade outlets.
<b>HUNTER VALLEY MAP</b>	
To help visitors plan their trip, explore different localities and find their way around the Hunter Valley	130,000 copies inserted in to each Hunter Valley Magazine, in addition 120,000 will also be available as map only when required through the Hunter Valley Visitor Centre, Singleton VIEC and member outlets; Sydney car rental offices and concierge desks (in peak months).

**Note:** The framework outlined above is a base model, calculated on current secured funds available for marketing purposes. Pending sponsorship, government funding and advertising, print quantities and distribution of individual tools will increase.

**HUNTER VALLEY WINE & TOURISM DISTRIBUTES 130,000 COPIES OF THE MAGAZINE & 250,000 COPIES OF THE MAP PER YEAR**



# MARKETING CAMPAIGNS

HVWTA develops and co-ordinates major cooperative marketing campaigns. We work with the revised funding program as directed by the Visitor Economy Taskforce to gain maximum 'contestable' funding from Destination NSW.

We continuously explore, strengthen and develop strategic partnerships to extend the reach and impact of marketing campaign activity including regional partnerships.

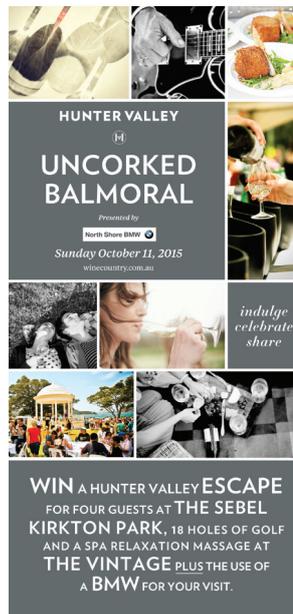
# EVENTS

We host vibrant events that are reflective of our brand and the region's core essence.

- > Hunter Valley Legends Awards
- > Hunter Valley Uncorked Balmoral
- > Hunter Valley Wine & Food Month
- > Clear Image Hunter Valley Wine Show Celebrations Luncheon



A circular graphic with a dark grey background. At the top, there are three white icons for Facebook, Twitter, and Instagram. Below the icons, the text reads: "THE HUNTER VALLEY'S SOCIAL MEDIA REACH IS IN EXCESS OF 20,000 PER WEEK". The number "20,000" is significantly larger than the other text.



# MEMBERSHIP BENEFITS AT A GLANCE

	ASSOCIATE MEMBERS	FULL MEMBERS
<b>BUSINESS DEVELOPMENT</b>		
Networking Opportunities within entire membership	✓	✓
Opportunity to participate in Hunter Valley Visitor Economy Monitor, undertaken by the Hunter Research Foundation	✓	✓
Opportunity to participate in professional development initiatives including industry workshops, seminars and training at discounted member rate	✓	✓
Regular market updates – latest industry news, trends, opportunities, research and facts	✓	✓
Access to wine & viticulture technical information, and the management of grape projects via the viticulture and winemaking sub-committees	✓	✓
Monthly member newsletter, including marketing opportunities and industry news	✓	✓
Opportunity to leverage strategic industry partnerships	✓	✓
<b>ADVOCACY</b>		
Industry representation on licensing and taxation issues	✓	✓
Letters of support for award and grant applications, where applicable	✓	✓
<b>BOOKING/REFERRAL SERVICE</b>		
Opportunity to utilise the 24 hours / 7 days a week, HVWTA reservation booking system		✓
Referral of enquires directly to the member (where required)		✓
Reservation system support and training		✓

**ASSOCIATE  
MEMBERS**

**FULL  
MEMBERS**

**MARKETING**

A directory listing and location dot on the Hunter Valley Map		✓
A directory listing and product tile in the Hunter Valley Magazine (*Retail Members – directory listing only)		✓
Member discounts on advertising in the Hunter Valley Magazine		✓
Access and delivery of all printed marketing collateral		✓
A basic web listing (Business Name, Address, Ph Number and 1 Image) on <a href="http://www.winecountry.com.au">www.winecountry.com.au</a>		<i>retail only</i>
A full web listing including access to booking facility and direct link to your website on <a href="http://www.winecountry.com.au">www.winecountry.com.au</a>		✓
Access to our image library and use and display of Hunter Valley branding		✓
Opportunity to submit events and news items to be featured on <a href="http://www.winecountry.com.au">www.winecountry.com.au</a> , in eNewsletter, social media options and for inclusion in the HV Magazine		✓
Opportunity to participate in journalist visits to the region where appropriate and to provide news/images/product for our pro-active media and PR activities		✓
Opportunity to participate in trade shows and consumer events for both the tourism and wine sectors such as Uncorked Balmoral, Hunter Valley Wine & Food Festival		✓
Opportunity to participate in our major co-operative marketing campaigns for both the leisure and business tourism sectors		✓
Promotion (where suitable) in our niche/special interest marketing campaigns, packages and itineraries i.e. Wine & Food, Weddings, Meetings & Incentives		✓
Opportunity to receive leads / enquiries through the Hunter Valley Business Events marketing activities		✓
Opportunity for Wedding related business to receive enquiries through <a href="http://www.winecountry.com.au">www.winecountry.com.au</a>		✓

**GOVERNANCE**

Eligible to nominate for HVWTA Board of Management		✓
Full voting rights at the Annual General Meeting		✓
Pro-active industry involvement via participation with the sub-committee structure	✓	✓



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# MEMBERSHIP CATEGORIES AND FEES

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Members of the HVWTA are defined as either

- a) Full or
- b) Associate members as stipulated in our Constitution.

Membership categories are outlined below:

- > Vineyard
- > Winery & Vineyard (Cellar Door)
- > Accommodation
- > Food & Beverage Services (Restaurant/Café/Catering)
- > Tours & Attractions
- > Other General (Precincts/ Services/ Retail)
- > Associate\*

*\* An Associate member shall be a person or corporation who does not qualify for membership under the Association's member categories, but is interested in the objects of the Association. An Associate member shall have no voting rights or rights to be elected to the committee, but shall have the right to receive notice of and attend and speak at general meetings of the Association.*

**The annual payable fees are detailed online through the HVWTA Membership Form.**

## TO JOIN THE HUNTER VALLEY WINE & TOURISM ASSOCIATION

TO RENEW MEMBERSHIP  
CLICK HERE

TO JOIN AS A NEW MEMBER  
CLICK HERE

For further information P 4990 0900 or E [membership@hvwta.com.au](mailto:membership@hvwta.com.au)



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