



# HUNTER VALLEY

WINE AND TOURISM ASSOCIATION

## PARTNERSHIP PROSPECTUS 2018-19



# OUR PARTNERS | OUR PRIORITIES

Welcome!

The Hunter Valley Wine & Tourism Association (HVWTA) is a not-for-profit organisation working in partnership with the local Councils to recognise, celebrate and grow the contribution our wine and tourism industry makes to the local economy.

In the past, HVWTA has offered memberships to local businesses and tourism operators. Today, it is recognised for an organisation to be successful in the modern world, partnerships are key.

As such, HVWTA has redefined its purpose and relationship with its members.

This partnership platform has been developed for the wine tourism and associated industries to work with the HVWTA to drive increased visitor numbers, yield and duration of stay. It is designed to be accessible to all involved or impacted by wine tourism in the region. If you operate a business in Hunter Valley Wine Country you are undeniably impacted by visitors, suppliers, employees, residents and other business operators of wine tourism.

To achieve this, HVWTA is focused on working with you, our Partner to achieve:

- a clear, consistent, evocative Hunter Valley brand which is embraced by our industry and well-recognised by consumers;
- leading the way with innovative marketing, IT, consumer insights, partner engagement and adaptability;
- a united, powerful, sustainable and effective Association to represent the Hunter Valley wine and tourism industries;
- meaningful, efficient and productive collaborations and partnership.

The HVWTA offers a diverse range of services to support our Partners including:

- dedicated team providing a direct link for your business to our activities;
- a commitment to advocacy to state and federal government to ensure we have a sustainable and profitable wine tourism industry;
- access to relevant information and professional and business development opportunities;
- opportunities to work in collaboration with your HVWTA and our Corporate and Strategic Partners to promote your business and events to visitors.

The roles in our structure are clearly defined and the HVWTA Team is focused on building successful relationships with you, our industry Partners.

Last year realised exciting new partnerships with Newcastle Airport and The University of Newcastle. In the past year the HVWTA has been successful in promoting the Hunter Valley to over 10,000 people at the Uncorked events, reaching over 10 million consumers via our digital platforms and media coverage to a readership of over 30 million. This financial year will see two major co-op marketing

campaigns to promote the Hunter Valley with Destination NSW and Wine Australia, generating a total investment of \$700K.

Over the next twelve months, HVWTA is committed to an increased focus on outcomes, collaboration, engagement and adding value to your business, as our Partner.

More exciting, our new Partner Exclusive Portal, where you can participate in conversation, assist in steering the strategic direction for our organisation, collaborate with the HVWTA Team, Board and your peers and explore the many opportunities available to you through your HVWTA Partnership.

Visit [www.HVWTA.engagementhub.com.au](http://www.HVWTA.engagementhub.com.au) to log in!

The Partner Exclusive Portal enables us to reinvigorate the Tourism Monitor Data, with participants able to lodge their data simply and efficiently through the portal. The value in this data is broad participation so as a HVWTA Partner you are encouraged to participate!

The HVWTA Team are excited for the opportunities and challenges ahead. We are delighted at the opportunity to invite you to partner with us to market our beautiful Hunter Valley destination to drive visitation and increase visitor spend and duration.



Lindy Hyam  
Independent Chair  
HVWTA Board



Jo Thomas  
General Manager  
HVWTA

# OUR HUNTER VALLEY | ROLE CLARITY

Understanding the role and focus of each organisation in the Hunter Valley is critical in making decisions for your business. Following is a brief outline of the roles of each organisation:

## HUNTER VALLEY WINE & TOURISM ASSOCIATION

ADVOCACY,  
MARKETING &  
BRAND  
DEVELOPMENT  
& TECHNICAL  
SUPPORT

## HUNTER VALLEY WINE & TOURISM ASSOCIATION

The HVWTA is the regions primary custodian of the Hunter Valley Wine Country Brand. In partnership with industry, corporate and strategic partners, Councils and Hunter Valley Wine Country Tourism Alliance\* provide:

- Voice of wine and tourism for the region
- Advocacy to local, state and federal governments
- Advocacy on wine industry, viticulture, winemaking, wine marketing, cellar door direct to consumer, education and communication
- Advocacy on hospitality industry support, training and development
- Strategic planning and policy for the promotion, advancement and development of wine tourism
- Attract cellar door, MICE, leisure, golf and event overnight and day trip consumer volume, cooperative marketing and promotional opportunity that includes media & PR, digital media management, event management and promotion and industry and media famils for domestic and international wine and tourism and destination marketing
- Identify 'Seed' funding opportunities
- Reflection and recognition of successes in wine and tourism
- Commitment to remain relevant and sustainable

## VISITOR CENTRES

LOCAL  
GOVERNMENT  
VISITOR SERVICES  
& EXPERIENCE

## LOCAL GOVERNMENT HUNTER VALLEY VISITOR CENTRE & SINGLETON VISITOR CENTRE

The Visitor Centres provide a roadside direct-to-consumer service that provides:

- Accurate local and regional information provided by professional and friendly staff
- Promotion of the Hunter Valley as a diverse destination of choice
- Booking system for accommodation, tours, experiences and attractions
- Gift shop promoting local produce and gifts
- Local business and information brochure display

## WINE COUNTRY PRECINCT ASSOCIATIONS

COLLABORATION  
& COOPERATION  
PROMOTION OF  
LOCATION-BASED  
EXPERIENCES

## WINE COUNTRY PRECINCT ASSOCIATIONS

Local associations are an organisation of persons having a common interest that provide:

- Research and collection of data relative to the organisation
- Group purchasing, collaboration and cooperation opportunities (likely extending to events and partner funding)
- Member services, professional and personal development (likely extending to local based activity including promoting mutually beneficial experiences and local points of difference)
- Operational assistance and advice
- Social, networking and, as relevant, a common voice
- Work in collaboration with HVWTA to support brand initiatives and destination marketing

# OUR PARTNERSHIPS | ROLE CLARITY

## HVWTA BOARD

The HVWTA Board's primary role is to set the strategic direction and policy for the organisation and to ensure effective management and good governance for all HVWTA operations. In addition the Board play a key role in strategic partnerships and advocacy to government.

The current HVWTA Board members are:

**LINDY HYAM**

*Independent Chair*

[lindy@hyamconsulting.com](mailto:lindy@hyamconsulting.com)

**BRIAN MCGUIGAN, AM**

*Vice President*

*Australian Horticulture Management*

[bjm@mcguigans.com.au](mailto:bjm@mcguigans.com.au)

**STEWART EWEN, OAM**

*Bin 688*

[sfe364@outlook.com](mailto:sfe364@outlook.com)

**PHIL HELE, OAM**

*Hunter Valley Resort*

[philip@hunterresort.com.au](mailto:philip@hunterresort.com.au)

**IAN NAPIER - Treasurer**

*Wombat Crossing Vineyard*

[ian.napier@wombatcrossing.net](mailto:ian.napier@wombatcrossing.net)

**JOE SPAGNOLO**

*Ben Ean*

[Joe@benean.com.au](mailto:Joe@benean.com.au)

**JOHN STEVENS - Secretary**

*Stevens Group*

[john@stevensgroup.com.au](mailto:john@stevensgroup.com.au)

**CHRIS TYRRELL**

*Tyrrell's Vineyards*

[ctyrrell@tyrrells.com.au](mailto:ctyrrell@tyrrells.com.au)

**NIEL MASON**

*Oaks Hotels & Resorts*

[GMCypresslakes@theoaksgroup.com.au](mailto:GMCypresslakes@theoaksgroup.com.au)

**STUART HORDERN**

*Brokenwood Wines*

[stuart@brokenwood.com.au](mailto:stuart@brokenwood.com.au)

**SASHA DEGEN**

*Hunter Valley Stays*

[sasha@huntervalleystays.com.au](mailto:sasha@huntervalleystays.com.au)

## HUNTER VALLEY WINE COUNTRY TOURISM ALLIANCE\*

The Hunter Valley Wine Country Tourism Alliance is a strategic alliance between Hunter Valley Wine Tourism Association, Cessnock City Council and Singleton Council. The purpose of The Alliance is to advocate and to speak with 'one voice' on matters of significance to the Wine and Tourism sectors in the Hunter Valley. Such matters may include government relations, funding or infrastructure.

The current Alliance members are:

**PENDING**

*Chairman*

**MAYOR BOB PYNSENT**

*Councillor - Cessnock City Council*

**COUNCILLOR ANTHONY BURKE**

*Councillor - Cessnock City Council*

**STEPHEN GLEN**

*General Manager Cessnock City Council*

**MAYOR SUE MOORE**

*Councillor - Singleton Council*

**JASON LINNANE**

*General Manager Singleton Council*

**PHIL HELE, OAM**

*Hunter Valley Resort*

**JOHN STEVENS**

*Stevens Group*

**JOHN DRAYTON**

*Drayton Family Wines*

**BRIAN MCGUIGAN, AM**

*Australian Horticulture Management*

## HVWTA TEAM

The HVWTA Team is the lead for destination marketing, product development and actively promotes the investment in tourism in Wine Country. With its Partners, the HVWTA Team is operationally focused on delivering brand 'Hunter Valley' to market through innovative digital marketing, events, famils and PR activities, Partner opportunity creation and management and relationship management to deliver the strategic objectives of the HVWTA Board.

**JO THOMAS**

*General Manager*

[jo@winecountry.com.au](mailto:jo@winecountry.com.au)

**CARON REYNOLDS**

*Digital Marketing Coordinator*

[Caron@winecountry.com.au](mailto:Caron@winecountry.com.au)

**SAM FORD**

*Business & Partnership Coordinator*

[Sam@winecountry.com.au](mailto:Sam@winecountry.com.au)

**KARLENE WYBORN**

*Finance & Administration Coordinator*

[karlene@hvwt.com.au](mailto:karlene@hvwt.com.au)

OUR PEOPLE  
WORKING FOR  
OUR INDUSTRY





# OUR COMMITMENT | YOUR BENEFITS

Please select a category that best suits your primary business activity.	Symbol & reference on HV Map print & digital	Opportunity to participate & host in trade and media fairs	Participation in and access to Tourism Monitor data	Tile on Wine Country website	Promotion of your events on Wine Country website	Brochure in Singleton Visitor Information Centre	Access to partner exclusive campaigns	Discounted partner rate for advertising, event and marketing campaign participation	Co-operative brand exposure	Partner exclusive communications, updates and opportunities	Discounted partner rate for training and professional development	Partner exclusive networking opportunities	HV Magazine tile	On line accommodation, tour and experience bookings	Optional Business Tourism Planners Guide	Access to partner exclusive online Engagement Hub	Partnership rate including GST
<b>VINEYARD - AREA UNDER VINE - HECTARE (HA)</b>																	
Boutique (1-10Ha)	✓		✓			✓	✓	✓	✓	✓	✓	✓				✓	\$620
Small (11-30Ha)	✓		✓			✓	✓	✓	✓	✓	✓	✓				✓	\$900
Medium (31+ Ha)	✓		✓			✓	✓	✓	✓	✓	✓	✓				✓	\$1690
<b>WINERY &amp; CELLAR DOOR - TOTAL ANNUAL CRUSH - TONNE (T)</b>																	
Boutique (1-50t)**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	\$760
Small (51-100t)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	\$2810
Medium (101-250t)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	\$3940
Large (251-999t)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	\$5060
Xtra Large (1000t+)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	\$8430
<b>ACCOMMODATION - INVENTORY</b>																	
Caravan Parks Backpackers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	\$760
1-3 keys**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	\$760
4-9 keys**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	\$1120
10-30 keys	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$3940
31-40 keys	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$5620
41-60 keys	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$8430
61-100 keys	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$11240
101 + keys	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$14050
<b>FOOD SERVICES   RESTAURANTS   CAFES   FUNCTION CENTRES - BASED ON ANNUAL TURNOVER</b>																	
Boutique (<\$400k)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	\$760
Small (\$401k-\$750k)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	\$3370
Medium (\$751k-\$999k)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	\$5060
Large (\$1m-1.5m)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	\$6180
Xtra Large (>\$1.5m)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	\$7310
<b>TOURISM TRANSPORT &amp; ATTRACTION OPERATORS</b>																	
Transport   Tours   Attractions**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	\$760
<b>OTHER CATEGORIES</b>																	
Associate Member	✓	✓		✓	✓											✓	\$280
Supplier of Goods & Services, Retail - who directly benefit from Tourism**	✓	✓			✓					✓	✓	✓				✓	\$560
Wine Country Precincts Assoc	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	\$1690
Not for Profit Assoc	✓			✓	✓					✓	✓	✓				✓	\$560

## Optional Additional Business Listings

Optional Extras
A Tile in the HV Magazine Visitor Guide - \$1100 (including GST) per tile
An Additional Business Tile in HV Magazine for 12 months - \$825 (including GST) per listing
Additional Business Tile on winecountry.com.au website for 12 months - \$275 (including GST) per listing
Full membership fees \$5000 & over receive additional web listings for FREE

**PARTNERSHIP SIGN UP DUE BY 30 JUNE 2018**

\*No tile option is for vineyard, small or boutique operators only. \*\*HV Magazine Directory Listing



**BECOME A  
PARTNER  
CLICK HERE**

Please complete your Partnership Sign Up by 30 June 2018.  
For more information or to arrange an appointment please contact:

E [membership@hvwta.com.au](mailto:membership@hvwta.com.au)  
P 02 4990 0930  
Hunter Valley Wine & Tourism Association  
2090 Broke Road, Pokolbin NSW 2320  
PO Box 352, Cessnock NSW 2325

[Partner Exclusive Site - HVWTA.engagementhub.com.au](http://hvwta.engagementhub.com.au)