

HUNTER VALLEY

WINE AND TOURISM ASSOCIATION
AND VISITOR INFORMATION CENTRE

WORKING WITH US



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WELCOME TO COUNTRY

We acknowledge the people of the Wonnarua Nation as the Traditional Custodians of the land we operate on. We recognise their continuing connection to the land and waters and thank them for protecting this country and its ecosystems since time immemorial. We pay our respects to Elders past and present and extend that respect to all First Nations people.

Front cover photo credit: Dom Cherry at Our Italian Table / Footer photo credit: Josh Vincent at Audrey Wilkinson



WELCOME

We hope that you find the content in this updated version of our *Working With Us* guide useful.

We continue to seek ways to improve our systems and processes, our resources and to engage more regularly with our members through our communications, forums, and activities.

Engagement works most effectively when we have regular and open dialogue and the HVWTA team have created this guide to provide members with the best ways to work with us and to get the most from your membership benefits, and the work of the HVWTA team.

We look forward to continuing positive engagement with our members and wider industry.



Jennie Curran
CEO HVWTA



Chris Tyrrell
President

WORKING WITH OUR INDUSTRY PARTNERS



HVWTA MEMBER BENEFITS

- ✓ HVWTA & VIC Membership will raise your profile and promote your business via:
 - › Inclusion on winecountry.com.au, one of the most visited wine destination websites in Australia, receiving 1.3 million page views per year.
 - › Ability to promote unlimited events on winecountry.com.au.
 - › Connection to Destination NSW GetConnected program on visitnsw.com.
 - › Inclusion in the Hunter Valley Regional Guide and pull-out map, with an annual print run of 100,000.
 - › Featured in the Hunter Valley Wine Country Map, with 10,000 copies distributed annually (in addition to map inclusion in the Hunter Valley Regional Guide).
 - › Opportunity for paid display advertising within the Hunter Valley Regional Guide.
 - › Realtime booking capability via Bookeasy, both online and via the Hunter Valley Visitor Information Centre.
 - › Eligibility to participate in regional marketing campaigns and use of shared digital assets.
- ✓ HVWTA & VIC Membership will increase your visibility across Wine Country brand consumer-facing digital marketing channels via:
 - › Social media inclusion (as appropriate to content themes), with 70,000 followers.
 - › Editorial contributions for inclusion in our Blog which receives over 80,000 hits annually.
 - › Editorial inclusion in our monthly e-newsletter to our database of 27,000 engaged consumers.
- ✓ HVWTA & VIC Membership will support your business through:
 - › Displaying your business brochures at the VIC, which receives 70,000 visitors per year.
 - › Complimentary use of the VIC meeting room with AV, Wi-Fi and Zoom meeting capabilities.
 - › Shared tourism and wine industry insights, reports and data for the region.
 - › Exclusive networking events and training and development opportunities.
 - › Access to, and support for, regional grants, funding and advocacy.

VISITOR SERVICING

HUNTER VALLEY VISITOR INFORMATION CENTRE

The Hunter Valley Visitor Information Centre (VIC) is owned and operated by Cessnock City Council. The Centre is Level 1 accredited endorsing the Centre's commitment to operating at the highest industry standards and providing exceptional visitor information and stakeholder service.

The Centre is the premier gateway for visitors to the Hunter Valley and enjoys visitation of 70,000+ visitors annually, opening 7 days per week. The team engages with friendly comprehensive visitor servicing solutions that inspire visitors to increase their length of stay, encourage repeat visitation, explore the region attributes and engage in the diverse offerings inclusive of accommodation, dining, tours, attractions and experiences, cellar doors and nature activities.

The Centre's Gift Shop has a vast selection of Hunter Valley souvenirs and merchandise sourced from 40+ local artisans, including award winning produce and pantry condiments, body products and jewellery. The instore Hamper Bar is the ideal gifting solution with the creation of beautifully packaged bespoke Hunter Valley gift hampers. Authentic local Indigenous merchandise and art is also available for purchase.

Your membership provides opportunity to connect with booking platform Bookeasy, providing additional exposure and generating bookings incentre via the Visitor Centre team and the website winecountry.com.au.



Members are also encouraged to leverage their membership inclusions:

- ✓ Book your Member Engagement sessions to share updates for promotion of your business offerings
- ✓ Display your Brochure detailing your unique offering
- ✓ Display immersive video content on the Centre's projector screen
- ✓ Utilise the business facilities for meetings and workshops

The Visitor Information Centre team is dedicated to supporting the growth and prosperity of the tourism industry within our region and look forward to engaging with you.

Follow us at facebook.com/HVinfo

INDUSTRY COMMUNICATIONS

MEMBER NEWSLETTER

HVWTA member newsletters are sent out fortnightly on a Friday with important industry updates including important notices, funding and grant submissions, industry events and workshops and news and insights. This is our key communication and the best way to keep across relevant activity. If you are not receiving this, please let us know.

WINE AND VITICULTURE NEWSLETTER

HVWTA wine and viticulture industry newsletters are sent out fortnightly on a Friday with important updates including advocacy considerations for the wine industry, relevant industry development workshops and events, news and updates from key stakeholders such as Wine Australia, Australia Grape & Wine, NSW Wine and broader national wine stakeholders.



HVWTA INDUSTRY FACEBOOK PAGE

This community group is for those working in the Hunter Valley Wine and Tourism Industry, is a place to foster positive community engagement. This group is used to share and promote industry events and industry development opportunities, job opportunities and to seek further feedback on industry challenges or opportunities.

HVWTA LINKEDIN

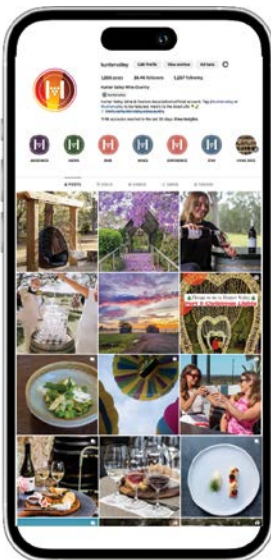
The HVWTA LinkedIn page promotes industry events, achievements and is a channel for us to engage with wine and tourism trade and media. We encourage all businesses and their employees to have a presence on LinkedIn and to promote the broader Hunter Valley to trade, media and stakeholder audiences on LinkedIn. Please tag @Hunter Valley Wine & Tourism Association.

Follow us at [linkedin.com/company-hunter-valley](https://www.linkedin.com/company-hunter-valley)

CHANNELS TO MARKET

SOCIAL MEDIA

Hunter Valley Wine Country social media accounts focus on authentic user-generated content (UGC) and member owned content visuals to tell our brand's story. This includes user generated content and shared online editorial, which allows us to tell the destination story most authentically. When we are in market with campaign activity and consumer focused events, we share owned and/or operator content. We are all advocates for our region and sharing your content with us allows us to tell the destination story. We work to a planned content calendar and share content when it aligns with the relevant content theme. It is important to engage with Hunter Valley social channels from both your own business perspective, as well as encouraging your visitors to also engage.



@huntermvalley | Destination Instagram Account

This account is the main Hunter Valley destination account.

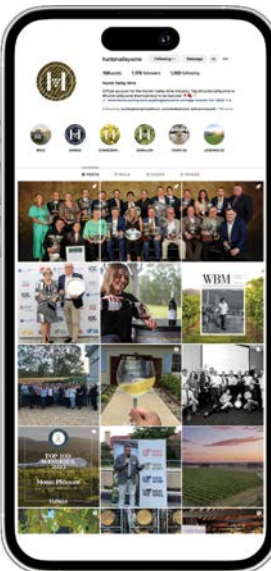
Hashtags: #HunterValley
#HunterValleyWineCountry
#feelNSW #SeeAustralia
Tag: @huntermvalley



@uncorkedbalmoral | Hunter Valley Uncorked Balmoral Event Instagram Account

This account is aimed at the promotion of the annual Hunter Valley Uncorked Balmoral event and the attending vendors for the year.

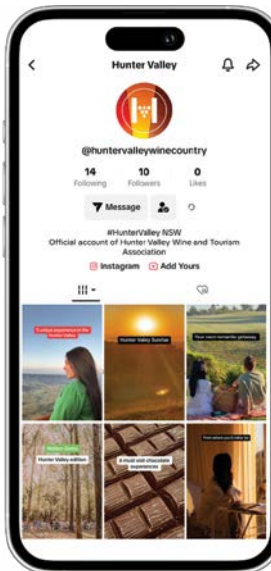
Hashtags: #HunterValley
#UncorkedBalmoral #Semsational



@huntermvalley.wine | Wine Focused Instagram Account

This account is a devoted wine and viticulture account. Its aim is to promote industry achievements, industry events, cellar door experiences and offerings and industry updates (vintage updates especially) to both a trade and consumer audience.

Hashtags: #HunterValley
#HunterValleyWine
#HunterValleyWineCountry
Tag: @huntermvalley.wine



@huntermvalleywinecountry | Destination TikTok Account

This account is the Hunter Valley destination TikTok account. The page will help convey the overall destination brand story through high quality content.

Content will follow key content pillars and be designed to be an engaging resource to inspire visitation.

Hashtags: #HunterValley
#HunterValleyWine
#ThingsToDoHunterValley
#FeelNSW #SeeAustralia



Hunter Valley Wine Country | Destination Facebook Page

This account is the main Hunter Valley destination Facebook Page. It shares monthly editorial from the winecountry.com.au website as well as third party editorial features on the Hunter Valley (Australian Traveller Halliday etc.). User Generated Content and Individual member events or content as relevant to content themes. We encourage you to send this page a co-host request for any of your events promoted on Facebook.



Uncorked Balmoral Wine & Food Festival | Uncorked Balmoral Event Facebook Page

This account is aimed at the promotion of the annual Hunter Valley Uncorked Balmoral event and the attending vendors for the year.



Hunter Valley Wine & Tourism Association | Destination YouTube

YouTube is another platform used to convey the Hunter Valley destination brand. Content posted on YouTube is based around large-scale professionally shot projects relating to destination marketing and award nights.

To engage with us on social media:

Tag the relevant Hunter Valley page in your stories, reels and static content and use the relevant hashtags to these accounts to allow HVWTA to detect your content as well as User Generated Content in our software. We also encourage you to use the overarching Hunter Valley Wine Country geotag or your venue specific geotag when posting content. We prioritise high quality content that links to relevant themes.

In addition to the above we recommend you:

- › Post high quality engaging content. Your social media can be the first impression of your business for a visitor. Make it a good one.
- › Include other relevant hashtags. What part of social media do you want to be found on? For example: #Hunintervalleyfinedining #familyownrestaurant #cellardoorexperiences will help your content appear to people searching these terms.
- › Comment, like and share content that your visitors have tagged you in.
- › Use Instagram Collaboration. Collaborating on posts or reels with other accounts enables your content to reach more people.
- › Write captions with purpose. What is the audience getting from your written content?
- › Utilize a variety of social media formats including posts, stories, reels and guides.
- › Posting consistency to keep your audience up to date and your product/service top of mind.
- › Know your audience. This can influence your content. Do they want to know about your product offering? Where you source your local ingredients? Backstage content? What to pair with your best-selling wine?

Reminders for your visitors:

- › Tag mention @yourbusiness and @yourlocation in any social media posts and stories they share on their socials.
- › Tag mention @hunintervalley so we can find their content.
- › Use the hashtag #hunintervalley and hashtag your business as well.
- › Unless an Instagram profile is public, the businesses tagged won't be able to see the posts or stories and therefore won't be able to re-share the posts.

WEBSITE

The Hunter Valley website winecountry.com.au is a competitive SEO website, and is the call to action for HVWTA managed destination campaigns, social media and other marketing activity. As a benefit of being a HVWTA member you can leverage the visitation of the site to promote your business.

Main features for members include:

- › Business tile listing/s (as relevant to membership), with the ability to review and update regularly with compelling content and imagery
- › Opportunity to update your business tile listing for free to include bookable Bookeasy products to generate bookings
- › Promote your events through the self-upload tool
- › Upload media releases

Events

To list events on the website, you can login via the member portal or email the event details to HVWTA.

We use this information to help produce content for our blogs, as well as to reuse any relevant press releases. These events are further promoted through our social media channels, the VIC & our monthly consumer eDM.

Special Offers

To list special offers on the website, you can login via the member portal or email the offer to membership@hvwta.com.au.

We use this information to help produce content for our blogs, as well as to reuse any relevant press releases. These special offers are further promoted through our social media channels, the VIC & our monthly consumer eDM.

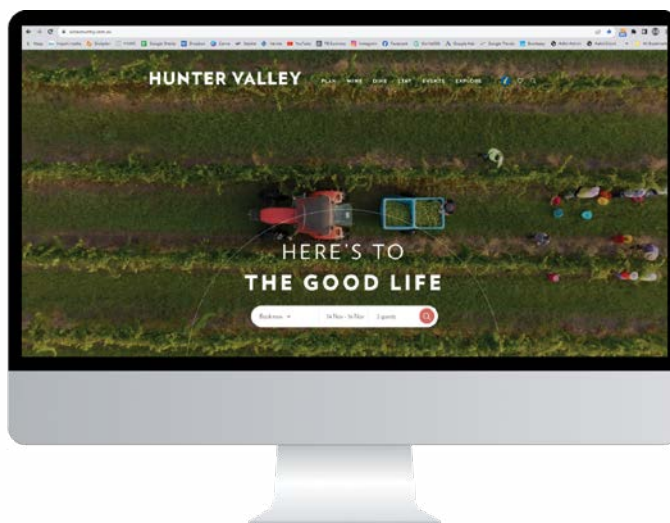
Editorial

Generating over 100k hits annually, winecountry.com.au blog uses destination marketing messaging to connect with consumers. Our blog content is based on our core content pillars.

Each online editorial piece is promoted through our website via the Blog page, our monthly consumer eDM and social media channels.

To have content featured:

- › Respond to HVWTA newsletter editorial call-outs. We will usually do a call-out for inclusion in upcoming editorials in advance.
- › Submit your content for potential inclusion by supplying a relevant image, strong and compelling copy that relates to the upcoming editorial and any additional important information including links and a call to action.
- › Keep us informed of any new products, offerings or recent wins so we can plan accordingly.



For website enquiries including website training and finding out your membership portal login details which allows you to amend your business tile listing and add events) contact membership@hvwta.com.au

PR & MEDIA PARTNERSHIPS

HVWTA work closely with Destination NSW (DNSW), Destination Sydney Surrounds North (DSSN), Tourism Australia (TA), NSW Wine Industry Association (NSWWIA) and Wine Australia (WA) as peak industry organisations, as well as directly with wine, food and lifestyle media (publishers and individuals) in the local and national markets.

Together, our working relationships allow us to access campaigns, media activity and maximise exposure for our region. HVWTA maintains strong relationships with local and national media outlets, from print to online and television. Through these relationships we can increase exposure for our region and take full advantage of opportunities as they arise.

HVWTA always seeks to showcase the diversity of Wine Country in line with the media's priority for coverage. We do secure media opportunities, as part of paid campaign activity, but many media families that we organise come direct via our existing relationships with media and are not part of a set media budget, requiring any costs to be covered directly by operators.

To attract media attention, you need to have a clear and compelling story angle. Consider what's different about your business and why now. The better job you do of answering these questions, the more chance a journalist will pick up your story. Please be aware that hosting a journalist doesn't necessarily guarantee media coverage; sometimes an experience doesn't end up being appropriate for a story angle or theme.

How to leverage media activity:

- › Share with us any product updates or business upgrades/renovations that you have recently completed or have in the pipeline and keep us informed of any new experiences or new business ventures.
- › Send us current media toolkits for your business (logos, imagery, generic text).
- › Update your own website and your website listing on winecountry.com.au and visitnsw.com with compelling content and imagery.
- › Best position your business via high quality digital and print images and videos.
- › Upload any press releases or blogs onto our website (email to membership@hvwt.com.au to be uploaded).
- › Keep an eye on HVWTA newsletters for EOI in paid and contra media opportunities.
- › Upload any bookable experiences and offers onto our website.
- › Engage with us on socials and use our hashtags.

All of the above are ways you can work with us and will be shared with Destination NSW and Tourism Australia to generate interest in your products and business.

Image and Video Galleries

Tourism Australia and Destination NSW's image and video galleries contain thousands of still and moving imagery that is free of charge for use to promote tourism to Australia and NSW. You can add to your own imagery in your marketing activity and collateral. Find out more at images.australia.com and video.australia.com or content.destinationnsw.com.au

CONSUMER EDM

HVWTA produce and send a monthly consumer eDM at the start of each month. This eDM is sent to our database of 25k contacts and will often include seasonal offers and deals, upcoming major events and monthly editorial from the winecountry.com.au website. All call to action's from our eDM direct back to the relevant pages on winecountry.com.au.

TRADE ENGAGEMENT

Wine Trade

HVWTA develops and maintains strong relationships with on premise and off premise wine trade. Each year, HVWTA hosts exclusive in region trade activities promoting Hunter Valley wine. To be involved in any wine trade activity, your business must be involved with the on premise and off premise markets. We seek Expressions of Interest in our wine industry newsletter for members to be involved in any upcoming trade activity.

Travel Trade

HVWTA have a presence at major meeting and incentives national events, including AIME (Australia Incentives Meeting & Events) and Professional Conference Organisers Association (PCOA) to conduct face-to-face meetings with the decision makers driving domestic conferencing and events. We will also be ensuring market presence for inbound markets with agents, buyers and wholesale trade at Australian Tourism Exchange (ATE). Where relevant, we partner with Tourism Australia and Destination NSW and the Destination NSW Regional Conferencing Unit.



DESTINATION CAMPAIGNS

Campaigns are an important part of our strategic marketing activity. Campaign objectives can be to either increase awareness or drive conversion and increase visitation to our region. Campaigns run periodically and may be run in conjunction with commercial partners or DNSW.

With any campaign launched, HVWTA provides a campaign toolkit to all members with key information about the campaign as well as campaign assets to distribute and promote across your own channels.

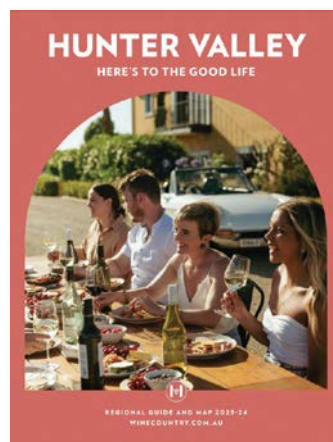
To best leverage any campaign activity:

- › Utilise the provided campaign marketing collateral from the toolkit across your own platforms and channels.
- › Invest in professional imagery and video content for use on your own website, your listing on winecountry.com.au and visitnsw.com, media famils, online editorials and campaign activity.
- › Keep HVWTA informed of any business updates or product developments.
- › Respond to the HVWTA newsletter and engage by answering our call-outs.
- › Participate in webinars, training and workshops to gain a better understanding of the campaign.

REGIONAL GUIDE

The Hunter Valley Regional Guide showcases products and stories of the Hunter Valley. The Guide uses a combination of editorial content and member listings to provide information on cellar doors, accommodation, experiences, restaurant and cafes, gourmet offerings and tours. The guide is distributed annually from June into key markets including hotels in Sydney, Newcastle and Hunter Valley, Newcastle Airport, Trade Shows, through the Hunter Valley Visitor Information Centre and other regional NSW accredited Visitor Information Centres, as well as through our distribution partnership with Australian Traveller.

The regional guide offers tile listing and/or directory listing, as well as display advertisement opportunities for members to increase their promotion to current and future visitors. To have a tile listing and/or directory listing in the guide select it as an optional add-on during membership or purchase the listing at time of Regional Guide Production. To place a display advertisement in the guide, respond to email call-outs at time of production.



*Regional
Guide*
100k



Map
110k

CONSUMER EVENTS

HVWTA hosts consumer events in key market areas to strengthen and increase brand awareness and create business opportunities for members. HVWTA currently hosts hosted Uncorked Balmoral in Balmoral Sydney in October. Consumer events provide a unique opportunity for members to connect with buyers, increase wine club membership and create further brand exposure. To be involved in consumer events monitor HVWTA communications for details of when stallholder applications open.



BUSINESS EVENTS

Hunter Valley Business Events (HVBE) drives Meetings, Incentive, Conference and Events business for the Hunter Valley region and supports members by influencing these groups to experience more of the Hunter Valley while in region. HVBE creates opportunities for members to connect with conference and event planners through famils, site inspections, networking events and co-exhibiting at trade events. Commission Payable to HVWTA on each confirmed lead derived from HVWTA.

- › **ACCOMMODATION VENUES:** 10% commission payable to HVWTA on the room only accommodation rate.
- › **OTHER SERVICES INCLUDING, RESTAURANTS, CELLAR DOORS, ACTIVITIES, EXPERIENCES ETC:** 10% commission payable to HVWTA on total bill.

BUSINESS EVENTS MEMBERSHIP BENEFITS

Business Opportunities & Leads	Highly qualified Business Events leads, applicable to your venue.
	Support from HVWTA to convert additional leads.
Tradeshows & Site Inspections	Inclusion in all consumer presentations, and applicable events attended by HVWTA.
	Opportunity to co-exhibit with HVWTA at tradeshows supported by Destination NSW.
	Invitation to attend joint sales calls or activations initiated by HVBE where applicable.
Networking	Invitation and opportunity to host quarterly Industry Business Events Networkers.
Digital Marketing	Members with Business Events tiles have immediate inclusion within the Meeting Planner Guide.
	Inclusion in applicable MICE photo shoots and video.
Familiarisations	Opportunity to host accommodation, meals or experiences for prospective famils determined by target audience.
Consumer Engagement	One solus LinkedIn post to more than 1,000 followers.
	Inclusion in quarterly Business Event Consumer eDMs.
Other	HVWTA Letter of Support provided to assist applications for funding/ grants and/ or award submissions.
	Industry communication via Members Business Event Newsletter.
	Access to information and statistics

KEY TERMS

- › If the enquiry received from HVWTA comes via a PCO or Venue Finder, commission payment to HVWTA does not apply.
- › All enquiry forms and emails sent to members is to clearly state 10% commission payable to HVWTA.
- › If a member does not wish to pay HVWTA commission, they need to opt out at the time the lead is received.
- › HVWTA will invoice venues upon conclusion of the event after the final bill is confirmed.
- › All commission received by HVWTA will be used for Hunter Valley Business Events activities as agreed upon by the Business Events Working Group and set out in the Business Events Partner Program Strategic Plan.

CONSUMER RESEARCH & TRAVELLER INSIGHTS

INTERNATIONAL

Tourism Australia's Traveller, and High Yield Traveller (HYT) Snapshots are released annually to provide insights into the travel preferences and behaviours of the general consumer and HYTs from each of Tourism Australia's key markets.

- › This information is based on Tourism Australia's consumer demand project which is run on an annual basis.
- › These snapshots are found on Tourism Australia's corporate website within the market region pages.

Find out more at tourism.australia.com/marketregions

Future of Demand

- › Launched in 2022, 'Future of Demand' research was designed to support Australia's tourism industry to make decisions about where demand exists, and ways to maximise the opportunities.
- › The research covers 143 experiences across 20 markets and four target audiences: the High Yielding Traveller, Premium, Working Holiday Makers, and a more generic Long Stay audience.
- › There were also three deep dive sections covering Sustainable travel, Indigenous insights, and Accessible travel.
- › Findings can be accessed through a main report bringing together insights into a single document as well as fact-sheets based on each of the experiences as well as individual market snapshots.

Find out more at tourism.australia.com/futureofdemand

DOMESTIC

Destination NSW produce quarterly visitation snapshots for the Hunter region (note this includes Hunter Valley, Port Stephens, Lake Macquarie, Newcastle and Upper Hunter).

Find out more at destinationnsw.com.au/tourism/facts-and-figures/regional-tourism-statistics/the-hunter



CHECKLIST

CONNECT WITH US

- ✓ Join one of the many industry committees, working groups or networks
- ✓ Subscribe to our email newsletters by contacting membership@hvwt.com.au
- ✓ Book a member engagement meeting with the VIC team to discuss your membership
- ✓ Discover the corporate website | www.winecountry.com.au/about-hvwt

PROMOTE YOUR BUSINESS

- ✓ Keep your website business tile updated with high quality images and current offers
- ✓ Upload events and special offers via the self-upload tool on the website
- ✓ Respond to email call-outs in our newsletters for blogs and media opportunities
- ✓ Promote your business in the Regional Guide with a guide tile or display advertising
- ✓ Ensure your business and/or event is added to the Australian Tourism Data Warehouse: atdw.com.au/listing-with-atdw
- ✓ Keep us up to date by uploading media releases to the website via the self upload tool or email membership@hvwt.com.au
- ✓ Share your media kit with us at membership@hvwt.com.au

ENGAGE WITH HUNTER VALLEY SOCIAL MEDIA

- ✓ Like the Hunter Valley Facebook Page @Hunter Valley Wine Country
- ✓ Follow the Hunter Valley Instagram @huntervalley
- ✓ Follow the Hunter Valley TikTok @Huntervalleywinecountry
- ✓ Hashtag and tag your posts with #HunterValley @huntervalley so we can find your content
- ✓ Request to join the HVWTA Industry Facebook Page (@huntervalleywineandtourismindustry)



MEET OUR TEAM

HVWTA STAFF

CEO

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VIC STAFF

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02 4993 6700

Senior Visitor Centre Officer

- **Elise Martin**

Visitor Centre Officers:

Jessica Hamilton

Nancy Murray

Geoff Walker

Chloe Radnidge

Patricia Olaizola

Abbey Chapman

UNITED WE
STAND TO
BENEFIT FROM
THE SUCCESS OF
OUR REGION