



HUNTER VALLEY

WINE AND TOURISM ASSOCIATION
AND VISITOR INFORMATION CENTRE

MEMBERSHIP PROSPECTUS
JOINT TOURISM SERVICE 2021-22

TOGETHER WE ARE STRONGER

The Hunter Valley Wine and Tourism Association (HVWTA) is a not-for-profit, membership-based wine and tourism organisation, dedicated to ensuring the Hunter Valley is the most visited wine and tourism destination in Australia and that our wines are recognised and valued, domestically and internationally.

The Hunter Valley Visitor Information Centre (VIC) is the premier gateway for visitors to the Hunter Valley and enjoys visitation of 80,000+ visitors annually, opening 7 days per week.

Our region attracts over 12.2 million overnight, domestic and international visitors annually, contributing to the Hunter Valley visitor economy currently worth \$631 million. The HVWTA and VIC are united in their focus to continue to grow our region's economic output, ensuring the region is a viable and sustainable wine and tourism destination.

The HVWTA & VIC membership is designed to be accessible to all involved with, or impacted by, wine tourism in the Hunter Valley.

JOIN US IN 2021/22

As a member you will:

- Raise your business profile through targeted destination marketing and campaign activity.
- Be front of mind for visitors through targeted in-destination visitor information services.
- Be visible on the #1 visited wine destination website in Australia.
- Be part of a dedicated network of industry professionals working together to advocate for and promote the Hunter Valley.

We look forward to you joining the Association and sharing in the gains that all who benefit from the success of our region, will enjoy.

A SINGLE
UNIFIED INDUSTRY
TO GROW BRAND
HUNTER VALLEY
WINE COUNTRY
AND REPRESENT
THE REGION
AS ONE.



Amy Cooper
CEO HVWTA



Christina Tulloch
President HVWTA

KEY BENEFITS OF BECOMING A MEMBER

- ✓ HVWTA & VIC Membership will raise your profile and promote your business via:
 - Inclusion on winecountry.com.au, the most visited wine destination website in Australia and the most visited regional tourism site in NSW, receiving 1.6 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 over 150,000.
 - 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.
 - The realtime booking capability Bookeasy, both online and via the VIC.
 - 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 56,000 followers.
 - Editorial contributions for inclusion in our Blog which receives over 109,000 hits annually.
 - Editorial inclusion in our monthly e-newsletter to our database of 44,000 engaged consumers.
- ✓ HVWTA & VIC Membership will support your business through:
 - Displaying your business brochures at the VIC, which receives 85,000 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.

For further information or to arrange a time to discuss how becoming a member will benefit your business, please contact Jennie Curran at the HVWTA on (02) 4990 0930 or by emailing jennie@hvwt.com.au.

**CLICK
HERE TO JOIN
TODAY!**

MEMBERSHIP CATEGORIES

REVENUE CATEGORY	REVENUE BRACKET	REVENUE BASED FEE	ADVERTISING FEE	TOTAL ANNUAL FEE
A	Less than \$100K	\$500 +GST	NA	\$500 +GST
B	\$100K-\$250K	\$750 +GST	NA	\$750 +GST
C	\$250K-\$500K	\$1,000 +GST	\$1,000 +GST	\$2,000 +GST
D	\$500K-\$1M	\$1,500 +GST	\$1,000 +GST	\$2,500 +GST
E	\$1M-\$2M	\$2,000 +GST	\$1,000 +GST	\$3,000 +GST
F	\$2M-\$5M	\$3,500 +GST	\$1,000 +GST	\$4,500 +GST
G	\$5M-\$10M	\$7,500 +GST	\$1,000 +GST	\$8,500 +GST
H	\$10M+	\$10,000 +GST	\$1,000 +GST	\$11,000 +GST

PLUS

Optional add-ons + paid display advertising (fees apply - see next page)



2021-22 MEMBERSHIP FEE STRUCTURE

Based on your business revenue for the full 2019-20 financial year, membership fees are made up of the following two key components:

1. REVENUE BASED FEE
2. ADVERTISING FEE

REVENUE BASED FEE

The revenue based fee requires you to self-select from a range of eight revenue categories determined by your total declared sales at G1 on your four FY19-20 Business Activity Statements (BAS), Q1+Q2+Q3+Q4 2020 BAS G1 totals. Please note, HVWTA's membership program is subject to external audit, which includes your selected membership category.

ADVERTISING FEE

The advertising fee is mandatory for revenue categories C-H. The advertising fee is a flat rate of \$1,000+GST per annum. Please note that the advertising fee does not include paid display advertising in the Hunter Valley Regional Guide and Map. Those who fall within revenue categories A-B, can purchase add-ons including tiles/listings.

OPTIONAL ADD-ONS

Optional add-ons allow you to purchase extra tiles or listings in the Hunter Valley Regional Guide and Map and on the winecountry.com.au website. Members can choose to purchase optional add-ons, including a tile on the website at \$400+GST and/or in the Regional Guide at \$400+GST. Purchase of a tile automatically gives you a directory listing however, if you don't purchase a tile, a directory listing add-on in the Regional Guide and on the website can be purchased at a total cost of \$300+GST.

OPTIONAL PAID DISPLAY ADVERTISING

This is an optional additional benefit to further enhance promotion in the Hunter Valley Regional Guide. Paid display advertising in the guide is only available to members of the HVWTA and VIC.

COLLECTION OF FEES

If full fees are paid by 30 June, members will receive a 5% early bird discount. Revenue categories A-B are required to pay fees in full upfront, and categories C-H can elect to pay in 2 x 6 monthly instalments, however in choosing this option you will not be eligible for an early bird discount.



MEMBERSHIP BENEFIT SUMMARY

REVENUE CATEGORY	A-B	C-F	G-H
WEBSITE BENEFITS			
Tile and Bookeasy booking capability*	✗	✓ x 1	✓ x 2
Directory listing with link in downloadable and interactive PDF**	✓ x 1	✓ x 1	✓ x 2
Promotion of unlimited events on Event Calendar	✓	✓	✓
REGIONAL GUIDE + MAP BENEFITS			
Tile included in the Regional Guide*	✗	✓ x 1	✓ x 2
Directory listing included in the Regional Guide**	✓ x 1	✓ x 1	✓ x 2
Map symbol & reference on Hunter Valley map	✓ x 1	✓ x 1	✓ x 2
Paid Display Advertising opportunity Hunter Valley Regional Guide ***	✓	✓	✓
GENERAL BENEFITS			
Your business brochure/s displayed at the VIC (subject to display capacity)	✓	✓	✓
Opportunity to participate and host media famils	B only	✓	✓
Weekly industry communications, updates & opportunities	✓	✓	✓
Access to exclusive campaigns, workshops, seminars	✓	✓	✓
Input into advocacy on important issues	✓	✓	✓
Access to economic data & expertise	✓	✓	✓
“Get Connected” listing linked to VisitNSW	✓	✓	✓
Use of Destination NSW - HV brand assets & image library	✓	✓	✓
Invitations to member only networking events	✓	✓	✓
Access to Hunter Valley tourism research reports	✓	✓	✓
Access to wine and tourism industry information	✓	✓	✓
Ability to be nominated for industry awards	✓	✓	✓
Cooperative brand exposure	✓	✓	✓
Use of the VIC meeting room for free	✓	✓	✓

* Categories A-B can choose to purchase optional add-ons, including a tile on the website at \$400+GST and/or in the Regional Guide at \$400+GST. All members have the option to purchase extra tile add-ons at the above prices.

** All members have the option to purchase extra directory listing add-ons in the Regional Guide and on the website at \$300+GST.

*** Pricing for paid display advertising will be provided in a separate media kit.

FAQs - FEES

REVENUE BASED FEES

Please include total BAS declared sales at G1 on your BAS returns for the full 2019-20 financial year (Q1-Q4).

Revenue should be included as part of your Revenue Based Fees if:

- ✓ Your business sells or provides services in the Hunter
- ✓ Your business relies on visitation to Hunter Valley Wine Country
- ✓ Your business relies on the sustained success of the Hunter Valley Brand for revenue. For example, you are a business that sells a product, or sells products to a third party for distribution sale or export, that is either grown, made, or produced inside or outside of the Hunter

Revenue from any business selling Hunter Valley or non-Hunter Valley products, that is located nationally or internationally outside of Hunter Valley Wine Country should not be included.

If your business owns or operates a number of businesses within Hunter Valley Wine Country across different locations, you do not need to have a separate membership for each business, as long as they are all under the one registered business name as it appears on your BAS.

If each part of your business lodges a separate BAS, you will need multiple memberships for each business that you lodge a BAS for. You may choose to purchase additional listings to ensure all of their products and services are represented on the website and in the Regional Guide.

EXAMPLES OF HOW TO CALCULATE YOUR MEMBERSHIP FEE

EXAMPLE 1

Top Stops & Co. have accommodation and a tour company. They report their BAS under this business name. Their total declared sales (annual revenue) as reported on their BAS at G1 on their four 2019-2020 Business Activity Statements was \$96K.

Therefore they select revenue bracket A which includes a directory listing only on website and in guide. Add-ons purchased to include tiles for both business operations on the website at \$400+GST each and in the guide at \$400+GST each.

TOTAL MEMBERSHIP FEES

\$500 revenue bracket A
+ \$800 website tiles x 2
+ \$800 visitor guide tiles x 2
+ \$210 GST
= \$2,310

EXAMPLE 2

First Class Hunter Valley & Co. have bike hire, accommodation and a restaurant & bar. They report their BAS under this business name. Their total declared sales (annual revenue) as reported on their BAS at G1 on their four 2019-2020 Business Activity Statements was \$1.8M.

Therefore they select revenue bracket E which includes 1 tile (on website and in guide) and its respective directory listing. No add-on extra tiles or listings selected.

TOTAL MEMBERSHIP FEES

\$2,000 revenue bracket E
+ \$1,000 advertising fee
+ \$300 GST
= \$3,300

EXAMPLE 3

Smith & Co have a restaurant, accommodation and cellar door. They report their BAS under this business name. Their total declared sales (annual revenue) as reported on their BAS at G1 on their four 2019-2020 Business Activity Statements was \$1.8M.

Therefore they select revenue bracket E which includes 1 tile (on website and in guide) and its respective directory listing. Add-ons purchased to include all 3 of their business operations adding in 2 tiles on the website at \$400+GST each and 2 tiles in the guide at \$400+GST each.

TOTAL MEMBERSHIP FEES

\$2,000 revenue bracket E
+ \$1,000 advertising fee
+ \$800 website tiles x 2
+ \$800 visitor guide tiles x 2
+ GST \$460
= \$5,060

EXAMPLE 4

The Great Co. have a cellar door and restaurant and report their BAS under this business name. Their total declared sales (annual revenue) as reported on their BAS at G1 on their four 2019-2020 BAS was \$5.42M.

Therefore they select revenue bracket G which includes 2 tiles (on website and in guide) and their respective directory listings. No add-on tiles or listings required.

TOTAL MEMBERSHIP FEES

\$7,500 revenue bracket G
+ \$1,000 advertising fee
+ \$850 GST
= \$9,350



MEET OUR TEAM

HVWTA STAFF

CEO - Amy Cooper

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Engagement, Membership & Marketing

- Jennie Curran

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Administration, Finance & Events

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Marketing & Communications - Katie Lee

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Membership - Aimee Lee

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Business Development & Events

- Erin Williams

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VIC STAFF

Visitor Centre Coordinator - Melissa George

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02 4993 6700

Senior Visitor Centre Officer - Jessica Higgins

Visitor Centre Officers:

Jessica Hamilton

Christine Eccles

Nancy Murray

Geoff Walker

Raelene Allen

**UNITED WE
STAND TO
BENEFIT FROM
THE SUCCESS OF
OUR REGION**

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winecountry.com.au/membership