

HUNTER VALLEY

WINE AND TOURISM ASSOCIATION
AND VISITOR INFORMATION CENTRE



MEMBERSHIP PROSPECTUS
JOINT TOURISM SERVICE 2023-24

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 70,000+ visitors annually, opening 7 days per week.

Our region attracts over 1.6 million overnight, domestic and international visitors annually, contributing to the Hunter Valley visitor economy currently worth \$641 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 2023/24

As a member you will have access to a range of benefits designed to help you maximise the potential of your business and to raise awareness of the Hunter Valley as a destination. The Hunter Valley Wine & Tourism Association provides members with access to marketing and promotion opportunities, including the opportunity to showcase your business on our website and social media channels, helping you reach a wider audience through our platforms.

All members receive regular updates on industry news and trends, as well as information about funding opportunities and grants that may be available to support your business. We facilitate networks that give you the opportunity to share ideas and best practices and share details of events, seminars, and workshops that will provide you with valuable insights and training to help you grow your business.

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



Jennie Curran
CEO HVWTA



Chris Tyrrell
President HVWTA



HUNTER VALLEY

WINE AND TOURISM ASSOCIATION
VISITOR INFORMATION CENTRE



KEY BENEFITS OF BECOMING A MEMBER

- ✓ 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.

For further information or to arrange a time to discuss how becoming a member will benefit your business, please contact Elizabeth Preston at HVWTA on 4990 0936 or membership@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	\$540 +GST	NA	\$540 +GST
B	\$100K-\$250K	\$810 +GST	NA	\$810 +GST
C	\$250K-\$500K	\$1,080 +GST	\$1,080 +GST	\$2,160 +GST
D	\$500K-\$1M	\$1,610 +GST	\$1,080 +GST	\$2,690 +GST
E	\$1M-\$2M	\$2,150 +GST	\$1,080 +GST	\$3,230 +GST
F	\$2M-\$5M	\$3,770 +GST	\$1,000 +GST	\$4,850 +GST
G	\$5M-\$10M	\$8,070 +GST	\$1,080 +GST	\$9,150 +GST
H	\$10M+	\$10,760 +GST	\$1,080 +GST	\$11,840 +GST

PLUS

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



2023-24 MEMBERSHIP FEE STRUCTURE

Based on your business revenue for the full 2021-22 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 FY21-22 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 \$1,080+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 \$430+GST and/or in the Regional Guide at \$430+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 \$320+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 31 July, 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 Hunter Valley Visitor Information Centre	✓	✓	✓
Opportunity to participate and host media famils	✓	✓	✓
Weekly industry communications, updates & opportunities	✓	✓	✓
Access to exclusive campaigns, workshops, seminars	✓	✓	✓
Input into advocacy on important issues	✓	✓	✓
Access to economic data and 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 Visitor Information Centre meeting room	✓	✓	✓

* Categories A-B can choose to purchase optional add-ons, including a tile on the website at \$430+GST and/or in the Regional Guide at \$430+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 \$320+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 2021-22 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 2021-2022 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 \$430+GST each and in the guide at \$430+GST each.

TOTAL MEMBERSHIP FEES

\$540 revenue bracket A
+ \$860 website tiles x 2
+ \$860 visitor guide tiles x 2
+ \$226 GST
= \$2,486

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 2021-2022 Business Activity Statements was \$1.8M. Therefore, they select revenue bracket E, which includes 1 tile (on website and in the guide) and its respective directory listing. No add-on extra tiles or listings selected.

TOTAL MEMBERSHIP FEES

\$2,150 revenue bracket E
+ \$1,080 advertising fee
+ \$323 GST
= \$3,553

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 2021-2022 Business Activity Statements was \$1.8M. Therefore, they select revenue bracket E, which includes 1 tile (on website and in the 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 \$430+GST each and 2 tiles in the guide at \$430+GST each.

TOTAL MEMBERSHIP FEES

\$2,150 revenue bracket E
+ \$1,080 advertising fee
+ \$860 website tiles x 2
+ \$860 visitor guide tiles x 2
+ \$495 GST
= \$5,445

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 2021-2022 BAS was \$5.42M. Therefore, they select revenue bracket G, which includes 2 tiles (on website and in the guide) and their respective directory listings. No add-on tiles or listings required.

TOTAL MEMBERSHIP FEES

\$8,070 revenue bracket G
+ \$1,080 advertising fee
+ \$915 GST
= \$10,065

BUSINESS EVENTS PARTNER PROGRAM

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. Only Business Events Members will receive exposure in Business Event communications and on our website.

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 photoshoots 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.



MEET OUR TEAM

HVWTA STAFF

CEO - Jennie Curran

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Office Manager - Karlene Wyborn

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Marketing & Communications

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Membership & Engagement

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Business Events & Inbound Tourism

- **Manda Duffy**

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VIC STAFF

Visitor Centre Coordinator - Melissa George

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02 4993 6700

Senior Visitor Centre Officer - Elise Martin

Visitor Centre Officers:

Jessica Hamilton

Nancy Murray

Geoff Walker

Chloe Radnidge

Katelyn Finck

Patricia Olaizola

Abbey Chapman

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