

HUNTER VALLEY

WINE AND TOURISM ASSOCIATION
AND VISITOR INFORMATION CENTRE



MEMBERSHIP PROSPECTUS
JOINT TOURISM SERVICE 2025-26

WELCOME TO THE HUNTER VALLEY WINE & TOURISM ASSOCIATION

The Hunter Valley Wine & Tourism Association (HVWTA) exists to champion the ongoing success of our region's wine and tourism industry. As the peak industry body, we represent the collective voice of Hunter Valley businesses, working to drive visitation, support growth, and strengthen our region's reputation as one of Australia's premier regional destinations.

Wine and tourism in the Hunter Valley is a \$641 million economy, welcoming more than 1.6 million visitors each year. Being a member of HVWTA connects you to a trusted network that is actively shaping the future of our region through destination marketing, visitor servicing, government advocacy, and industry development.

YOUR MEMBERSHIP DIRECTLY SUPPORTS

- › Destination marketing that attracts more visitors to the region
- › Access to and analysis from *Localis* destination data insights (occupancy, spend & visitation data)
- › Promotion across key digital and print channels, including the Wine Country website, social media, and the Hunter Valley Regional Guide
- › Visitor Information Centre services that promote member products and experiences to 64,000+ visitors per year
- › Advocacy on key issues, from land use and infrastructure to funding and regulation
- › Industry networking and collaboration through regular events, workshops and working groups
- › Support and resources to help you access grants, improve business performance and stay ahead of trends.

READ OUR
ANNUAL REPORT



Jennie Curran
CEO HVWTA



Chris Tyrrell
President HVWTA

KEY PRIORITIES

ADVOCACY	DESTINATION MARKETING	INDUSTRY DEVELOPMENT	BUSINESS DEVELOPMENT AND TRADE ENGAGEMENT	VISITOR SERVICING
<p>LAND USE PLANNING</p> <ul style="list-style-type: none"> › Cessnock City Council Vineyards District Planning Proposal › Singleton Council Rural Vineyards Strategy › Heritage Vineyards <p>FEDERAL GOVERNMENT</p> <ul style="list-style-type: none"> › Wine Tourism Cellar Door Grant › Funding for Domestic Wine Marketing › Austrade Export Market Development Grant › Telecommunications Review <p>NSW GOVERNMENT</p> <ul style="list-style-type: none"> › Land Tax › STRA Review › Capacity and marketing funding <p>HUNTER VALLEY BICENTENNIAL - 2028</p>	<p>ALWAYS ON ORGANIC SOCIAL MEDIA</p> <ul style="list-style-type: none"> › Facebook, Instagram, TikTok <p>MARKETING CAMPAIGNS</p> <ul style="list-style-type: none"> › Digital, print, content collaborations <p>DIRECT MARKETING</p> <ul style="list-style-type: none"> › Editorial content (blogs) › EDMs to consumer database <p>WEBSITE</p> <ul style="list-style-type: none"> › SEO, Bookeasy, digital itinerary development <p>CONSUMER EVENTS</p> <ul style="list-style-type: none"> › Uncorked Balmoral › Hunter Valley Say I Do <p>MEDIA ENGAGEMENT</p> <ul style="list-style-type: none"> › Legends famil › DNSW and Tourism Australia visiting media famils 	<p>MEMBER ENGAGEMENT</p> <ul style="list-style-type: none"> › Quarterly Member Forums › Uncapped Connections -B2B networking › Member Engagement meetings <p>LOCALIS</p> <ul style="list-style-type: none"> › Tourism data insights and analytics <p>INDUSTRY EVENTS</p> <ul style="list-style-type: none"> › Hunter Valley Legends Awards › Hunter Valley Wine Show Celebrations <p>PRODUCT DEVELOPMENT</p> <ul style="list-style-type: none"> › Cruise, export ready workshops, NSW First Program <p>INDUSTRY SCHOLARSHIPS</p> <ul style="list-style-type: none"> › AWRI-viticulture, wine assessment, wine technology 	<p>INBOUND TRADE</p> <ul style="list-style-type: none"> › Trade Shows: <ul style="list-style-type: none"> - <i>Australian Tourism Exchange Gday Australia</i> › International Trade Planner › Newcastle Airport Global Tourism Project <p>BUSINES EVENTS</p> <ul style="list-style-type: none"> › Trade Shows - <i>AIME</i> › Business Events Lead Generation <p>WINE INDUSTRY TRADE</p> <ul style="list-style-type: none"> › Vintage famil › Wine Show famil › Export market opportunities 	<p>HUNTER VALLEY VISITOR INFORMATION CENTRE</p> <p>REGIONAL GUIDE AND MAP</p> <ul style="list-style-type: none"> › Distribution partnership with <i>Australian Traveller</i>, plus over 340 hotel, airports and visitor centers <p>WHAT'S ON GUIDES</p> <ul style="list-style-type: none"> › Website and social media <p>WEBSITE</p> <ul style="list-style-type: none"> › Bookeasy, SEO, digital itinerary development › Australian Tourism Data Warehouse

CONNECT YOUR BUSINESS TO BRAND HUNTER VALLEY

Being a member of HVWTA means aligning your business with one of Australia's most recognisable regional wine and tourism brands - and tapping into the extensive reach and influence that comes with it.

- › 4 million social media reach – a growing digital footprint that puts your business in front of highly engaged travel and wine lovers
- › 1.14 million website views – a 17% year-on-year increase, driven by strong SEO, digital campaigns, and trusted destination content
- › 83,200 leads to operators – that's 83,200 direct clicks to member websites, up 36% compared to the previous year
- › 1 million video views – visual storytelling driving awareness of our region, and the businesses within it
- › 68,500+ active social users and 23,900 content interactions – a responsive audience hungry for Hunter Valley experiences

WHAT THIS MEANS FOR MEMBERS

- › Amplified visibility for your business across high-performing digital channels, including the Hunter Valley's website, social platforms, and video content
- › Inclusion in destination marketing campaigns that drive visitation, engagement, and direct referrals
- › Opportunities to be featured in editorial, media, and social content tied to the Hunter Valley brand
- › Access to a highly qualified audience already planning a visit or actively engaging with our region.

DIGITAL CHANNELS

1 JULY 2024 - 31 MAY 2025



68.5k
USERS



4m
REACH



23.9k
CONTENT
INTERACTIONS



1m
VIDEO VIEWS

WEBSITE

1 JULY 2024 - 31 MAY 2025



1.14m
WEBSITE VIEWS



83.2k
LEADS TO
OPERATORS

HVWTA BOARD MEMBERS



Chris Tyrrell
President
Tyrrell's



Sasha Degen
Vice President
Degen Estate &
Hunter Valley Stays Australia



Shaun O'Bryan
Secretary
Spicers Retreats



Melissa Hughes
Treasurer
Strategic Appointment



Karin Adcock
HVWTA Board Member
Winmark Wines



James Agnew
HVWTA Board Member
Agnew Wines



Phil Hele OAM
HVWTA Board Member
Hunter Valley Resort



Stuart Hordern
HVWTA Board Member
Brokenwood Wines



Stephen Leathley
HVWTA Board Member
Insite Planning Services



Andrew Margan
HVWTA Board Member
Margan Wines & Restaurant



Ian Napier
HVWTA Board Member
Wombat Crossing



Alisdair Tulloch
HVWTA Youth Advisor
Aeon Wines



Michelle Wills
HVWTA Board Member
Balloon Aloft

MEET THE HVWTA TEAM



Jennie Curran
CEO



Karlene Wyborn
Office Manager



Manda Duffy
**Business Development
and Inbound Tourism**



Elizabeth Preston
Marketing Specialist



Bella Murray
**Marketing and
Engagement Assistant**

MEET THE VISITOR CENTRE TEAM

Visitor Centre Coordinator

Elise Martin
vic@cessnock.nsw.gov.au
02 4993 6700

Senior Visitor Centre Officer

Chloe Radnidge

Visitor Centre Officers

Nancy Murray
Geoff Walker
Abbey Chapman
Ava Dye



MEMBERSHIP CATEGORIES

REVENUE CATEGORY	REVENUE BRACKET	REVENUE BASED FEE	ADVERTISING FEE	TOTAL ANNUAL FEE
A	Less than \$100K	\$575 +GST	NA	\$575 +GST
B	\$100K-\$250K	\$855 +GST	NA	\$855 +GST
C	\$250K-\$500K	\$1,135 +GST	\$1,135 +GST	\$2,270 +GST
D	\$500K-\$1M	\$1,700 +GST	\$1,135 +GST	\$2,835 +GST
E	\$1M-\$2M	\$2,270 +GST	\$1,135 +GST	\$3,405 +GST
F	\$2M-\$5M	\$3,980 +GST	\$1,135 +GST	\$5,115 +GST
G	\$5M-\$10M	\$8,520 +GST	\$1,135 +GST	\$9,655 +GST
H	\$10M+	\$11,355 +GST	\$1,135 +GST	\$12,490 +GST
PLUS Optional add-ons + paid display advertising (fees apply - see page 10)				

KEY BENEFITS OF BECOMING A MEMBER

- ✓ 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 1.2 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.
- ✓ Membership will increase your visibility across Wine Country brand consumer-facing digital marketing channels via:
 - Social media inclusion (as appropriate to content themes), with 67,000 followers.
 - Editorial contributions for inclusion in our blogs which receive over 80,000 views per year.
 - Editorial inclusion in our monthly EDM to our database of 20,000 engaged consumers.
- ✓ Membership will support your business through:
 - Access to and analysis from Localis destination insights (occupancy, spend, visitation data).
 - Displaying your business flyers at the VIC, which receives 64,000 visitors per year.
 - Complimentary use of the VIC meeting room with AV, Wi-Fi & online meeting capabilities.
 - 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

Bella at HVWTA on 4990 0924 or bella@hvwt.com.au

MEMBERSHIP BENEFIT SUMMARY

REVENUE CATEGORY	A-B	C-F	G-H
MARKETING BENEFITS			
Inclusion in monthly consumer EDMs	✓	✓	✓
Your business brochure/s displayed at the Hunter Valley Visitor Information Centre	✓	✓	✓
Tile and Bookeasy booking capability*	✗	✓ x 1	✓ x 2
Promotion of unlimited events on Event Calendar	✓	✓	✓
Promotion within website blogs and editorial features	✓	✓	✓
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			
Access to Localis Destination Data	✓	✓	✓
Weekly industry communications, updates & opportunities	✓	✓	✓
Opportunity to participate and host media famils	✓	✓	✓
Inclusion in Visitor Information Centre famils	✓	✓	✓
Input into advocacy on important issues and particpance in HVWTA industry forums & committees	✓	✓	✓
Invitations to member only networking events	✓	✓	✓
Invitations to industry workshops and seminars	✓	✓	✓
“Get Connected” listing linked to VisitNSW	✓	✓	✓
Use of Destination NSW - HV brand assets & image library	✓	✓	✓
Ability to be nominated for industry awards	✓	✓	✓
Use of the Visitor Information Centre meeting room	✓	✓	✓

Additional member buy-in opportunities (requiring additional investment) that align with our strategy will be considered throughout the year.

* Categories A-B can choose to purchase optional add-ons, including a tile on the website at \$455+GST and/or in the Regional Guide at \$455+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 \$335+GST.

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

2025-26 MEMBERSHIP FEE STRUCTURE

Based on your business revenue for the full 2023 -24 financial year, membership fees are made up of the following two key components:

1. 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 FY23-24 Business Activity Statements (BAS), Q1+Q2+Q3+Q4 2023 BAS G1 totals.

OPTIONAL ADD-ONS

Optional add-ons allow you to purchase extra tiles or listings in the Hunter Valley Regional Guide and Map & on the winecountry.com.au website. Members can choose to purchase optional add-ons, including a tile on the website at \$455+GST and/or in the Regional Guide at \$455+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 \$335+GST.

2. ADVERTISING FEE

The advertising fee is mandatory for revenue categories C-H. The advertising fee is a flat rate of \$1,135+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 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 HVWTA members.

FAQs

COLLECTION OF FEES

Members can elect to pay in 3 x monthly instalments. We are pleased to offer flexible options to members who can elect to pay in 3 x monthly installments making it easier to manage costs.

REVENUE BASED FEES

Please include total BAS declared sales at G1 on your BAS returns for the full 2023-24 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.

BUSINESS DEVELOPMENT

MEETINGS, INCENTIVES, CONFERENCES & EVENTS

Hunter Valley Business Events (HVBE) drives Meetings, Incentive, Conference and Events (MICE) business into the region by representation in trade and 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 introductions, famils, site inspections, networking events and co-exhibiting at trade events. Properties suitable for Business Events will receive exposure in Business Event communications and on our website.

COMMISSION IS PAYABLE TO HVWTA ON EACH CONFIRMED LEAD DERIVED FROM HVWTA AT THE RATE OF 10% OF THE TOTAL BILL ON THE FOLLOWING:

Accommodation (room only)

Conference Plenary Facilities (not including meals)

Other services including, restaurants, cellar doors, activities, experiences etc

INCLUSIONS

Business Opportunities & Leads	Highly qualified MICE 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	Inclusion in applicable MICE photoshoots, video and Meeting Planner Guide.
Familiarisations	Opportunity to host accommodation, meals or experiences for prospective famils determined by target audience.
Consumer Engagement	Inclusion in quarterly Business Event Consumer eDMs.
	Representation in the broader engagement programs such as AIME and similar tradeshows.

KEY TERMS

- › If the enquiry received from HVWTA comes via DNSW 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 strategy.

**VIEW THE MEETING
PLANNER GUIDE**



DESTINATION WEDDINGS

HVWTA will continue to promote the region for destination weddings and will organise and promote the *Say I Do* event in January 2026.



INBOUND TOURISM



With \$43,000 in funding from the Export Market Development Grant (Austrade funding) HVWTA will execute an inbound tourism strategy for FY 25/26 to grow the number of inbound visitors to the region.

We will be reviewing options for cooperative buy-in opportunities with members to support our Inbound Tourism strategy.

CORPORATE PARTNERS



INDUSTRY PARTNERS



