

# HUNTER VALLEY

WINE AND TOURISM ASSOCIATION



## 2021-22 ANNUAL REPORT



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## WELCOME TO COUNTRY

We acknowledge the people of the Wonnaruah 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: Elfes Images*

# CEO REPORT

Much of the recognition for the outcomes achieved over this reporting period go to former CEO, Amy Cooper. Amy's success in accessing significant funding has enabled HVWTA to deliver against the key priorities outlined by our members, as well as effectively respond to the ongoing challenges that we have faced. Amy was highly skilled in translating complex issues into practical solutions, evidenced by the Hunter Valley Wine Country Recovery & Resilience Program which has been the basis for many of the successful grant applications.

Over the last year, we have, as an Association, structured to deliver the below strategic priorities in line with the funding that we have received. In delivering against these programs, we have sought to build platforms and activities that will position the region and HVWTA for longer-term, sustainable growth beyond the delivery of the funded programs.

## PRIORITIES

- *Build a sustainable destination and wine brand positioning that connects with today's traveller and wine buyer.*
- *Drive demand through destination marketing and domestic campaigns to attract target audiences to the region; to stay longer and spend more.*
- *Facilitate and grow our market share within the meetings, incentives, conferences, and events market, particularly as a source of midweek visitors.*
- *Improve digital and social channel reach, publications and maps and in-region visitor experience.*
- *Strengthen industry and community support through training, mentorship and improved community networks.*
- *Advocate Wine Country's interests to all levels of government to help shape policies that are in the best interests of our members.*

The new 2022 - 2030 Hunter Valley Destination Management Plan provides a roadmap for our industry to build sustainably and create long-term economic resilience, growth, and prosperity. HVWTA have valued the rigorous process working alongside Cessnock and Singleton Councils in developing the plan. We look forward to the unified delivery of a united industry and Government approach to the growth of the Hunter Valley visitor economy. The new plan provides us, as an Association, with the framework to now update our strategic operating and marketing plans to deliver on the actions. The update of these plans will be a priority for us over the next year.

As a HVWTA team we have enjoyed working closely with our colleagues in the Hunter Valley Visitor Information Centre to work collaboratively across all aspects of the consumer journey. Their passion for the region, and knowledge of everything there is to see and do, is a huge asset to visitors.

I thank the Board for the trust they have shown in me with my appointment as CEO. It is a privilege to work alongside the volunteer Board, our members, corporate partners and wider industry stakeholders. Thank you to the small, but incredibly hard-working and talented HVWTA team, who continue to seek all relevant opportunities to ensure the Hunter Valley remains one of the most well-known and visited regional destinations in Australia.

This year's report shows the breadth of activity and results that have been achieved. We have sought ways to improve our systems and processes and to engage more regularly and relevantly with our members through our communications, forums, and activities. I urge all members to read our communications, engage with us on social media and call us, or visit us at the Visitor Centre. Engagement works most effectively when we have regular and open dialogue. I look forward to positive engagement with our membership over the next year.



Jennie Curran  
CEO

# PRESIDENT REPORT

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Coming off another challenging year with the lasting impacts of COVID-19 and a number of severe weather events, it has been critical for us to continue to work together as one industry. Our wine sector continues to face pressures on numerous fronts with the combination of increased government oversight, a challenging export climate and an unstable weather pattern leading to one of the most challenging starts to a growing season for a number of years. The tourism industry has faced its own challenges with skills shortages and the lasting impacts of inconsistent travel demand. Despite these factors the local industry has once again proven its resilience and ability to adapt.

Our achievements this year could not have been realised without the ongoing support of the Economic Development teams within Cessnock and Singleton Councils, and the important work of the Alliance Working Group, facilitated by Glenn Caldwell at Destination Sydney Surrounds North. Thanks also to Geoff Krieger of Brokenwood Wines and Phil Hele OAM of Hunter Valley Resort for their roles as HVWTA representatives on the Hunter Valley Wine and Tourism Alliance. With thanks also to Cessnock Council for their ownership in 2022 of this collaboration between Cessnock and Singleton Councils and HVWTA.

Thank you to our voluntary Board who provide the Association with guidance and strategic direction. The Board governance structure, introduced under Christina Tulloch's term, has been effective at driving

activity in the key priority areas of destination and wine brand development, wine and viticulture industry development and tourism industry engagement.

To our valued members and corporate partners, thank you for your commitment to growing and investing in our region's visitor economy. Your ongoing resilience, engagement and willingness to share ideas and to contribute your time is at the heart of what makes the Hunter Valley a great place to live, work and play.

We are indebted to former CEO, Amy Cooper and former President, Christina Tulloch for their incredible work through some of the toughest times for our industry. Their success in securing over \$2m in funding has allowed the Association to position itself for long-term sustainable growth.

Last but not least, I would like to thank our new CEO, Jennie Curran, who has taken on the role with customary aplomb. Jennie leads her small, but dedicated team and as a region, we are truly privileged to have such a talented team working for, and to promote, the Hunter Valley. Jennie and her team's execution of the Hunter Valley destination marketing campaign is testament to the team's hard work and commitment to the region.

I wish you all the best for the 22/23 Financial Year and look forward to working together to build on the incredible legacy of the Hunter Valley into the future.



*Stuart Hordern*  
President

# BOARD MEMBERS 2021-22

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*Stuart Hordern*  
**President**  
Brokenwood Wines



*Chris Tyrrell*  
**Vice President**  
Tyrrell's



*Srinivasan Gopal*  
**Treasurer**  
Strategic Appointment



*Shaun O'Bryan*  
**Secretary**  
Oaks Cypress Lakes Resort



*Karin Adcock*  
**HVWTA Board Member**  
Winmark Wines  
(resigned March 2022)



*James Agnew*  
**HVWTA Board Member**  
Agnew Wines



*Bryan Currie*  
**HVWTA Board Member**  
Hungerford Hill Operations



*Sasha Degen*  
**HVWTA Board Member**  
Hunter Valley Stays



*Manda Duffy*  
**HVWTA Board Member**  
Wandin Estate



*Phil Hele* OAM  
**HVWTA Board Member**  
Hunter Valley Resort



*Kieran McMahon*  
**HVWTA Board Member**  
Hunter Valley Aqua Golf



*Ian Napier*  
**HVWTA Board Member**  
Wombat Crossing Vineyard



*Belinda Stapleton*  
**HVWTA Board Member**  
Bimbadgen



*Jo Thomas*  
**HVWTA Board Member**  
Strategic Appointment



*Christina Tulloch*  
**HVWTA Board Member**  
Tulloch Wines



*Michelle Wills*  
**HVWTA Board Member**  
Balloon Aloft



*Mark Whitnell*  
**HVWTA Board Member**  
Spicers Guest House  
(resigned June 2022)

# STAFF MEMBERS 2021-22

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*Jennie Curran*  
**CEO**



*Lydia McNaughton*  
**Industry Development**



*Julia Moore*  
**Marketing and  
Communications**



*Deni Motum*  
**Membership**



*Erin Williams*  
**Business Development**



*Karlene Wyborn*  
**Office Manager**



*Amy Cooper*  
**CEO**  
(resigned May 2022)



*Katie Lee*  
**Marketing and  
Communications**  
(resigned September 2022)



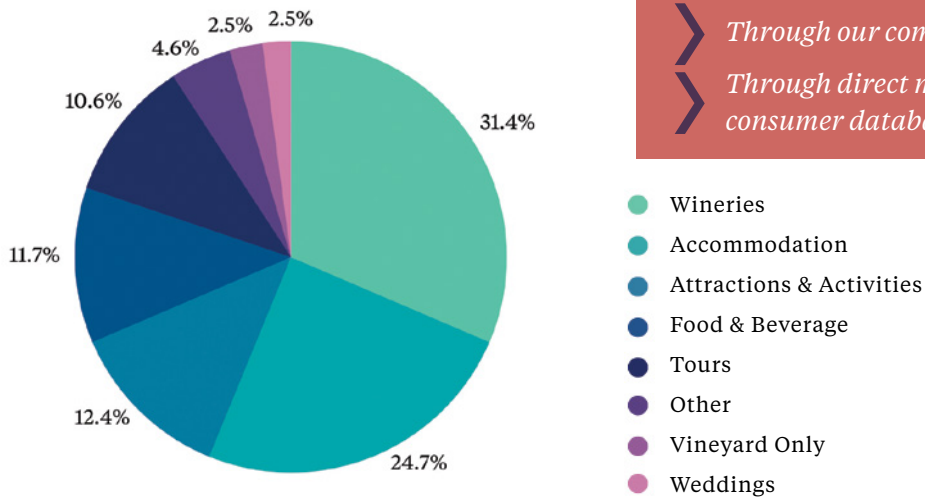
*David Young*  
**Industry Development**  
(resigned July 2022)



# MEMBERSHIP

HVWTA was funded by 282 members in the 2021/22 Financial Year across a diverse range of tourism and wine related industries. The Joint Tourism Services Agreement between HVWTA and Cessnock City Council has streamlined our membership process, and the region continues to benefit from our increased collaboration.

*1 July 2021 to 30 June 2022 Membership Data  
(based on primary business type)*



*Over the last year, we have delivered over 130 individual communications sharing critical information, opportunities, and updates from our wider stakeholders. Via our consumer channels, we have put our members directly in front of visitors with:*

- *Over 172k leads to member tiles on the [winecountry.com.au](http://winecountry.com.au) website*
- *Through our combined social following of 64k*
- *Through direct marketing to an engaged consumer database of 39k subscribers*



# DESTINATION MARKETING

## MARKETING CAMPAIGNS

*Here's to the Good Life*

IN MARKET: JUNE 2022 – ONGOING (reporting to August 2022)

### OBJECTIVES

- Build a brand positioning that connects with today's traveller and at the same time builds a platform for the future.
- Tell the Hunter Valley story in a real and interesting way to cut through the noise.
- Create excitement and reignite the appeal of the Hunter Valley as a preferred wine and food destination, amongst the target audiences.
- Increase visitor spend and length of stay.

### CAMPAIGN SUMMARY

The campaign is featured across a wide variety of channels including, Out of Home placements (B-Line buses and digital billboards), Catch up TV, social media (YouTube, Facebook, Instagram and Snapchat) and third-party publisher content. The campaign will elevate perceptions of the Hunter Valley via high impact, dynamic social and video led formats.

The creative concepts have been designed to feel like an invitation to come and discover, explore and experience the best the Hunter Valley has to offer. The messaging is bold and like our world- famous drops, full of character with a classic aftertaste that leaves you wanting more. Revealing a series of expressions that speak to a number of different experiences, the hero messaging splits the Here's to the Good Life positioning to connect the scenes in an interesting and unexpected way. The campaign format can be easily updated and adapted to fit any format, length or channel.

**15.8m**  
TOTAL  
IMPRESSIONS

**31.2k**  
LANDING PAGE  
VIEWS





## WINE BRAND CAMPAIGN

IN MARKET: JUNE 2022 – AUGUST 2022

### OBJECTIVES

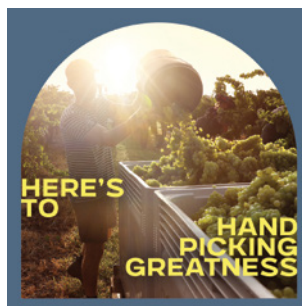
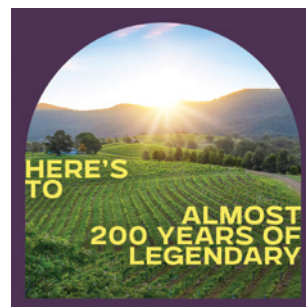
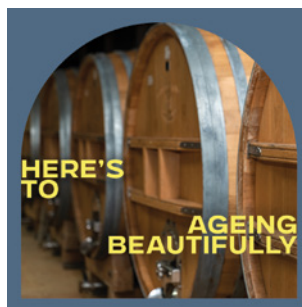
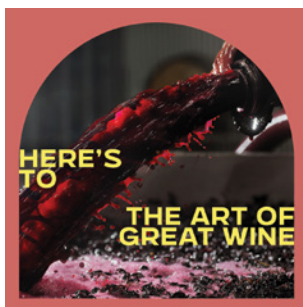
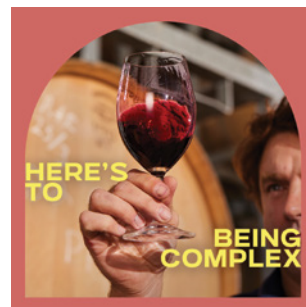
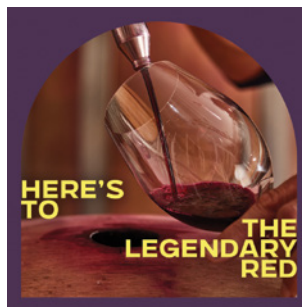
- Restore the Hunter Valley as the preferred wine brand and drive sales outside of the region.
- Showcase the provenance of the collective Hunter Valley wine brand.
- Increase on and off premise sales of Hunter Valley wines in the Greater Sydney Market.

**4.9m**  
TOTAL  
IMPRESSIONS

This digital campaign was featured across social media (Facebook, Instagram, and LinkedIn) and forms part of wider activity in market to position the Hunter Valley wine brand. Content (editorial, still & video) has been created across six key themes with content partnerships with Halliday and GT Wine, as well as organic amplification via [winecountry.com.au/wine](http://winecountry.com.au/wine).

The messaging and creative direction has been designed to align with the framework for the overarching destination campaign, ensuring that all assets deliver a consistent brand style and message to consumers. Earlier in 2022, we commissioned market research regarding perceptions of the collective Hunter Valley wine brand. Delivered through the Qantas Loyalty panel, we received over 1000 responses which provided a strong platform to inform the Hunter Valley wine brand positioning and messaging for this campaign.

**17.2k**  
LANDING PAGE  
VIEWS



## RECOVERY CAMPAIGN

### *It's Time to Reconnect*

IN MARKET: OCTOBER 2021– JANUARY 2022

#### OBJECTIVES

- > To raise consideration of the Hunter Valley as a destination to travel to in Spring and Summer 2021, post COVID-19 lockdown in 2021.
- > To drive conversion with a call-to-action to book accommodation and experience packages.

#### CAMPAIGN SUMMARY

The campaign was delivered via organic and paid social, YouTube and digital display advertising. The campaign focused on friends and family enjoying outdoor space and the beauty of the Hunter Valley.

The creative was designed to tell the story of friends reconnecting after travel restrictions were eased. The story was told across the destination pillars of wine, food, driving routes and nature and outdoors, showcasing what made the Hunter Valley the perfect place to reconnect with friends and family.

Spring and Summer offers were promoted via the campaign landing page on [winecountry.com.au](http://winecountry.com.au) throughout the campaign period.

2.5m  
TOTAL  
IMPRESSIONS

6.2k  
LANDING PAGE  
VIEWS



205k  
VIDEO VIEWS

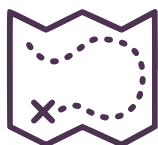


## PUBLICATIONS

Our Regional Guide has wide local distribution, as well as into the Sydney market, accredited Visitor Information Centres, and through a distribution partnership with *Australian Traveller*.



**Regional Guide**  
**100k**



**Map**  
**120k**

### ***Wine Country Wedding Guide***

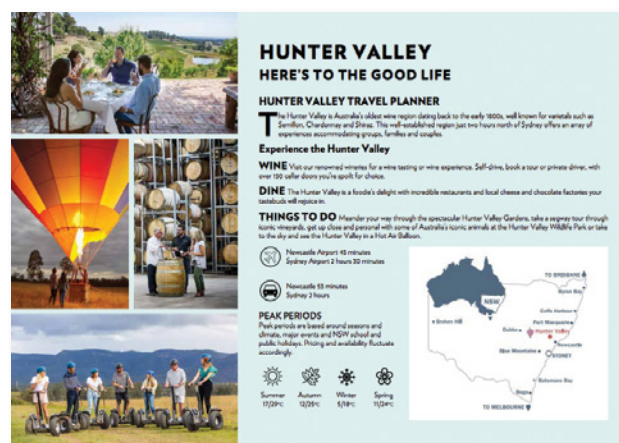
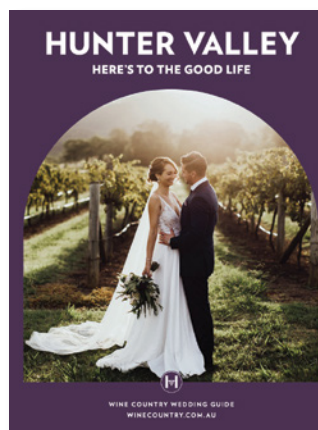
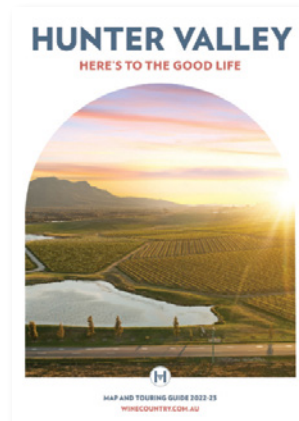
This digital only Wine Country Wedding Guide showcases Hunter Valley venues and services who specialise in weddings. The guide was featured as part of a digital partnership with *Easy Weddings*.

### ***Hunter Valley Meeting Planner Guide***

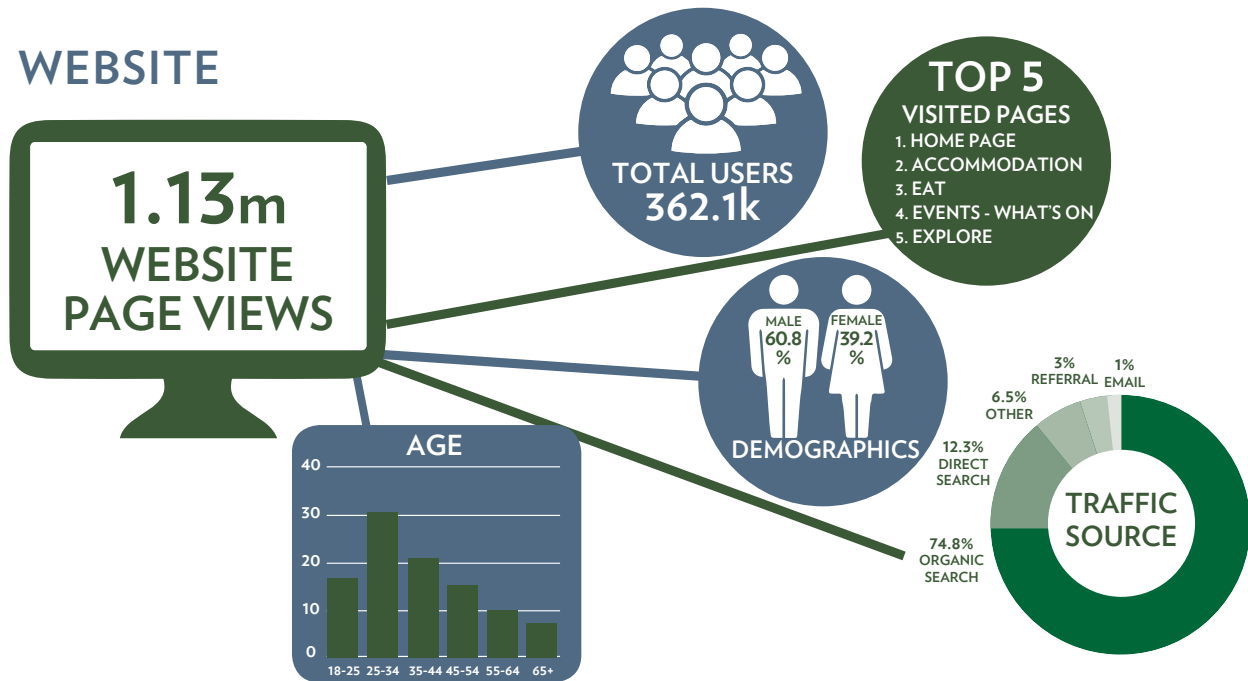
This digital only guide is designed to help the target audiences of professional conference organisers (PCO), corporate event bookers, and venue finders better understand the Business Events offering in the Hunter Valley, including venue overviews and suggested itineraries. The guide debuted at Get Local, an Australian Business Events Tradeshow, in February 2022.

### ***Hunter Valley Trade Kit***

The digital Hunter Valley Trade Kit, including a Travel Planner, has been designed to assist Trade with insights into regional experiences, how to get here, our seasons and peak periods. The trade kit was distributed to our inbound trade database, featuring members with trade ready product and a supporting image library.



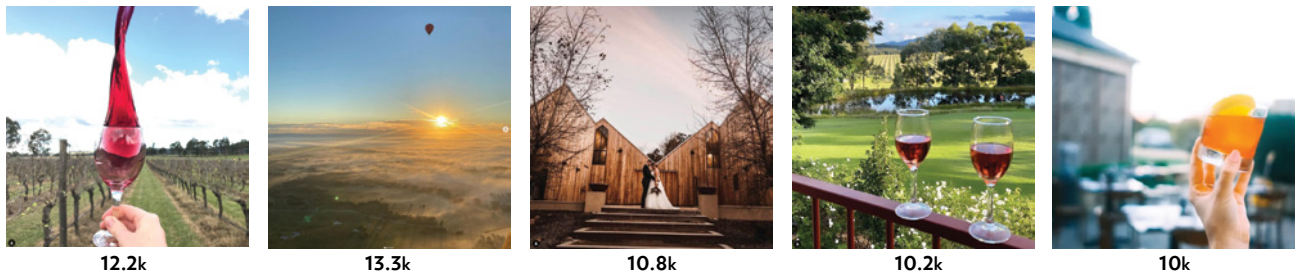
## WEBSITE



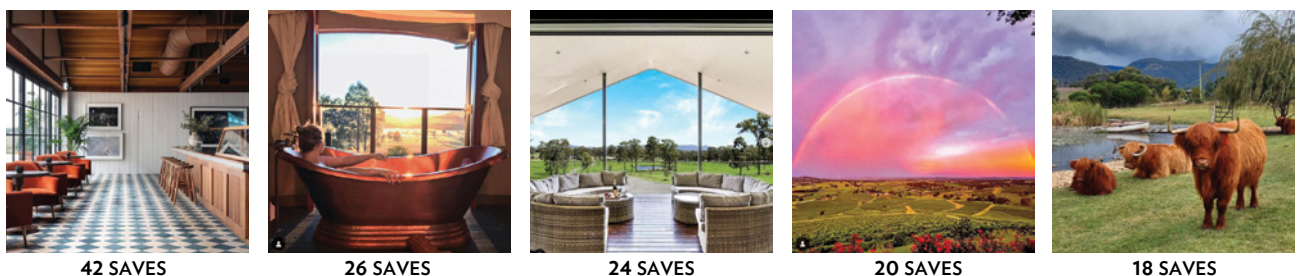
## SOCIAL MEDIA



### INSTAGRAM OVERVIEW (Highest Engagement Organically)



### Most Saved





# INDUSTRY EVENTS

## HUNTER VALLEY LEGENDS & WINE INDUSTRY AWARDS

In its 16th year, the annual Hunter Valley Legends & Wine Industry awards saw the introduction of four new awards, acknowledging the contribution of leading individuals and leading operators within both the wine and tourism industries. A true sense of community was shown with a record number of attendees (350) at Oaks Cypress Lakes Resort.

This year, we saw the induction of our 28th & 29th Living Legends, Neil McGuigan as the Wine Industry Living Legend and Philip Hele OAM as the Tourism Living Legend for their significant contributions over a combined 60 years plus. After close to 50 years of active service to the industry, Brian McGuigan AM was announced as the Hunter Valley Wine & Tourism Association Honorary Patron.

Congratulations to all of our award winners:

**Hunter Valley Tourism Operator of the Year**

*Beyond Ballooning*

**Hunter Valley Accommodation Operator of the Year**

*Spicers Guesthouse*

**Hunter Valley Cellar Door of the Year**

*De Iuliis Wines*

**Hunter Valley Winemaker of the Year**

*Liz Silkman, Silkman Wines/First Creek Wines*

**Hunter Valley Viticulturist of the Year**

*Jerome Scarborough, Scarborough Wine Co*

**Hunter Valley Young Achiever of the Year**

*Alex Beckett, Briar Ridge Vineyard*

**Outstanding Contribution by an Individual**

*Christina Tulloch, Tulloch Wines*

**Hunter Valley Wine & Tourism Association Honorary Patron**

*Brian McGuigan AM*

**Hunter Valley Tourism Industry Living Legend**

*Philip Hele OAM*

**Hunter Valley Wine Industry Living Legend**

*Neil McGuigan*



## HUNTER VALLEY WINE SHOW

Celebrating its 50th milestone, the CCL Hunter Valley Wine Show week of celebrations concluded with our annual celebrations luncheon at Crowne Plaza Hunter Valley. The luncheon was attended by over 350 industry professionals to recognise and celebrate the achievements of the Hunter Valley wine industry. We were delighted to have The General the Honourable Sir Peter Cosgrove (Retd) and Lady Lynn Cosgrove join us as our special guests.

An esteemed judging panel of highly acclaimed sommeliers and winemakers tasted 63 wines across three days, awarding 14 Top Gold, 44 Gold, 121 Silver, and 205 Bronze medals, plus 25 trophies. The panel was led by the highly experienced and respected winemaker, Samantha Connew, as Chair of Judges, with Jeremy Stockman as International Judge.

We also awarded two significant scholarships; the Alasdair Sutherland Scholarship sponsored by the Hunter Valley Wine & Tourism Association, was awarded to Jaden Hall, Winemaker at Mount Pleasant Wines and the Tyrrell Family Advanced Viticulture Scholarship sponsored by the Tyrrell Family, was awarded to Hayden Tinkler, Cellar Hand at Brokenwood Wines.

Congratulations to all trophy and medal winners.





# CONSUMER EVENTS



**TOTAL  
ORGANIC REACH**  
**545k**

**TOTAL  
PAID REACH**  
**3.6m**

**TOTAL  
IMPRESSIONS**  
**3.5m**

**TOTAL  
REACH**  
**4.1m**



## HUNTER VALLEY WINE & FOOD FESTIVAL

The 2022 Hunter Valley Wine & Food Festival took place over May and June with more than 30 food and wine events.

We engaged with members to develop and host a series of relevant and diverse wine and dining experiences with events taking place daily, weekly and special one-off festival events. From simple yet sophisticated cheese and wine matching classes to grand 100m long lunch tables in picturesque olive groves, the HVWFF highlighted and showcased our famed wine and food region.

The Hunter Valley Wine & Food Festival was supported by Wine Selectors. Several Media Partnerships were secured with Hunterhunter, Wine Companion and Life Uncut Podcast with influencers

Britt and Sheri Hockley. We also bought into a Destination NSW cooperative partnership to promote the event.

Nearly 18,000 page views were recorded on the festival landing page on [winecountry.com.au](http://winecountry.com.au) and another near 9,000 on [visitnsw.com](http://visitnsw.com).

Crowne Plaza Hunter Valley were the festival accommodation partner offering 20% off consumers stays when booking through their dedicated Wine & Food festival package.

## HUNTER VALLEY UNCORKED BALMORAL

Due to the ongoing uncertainty and challenges in October 2021 due to COVID-19, Hunter Valley Uncorked Balmoral was not able to take place.

However, the HVWTA, in partnership with HVUB event partners Wine Selectors, took part in a direct sales promotion into the North Shore Sydney market, via a consumer giveaway, as well as promotional offers. The consumer giveaway prize included a year's subscription to Wine Selectors valued at over \$1,300.



# SUB-COMMITTEE REPORTS

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## WINE INDUSTRY FORUM

### *Workshops*

There were numerous workshops held back in person in the Hunter Valley this year. These included workshops hosted by AWRI (Smoke Taint, Spray Application) NSW DPI (Spring Vine), NSW Wine/AgSkilled (Grapevine Integrated Pest and Disease Management).

### *Sustainability*

This is an area that has continued to remain an important focus for WIF this year. Lorraine St Vincent has been working at a regional level to encourage more businesses to become members of the national Sustainable Winegrowing Australia Program. This program provides an online reporting framework, tools and access to benchmarking data and a pathway to becoming a certified member.

### *Aerial Spraying*

The flooding that impacted the region in 2022 placed significant pressure on some local vineyards, with limited access for ground spraying. As a short-term response aerial applications were required to protect vines from fungal diseases and pests, to support foliage and fruit growth and to meet our shared responsibilities under the NSW Biosecurity Act (2015). With thanks to Liz Riley, Vitibit, for her work in coordinating a regional response, with support from HVWTA.

### *EcoVineyards*

The Hunter Valley has been confirmed as a regional participant in the National EcoVineyards project, funded by Wine Australia. The primary objective of this program is to improve the production and resilience of Australian vineyards by increasing the planting of ground cover plants and the enhancement of functional biodiversity.

### *Media and Trade Famils*

A media famil was held in conjunction with the 2022 Legends awards, with 14 wine media taking part in 4 masterclasses and attendance at the awards. A trade famil was held in conjunction with the 2022 Wine Show with 6 trade taking part in tastings and attendance at the celebrations lunch. Ned Goodwin, Halliday Wine Companion was hosted in December 2021 for a regional tasting.

### *Cellar Door Survey*

HVWTA conducted two surveys in 2021 and 2022 to compare the January - March trading periods. It is critical that members engage with the opportunity to share data and insights to help benchmark

performance. Measurement of the performance of our cellar doors on an ongoing basis gives us a better understanding of the contribution of the wine industry category to the region, and trends in our cellar doors. It is also beneficial in our dealings with Government and other industry organisations. Thanks to Andrew Thomas for his support in this analysis.

### *Wine Marketing*

The Wine Industry Marketing Committee, chaired by Jo Thomas and Belinda Stapleton, have led, with the HVWTA, on the execution of a new Hunter Valley wine brand development program. This activity has been funded through the Bushfire Industry Package – Sector Development Grant, which HVWTA were successful in receiving from the Department of Regional NSW. The activity has been based on consumer research conducted via the Qantas loyalty panel surveying over 1100 consumers on their perceptions of the collective Hunter Valley wine brand. Two phases of digital campaign activity were undertaken; firstly, to drive online sales during the Covid lockdown in August/September, 2021 and secondly, a wine brand awareness campaign from June – August 2022. It has been supported by paid content partnerships with Wine Magazine and Halliday and a marketing campaign with Klook (co-funded by NSW Wine) to drive visitation to cellar doors.

### *Young Winemakers Group*

The Young Winemakers Group, headed by Alisdair Tulloch (Keith Tulloch Wines) and Kate Sturgess (Brokenwood) have held successful tastings during 2022, showcasing Chardonnay, Shiraz and an upcoming pre-Christmas Sparkling/Champagne tasting. Each event has sold out at capacity with real momentum building behind this group.

### *Viticulture Working Group*

The Viticulture Working Group, headed by Jerome Scarborough and Liz Riley, remains an important group for those in the viticulture industry to meet and share learnings with each other.

### *Development of Young Talent*

Congratulations to Hayden Tinkler (Brokenwood Wines) and Jaden Hall (Mount Pleasant Wines), this year's recipients of the Tyrrell Family Advanced Viticulture Scholarship and the Alistair Sutherland Scholarship respectively. These scholarships are vital to the sustainability of the Hunter Valley wine industry and to support young industry professionals by fostering talent within these areas.

*Bryan Currie & Chris Tyrrell*  
Co-Chairs, Wine Industry Forum







## ADVOCACY

I would like to acknowledge the contribution of the Late Professor Daryll Hull to this program.

Advocacy involves identifying matters and causes important to members, analysing how and if we can make a difference, prioritising them, and determining and resourcing a way forward for the matters we can reasonably deal with. We need to work with our members on a voluntary basis to gain leverage and get things done through this program - your help is appreciated and vital.

We engage government at 3 levels - local, state, and federal. We will work through NSWIA and Wine Australia with respect to lobbying on state and federal matters, although there will be causes where we will decide to represent members directly. As a rule, we prefer to work through NSWIA for State Government matters and Wine Australia for Federal Government matters. Where we need to spotlight Wine Country needs, we will also directly approach agencies and Ministers.

*Principal areas where we have engaged include:*

-  *The preservation and improvement of the local vineyards character through engaging with our LGAs on the long running Cessnock Local Character Statement and against Yancoal's proposals to renew Exploration Licences (EL) for coal mines in the heart of Wine Country.*
-  *The development of the Destination Management Plan with Cessnock and Singleton councils.*
-  *The extension of adequate broadband and mobile services needed to service businesses and visitors in the poorly served wine country areas, again working with Cessnock and Singleton councils.*
-  *The continuation of the Federal wine tourism and cellar door grants programs.*

While Board members Ian Napier and Chris Tyrrell and key members such as Sally Scarborough engage in specific areas, overall coordination, and responsibility for other areas, such as the Destination Management Plan, remains part of our CEO Jennie Curran's role.

### ***Local Character Statement and changes to LEP and DCP for the RU4 zones***

After many years of analysis and discussion by Cessnock City Council (CCC) planning officers, local community, and interested group representatives, including HVWTA members, this coming year will see the finalisation of the LCS and proposed changes to LEPs and DCPs. It is clear that another wave of developments is rapidly occurring in the valley, and Council and the interested parties see the need for a better planning instrument to guide where, how

much and what sort of development is permissible in Wine Country. This work intends to provide better guidelines for built environment development and preservation of the look and feel of the natural environment and vineyards that characterise our area.

The result of CCC's work will be placed on exhibit shortly. Members will be encouraged to attend a presentation to better understand the options and approach CCC is advocating to enhance and protect our areas natural environment and vineyard characteristics. It will trigger community discussion around establishing a "Central Pokolbin" development hub where more intensive development will be concentrated, with some additional development restrictions associated with other RU4 areas.

We suggest that all members spend time to understand the proposal, and to respond in writing to CCC as the exhibition period closes.

In addition to the new LCS and supporting planning documents, NSW Department of Planning and Environment has released a new agritourism policy. That needs to be understood by our membership as it offers changes to existing (and proposed new local government) planning rules that can be undertaken as exempt and complying development provided they meet specified development standards.

### ***Yancoal***

Thanks to Sally Scarborough, Chris Tyrrell, and Ian Napier for their continued efforts in championing the #NoNewMinesInOurVines campaign, presented by the Hunter Valley Protection Alliance and supported by HVWTA. Working with Anne Wild & Associates, the community awareness campaign launched in November 2021 with an opinion survey driven through key cellar doors, retail outlets, tour operators, accommodation providers, and other local tourism related businesses within the region, as well as promoted through digital and social media channels. There was a strong response to the survey with 3,008 responses, with 96.1% of respondents supporting no new mines in Hunter Valley Wine Country. This was supported by a positive response from both national and local media highlighting the campaign.

The agreed #NoNewMinesInOurVines' position moving forward is that we remain strongly opposed to new mining sites in the heart of Hunter Valley Wine Country and seek NSW Government's support in the rejection and non-renewal of two Exploration Leases (ELs) EL 6123 and EL 7579 applied for by Yancoal. We urge the New South Wales Government to recognise Hunter Valley Wine Country as an area to be excluded by NSW's State Environmental Planning Policies and the Government's most recent coal policy – the Strategic Statement on Coal Exploration and Mining in NSW.

Our ultimate desired outcome is a protective legislated ring of the Pokolbin – Broke-Fordwich viticultural area, in line with policies protecting the Barossa Valley in South Australia, Napa Valley in the USA and the Champagne region in France along with:

- The redrawing of boundaries of the Critical Industry Cluster (CIC) for Viticulture to define Broke and Pokolbin as a single CIC – as per published 2012 Strategic Upper Hunter Land Use Plan.
- The declaration of Pokolbin State Forest as a National Park.
- Cessation of mining exploration or exploitation in the Lower Hunter Region. The ongoing strategy for engagement with NSW Government is being worked through to determine best approach.

### ***NBN and Mobile Coverage***

We have been working with our local councils to advocate better broadband and mobile capabilities for the wine country areas currently needing to be adequately covered by nbn fibre or fixed wireless (FW) assets. While everyone now understands the issues and the current coverage maps, working with nbn has been difficult due to the structure and commercial secrecy related to local assets in the broadband industry, the election period where announcements were constrained, and the need to work across multiple LGAs. It was like trying to hold a blancmange.

We have established a broad agreement on the necessity for business and residential broadband (other than provided by Sky Muster) and agreed on a pilot area (Winecountry 2) where that would be investigated and a sensible solution provisioned.

Based on the survey that members completed last year, nbn said they would come back with 2 proposals for co-funding. They initially returned to our working group with the first proposal - to fully provide fibre to the premise (FTP) for the selected pilot area as a solution. As expected, this cost was far outside co-funding resources - we had a blended FW and FTP solution in mind. This was not pursued. After 6 months, they released the second proposal for enhanced FW, where a new tower would be built near Pokolbin. This proposal, with 5G nbn upgrades, is best positioned to satisfy the broadband needs of the majority of businesses and residences in the pilot area.

The federal government also announced a \$750m upgrade to its FW assets that will result in greater range and data capacity from existing towers. This introduced another complexity to understanding and pressing for a sensible solution as:

- FW existing and future capabilities would be upgraded, but nbn couldn't tell us what impact that would have. They said the work would be done by the end of 2023.
- SkyMuster pricing was being revised, and customers who could use FW encouraged to move

to that technology hopefully clearing some capacity on their satellite.

- Further enhancement to the mobile 5G network and the rollout of the private Starlink satellite service was occurring, and Telstra and other private fibre operators were approaching likely large businesses, so that broadband services could be provisioned outside nbn.

HVWTA had received a grant supported by Singleton Council (SC) to develop a business case to co-fund the development of better nbn infrastructure. Last month we took a joint decision to cancel this project as the best broadband solution would require the build of a new tower in the Cessnock City Council (CCC) LGA. CCC was positive about pursuing this solution, so we decided to redirect and proceed via the Alliance and with the support of both CCC and SC to deliver our original objectives. Both councils and Destination Sydney Surrounds North support this initiative through the "Accelerate digital innovation" guiding principal in the Destination Management Plan.

While the objective of delivering better broadband infrastructure and plans has progressed, we now need to agree with nbn how the funding of the new tower in Pokolbin can be progressed. More work remains with spotlighting and getting further solutions through the mobile coverage blackspot program and 5G rollouts.

### ***Biosecurity Aspects of Maintaining Vineyards in Hunter Valley Wine Country***

The matter of damage to neighbouring vineyards caused by a property owner failing to properly maintain any vineyard or other crop on their property is covered by first the Biosecurity Act, and then by common law.

The primary concern is the risk of crop failure in commercial vineyards adjacent to unsprayed and unmanaged vineyards due to uncontained pests or disease pressure. Key secondary concerns are the risk of exotic pests such as phylloxera being present and undetected and for these sites to become reservoirs and for endemic and exotic pests, disease and viruses. The vines and unmanaged vineyard landscape can also be host for disease and virus vectors further increasing this risk.

This issue is one that HVWTA continues to monitor and, where relevant, will provide guidance to impacted members.

### ***Liquor Licensing***

The Board has been advised that the number of packaged liquor license applications is growing, and of the potential impact of that license type on existing producer/wholesaler licensed wine businesses. This form of license allows the sale of wine and liquor imported from outside the Hunter Valley.

*Ian Napier*  
Chair, Advocacy



## BUSINESS EVENTS

In the 2021/22 Financial Year, we generated \$2.76m of Business Events enquiries with a 53% conversion rate equal to \$1.47m in confirmed business for 2022 & 2023.

With funding received from the Tourism Australia Business Events Boost program, we produced a new Meeting Planner Guide and updated content library with 3 dedicated Business Events Photoshoots and a LinkedIn masterclass. To engage with members, we send regular communications and host Business Events specific networker events.

HVWTA have represented the region at major Australian Trade and Business Events Tradeshows, including Get Local, AIME, ATE, MEA, and ATE, and partnered with Destination NSW to host a Hunter Valley Business Events Famil in June 2022, with 8 key PCOs and Venue Finders in attendance directly resulting in \$38k of Business Events Leads. All market activity has directly contributed to the growth of our business events and trade consumer databases.

As advocates for Cessnock City Council's Event Funding, the HVWTA arranged a month-long ad in Spice News, a Business Events Industry Publication promoting the funding opportunity, and the Hunter Valley as a premier destination for conference and events.

We look forward to a strong 12 months ahead. From now until the end of Q1 2023, we will see a new Hunter Valley Business Events website, more in market/trade activity, a post AIME 2023 Famil, and a Business Events Partner Program established.

### *Talking to International & Domestic Trade*

HVWTA attended the Australian Tourism Exchange (ATE) hosted by Tourism Australia in May 2022, both live at the tradeshow in Sydney and at the online component meeting with those international agents who were not yet able to travel due to Covid-19 travel restrictions.

As members of the Australian Tourism Export Council (ATEC), we will attend ATEC's annual tradeshow Meeting Place in Cairns in November 2022, where we will use our newly created Hunter Valley Trade Kit (including a Trade List, Travel Planner, and Image Library). ATE and ATEC are Australia's biggest tradeshows for the trade market, and HVWTA will continue to represent the region at both events in 2022/23.

*Erin Williams*  
Business Events Specialist

## INDUSTRY DEVELOPMENT

The Hunter Valley Capacity Building and Connectedness Program, funded through the Bushfire Community Recovery and Resilience Fund, was created to strengthen industry and community support through industry training, mentorship, and improved community networks to aid recovery and build knowledge, skills, and future resilience. The program has seen the continued development and implementation of Young Professionals and Winemakers Groups and Forums, the introduction of a Hunter Valley Wine Region Induction Course, industry networking groups and events, winemaking and viticulture workshops, and a Young Professionals Mentoring program.

The Hunter Valley Wine Region Induction program has gained traction since the launch of the course in May. We are now broadening the invitation to the wider community and have seen support from Cessnock City Council, Workforce Australia, The Cessnock Advertiser, and other local businesses in helping to promote the course. The program is aimed at new starters, people new to the area or anyone who has worked in the industry for two years or less and is a useful resource to provide an overview of the Hunter Valley as a wine and tourism destination, identify our best-known wine styles and basic wine knowledge, and discuss what good customer service looks like.

The Mentoring Program is due to commence in February 2023, with a number of key areas covered that will greatly benefit both mentors and mentees alike.

The current skills and workforce shortage across all sectors is one of the key drivers behind the need to re-energise and build learning and development. We are working closely with Cessnock City Council on Local Jobs Programs and are helping to promote and bring to the region workshops, training days, courses, and events that will provide valuable knowledge and skills to those who attend.

*Lydia McNaughton*  
Industry Development Specialist

# HUNTER VALLEY WINE & TOURISM ALLIANCE

The Hunter Valley Wine and Tourism Alliance has welcomed three new members from Cessnock City Council. Mayor Jay Suvaal has replaced Mayor Bob Pynsent, and Councillors Jessica Jurd and Karen Jackson have replaced Anthony Burke as members. The new and existing members continue to work collaboratively for the promotion, advancement, and development of the tourism industry in the Hunter Valley, ensuring continued support during COVID-19 and natural disasters.

The Alliance met four times in the 2021/2022 financial year, demonstrating the stakeholders commitment to supporting our industry and the growth of our destination. Cessnock City Council held the secretariat, chair, and host responsibilities during the reporting period.

The Alliance Working Group, consisting of members from Singleton Council, Cessnock City Council, Hunter Valley Wine and Tourism Association (HVWTA), Destination Sydney Surrounds North (DSSN), industry members and Destination New South Wales (DNSW), has continued to develop its strong relationships built in 2021, working together to assist industry through the challenges of COVID-19 and floods.

The Alliance members continue to actively pursue grant funding opportunities for the benefit of the visitor economy and business community. Since 2020, Alliance members have submitted 53 grant applications with 35 being successful.

These successful grants have a total value of \$15 million and include business support programs, marketing campaign funding, new cycleways, airport infrastructure and Visitor Information Centre upgrades.

*Led by HVWTA, the Alliance has actively lobbied and advocated for the protection, advancement and development of the wine and tourism industries including:*

- The Monash Coal Exploration Lease submission to protect the future of Wine Country tourism.*
- Increased Government support for Hunter Valley regional business COVID-19 support to combat the impacts of COVID-19.*
- Improving digital connectivity within Wine Country and the wider Hunter Valley region, working on submissions to NBN and advocacy to service providers and State and Federal governments.*

Alliance members have partnered to update the new Hunter Valley Destination Management Plan (DMP) 2022 - 2030. Led by the councils, this revised plan sets the vision and roadmap for the continued development of the Hunter Valley as a world-class destination, competitive nationally and on the global stage. Expertise from Destination Marketing Store was utilised in developing the DMP and a comprehensive situational analysis should prove informative to the tourism industry.

The Hunter Valley Wine and Tourism Alliance looks forward to continued unity ensuring a successful and vibrant 2023, and assisting industry to rebuild sustainably and create long-term economic resilience, growth and prosperity.

*Tony Chadwick*  
Economic Development Manager  
Cessnock City Council



HUNTER VALLEY



SINGLETON  
COUNCIL



Destination  
Sydney Surrounds North



# CESSNOCK CITY COUNCIL

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This year has proven to be another challenging year for the Cessnock community and in particular the tourism and business community with COVID-19 Travel Restrictions in place from 5 August 2021 until 11 October 2021. These travel restrictions, followed by flooding events, have heavily impacted visitor numbers throughout the year.

Cessnock City Council continues to enjoy a positive relationship with the Hunter Valley Wine and Tourism Association and is seeing the shared benefits of our Joint Tourism Services Agreement.

The Joint Tourism Services Agreement has resulted in reduced duplications, reduced costs, improved collaboration, and a renewed feeling of positivity within the Visitor Information Centre. Our teams have worked together on the Hunter Valley Destination Management Plan to deliver events, attract conferences and promote the Hunter Valley region.

Council has made a commitment to support the visitor economy by creating the \$50,000 annual Sponsorship Program and the Visitor Economy Grants, allocation of a further \$47,500 to progress actions within the Hunter Valley Destination Management Plan and has completed detailed designs for the Hunter Valley Visitor Information Centre Park Project.

*Additional projects which support business and the visitor economy include:*

- *A \$341,249 grant has been received to establish Hunter Valley Accessible Balloon Flights.*
- *Successfully advocating to be included as an eligible area under the new Royalties for Rejuvenation Fund.*
- *Providing twelve grants totalling \$126,100 to Advance Greater Cessnock Partners to support tourism associations and business chambers.*
- *Delivering three Business Networking Events within Wine Country and Branxton.*
- *Delivering 10 'Support Local' competitions where 39 prizes were given away to a value of \$5,000, including gift cards, accommodation vouchers and hampers.*
- *The Youth Driver Training Program supported 102 applicants and funded 850 hours of driver training to assist job seekers to obtain a P Plate Licence.*
- *Twelve \$2,500 Scholarships were awarded to successful applicants under the Mayoral Scholarship Program.*

Council has also made steady progress on the Bookeasy expansion project with 68 new contracts created and 528 bookings made between 1 September 2021 and 30 June 2022, to a retail value of \$137,000. Monthly bookings continue to grow with future expansion a focus for the Visitor Information Centre team over the next 12 months.

Council hopes 2023 will see a return to business as usual for the tourism industry as we continue to deliver positive outcomes as an Alliance with the support of Destination Sydney Surrounds North.

*Jay Suvaal*  
Mayor of the City of Cessnock

# SINGLETON COUNCIL

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The past twelve months have once again demonstrated the resilience of Singleton's wine and tourism businesses, storms, floods, and the ongoing pandemic delivered another challenging year in 2022. And yet again, as we've seen so many times before, our local community banded together to support each other in times of need

Following the 2019/2020 bushfires, the Hunter Valley Wine and Tourism Alliance formed a working group focused on recovery that continues to work with Destination Sydney Surrounds North to support industry through bushfires, the COVID-19 pandemic and floods, securing more than \$8 million in grant funding to support these critical sectors.

*In 2022, we continued to work in partnership with Cessnock City Council and the Hunter Valley Wine and Tourism Association to develop the Hunter Valley Destination Management Plan 2022-2030 and the Hunter Valley Situational Analysis. Aiming to grow and expand the visitor economy across the Singleton and Cessnock local government areas as an internationally-renowned wine, food and beverage destination, along with the ongoing development of diverse tourism and visitor experiences across culture, nature, wellness, arts, heritage and music tourism.*

Funded in partnership between Council and Create NSW, the new \$4.08 million Singleton Arts + Cultural Centre was officially opened on 6 March 2022. The Centre includes a large gallery space, two artists' studios and a sculpture garden. It is designed to be a space to inspire and promote the arts, reflect Singleton's cultural identity and showcase the

Singleton Civic Art Collection. The opening of the Centre saw over 2,500 attendees and visitation continues to increase with five commissioned exhibitions since opening. Situated on the New England Highway, connected to the refurbished Singleton Visitor Information Centre and located in Townhead Park with a new bike track, sensory garden, and picnic areas, the precinct presents significant opportunity for future visitation to the region - connecting wine tourism with a diversity of new experiences and visitors.

The Firelight Winter Festival in May attracted over 20,000 people with a high proportion of visitors to the area. The Singleton Art Prize in July was again well supported, re-connecting the local community, and attracting regional visitation. Through challenging times, we continue to work with key stakeholders like Hunter Valley Wine Tourism Association, Around Hermitage, Broke Fordwich and Business Singleton to assist in the diversity and growth of our visitor economy sector.

Council renewed its contract with Belgravia to manage Lake St Clair Park on behalf of the community in 2021/2022 and in January, Lake St Clair was announced as the Belgravia Tourism Destination Venue of the Year, there were \$109,754 in improvements to the site including new picnic tables with solar lighting.

The continuation of the Singleton Business Builder and Employment Pathways programs, both funded by NSW Government's Resources for Regions will assist local economic recovery and long-term resilience. Working in partnership with Business Singleton, Singleton Council continues its support through business support programs and the Spend in Singleton shop local program to contribute to an innovative, vibrant, and sustainable economy.

*Vicki Brereton*  
Director Organisation and Community Capacity  
Singleton Council



# DESTINATION SYDNEY SURROUNDS NORTH

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Destination Sydney Surrounds North (DSSN) is one of six Destination Networks (DNs) established in New South Wales (NSW) as a result of the NSW Government's review of Regional Tourism Organisations in 2016. The DN comprises 10 Local Government Areas (LGAs): Central Coast, Lake Macquarie, Newcastle, Port Stephens, Maitland, Dungog Shire, Upper Hunter Shire, Muswellbrook Shire, Singleton and Cessnock.

The primary responsibility of DSSN is to drive the growth of the Visitor Economy in the region to help achieve the NSW Government's vision to be the premier visitor economy in the Asia Pacific contributing \$65 billion in total visitor expenditure by 2030, with \$25 billion in regional expenditure.

DSSN is in an administrative zone, not a consumer facing brand or marketing entity, with a broad industry development role. Key focuses include funding to support Product Development, Cooperative Marketing, Events and Conferences.

DSSN commissioned the preparation of the DSSN Destination Management Plan (DMP) to create a collaborative framework to guide the work of local, regional and state tourism stakeholders to develop, grow and promote the region's visitor economy to 2030. The DSSN DMP 2022 to 2030 has been developed to align with the directions of Visitor Economy Strategy 2030 (VES).

*A key priority for DSSN in the previous DMP was to maximise the funding opportunities to the region. DSSN worked closely with stakeholders across the network to secure a significant amount of funding since 2018, including Product Development, Cooperative Marketing, Events, Conferences and more for the Hunter Valley region.*

DSSN would like to take this opportunity to acknowledge HVWTA, Cessnock and Singleton Councils for the work delivered through the Alliance providing significant positive Visitor Economy outcomes. The past few years has been challenging for the region with Bushfires, COVID-19, flooding and other challenges affecting the local tourism industry. However, the drive of the Alliance to secure funding for future recovery programs and initiatives position the Hunter Valley well for the future.

It has been a pleasure working with the HVWTA, Cessnock and Singleton Councils on a range of projects over the past few years that have helped boost the Visitor Economy.

DSSN would like to congratulate the Hunter Valley Wine and Tourism Association on the positive contribution made to driving the visitor economy.

*Glenn Caldwell*  
General Manager  
Destination Sydney Surrounds North

# NSW WINE INDUSTRY ASSOCIATION

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Another strong year for the NSW Wine Industry Association. The last year saw an injection of nearly \$600k courtesy of the memorandum of understanding (MOU) signed in 2021 with the NSW Government. Significant monies have been given to the regional associations in the form of competitive grants and ambassador grants. Also, we have centrally spent some monies on such activity as a strong export program, on-premise tastings in Sydney, and WSET training.

We have also solidified our relationship with a number of significant bodies including: Wine Australia, Australian Grape and Wine, Charles Sturt University as well as our ongoing strong relationship with the NSW government.

## HIGHLIGHTS OF THE LAST YEAR

- › *Starting to coinvest the money provided as part of the MOU:*
  - *Export programs in the UK including a supplier trip Sept 2022*
  - *The employment of our very first wine ambassador in the UK*
  - *Investment in a few 'Market Entry Programs' through Wine Australia into the USA*
  - *Very successful trade tastings for the on-premise in Sydney*
  - *WSET scholarships and dedicated NSW Wine Tastings with the WSET students*
  - *On-premise workshops*
- › *The largest increase in 'own state' listings by any state in any year (NSW listings in NSW)-Wine Business Solutions.*
- › *Strong support for the Sustainable Winegrowing Australia (SWP) through NSW DPI (Maggie Jarrett).*
- › *Another positive financial year for the NSWWIA, with all key metrics going in the right direction.*
- › *The strong participation of NSW in the AWITC (Tech Conference) in Adelaide and especially bringing new and young people as part of our delegation.*
- › *Successful NSW Sommeliers Wine List Awards recognising venues that support NSW Wine.*
- › *A successful NSW Wine Awards (despite Covid-19 and the remainder of the difficult 2020 vintage).*
- › *The take up by the wine industry of the Agskilled program, especially through Tocal College.*
- › *The continued strong work with NSW DPI.*
- › *The transition of the NWGIC to the Gulbali Centre and a renewed interest in investing in R&D in NSW.*
- › *The trial "track and trace" project being trialled in NSW.*
- › *The continued excellent communications being put out by NSWWIA with a very high open rate.*
- › *A four-day tour with the new CEO of Wine Australia leading to new projects and significant investment in NSW.*
- › *The development of a new Strategy Document for the NSWWIA.*
- › *The role of the NSW Wine Industry Association continues to gain profile both in the state of NSW and across the country. We are seen as a strong state body, with good collaboration and ideas.*

However, there is still work to do. Our export numbers need improvement for the long-term success of the NSW Wine Industry. We also need to build on our work done with regions and members, ensuring the best outcome for the NSW Wine Industry as a whole.

At the time of writing, we are in a battle with the NSW Environmental Protection Agency (EPA) and the Minister for the Environment about the inclusion of wine bottles in the NSW Container Deposit Scheme (CDS). It's a bad outcome for the wine industry and a bad outcome for the environment. We will rally against this and encourage you to do the same.

The Hunter continues to play a significant role in the NSWWIA with current board members: Geoff Krieger and Andrew Margan, as well as the recently serving board members Alex Holness and Manda Duffy.

I think we can look forward with a sense of optimism. It's clear that the NSW Government (especially coming to the March 23 election) and the broader wine community see both the NSW Wine Industry Association and the broader NSW wine industry as a whole as an important, professional, and progressive 'First State of Wine'

Thank you for your continued support of the NSW Wine Industry Association. On a personal level, I (Angus Barnes) am stepping down from my role in the next weeks from my role to take up a role in the Hunter and look forward to spending more time with you in the future.

*Angus Barnes*  
Executive Officer | NSW Wine Industry Association



# CORPORATE PARTNERS

*We would like to thank our incredibly valuable Corporate Partners for their continued support.*



## TREASURER REPORT

The 2021/22 Financial Year proved challenging with the continued impacts of COVID-19 and workforce skills shortages impacting businesses. Below are some of the areas to highlight in respect of the Financial Statements.

### GRANT FUNDING RECEIVED

- NSW Government - Bushfire Local Economic Recovery Fund - Destination Marketing (to 30 June 2023)
- NSW Government - Bushfire Industry Recovery - Sector Development Grant (to 31 January 2024)
- Australian and NSW Governments - Bushfire Resilience and Recovery Fund - Industry Development Program (to 31 December 2023)
- Tourism Australia and Destination NSW - Business Events Boost Funding (complete)
- NSW Wine - NSW Regional Wine Industry Fund - Cellar Door Marketing Program (complete)
- Austrade - Sector Development Grant - Consumer Events (complete)
- NSW Government - Small Business Commission (complete)

- Membership revenue held for Financial Year 2021/22 to support members through ongoing challenging trading periods.
- Staffing costs during this period include 2 grant funded positions. Staffing model agreed upon by Board and CEO moving forward will cover 5 FTE positions.
- Due to ongoing restrictions from Covid-19, Uncorked Balmoral could not take place, and there was a restricted Wine Show trophy announcement event, which resulted in reduced expenditure and no income from these activities.
- \$7,005 remains from the stage 1 and stage 2 contributions for the fighting fund against the Yancoal exploration lease renewal with \$51,312.91 in total having been spent on the #nonewminesinourvines campaign, managed by Anne Wild & Associates.

*Srinivas Gopal*  
Treasurer

# FINANCIAL STATEMENTS 2021-22

## HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

### COMMITTEE'S REPORT

#### FOR THE YEAR ENDED 30 JUNE 2022

Your committee members submit the financial report of Hunter Valley Wine & Tourism Association for the financial year ended 30 June 2022.

#### Committee members

The names of the committee members throughout the year and at the date of this report are:

Stuart Hordern (President)  
Srinivasan Gopal (Treasurer)  
Chris Tyrrell (Vice President)  
James Agnew  
Bryan Currie  
Sasha Degen  
Manda Duffy  
Phil Hele (OAM)  
Kieran McMahon  
Ian Napier  
Shaun O'Bryan (Secretary)  
Belinda Stapleton  
Jo Thomas  
Christina Tulloch  
Michelle Wills  
Karin Adcock  
Mark Whitnell

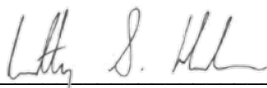

#### Significant changes

No significant change in the nature of these activities occurred during the year.

#### Operating result

The profit of the Association for the financial year after providing for income tax amounted to \$68,948.

Signed in accordance with a resolution of the members of the committee:

  
\_\_\_\_\_  
Stuart Hordern (President)  
\_\_\_\_\_  
Srinivasan Gopal (Treasurer)

Dated: 15th November 2022

# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2022

		2022 \$	2021 \$
	<b>SALES</b>		
1130	Members Receipts - Hunter Valley Magazine	121,102.63	123,427.27
1131	Advertising Income - Hunter Valley Magazine	208,123.00	241,085.00
2231	Booking Fees & Commission	15,250.22	9,471.99
4230	Field Day Seminar Income	-	3,155.70
4231	Course Income	-	6,557.11
4232	Learning & Development Income	3,367.29	-
6230	Legends Wine Sales	27,462.36	33,737.50
7230	Promotion & Marketing	146,327.84	151,204.51
7233	Corporate Partners	52,500.00	46,528.00
7236	Grants Received	681,614.25	76,250.00
9230	Mining & Development	49,226.73	9,091.56
		1,304,974.32	700,508.64
	<b>Less: direct costs</b>		
	<b>PURCHASES</b>		
1271	Freight - Hunter Valley Magazine	27,003.46	15,345.47
1272	Printing - Hunter Valley Magazine	106,173.52	102,690.26
1275	Magazine Design - Hunter Valley Magazine	57,475.00	57,100.00
4270	Catering	-	4,049.55
4276	Speakers Expenses	-	500.00
4277	HVWTA Scholarships	7,090.92	4,454.55
4278	Learning & Development Costs	27,512.30	-
7270	Advertising	16,123.77	10,704.40
7271	Accommodation & Travel	1,488.06	9,990.74
7272	Catering	52,840.83	31,003.74
7274	Design Costs	10,430.00	12,365.00
7276	Merchandise	-	647.40
7277	Marketing	109,124.74	17,225.19
7281	Hire of Premises & Equipment	10,872.72	9,712.45
7282	Consultant & Event Management	34,027.41	14,109.01
7284	General Event Expenses	2,796.63	1,203.32
9270	Mining & Development	30,625.91	20,687.00
		493,585.27	311,788.08
		493,585.27	311,788.08
	<b>GROSS PROFIT FROM TRADING</b>	811,389.05	388,720.56
	<b>EXPENSES</b>		
0302	Advertising	-	3,230.58
0300	Audit & Accountancy Fees	9,469.00	9,243.00
0308	Bad Debts Written Off	21,719.86	-
0309	Bank Charges	2,125.07	2,228.30
7291	Business Events Expenses	18,788.17	-
0314	Cleaning	1,163.46	3,506.80
0319	Computer Expenses	16,543.75	17,109.98
0318	Contract Work	-	15,750.00

The accompanying notes form part of these financial statements.

These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.



# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2022

		2022	2021
		\$	\$
0330	Depreciation	9,528.00	4,573.00
7297	Destination Campaign	265,460.68	6,527.33
0345	Discounts Allowed	9,353.75	-
0358	Entertainment Expenses	2,362.80	-
0372	General Expenses	1,944.87	483.33
0377	Hire of Plant & Equipment	-	164.97
0381	Insurance	11,496.38	9,981.45
0389	Legal Costs	409.45	7,430.05
0398	Meetings	2,994.91	2,308.53
0399	Motor Vehicle Expenses	-	390.32
0404	Office Replacements	2,283.59	-
0407	Permits, Licences & Fees	1,045.45	-
7287	Photography	3,500.00	3,500.00
0411	Postage	1,557.74	2,127.33
0417	Provision for Annual Leave	(1,124.85)	19,147.91
0419	Provision for Doubtful Debts	895.00	-
0418	Provision for Long Service Leave	6,159.54	488.79
7292	Public Relations	3,866.23	11,918.30
0426	Registration Fees	2,017.64	-
0425	Relocation Expenses	2,200.19	-
0427	Rent	2,684.45	18,841.80
0428	Repairs & Maintenance	2,280.32	348.23
0433	Salaries & Wages	511,169.32	270,562.56
0448	Staff Training & Welfare	3,754.64	2,864.93
0454	Subscriptions (NSWWIA)	11,151.00	11,005.00
0455	Subscriptions (Other)	113.64	-
0458	Superannuation Contributions	49,419.06	24,478.79
0460	Telephone	10,204.87	6,890.20
7293	Trade Engagement Expenses	2,738.00	-
0464	Travelling Expenses	10,323.91	259.74
0465	Travelling Expenses (Reimbursements)	2,940.71	-
7294	Website Development & Computing	13,108.55	11,767.59
		<hr/>	<hr/>
		1,015,649.15	467,128.81
	<b>OTHER INCOME</b>		
206	Government Subsidies	-	79,830.00
0195	Members Receipts	376,673.99	194,197.50
0197	Members Receipts (HV VIC Payment)	(109,815.00)	(62,500.00)
0205	Other Revenue	6,349.52	870.96
		<hr/>	<hr/>
		273,208.51	212,398.46
	<b>NET PROFIT</b>	<hr/>	<hr/>
		68,948.41	133,990.21
	Retained earnings at the beginning of the financial year	465,283.47	331,293.26
	<b>RETAINED EARNINGS AT THE END OF THE FINANCIAL YEAR</b>	<hr/>	<hr/>
		534,231.88	465,283.47

The accompanying notes form part of these financial statements.

These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

**HUNTER VALLEY WINE & TOURISM ASSOCIATION****ABN: 75 862 270 715****BALANCE SHEET****FOR THE YEAR ENDED 30 JUNE 2022**

	<i>Note</i>	<b>2022</b> \$	<b>2021</b> \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	<b>3</b>	1,045,789.07	1,302,794.36
Trade and other receivables	<b>4</b>	135,058.90	65,531.81
<b>TOTAL CURRENT ASSETS</b>		<u>1,180,847.97</u>	<u>1,368,326.17</u>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	<b>5</b>	3,848.45	13,376.45
Intangibles	<b>6</b>	15,021.61	15,021.61
<b>TOTAL NON-CURRENT ASSETS</b>		<u>18,870.06</u>	<u>28,398.06</u>
<b>TOTAL ASSETS</b>		<u>1,199,718.03</u>	<u>1,396,724.23</u>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	<b>7</b>	615,643.46	880,745.30
Borrowings	<b>8</b>	13,842.64	19,730.10
Provisions	<b>9</b>	36,000.05	30,965.36
<b>TOTAL CURRENT LIABILITIES</b>		<u>665,486.15</u>	<u>931,440.76</u>
<b>TOTAL LIABILITIES</b>		<u>665,486.15</u>	<u>931,440.76</u>
<b>NET ASSETS</b>		<u>534,231.88</u>	<u>465,283.47</u>
<b>MEMBERS' FUNDS</b>			
Retained earnings		534,231.88	465,283.47
<b>TOTAL MEMBERS' FUNDS</b>		<u>534,231.88</u>	<u>465,283.47</u>

The accompanying notes form part of these financial statements.  
These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2022

Comparatives are consistent with prior years, unless otherwise stated.

### 1 Basis of preparation

In the opinion of the Committee of Management, Hunter Valley Wine & Tourism Association is not a reporting entity since there are unlikely to exist users of the financial statements who are not able to command the preparation of reports tailored so as to satisfy specifically all of their information needs. These special purpose financial statements have been prepared to meet the reporting requirements of the Associations Incorporated Act (NSW).

Significant accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of this financial report.

### 2 Summary of significant accounting policies

#### **Income tax**

No provision for income tax has been raised as the Association is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997. The Association is considered a not-for-profit organisation established to promote the Hunter Valley Wine Industry and promotes tourism in the area.

#### **Revenue and other income**

Revenue is recognised when the amount of the revenue can be measured reliably, it is probable that economic benefits associated with the transaction will flow to the Association and specific criteria relating to the type of revenue as noted below, has been satisfied.

Revenue is measured at the fair value of the consideration received or receivable and is presented net of returns, discounts and rebates.

All revenue is stated net of the amount of goods and services tax (GST).

#### **Other**

Other income is recognised on an accruals basis when the association is entitled to it.

#### **Grant Revenue**

Governments grants are recognised at fair value where there is reasonable assurance that the grant will be received and all grant conditions will be met. Grants relating to expense items are recognised as income over the periods necessary to match the grant to the costs they are compensating. Grants relating to assets are credited to deferred income at fair value, and are credited to income over the expected useful life of the asset on a straight line basis.

These notes should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.



# **HUNTER VALLEY WINE & TOURISM ASSOCIATION**

**ABN: 75 862 270 715**

## **NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2022**

### **Sale of goods**

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and the cessation of all involvement in those goods.

### ***Rendering of services***

Revenue in relation to rendering of services is recognised depending on whether the outcome of the services can be estimated reliably. If the outcome can be estimated reliably then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period.

If the outcome cannot be reliably estimated then revenue is recognised to the extent of expenses recognised that are recoverable.

Revenue from training services is generally recognised once the training has been delivered.

### **Goods and services tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense.

Receivables and payables in the assets and liabilities statement are shown inclusive of GST.

### **Cash and cash equivalents**

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2022

### Property, plant and equipment

Each class of property, plant and equipment is carried at cost or fair value as indicated less, where applicable, any accumulated depreciation and impairment.

#### Plant and Equipment

Plant and equipment is measured on the cost basis and therefore carried at cost less accumulated depreciation and any accumulated impairment losses. In the event the carrying value of plant and equipment is greater than its estimated recoverable amount, the carrying value is written down immediately to its estimated recoverable amount. A formal assessment of recoverable amount is made when impairment indicators are present.

#### Depreciation

The depreciable amount of all fixed assets is depreciated on a straight line and diminishing value basis over the asset's useful life to the Association, commencing from the time the asset is held ready for use.

The depreciation rates used for each class of depreciable assets are:

Plant and Equipment:	33.33%
Office Furniture and Equipment	10 - 100%

The asset's residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period.

### Employee benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Changes in the measurement of the liability are recognised in profit or loss.

Employee benefits are presented as current liabilities in the assets and liabilities statement if the Association does not have an unconditional right to defer settlement of the liability for at least one year after the reporting date, regardless of the classification of the liability for measurement purposes under AASB 119.

# **HUNTER VALLEY WINE & TOURISM ASSOCIATION**

**ABN: 75 862 270 715**

## **NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2022**

### **Provisions**

Provisions are recognised when the association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

Provisions recognised represent the best estimate of the amounts required to settle the obligation at reporting date.

### **Income in Advance**

The Association met the eligibility guidelines for several government and industry grants during the financial year, and was successful in securing the funding.

A condition of grant funding is usually a requirement to enter into a funding deed with the relevant body, which outlines the associated reporting and legal requirements. The grantor specifies that the grant must be used in accordance with the Association's overall objectives. The Association is required to distribute the grant per the deed guidelines via community programs and projects, and report to the grantor on the distribution of the funding.

A number of these grants were received very late in the financial year, at which point the Board was still to determine how the funds were to be distributed. As a result, the grant funds were on hand as at 30 June, and form part of the Association's cash at bank.

In accordance with AASB 15, the Association has determined that these grants are not to be recognised as revenue for the current financial year. The deferred amounts will be credited to income in future years as necessary to match the costs that the grant is compensating.

The deferred grant funding has been reported as 'Income in Advance' per the Association's Balance Sheet as at 30 June.



# **HUNTER VALLEY WINE & TOURISM ASSOCIATION**

**ABN: 75 862 270 715**

## **NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2022**

### **Hunter Valley Destination Campaign**

Since May 2020, the Association has performed a co-ordinating role in managing a destination marketing campaign for each of two local councils. The relevant local councils are Cessnock City Council, and Singleton City Council. The campaign has been named 'Hunter Valley Destination Campaign ('HVDC')', and a separate bank account and accounting records have been maintained for the duration of the project by the Association.

Each Council allocated a portion of the government bushfire grants received for agreed marketing campaigns, and partnered with the Association in co-ordinating the funding.

The Association has not been given any discretion in distributing the funding, and requires direct approval from each Council prior to spending the funds.

Due to the lack of discretion, it is determined that the Association is acting solely as a 'pass-through' entity for the councils. As a result, HVDC funding and expenses are treated as being on trust for reporting purposes. Net HVDC income and expenses, and the related assets, are removed from the Association's accounts for reporting purposes.

HVDC income and expenses are received & paid inclusive of GST, and the Association is responsible for remitting the net GST to the Australian Taxation Office.

The closing balance of the HVDC bank account as at 30 June represents the net GST associated with the campaign only, after the removal of all net income less costs.

### **Tourism Services Agreement with Cessnock City Council**

In September 2020, the Association entered into a Tourism Services Agreement with Cessnock City Council. The aim of the Agreement is to provide a joint tourism service to represent the interests of tourism operators in the Hunter Valley. It has allowed for the delivery of destination marketing, improving the region's ability to attract funding.

The Association and Council will offer a single tourism membership, that receives benefits from both organisations. Local tourism resources are being shared, and a common tourism brand is being developed between both entities. The Agreement also aims to reduce duplication of tourism services.

The Association will collect annual membership fees on behalf of both entities. Per para 7.1.3 of the Agreement, the Association agrees to pay Council 25% of annual membership revenue.

The payment to Council is reported in the Income Statement at 'Other Income', as an offset to Members Receipts.

# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
<b>3</b>	<b>CASH AND CASH EQUIVALENTS</b>		
640	Cash on Hand	96.80	9.00
683	CBA - Cheque Account (545)	1,035,424.92	1,292,283.80
687	CBA - DNSW Trust Acc (4094)	6,965.00	6,965.00
688	CBA - Hunter Valley Destination Campaign (6664)	3,302.35	3,536.56
		<u>1,045,789.07</u>	<u>1,302,794.36</u>
<b>4</b>	<b>TRADE AND OTHER RECEIVABLES</b>		
	<b>CURRENT</b>		
662	Trade Debtors	110,189.90	67,849.31
663	Less Provision for Doubtful Debts	(895.00)	(3,217.50)
664	Other Debtors - ATO	24,864.00	-
692	Security Deposits	900.00	900.00
		<u>135,058.90</u>	<u>65,531.81</u>
<b>5</b>	<b>PROPERTY, PLANT AND EQUIPMENT</b>		
	<b>PLANT AND EQUIPMENT</b>		
742	Plant & Equipment	37,575.00	37,575.00
743	Less Accumulated Depreciation	(37,575.00)	(37,575.00)
		<u>-</u>	<u>-</u>
	<b>OFFICE FURNITURE AND EQUIPMENT</b>		
746	Office Furniture & Equipment	152,689.45	152,689.45
747	Less Accumulated Depreciation	(148,841.00)	(139,313.00)
		<u>3,848.45</u>	<u>13,376.45</u>
	<b>FURNITURE AND FITTINGS</b>		
748	Furniture & Fittings	129,246.48	129,246.48
749	Less Accumulated Depreciation	(129,246.48)	(129,246.48)
		<u>-</u>	<u>-</u>
		<u>3,848.45</u>	<u>13,376.45</u>
<b>6</b>	<b>INTANGIBLE ASSETS</b>		
855	Trademarks & Wholesale Licence	15,021.61	15,021.61

These notes should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

**HUNTER VALLEY WINE & TOURISM ASSOCIATION****ABN: 75 862 270 715****NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 JUNE 2022**

	<i>Note</i>	<b>2022</b> \$	<b>2021</b> \$
		<u>15,021.61</u>	<u>15,021.61</u>
<b>7</b>	<b>TRADE AND OTHER PAYABLES</b>		
	<b>CURRENT</b>		
871	Income in Advance	571,068.96	853,574.42
881	Business Credit Card (4910)	1,165.75	-
882	Sundry Creditors	3,080.77	2,461.54
883	Trade Creditors	35,244.69	26,130.43
885	Superannuation Payable	8,287.82	-
908	Provision for GST and WET	(3,204.53)	(1,421.09)
		<u>615,643.46</u>	<u>880,745.30</u>
<b>8</b>	<b>BORROWINGS</b>		
	<b>CURRENT</b>		
886	Sundry Creditors - ATO	9,554.00	14,156.00
887	Unredeemed Gift Vouchers	4,288.64	5,424.10
888	Unknown Customer Deposits	-	150.00
		<u>13,842.64</u>	<u>19,730.10</u>
<b>9</b>	<b>PROVISIONS</b>		
	<b>CURRENT</b>		
903	Provision for Holiday Pay	26,158.05	27,282.90
905	Provision for Long Service Leave	9,842.00	3,682.46
		<u>36,000.05</u>	<u>30,965.36</u>
<b>10</b>	<b>RETAINED EARNINGS</b>		
	Retained earnings at the beginning of the financial year	465,283.47	331,293.26
	Net profit	68,948.41	133,990.21
		<u>534,231.88</u>	<u>465,283.47</u>
<b>11</b>	<b>EVENTS OCCURRING AFTER THE REPORTING DATE</b>		

No matter or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the association, the results of those operations or the state of affairs of the association in future financial years.

These notes should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## STATEMENT BY MEMBERS OF COMMITTEE

The committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 2 to the financial statements.

In the opinion of the committee the financial report:

1. Presents fairly the financial position of Hunter Valley Wine & Tourism Association as at 30 June 2022 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Hunter Valley Wine & Tourism Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the committee and is signed for and on behalf of the committee by:



Stuart Hordern (President)



Srinivasan Gopal (Treasurer)

Dated: 15th November 2022



**HUNTER VALLEY WINE & TOURISM ASSOCIATION**

**ABN: 75 862 270 715**

**CERTIFICATE BY MEMBERS OF COMMITTEE**


Annual statements give true and fair view of the financial position of incorporated association.

We, being the members of the Committee of the Hunter Valley Wine & Tourism Association, certify that -

The statements attached to this certificate give a true and fair view of the financial performance and position of Hunter Valley Wine & Tourism Association during and at the end of the financial year of the association ending on 30 June 2022.



\_\_\_\_\_  
Stuart Hordern (President)



\_\_\_\_\_  
Srinivasan Gopal (Treasurer)

Dated: 15th November 2022

**HUNTER VALLEY WINE & TOURISM ASSOCIATION****ABN: 75 862 270 715****DEPARTMENT INCOME STATEMENT  
FOR THE YEAR ENDED 30 JUNE 2022****VISITOR INFORMATION**

		<b>2022</b>	<b>2021</b>
		<b>\$</b>	<b>\$</b>
	<b>SALES</b>		
1130	Members Receipts - Hunter Valley Magazine	121,102.63	123,427.27
1131	Advertising Income - Hunter Valley Magazine	208,123.00	241,085.00
		<hr/>	<hr/>
		329,225.63	364,512.27
	<b>LESS: DIRECT COSTS</b>		
	<b>PURCHASES</b>		
1271	Freight - Hunter Valley Magazine	27,003.46	15,345.47
1272	Printing - Hunter Valley Magazine	106,173.52	102,690.26
1275	Magazine Design - Hunter Valley Magazine	57,475.00	57,100.00
		<hr/>	<hr/>
		190,651.98	175,135.73
		<hr/>	<hr/>
		190,651.98	175,135.73
	<b>GROSS PROFIT FROM TRADING</b>	<hr/>	<hr/>
		138,573.65	189,376.54
	<b>NET PROFIT</b>	<hr/>	<hr/>
		138,573.65	189,376.54

**HUNTER VALLEY WINE & TOURISM ASSOCIATION****ABN: 75 862 270 715****DEPARTMENT INCOME STATEMENT  
FOR THE YEAR ENDED 30 JUNE 2022****BOOKEASY**

		<b>2022</b>	<b>2021</b>
		<b>\$</b>	<b>\$</b>
	<b>SALES</b>		
2231	Booking Fees & Commission	15,250.22	9,471.99
		<hr/>	<hr/>
		15,250.22	9,471.99
	<b>NET PROFIT</b>	<hr/>	<hr/>
		15,250.22	9,471.99

The accompanying notes form part of these financial statements.  
These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

**HUNTER VALLEY WINE & TOURISM ASSOCIATION****ABN: 75 862 270 715****DEPARTMENT INCOME STATEMENT  
FOR THE YEAR ENDED 30 JUNE 2022****INDUSTRY TRAINING & DEVELOPMENT**

		<b>2022</b>	<b>2021</b>
		<b>\$</b>	<b>\$</b>
	<b>SALES</b>		
4230	Field Day Seminar Income	-	3,155.70
4231	Course Income	-	6,557.11
4232	Learning & Development Income	3,367.29	-
		<hr/>	<hr/>
		3,367.29	9,712.81
	<b>LESS: DIRECT COSTS</b>		
	<b>PURCHASES</b>		
4270	Catering	-	4,049.55
4276	Speakers Expenses	-	500.00
4277	HVWTA Scholarships	7,090.92	4,454.55
4278	Learning & Development Costs	27,512.30	-
		<hr/>	<hr/>
		34,603.22	9,004.10
		<hr/>	<hr/>
		34,603.22	9,004.10
	<b>GROSS PROFIT (LOSS) FROM TRADING</b>	<hr/>	<hr/>
		(31,235.93)	708.71
	<b>NET PROFIT (LOSS)</b>	<hr/>	<hr/>
		(31,235.93)	708.71

The accompanying notes form part of these financial statements.  
These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

**HUNTER VALLEY WINE & TOURISM ASSOCIATION**

**ABN: 75 862 270 715**

**DEPARTMENT INCOME STATEMENT  
FOR THE YEAR ENDED 30 JUNE 2022**

**LEGENDS WINE**

		<b>2022</b>	<b>2021</b>
		<b>\$</b>	<b>\$</b>
	<b>SALES</b>		
6230	Legends Wine Sales	27,462.36	33,737.50
		<u>27,462.36</u>	<u>33,737.50</u>
	<b>NET PROFIT</b>	<u>27,462.36</u>	<u>33,737.50</u>

The accompanying notes form part of these financial statements.  
These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.



# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## DEPARTMENT INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2022

### PROMOTIONS & MARKETING

		2022 \$	2021 \$
	<b>SALES</b>		
7230	Event & Promotions Income	146,327.84	151,204.51
7233	Corporate Partners	52,500.00	46,528.00
7236	Grants Received	681,614.25	76,250.00
		<hr/>	<hr/>
		880,442.09	273,982.51
	<b>LESS: DIRECT COSTS</b>		
	<b>PURCHASES</b>		
7270	Advertising	16,123.77	10,704.40
7271	Accommodation & Travel	1,488.06	9,990.74
7272	Catering	52,840.83	31,003.74
7274	Design Costs	10,430.00	12,365.00
7276	Merchandise	-	647.40
7277	Marketing	109,124.74	17,225.19
7281	Hire of Premises & Equipment	10,872.72	9,712.45
7282	Consultant & Event Management	34,027.41	14,109.01
7284	General Event Expenses	2,796.63	1,203.32
		<hr/>	<hr/>
		237,704.16	106,961.25
		<hr/>	<hr/>
		237,704.16	106,961.25
	<b>GROSS PROFIT FROM TRADING</b>	<hr/>	<hr/>
		642,737.93	167,021.26
	<b>EXPENSES</b>		
7291	Business Events Expenses	18,788.17	-
7297	Destination Campaign	265,460.68	6,527.33
7287	Photography	3,500.00	3,500.00
7292	Public Relations	3,866.23	11,918.30
7293	Trade Engagement Expenses	2,738.00	-
7294	Website Development & Computing	13,108.55	11,767.59
		<hr/>	<hr/>
		307,461.63	33,713.22
	<b>NET PROFIT</b>	<hr/>	<hr/>
		335,276.30	133,308.04

The accompanying notes form part of these financial statements.  
These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

**HUNTER VALLEY WINE & TOURISM ASSOCIATION**

**ABN: 75 862 270 715**

**DEPARTMENT INCOME STATEMENT  
FOR THE YEAR ENDED 30 JUNE 2022**

**ADVOCACY & LIAISON**

		<b>2022</b>	<b>2021</b>
		<b>\$</b>	<b>\$</b>
	<b>SALES</b>		
9230	Mining & Development	49,226.73	9,091.56
		<u>49,226.73</u>	<u>9,091.56</u>
	<b>LESS: DIRECT COSTS</b>		
	<b>PURCHASES</b>		
9270	Mining & Development	30,625.91	20,687.00
		<u>30,625.91</u>	<u>20,687.00</u>
	<b>GROSS PROFIT (LOSS) FROM TRADING</b>	<u>18,600.82</u>	<u>(11,595.44)</u>
	<b>NET PROFIT (LOSS)</b>	<u><u>18,600.82</u></u>	<u><u>(11,595.44)</u></u>

The accompanying notes form part of these financial statements.  
These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

**HUNTER VALLEY WINE & TOURISM ASSOCIATION****ABN: 75 862 270 715****SUMMARY DEPARTMENT REPORT  
FOR THE YEAR ENDED 30 JUNE 2022**

		<b>2022</b>	<b>2021</b>
		<b>\$</b>	<b>\$</b>
<b>NET PROFIT (LOSS) FROM DEPARTMENTS</b>			
	Net profit from Visitor Information	138,573.65	189,376.54
	Net profit from BookEasy	15,250.22	9,471.99
	Net profit from Industry Training & Development	3,367.29	9,712.81
	Net profit from Legends Wine	27,462.36	33,737.50
	Net profit from Promotions & Marketing	880,442.09	273,982.51
	Net profit (loss) from Advocacy & Liaison	18,600.82	(11,595.44)
	<b>NET CONTRIBUTION FROM DEPARTMENTS</b>	<b>1,083,696.43</b>	<b>504,685.91</b>
<b>EXPENSES</b>			
0302	Advertising	-	3,230.58
0300	Audit & Accountancy Fees	9,469.00	9,243.00
0308	Bad Debts Written Off	21,719.86	-
0309	Bank Charges	2,125.07	2,228.30
0314	Cleaning	1,163.46	3,506.80
0319	Computer Expenses	16,543.75	17,109.98
0318	Contract Work	-	15,750.00
0330	Depreciation	9,528.00	4,573.00
0345	Discounts Allowed	9,353.75	-
0358	Entertainment Expenses	2,362.80	-
0372	General Expenses	1,944.87	483.33
0377	Hire of Plant & Equipment	-	164.97
0381	Insurance	11,496.38	9,981.45
0389	Legal Costs	409.45	7,430.05
0398	Meetings	2,994.91	2,308.53
0399	Motor Vehicle Expenses	-	390.32
0404	Office Replacements	2,283.59	-
0407	Permits, Licences & Fees	1,045.45	-
0411	Postage	1,557.74	2,127.33
0417	Provision for Annual Leave	(1,124.85)	19,147.91
0419	Provision for Doubtful Debts	895.00	-
0418	Provision for Long Service Leave	6,159.54	488.79
0426	Registration Fees	2,017.64	-
0425	Relocation Expenses	2,200.19	-
0427	Rent	2,684.45	18,841.80
0428	Repairs & Maintenance	2,280.32	348.23
0433	Salaries & Wages	511,169.32	270,562.56
0448	Staff Training & Welfare	3,754.64	2,864.93
0454	Subscriptions (NSWWIA)	11,151.00	11,005.00
0455	Subscriptions (Other)	113.64	-
0458	Superannuation Contributions	49,419.06	24,478.79
0460	Telephone	10,204.87	6,890.20
0464	Travelling Expenses	10,323.91	259.74
0465	Travelling Expenses (Reimbursements)	2,940.71	-
		<b>708,187.52</b>	<b>433,415.59</b>
<b>OTHER INCOME</b>			

The accompanying notes form part of these financial statements.

These statements should be read in conjunction with the attached compilation report of Saywells Chartered Accountants.

# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## SUMMARY DEPARTMENT REPORT FOR THE YEAR ENDED 30 JUNE 2022

		<b>2022</b>	<b>2021</b>
		<b>\$</b>	<b>\$</b>
0195	Members Receipts	376,673.99	194,197.50
0197	Members Receipts (HV VIC Payment)	(109,815.00)	(62,500.00)
0205/01	Credit Card Fees Recouped	1,993.16	870.96
0205/02	Sundry Income	4,356.36	-
0206/04	- ATO Cash Flow Boost	-	14,130.00
0206/05	- ATO JobKeeper Payment	-	65,700.00
		<hr/>	<hr/>
		273,208.51	212,398.46
		<hr/>	<hr/>
<b>NET PROFIT</b>		<b>648,717.42</b>	<b>283,668.78</b>
		<hr/>	<hr/>

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# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## SCHEDULE OF PROPERTY, PLANT AND EQUIPMENT

FOR THE YEAR ENDED 30 JUNE 2022

Asset Description	Acquisition Date	Private Use %	Original Cost	Opening Written down Value	Disposals			Depreciation			Closing Written Down Value
					Disposal Date	Disposal Value	Profit(Loss) On sale	Rate & Method	Depreciation Amount		
OFFICE FURNITURE & EQUIPMENT											
Office Furniture	01/10/2013	-	971.00	246.00	-	-	-	10.00 DV	25.00	221.00	
Laptop	01/10/2013	-	1,104.00	-	-	-	-	50.00 DV	-	-	
Office Refurbishment	01/10/2013	-	3,182.00	820.00	-	-	-	10.00 DV	82.00	738.00	
Data Cables	01/10/2013	-	790.00	-	-	-	-	50.00 DV	-	-	
Website Development	01/10/2013	-	5,040.00	-	-	-	-	33.30 PC	-	-	
Membership Database Software	01/10/2013	-	1,317.00	-	-	-	-	50.00 DV	-	-	
Access Database & 2 External HDD	01/10/2013	-	1,972.00	-	-	-	-	50.00 DV	-	-	
New PC's	01/10/2013	-	1,250.00	-	-	-	-	50.00 DV	-	-	
Desktop PC for GM	30/09/2013	-	4,412.00	2.00	-	-	-	50.00 DV	1.00	1.00	
MYOB Software	01/10/2013	-	448.00	-	-	-	-	100.00 IWO	-	-	
HP Notebook Computer	01/10/2013	-	2,754.00	2.00	-	-	-	50.00 DV	1.00	1.00	
MYOB Software	01/10/2013	-	518.00	-	-	-	-	100.00 IWO	-	-	
MYOB Software	01/10/2013	-	649.00	1.00	-	-	-	50.00 DV	1.00	-	
Server Upgrade	01/10/2013	-	15,754.00	-	-	-	-	25.00 PC	-	-	
New Computers	01/10/2013	-	15,124.00	-	-	-	-	25.00 PC	-	-	
Telephone System	01/10/2013	-	12,392.00	-	-	-	-	25.00 PC	-	-	
Velvert Software	01/10/2013	-	30,241.00	-	-	-	-	33.30 PC	-	-	
UPS	01/10/2013	-	1,786.00	-	-	-	-	25.00 PC	-	-	
New Computer System	30/09/2016	-	4,575.00	-	-	-	-	25.00 PC	-	-	
Hard Drive	30/01/2017	-	2,036.00	-	-	-	-	25.00 PC	-	-	
Dell Optiplex 7050	01/07/2018	-	2,110.00	264.00	-	-	-	50.00 DV	132.00	132.00	
Dell Optiplex 7050	05/03/2019	-	1,855.00	389.00	-	-	-	50.00 DV	195.00	194.00	
3 x HP 450 Probook Laptop Computers	02/02/2021	-	5,780.00	3,420.00	-	-	-	100.00 DV	3,420.00	-	
3 x Dell Optiplex Desktop Computers + Dual Monitors + DVD Drive	23/04/2021	-	5,600.00	5,071.00	-	-	-	50.00 DV	2,536.00	2,535.00	
Laptop Computer + Docking Station + Monitors	26/05/2021	-	3,470.00	3,128.00	-	-	-	100.00 DV	3,128.00	-	
Scanner & CD Burner	01/10/2013	-	995.00	-	-	-	-	40.00 DV	-	-	
Photocopier & Fax	01/10/2013	-	10,495.00	23.00	-	-	-	25.00 DV	6.00	17.00	
Dishwasher	01/10/2013	-	935.00	9.00	-	-	-	20.00 DV	2.00	7.00	
Computer	01/10/2013	-	1,873.00	-	-	-	-	37.50 DV	-	-	
Samsung Printer	01/10/2013	-	359.00	-	-	-	-	37.50 DV	-	-	
Computer	01/10/2013	-	2,773.00	-	-	-	-	50.00 DV	-	-	

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# HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

## SCHEDULE OF PROPERTY, PLANT AND EQUIPMENT

FOR THE YEAR ENDED 30 JUNE 2022

Asset Description	Acquisition Date	Private Use %	Original Cost	Opening		Disposals		Depreciation		Closing	
				Written down Value		Disposal Date	Disposal Value	Profit(Loss) On sale	Rate & Method	Depreciation Amount	Written Down Value
KM Bizhib Copier/Scanner/Fax	01/10/2013	-	9,950.00	-	-	-	-	-	50.00 DV	-	-
New Phone - Prom & Mark Co-Ord	01/10/2013	-	179.00	-	-	-	-	-	50.00 DV	-	-
			152,689.00	13,375.00	-					9,529.00	3,846.00
<b>FURNITURE &amp; FITTINGS</b>											
2013 Fixtures & Fittings	01/10/2013	-	129,247.00	-	-	-	-	-	100.00 IWO	-	-
			129,247.00	-	-					-	-
<b>PLANT &amp; EQUIPMENT</b>											
BookEasy Development	01/10/2013	-	15,100.00	-	-	-	-	-	33.33 PC	-	-
Impart Media	01/10/2013	-	3,975.00	-	-	-	-	-	33.33 PC	-	-
Impart Media	01/10/2013	-	18,500.00	-	-	-	-	-	33.33 PC	-	-
			37,575.00	-	-					-	-
<b>GRAND TOTAL</b>			319,511.00	13,375.00	-					9,529.00	3,846.00

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