



# HUNTER VALLEY

WINE AND TOURISM ASSOCIATION  
AND VISITOR INFORMATION CENTRE

## MEMBERSHIP PROSPECTUS JOINT TOURISM SERVICE 2020-21



# TOGETHER WE ARE STRONGER

Together, the Hunter Valley Wine & Tourism Association (HVWTA) and Hunter Valley Visitor Information Centre (VIC) are excited to launch our inaugural membership prospectus for the brand-new Joint Tourism Service.

This will provide our region with a reinvigorated, stronger, and seamless destination marketing and in-destination visitor information service under the Joint Tourism Service Agreement. This new model brings about an enormous opportunity for our region, you as members, the industry at large and of course the visitors we all rely on.

**SECURE YOUR MEMBERSHIP FOR 2020-21  
AND GUARANTEE YOUR INCLUSION IN THE NEW  
COMBINED HUNTER VALLEY VISITOR GUIDE & MAP  
BY FRIDAY 18 DECEMBER 2020.**

**HUNTER VALLEY**  
WINE AND TOURISM ASSOCIATION



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



## KEY BENEFITS OF BECOMING A MEMBER OF THE NEW JOINT TOURISM SERVICE

- ✓ Inclusion in both destination marketing AND in-destination visitor information services.
- ✓ In-destination and online, real time booking capabilities for your business through the Visitor Information Centre (VIC).
- ✓ Your business advertised in the region's only Hunter Valley Visitor Guide, with an annual print run of 125,000.
- ✓ Listing for your business in the regions only visitor map – The Hunter Valley Wine Country Map, with 50,000 copies distributed annually in addition to map inclusion in the Hunter Valley Visitor Guide.
- ✓ Your business brochures on display in the VIC which receives more than 85,000 visitors per year.
- ✓ Promote your events on winecountry.com.au, the most visited wine destination website in Australia and the most visited regional tourism site in NSW, receiving more than 1.5 million unique visitors per year.
- ✓ Participation in regional marketing campaigns such as the current next wave of the “*Here's to the Good Life*” destination marketing campaign, which since its launch in June 2020 has received more than 4.4 million impressions.
- ✓ Social media inclusion, with exposure to our combined following of more than 56,000, with a combined annual reach of +10.3 million.
- ✓ Submit content for inclusion in our Blog which receives more than 109,000 hits annually.
- ✓ Potential inclusion in our regular monthly e-newsletter communication to our consumer database of more than 44,000 engaged consumers.
- ✓ Increased access and benefits from regional grants, funding, and advocacy to ensure the region's future prominence.
- ✓ Regular communications on industry facts, figures and opportunities, as well as access to research outcomes and industry data.
- ✓ Access to industry workshops, seminars and networking.
- ✓ Connection to Destination NSW, Visit NSW and Australian Tourism Data Warehouse services.
- ✓ Access to and inclusion of your images in our region's image library and use of Hunter Valley brand assets.
- ✓ Potential exposure for your brand via PR opportunities, media visits and famils.
- ✓ Use of VIC meeting room with AV, Wi-Fi and Zoom meeting capabilities.

Contact Katie Lee at the HVWTA on (02) 4990 0920 or the VIC Team on (02) 4993 6700 for more information or visit [winecountry.com.au/membership](https://winecountry.com.au/membership) for further information or to arrange a time to discuss how becoming a member will benefit your business in 2020-21.

CLICK HERE  
TO JOIN OR  
RENEW YOUR  
MEMBERSHIP  
TODAY!

# A NOTE FROM THE HVWTA PRESIDENT

We look to 2021 as a year of opportunity and the chance to continue to evolve and grow the Hunter Valley tourism brand. As such, we are excited to unveil our new Membership Model under the new Joint Tourism Service Agreement with Cessnock City Council Visitor Information Centre (VIC).

The coming together of these two aligned organisations as one united front represents a significant milestone for our destination, delivering a superior and seamless user-experience to visitors to the Hunter Valley. It creates a powerful single entity and brand for Hunter Valley Wine Country, fulfilling both destination marketing and in-destination tourism services, while unlocking significant potential funding streams to support a sustainable and highly-competitive tourism brand. This new structure will see a far more practical, fair and equitable fee and membership structure implemented across our industries. This new model reflects business success, is sustainable and predictable, and allows us to better invest in growing the Hunter Valley Wine Country brand.

Representing the interests of all operators in the Hunter Valley, this new fee structure will deliver a range of economic benefits to members as a single unified entity which will promote, market and advocate on behalf of the region, from which we all benefit.

The HVWTA remains a not-for-profit, membership-based wine and tourism organisation, dedicated to ensuring the Hunter Valley is the most visited wine and tourism destination in Australia and that our wines are recognised and valued, domestically and internationally. Together with our VIC, we welcome visitors from all over the world. We are committed to providing a seamless, first-class, best practice visitor information experience. We can now confidently provide both destination marketing and in-destination tourism services which ensures an enhanced visitor experience from research, to visit, and beyond.

Our Joint Tourism Service will move to a streamlined revenue model, with a fee structure based on your business's total revenue. There will no longer be the option to join either the HVWTA or VIC, there will be one membership, with one fee base that is fair and equitable across all business types and sizes. This new model is comprised of Revenue Brackets and Advertising Fees, plus a range of Additional Opt-in activities. This new model ensures that our Association is viable, sustainable, predictable, and reflects the real cost of representing our community across marketing, administration and visitor services.

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

UNITED  
WE STAND TO  
BENEFIT FROM THE  
SUCCESS OF OUR  
REGION



*Christina Tulloch*  
CEO Tulloch Wines  
& President HVWTA



# 2020-21 MEMBERSHIP FEE STRUCTURE

To ensure membership is fair and equitable across all business types and sizes that benefit from visitation to the Hunter Valley, we are moving to a simplified and practical fee structure. Based on your business revenue for the **full 2018-19 financial year**, Membership Fees are made up of **three key** components:

**Membership Fee = Revenue Based Fee + Advertising Fee + Opt-in & Additional Listings Fees**

## REVENUE BASED FEE

The Revenue Based Fee requires you to self-select from a range of 8 Revenue Categories, starting at Category A for those businesses with total annual revenue of less than \$100K, up to Category H, for those with total annual revenue of \$10M+. Your Revenue Based Fee is determined by your total declared sales at G1 on your four 2018-2019 Business Activity Statements (BAS), Q1+Q2+Q3+Q4 2019 BAS G1 Totals.

## ADVERTISING FEE

The Advertising Fee is mandatory and non-negotiable for all Revenue Categories, with the exception of Categories A & B (total annual revenue less than \$250K), however, those who fall within Revenue Categories A & B, can take up Opt-in & Additional Listings as per the table on page 7.

Previously, this fee was included as part of your general membership fee, although an amount from all membership fees was allocated for advertising for the purpose of producing the Hunter Valley Visitor Guide & Map and maintaining the winecountry.com.au website. The Advertising Fee is a flat rate, set at \$1,000+GST per annum, which is the same amount that was allocated against advertising for each membership previously.

In addition, we will be moving the Hunter Valley Visitor Guide & Map to a calendar based year (Jan - Dec), with the Revenue Based Fee remaining on a financial year basis (Jul - Jun).

The Advertising Fee does not include Paid Display Advertising in the Hunter Valley Visitor Guide & Map.

## OPT-IN & ADDITIONAL LISTINGS FEES

These allow businesses to add in extra listings in the Hunter Valley Visitor Guide & Map and on the winecountry.com.au website. Businesses who fall in some of the lower Revenue Categories can also choose to opt-in to some of the activities included in the higher Revenue Categories, for a fee.

## OPTIONAL PAID DISPLAY ADVERTISING

As per previous years, this is an extra benefit that you can choose to take up to further promote your businesses. The opportunity for Paid Display Advertising in the Hunter Valley Visitor Guide & Map is only available to financial members of the HVWTA, and **payment must be received for all paid display advertisements prior to printing**. Media kit launching soon.

## COLLECTION OF FEES

For the current membership year (July 1, 2020 – June 30, 2021) the HVWTA and VIC have agreed to waive the first 6 months fees. This is to support businesses with recovery from COVID-19 and bushfires. Therefore, your Revenue Based Fee will be charged at 50% of the fee shown for your Revenue Category, for this year only. If your business is well positioned with recovery, we welcome you to donate by paying the full membership fee to support a strong and sustainable Association.

In a normal year, with no fee waivers, the Revenue Based Fee + Opt-in & Additional Listings will be collected first, with the Advertising Fee + Optional Paid Display Advertising Fees collected later in the year.

All Fees must be paid in advance and prior to the Hunter Valley Visitor Guide, Map and website being published annually. Late payment will mean your business will miss inclusion in these key marketing tools. For 2020-21 due to fee waivers and the new structure being implemented we require your commitment and full payment no later than **Friday 18 December 2020**. Production for the Hunter Valley Visitor Guide & Map will commence in January 2021, and any business who has not paid their fees by **18 December 2020** will not be included in the 2021 calendar year issue.

In future years, Revenue Base Categories A-D are required to pay all their fees in full upfront, and if paid by 30 June will receive a 5% early bird discount. Categories E-H can elect to pay in 2 x 6 monthly instalments, however if they choose this option will not be eligible for an early bird discount.

# MEMBERSHIP CATEGORIES

REVENUE CATEGORY	REVENUE BRACKET	REVENUE BASED FEE	WITH 6 MONTH WAIVER	ADVERTISING FEE	NORMAL ANNUAL FEE	2020/21 FEE	PLUS
A	Less than \$100K	\$500 +GST	\$250 +GST	NA	\$500 +GST	\$250 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees
B	\$100K-\$250K	\$750 +GST	\$375 +GST	NA	\$750 +GST	\$375 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees
C	\$250K-\$500K	\$1,000 +GST	\$500 +GST	\$1,000 +GST	\$2,000 +GST	\$1,500 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees
D	\$500K-\$1M	\$1,500 +GST	\$750 +GST	\$1,000 +GST	\$2,500 +GST	\$1,750 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees
E	\$1M-\$2M	\$2,000 +GST	\$1,000 +GST	\$1,000 +GST	\$3,000 +GST	\$2,000 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees
F	\$2M-\$5M	\$3,500 +GST	\$1,750 +GST	\$1,000 +GST	\$4,500 +GST	\$2,750 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees
G	\$5M-\$10M	\$7,500 +GST	\$3,750 +GST	\$1,000 +GST	\$8,500 +GST	\$4,750 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees
H	\$10M+	\$10,000 +GST	\$5,000 +GST	\$1,000 +GST	\$11,000 +GST	\$6,000 +GST	Opt-in & Additional Listing Fees + Optional Paid Display Advertising Fees



# COMBINED MEMBERSHIP BENEFITS

COMBINED MEMBERSHIP BENEFITS	A-B	C-F	G-H	OPT-IN	ADDITIONAL
WEBSITE BENEFITS					
Tile: winecountry.com.au business/product feature incl. online & VIC booking capability	Opt-In	x1	x2	\$400+GST	\$400+GST
Directory Listing*: winecountry.com.au with link	x1	incl. as above	incl. as above	NA	\$100+GST
VISITOR GUIDE & MAP BENEFITS					
Tile: Hunter Valley Visitor Guide business feature incl. directory in HV Visitor Guide, Map + Map Symbol	Opt-In	x1	x2	\$400+GST	\$400+GST
Directory Listing: Hunter Valley Visitor Guide and Map incl. Map Symbol + Bi-Annual Information Bay listing	x1	incl. as above	incl. as above	NA	\$300+GST
Map: symbol & reference on HV Map	incl. as above	incl. as above	incl. as above		
GENERAL BENEFITS					
Paid Advertising opportunity Hunter Valley Visitor Guide	✓	✓	✓	✓	✓
Paid Advertising opportunity Hunter Valley Wine Country Map	✓	✓	✓	✓	✓
Brochure/s displayed at the VIC	x 1	x 2	Unlimited		
Opportunity to participate and host media famils	B only	✓	✓		
Promotion of events on Event Calendar	✓	✓	✓		
Regular communications, updates and opportunities	✓	✓	✓		
Access to exclusive campaigns, workshops, seminars	✓	✓	✓		
Input into advocacy on important issues	✓	✓	✓		
Access to economic data & expertise	✓	✓	✓		
“Get Connected” linked to DNSW and visitnsw.com	✓	✓	✓		
Book the VIC meeting room for free	✓	✓	✓		
Invitations to member only networking events	✓	✓	✓		
Use of Hunter Valley brand assets and image library	✓	✓	✓		
Access to Hunter Valley tourism research reports	✓	✓	✓		
Access to wine and tourism industry information	✓	✓	✓		
Ability to be nominated for industry awards	✓	✓	✓		
Cooperative brand exposure	✓	✓	✓		

\*Directory Listing on winecountry.com.au is a downloadable and interactive PDF list for each business category.

MEMBERSHIP  
SIGN UP DUE BY  
**18 DECEMBER**  
2020

# FAQs ABOUT FEES

## WHAT SHOULD BE INCLUDED IN REVENUE BASED FEES

- Total BAS declared sales at G1 on your BAS returns for the **full 2018-19 financial year (Q1-Q4)**.
- If your business sells or provides services in the Hunter, then this revenue should be included as part of your Revenue Based Fees.
- If your business relies on visitation to Hunter Valley Wine Country then this revenue should be included in your Revenue Based Fees.
- If your business relies on the sustained success of the Hunter Valley Brand for revenue, then this should be included in your Revenue Based Fees. **For example:**
  - ✓ If you are a business that sells a product at a location in Hunter Valley Wine Country, that is either grown, made, or produced inside or outside of the Hunter, **these sales should be included.**
  - ✓ If you are a business located in Hunter Valley Wine Country that sells products to a third party for distribution sale or export, that is either grown, made, or produced inside or outside of the Hunter, **these sales should be included.**
  - ✓ If you are a business located in Hunter Valley Wine Country that operates other businesses in other regions nationally or internationally, selling Hunter Valley or non-Hunter Valley products, the revenue from any business located outside of Hunter Valley Wine Country **should not be included.**
- If your business owns or operates a number of businesses within Hunter Valley Wine Country, you do not need to have a separate membership for each business, as long as they are all under the one registered business name as it appears on your BAS. **For example:**
  - ✓ *Hunter Valley Company* owns and operates a guest house, restaurant, cellar door and bike hire business and reports all of this activity on their BAS under this business name. They are only required to have one membership, even if their businesses operate out of different locations. They may however choose to purchase additional listings etc. on top of their Membership Fees to ensure all of their products and services are represented in all applicable marketing collateral.
  - ✓ *HVWC Company* owns and operates a cellar door, 2 hotels, a golf course and a day spa, but all of these individual businesses are registered under different company names and lodge separate BAS's. They will need multiple memberships, one for each individual company name that they lodge a BAS for.

If you are unsure of how your business entity fits with this model, perhaps you are a new business, or wish to discuss your individual circumstances, please contact Katie Lee - [katie@hvwt.com.au](mailto:katie@hvwt.com.au) 0499 053 655 or 02 4990 0920 at the HVWTA for a personal consultation regarding our membership structure.

## EXAMPLES OF HOW TO CALCULATE MY MEMBERSHIP FEE

- **Example 1:** *The Great Co.* have a cellar door and restaurant and report their BAS under this business name. Their total declared sales (Annual Revenue) as reported on their BAS at G1 on their four 2018-2019 Business Activity Statements (Q1 + Q2 + Q3 + Q4 = 2019 BAS G1 totals) was \$5.42M. Their Revenue Bracket would be G, so their fee for this year would be \$3,750 (Revenue Bracket G) + \$1,000 (flat annual Advertising Fee) + GST = \$5,225. As they fall under Revenue Bracket G, they have an allowance for 2 listings, they choose not to purchase any additional listings.
- **Example 2:** *The Great Co.* have a cellar door and restaurant and report their BAS under this business name. Their total declared sales (Annual Revenue) as reported on their BAS at G1 on their four 2018-2019 Business Activity Statements (Q1 + Q2 + Q3 + Q4 = 2019 BAS G1 totals) was \$5.42M. Their Revenue Bracket would be G. In a normal year when there are not fee waivers in place, their fee for the year would be \$7,500 (Revenue Bracket G) + \$1,000 (flat annual Advertising Fee) + GST = \$9,350. As they fall under Revenue Bracket G, they have an allowance for 2 listings, they choose not to purchase any additional listings.
- **Example 3:** *First Class Hunter Valley & Co.* have accommodation, a restaurant & bar, and bike hire and report their BAS under this business name. Their total declared sales (Annual Revenue) as reported on their BAS at G1 on their four 2018-2019 Business Activity Statements (Q1 + Q2 + Q3 + Q4 = 2019 BAS G1 totals) was \$1.8M. Their Revenue Bracket would be E, so their fee for this year would be \$1,000 (Revenue Bracket E) + \$1,000 (flat annual Advertising Fee) + GST = \$2,200. As they fall under Revenue Bracket E, they only have an allowance for 1 listing in marketing collateral and decide to purchase additional listings, so they can include all 3 of their business operations (accommodation, restaurant & bar and bike hire) in Hunter Valley Wine Country marketing collateral. So they will add in, 2 more tiles on [winecountry.com.au](http://winecountry.com.au) at \$400+GST each and also 2 extra tiles in the Hunter Valley Visitor Guide at \$400+GST each. So, their total fees would now be: \$1,600+GST (2 x Opt-in and 2 x Additional Listings) = \$1,760 + \$2,200 (Revenue and Advertising Fee + GST) = \$3,960.





## YOUR HVWTA TEAM



*Amy Cooper*  
CEO



*Karlene Wyborn*  
Administration  
Finance



*Katie Lee*  
Marketing  
Membership

## YOUR VIC TEAM



*Geoff*  
Visitor Centre  
Officer



*Melissa George*  
Visitor Centre  
Coordinator

*Christine, Craig, Nancy and Raelene*  
Visitor Centre Officers

CLICK  
HERE TO  
BECOME A  
MEMBER BY 18  
DECEMBER  
2020

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[winecountry.com.au/membership](http://winecountry.com.au/membership)