

HUNTER VALLEY

WINE AND TOURISM ASSOCIATION



2022-23 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: Dom Cherry @ Our Italian Table

CEO REPORT

In the face of continued economic uncertainty impacting demand, the region has once again demonstrated our collective resilience and adaptability. As your peak industry body, HVWTA continues to play an important role in shaping a collective response to these challenges.

Over this 2022-23 Financial Year, we have remained focused on our core mission to promote, protect, and enhance the Hunter Valley wine and tourism industry. We have achieved this by:

- Working with Cessnock and Singleton Councils to launch the Hunter Valley Destination Management Plan outlining priorities for visitor growth to 2050.
- Liaising with Industry Stakeholders and Government to deliver advocacy outcomes (flood/aerial spray support, NBN upgrades, Container Deposit Scheme, Prosecco GI and labelling, land use planning).
- Rebuilding winecountry.com.au to increase online bookings and leads to operators.
- Investing in new CRM software to improve segmentation of our consumer database and better engagement through our emails and digital marketing.
- Producing our Regional Guide that showcases products and stories in the Hunter Valley to our target audiences.
- Delivering new marketing content to hero products and tell the Hunter Valley story.
- Bringing operators together to develop relationships through Industry Networkers.
- Investing in Industry Development programs to support operators in identified areas for business growth.
- Strengthening engagement with Wine Trade Buyers through trade famil programs.
- Strengthening engagement with Leisure Trade to position the Hunter Valley in key international markets.
- Sharing \$3.2m of Business Events leads to operators.

As we move forward into 2024, we remain committed to deliver on the strategic priorities for the region, working in conjunction with regional partners, state and federal industry bodies for wine and tourism and through joint advocacy through our Alliance Partners, Cessnock and Singleton Councils and Destination Sydney Surrounds North. Working collaboratively and with a common voice and purpose places us in the strongest position to benefit from any future opportunities for the region.

Thank you to the Board for your commitment, expertise, and time. I would like to particularly thank and acknowledge outgoing President Stuart Hordern for his unwavering support, always being available to answer my many questions and for most importantly, being a supportive voice for our work within industry. My thanks also to the many members who give their time to be part of committees and working groups. The work of HVWTA and the region is strengthened by your contributions.

I am proud of the breadth of the work delivered by our small team and are pleased to be able to showcase this work through this Annual Report. As an industry organisation, we put the consideration of the region and our members at the centre of each decision we make, and I speak on behalf of all the team when I say how privileged we are to be working on your behalf.

Finally, thank you to our members and wider industry stakeholders for your continued support. We look forward to a promising future, offering resources and support to our members and fostering collaboration and innovation within the Hunter Valley wine and tourism industry.



Jennie Curran
CEO

PRESIDENT REPORT

As we finally begin to return to a more “normal” trading environment post COVID-19, the economic challenges seem to only build, as such it remains 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 sales environment both domestically and internationally, along with the ever-present risk that comes from the weather. The tourism industry has faced its own challenges with ongoing skills shortages and the lasting impacts of inconsistent travel demand. On top of this, the ongoing threat from inappropriate property development continues to require both member and Board vigilance. 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 this important Committee. In 2023, the HVWTA chaired this collaboration between Cessnock and Singleton Councils, and it remains an invaluable forum for building relationships and communicating between the three bodies.

Thank you to our voluntary Board who provide the Association with guidance and strategic direction. Their commitment to a positive outcome for our industry and community is steadfast. The board governance structure has been effective to drive 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.

I would like to thank our CEO Jennie Curran. Jennie leads her incredible team with skill and professionalism. It is our privilege as a region to have such talented and dedicated team working work for, and to promote the Hunter Valley. Jennie and her team’s launch this year of significant destination marketing campaigns is testament to the team’s hard work.

I would like to take the opportunity to remind members that we are a community focussed industry body that relies on our collective membership and engagement, despite our differences make no mistake of the fact that we are significantly stronger when working together.

This brings to a close my term as President of the HVWTA and I would like to thank our members, the Board and the HVWTA staff for their support during this time. It has been a great honour, and I will work hard to ensure a seamless handover with our incoming President, whom I know membership will give their full support to.

I wish you all the best for the 23/24 financial year and look forward to continuing to work together to build on the incredible legacy of the Hunter Valley into the future.



Stuart Hordern
President

REGIONAL ACHIEVEMENTS



INDUSTRY DEVELOPMENT & ENGAGEMENT

- > 102 participants across WSET Award 3 levels
- > 72 participants in Hunter Valley Induction Program
- > 13 mentor/mentee connections in Hunter Valley Mentoring Program
- > 30 participants in Tourism Mentoring Program
- > 3 HVWTA Wine Industry scholarships awarded
- > Over 1000 attendees at industry awards, events, networkers and workshops



TRADE ENGAGEMENT & MEDIA

- > 23 trade guests attended in region trade events
- > 1,934 pieces of media coverage generated
- > 5 Business Events and Inbound Tourism trade fairs attended
- > \$3.2m Business Events leads shared to operators



SUSTAINABILITY

- > 4 Hunter Valley Ecogrowers announced
- > 26 Winery and Vineyard members and 12 fully certified in Sustainable Winegrowing Australia program *
- > 12 businesses registered for Strive for Sustainability scorecard (by Ecotourism Australia)



SUCCESS

- > 2 Gold, 1 Silver and 1 Bronze at NSW Tourism Awards 2022
- > 7 Sydney Morning Herald Chef Hats 2023
- > 58 Gold medals awarded at Hunter Valley Wine Show 2023
- > 26 5 Star Halliday Wineries 2022
- > 6 Top 100 Real Review Wineries 2022

*as at November 2023

BOARD MEMBERS 2022-23



Stuart Hordern
President
Brokenwood



Chris Tyrrell
Vice President
Tyrrell's



Shaun O'Bryan
Secretary
Oaks Cypress Lakes Resort



Srinivasan Gopal
Treasurer
Strategic Appointment



Karin Adcock
HVWTA Board Member
Winmark Wines



James Agnew
HVWTA Board Member
Agnew Wines



Sasha Degen
HVWTA Board Member
Hunter Valley Stays



Phil Hele OAM
HVWTA Board Member
Hunter Valley Resort



Andrew Margan
HVWTA Board Member
Margan Wines & Restaurant



Ian Napier
HVWTA Board Member
Wombat Crossing



Belinda Stapleton
HVWTA Board Member
Bimbadgen



Jo Thomas
HVWTA Board Member
Strategic Appointment



Michelle Wills
HVWTA Board Member
Balloon Aloft



Bryan Currie
HVWTA Board Member
Hungerford Hill Operations
(resigned Feb 2023)



Manda Duffy
HVWTA Board Member
Wandin Estate
(resigned Feb 2023)

STAFF MEMBERS 2022-23



Jennie Curran
CEO



Karlene Wyborn
Office Manager



Julia Moore
Marketing and Communications



Manda Duffy
Business Development and Inbound Tourism



Elizabeth Preston
Member Engagement and Marketing



Lydia McNaughton
Industry Development
(contract ended Oct 2023)



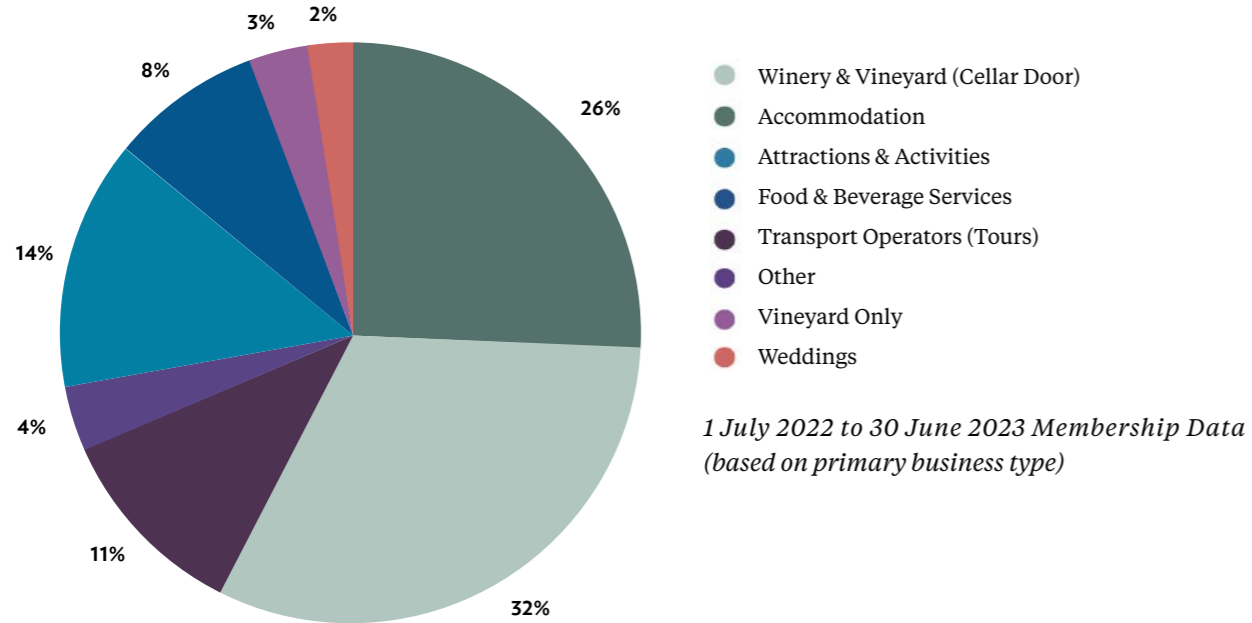
Deni Motum
Member Engagement
(resigned Sept 2023)



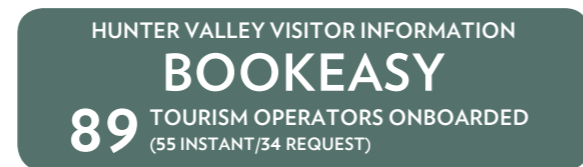
Erin Williams
Business Development
(resigned July 2023)

MEMBERSHIP

HVWTA was funded by 282 members in the 2022/2023 Financial Year across a diverse range of tourism and wine related industries.



VISITOR SERVICES



414 TOTAL PRODUCTS
UPLOADED FOR BOOKING



DESTINATION MARKETING

HERE'S TO THE GOOD LIFE CAMPAIGN

IN MARKET: JUNE 2022 - DECEMBER 2022

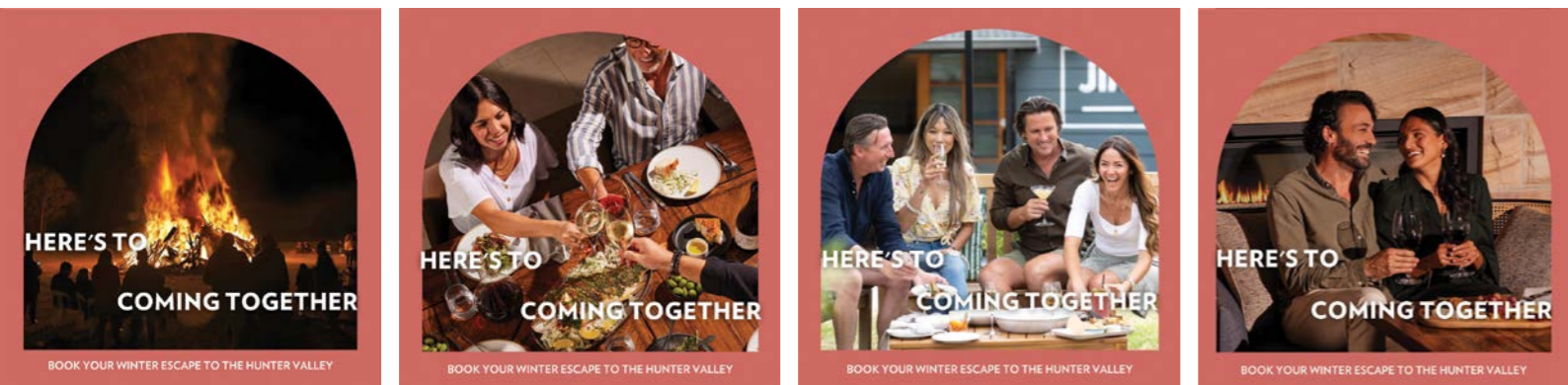
OBJECTIVES

- 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 was 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 elevated perceptions of the Hunter Valley via high impact, dynamic social and video led formats. The creative concepts were designed to feel like an invitation to come and discover, explore and experience the best the Hunter Valley has to offer. The messaging was 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 split 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.





WINTER CAMPAIGN

Here's to Coming Together

IN MARKET: JUNE 2023 - AUGUST 2023

OBJECTIVES

- > To drive accommodation bookings through special winter offers and promoted discount code for selected *Bookeasy* operators.
- > To promote events taking place across winter.
- > To showcase the Hunter Valley as a preferred wine and food destination, amongst the target audiences.
- > Increase visitor spend and overnight visitation.

CAMPAIGN SUMMARY

This Campaign is an extension of the *'Here's to the Good Life'* Campaign with a focus on coming together with family and friends in Winter in the Hunter Valley. This digital campaign was featured across social media (Facebook, Instagram and Youtube), Catch up TV (SBS) and native advertising (Outbrain).

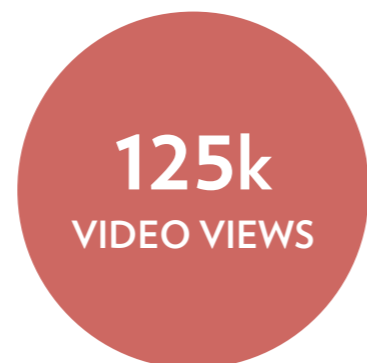
With a shift in strategy from previous campaigns that emphasised the vision, we embarked on a fresh approach with video (and still images) for this campaign used. Whilst the Hunter Valley has gained considerable recognition for its attractions, the captivating ambience often goes unnoticed.

Our latest campaign pays homage to the enchanting soundscapes of the Hunter Valley, while simultaneously highlighting the opportunities that await visitors to the region.

We adopted the innovative marketing technique of autonomous sensory meridian response (ASMR) to effectively engage with our target audience. By choosing to amplify the previously 'unheard', the aim is to rekindle interest and appreciation for the captivating allure of the Hunter Valley during Winter.



Scan to watch the Winter Campaign video.

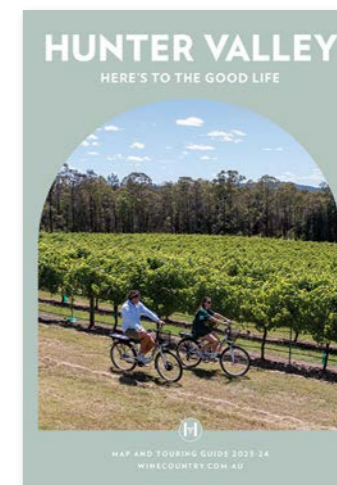


REGIONAL GUIDE

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*.

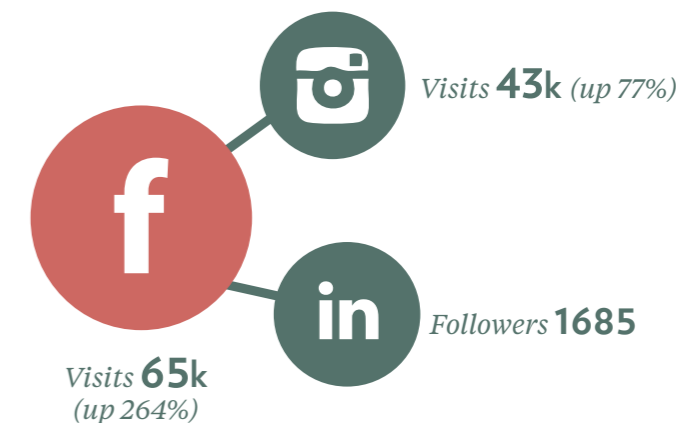


Regional Guide
100k



Map
110k

SOCIAL MEDIA



INSTAGRAM OVERVIEW (Highest engagement)



@huntervalleygardens collab
377 Shares and Saves
27k Views

@aussies.up close collab
330 Shares and Saves
22.1k Views

@falguni_gami collab
152 Saves and Shares
7.3k views

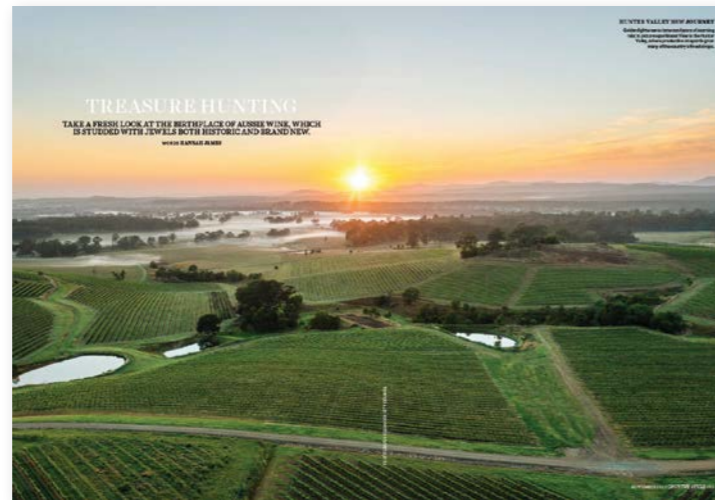
@falguni_gami collab
90 Saves and Shares
6.4k Views

@doitforicecream collab
194 Saves and Shares
4k Views

MEDIA PARTNERSHIPS

Country Style Partnership

Journey piece six-page advertorial in the September 2023 edition of Country Style magazine.



Time Out Partnership

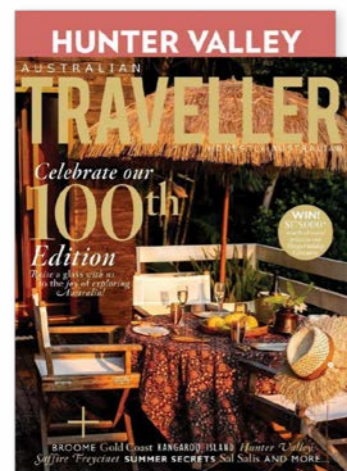
November - December 2022

- › Website Homepage Takeover
- › Main Homepage Tile Driver
- › E-newsletter
- › Superlist Article
- › META video and static amplification (organic and paid)



Australian Traveller Partnership

- › Full page back advertisement on the 100th edition
- › Regional guide tip on 100th edition: 25,000
- › Website Display Takeover
- › Native editorial piece (both print and online) + 16 bonus online Hunter Valley feature articles



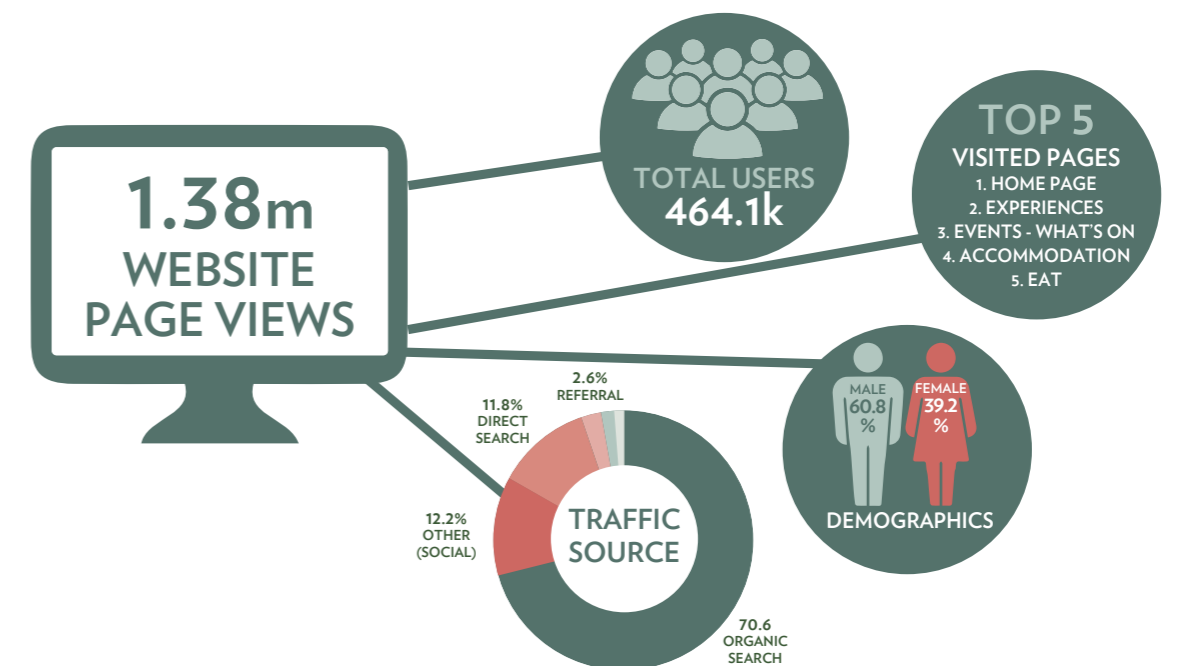
WEBSITE

Launch of new winecountry.com.au website

Earlier this year, we launched a re-design of the winecountry.com.au website; one of the key consumer channels for those looking to book and plan a trip to the Hunter Valley. Aligned to the main site, we also launched a specific Business Events website huntervalleybusinessevents.com.au.

Whilst the website has continued to see an increase in website traffic over the last few years, the site navigation and design required an upgrade. The competitive space for well-designed websites has become more ambitious, and reliance on digital platforms as a dependable resource for travel inspiration is at an all-time high.

The site has been designed to upgrade the user experience across all device formats and to drive improvement in key performance metrics including number of unique visitors, time on site, links to operator listings and increased Bookeasy revenue. We have also invested in our analytics to allow us to track and better measure performance.



INDUSTRY EVENTS

HUNTER VALLEY LEGENDS & WINE INDUSTRY AWARDS

In its 16th year, our Hunter Valley Legends Awards at Rydges Resort Hunter Valley brought together a record number of 386 industry professionals and guests from the Hunter Valley wine and tourism industries. The event continues to pay homage to our region's rich heritage, honouring the enduring influence of the Hunter Valley and its dedicated winegrowers, winemakers, and tourism operators. Over many years, these visionary individuals and businesses have demonstrated a willingness to innovate and push boundaries, shaping the region for generations to come.

During the event, we proudly inducted four new Legends, bringing the total number of Hunter Valley Legends to thirty-three. John Davis, Graham Doran, and Dr. Harry Tulloch were honoured as Wine Industry Legends, recognizing their pioneering contributions to viticulture in the Hunter Valley and the broader Australian wine industry. Additionally, John Stevens received the title of Tourism Legend for his outstanding efforts in championing sustainable vineyard and tourism planning.

Congratulations to all of our award winners:

Hunter Valley Tourism Operator of the Year
Stay n' Sip

Hunter Valley Accommodation Operator of the Year
Spicers Guesthouse

Hunter Valley Cellar Door of the Year
Winmark Wines

Hunter Valley Winemaker of the Year
Andrew Thomas (Thomas Wines)

Hunter Valley Viticulturist of the Year
Nicolas Looby (Margan Wines & Restaurant)

Hunter Valley Young Achiever of the Year
Jenna Vaughan (De Iuliis Wines)

Outstanding Contribution by an Individual
Liz Riley (Vitibit)

Hunter Valley Tourism Industry Living Legend
John Stevens

Hunter Valley Wine Industry Living Legends
John Davis, Dr Harry Tulloch and Graham Doran

The **inaugural Advanced Wine Technical Scholarship**, sponsored by Brokenwood Wines, was awarded to *Emily Glover, Winemaker at De Iuliis Wines.*



V&A Graham Doran
The HVWTA was saddened to hear of the passing of Hunter Valley Legend Graham Doran - November 2023. Our heartfelt condolences to Barbara and family.



PKF HUNTER VALLEY WINE SHOW CELEBRATIONS LUNCHEON

The PKF Hunter Valley Wine Show week of judging concluded with our annual celebrations luncheon at the Oaks Cypress Lakes Resort. The luncheon was attended by 350 industry professionals to recognise and celebrate the achievements of the Hunter Valley wine industry.

An esteemed judging panel of highly acclaimed sommeliers and winemakers tasted over 540 wines across three days, awarding 58 gold medals, 111 Silver and 207 Bronze medals, plus 22 trophies. The panel was led by the highly experienced and respected winemaker, Samantha Connew, as Chair of Judges with Jane Skilton MW as International Judge.

A highlight of the event was the recognition of John Lewis, who received the 'Outstanding Contribution to the Hunter Valley Wine Industry' for his nearly 50 years of dedicated service. John's remarkable journey began in 1976 when he introduced a column named 'Trencherman', covering food and wine in the Newcastle Sun newspaper. John now evaluates roughly 500 wines yearly for his columns in the Newcastle Herald, receiving about 31 dozen wine samples weekly. Despite not intending to become a wine writer, John has formed strong connections with Hunter Valley winemakers who were proud to recognise him for his outstanding contribution. We extend our heartfelt best wishes to John upon his pending retirement.

We also awarded two significant scholarships; the Alasdair Sutherland Scholarship sponsored by the Hunter Valley Wine & Tourism Association, was awarded to Hayden Tinkler, Vintage Winemaker at Brokenwood Wines and the Tyrrell Family Advanced Viticulture Scholarship sponsored by the Tyrrell Family, was awarded to Lacey Agate, Assistant Vineyard Manager at Agnew Wines.

Congratulations to all trophy and medal winners.



CONSUMER EVENTS



HUNTER VALLEY UNCORKED BALMORAL

After a two-year break, Hunter Valley Uncorked Balmoral, supported by corporate partner, Wine Selectors, returned to the beautiful shores of Balmoral Beach in Sydney on Sunday October 16, 2022.

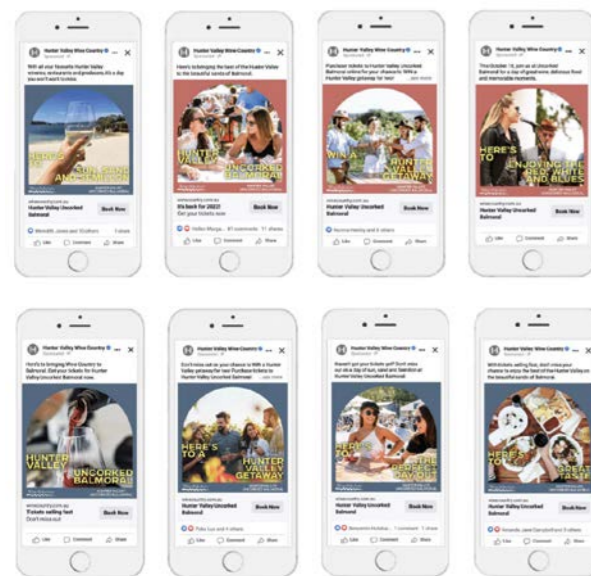
Thanks to the support of the following members for joining us at Balmoral: 1813, Allandale Winery, Bimbagen, Boydell's Wines, Briar Ridge Vineyard, Brokenwood Wines, Colvin Wines, Comyns & Co. Wines, Drury Lane Estate, Glandore Estate Wines, Hungerford Hill, Iron Gate Estate, Ivanhoe Wines, Keith Tulloch Wine, Peterson House, Thomas Wines, Tulloch Wines, Winmark Wines, Twine Restaurant, Hunter Valley Cheese Factory, Hunter Valley Wildlife Park and Hunter Valley Gardens/ Mercure Hunter Valley.

TOTAL IMPRESSIONS
218k

TOTAL LANDING PAGE VIEWS
14k

A decision was made to discontinue the Wine Food Festival program in 2023 and take a different approach to promoting the Hunter Valley across Autumn and Winter. Members told us that they did not see as much value with the extended program outside of key events run over this period, which has resulted in lower demand for ticket sales for some events. Consumer demand for events is changing, and in a competitive space, we need to ensure that our marketing investment is used most effectively. Therefore, instead of promoting a Wine Food Festival, we ran a strategic seasonal Autumn/Winter campaign with a strong focus on the events happening in our region, to drive conversion and accommodation bookings across June, July and August.

Consumer events attract over 550k visitors per annum (source: Hunter Valley DMP) and event listings are also a key driver of traffic on the winecountry.com.au website.



TOTAL NUMBER OF EVENT LISTINGS ON WEBSITE
384

TOTAL VIEWS OF EVENT LISTINGS ON WEBSITE
143k

SUB-COMMITTEE REPORTS

WINE INDUSTRY & WINE MARKETING FORUMS

Sustainability EcoVineyards

The national EcoVineyards program, funded by Wine Australia and delivered by Retallack Viticulture, with support from local on the ground co-ordinator, Darren Fahy/Brent Hutton is researching ways to improve the resilience of vineyards and to future-proof production. Four demonstration sites have been established in the Hunter Valley at Scarborough Wine Co, Tyrrell's, Margan Wines and Brokenwood Wines. Research projects include under vine cover crops, biodiversity and soil and vine health and organic soil matter.

Sustainable Wine Growing Australia

Lorrae St Vincent from Brokenwood Wines continues to act as our local champion for this important initiative for growers and winemakers who are committed to making sustainable wine. There are currently 26 Winery and Vineyard members and 12 fully certified (including 1 Wine Business, at November 2023) from the Hunter Valley as members of the program. Initiatives to grow this have been supported by DPI and AWRI to raise awareness of the program and the steps to become certified.

Hunter Valley Wine Country Landcare

So far HVWCL have planted around 580 native tube stock at Scarborough Wine Company & Keith Tulloch Wines. Upcoming events are planned for native bush tucker plants for a garden walk project with grant funding from Local Land Services, and a native seed propagation workshop.

Young Winemakers Group

Alisdair Tulloch and Kate Sturgess Co-Chair this growing group of young winemakers and have held successful events during the past year, with the focus being on Avant-Garde – Alternate Varieties and Styles. Each event has sold out, with positive response from those who attended.

Cellar Door Survey

HVWTA have continued to conduct a quarterly cellar door survey to benchmark performance of our cellar doors on an ongoing basis.

Heritage Vineyards

Andrew Margan continues to champion work to apply for national Heritage listing for our heritage vineyards. We are in the process of raising

contributions to fund research through the University of NSW to prepare a comparative analysis to support the application for national Heritage listing.

Legends Wine

The Legends Wine initiative was approved to continue for the 2023 Vintage with production of Semillon and Shiraz. A label redesign has been completed and wine will be retailed through Wine Selectors.

Educational workshops

24 technical workshops were provided to the wine industry by NSW Wine Industry Association, DPI, AWRI, Tocal College/AgSkilled, EcoVineyards, DrinkWise, TAFE and Finlaysons.

Wine Marketing & Trade Engagement

The Wine Industry Marketing Committee (WMC) is chaired by Belinda Stapleton and Jo Thomas and is enthusiastically supported by eight voluntary industry leaders and marketing experts. The WMC's focus for FY22 was to develop new ways to entice domestic trade and lifestyle and travel media to the region. This included developing a 'new look' itinerary to showcase Legends 2023 Award winners to 9 media in July 2023, assisting with the execution of the Hunter Valley Wine Show Celebrations Luncheon faml inviting 11 Sydney and Newcastle trade to the region and an in-region vintage immersion in February 2022 for 12 top tier trade. The WMC's remit was to also support and endorse wine marketing programs including the HVWTA's 12-month Brand Marketing Plan and signature events Legends Awards, Hunter Valley Wine Show Celebrations Luncheon and Hunter Valley Uncorked Balmoral.

Industry Events – 2023 Hunter Valley Legends Awards and 2023 PKF Wine Show Celebrations Luncheon

Sincere thanks to the Legends Awards Committee, chaired by Brad Russ and the Wine Show Luncheon Committee, chaired by Lisa Margan, for their efforts in assisting the HVWTA team in hosting two successful industry wide celebrations. Thanks also to Andrew Thomas for his role as HVWTA Representative on the Hunter Valley Wine Show Committee.

Bryan Currie, WIF Chair
Jo Thomas, Wine Marketing Co-Chair
Jennie Curran, CEO

ADVOCACY

I would like to thank everyone involved in representing HVWTA views to government and other industry associations. This job is never a one-man band but relies on several Board members and others to represent the interests of the wine and tourism facing businesses in the area.

NBN and digital connectivity coverage

This was a focus continuing from last year. During the year we met with NBN executives on several occasions and helped them conduct a roundtable discussion with interested business members.

We have been advised by NBN that they will now build a new tower to fill in coverage of the Broke Rd / Hermitage Rd / Old North Rd area (we had termed winecountry 2), which represented a successful outcome of our campaign. (Fixed line NBN was examined, but rejected due to installation costs, but some businesses with high data demand may still seek private connections if they are favorably positioned near the existing fibre network and choose to make what will probably be a significant installation investment.)

NBN is also planning to improve the technology in the existing Fixed Wireless towers that serve wine country to increase data speeds and signal distance. You access this service via competitive service providers (Telstra, Tangerine, Aussie etc.) so check your plans remain competitive and deliver the download/upload speeds you require.

NBN have also improved their Sky Muster data plans to allow for better speeds and reduced costs for service plans for businesses that can't receive fixed wireless or direct connection services. Several local businesses have also invested in the Starlink network, which offers significant speed and transmission advantages over the existing Sky Muster or Fixed Wireless networks, but generally at a somewhat higher installation and monthly cost.

Members should also have a network technician check their existing WAN and related devices and software used to enable the link from the NBN network box to their iPads, computers etc. used in their business. NBN will work with the Regional Tech Hub to deliver in-region support for businesses.

Work will continue this year on mobile black/brown spot issues through Telstra and the Federal Government Communications Minister (and our Federal Member, Dan Repacholi).

Vineyard district planning strategies, LEP, DCP and specific DAs

Our major challenge is to see Local and State Government encourage appropriate developments with new development design guidelines that retain appropriate development initiatives while preserving the vineyard and rural look and feel of Wine Country.

During the year we had several meetings with councils to attempt to clarify how existing LEP/DCPs apply to specific DAs, and to exchange views on the need to enforce setbacks from building boundaries to adjacent existing vineyards, and to apply the existing LEP and DCP to effectively maintain the country and vineyard look and feel to Wine Country.

We have made representations to the Singleton Council Rural Vineyards strategy. We remain involved with the Cessnock Local Character Statement (LCS) work that continues to progress very slowly. The speed of work on the LCS has been interrupted by the need to undertake additional placemaking studies. That is unfortunate as it should be providing a "north star" for the development of a new LEP/DCP that would offer better preservation of vineyards and country views and should disallow residential development in Wine Country.

At the same time various DAs have been reviewed and commented on as developers push for increased residential and tourism unit development in the valley. A substantial amount of my time has been invested in doing this. And this is complicated by several properties that have long granted DA's that fail to respect the balance between residential, tourism facility, vineyard/winery, and country views we currently see as critical to the overall existence of Wine Country as a wine tourism destination. As a footnote, there are at least 9 major development proposals that HVWTA will continue to monitor and make representations to the relevant Government bodies as their DAs progress.

Board members have also been involved in providing input to the next stage of local and regional cycleways projects.

Destination Management Plan

Our CEO provided input to the joint Destination Management Plan. The council personnel involved in creating a quality destination management plan for Wine Country should be congratulated on this strategic plan. It clearly will provide guidance to LGA investments in the tourism economy going forward.

Container Deposit Scheme - State Bottle Recycling Initiatives

During the year our members and the NSW WIA provided input to the NSW EPA plan to implement a poorly thought through recycling plan for wine bottles. Recently Queensland joined the recycling bandwagon for wine bottles, bringing in some regulations that are still incomplete despite the forced through start of this scheme.

Our industry would prefer to see an Australia-wide scheme implemented with appropriate grandfathering of prior vintage bottled wine.

Ian Napier
Chair, Advocacy

BUSINESS EVENTS

As the business sector slowly returns to conferencing, the Hunter Valley remains a consistent destination, particularly for the NSW corporate sector. Similarly, the Hunter Valley Wine & Tourism Association remains committed to this channel which acts in a B2B capacity representing all the region and our membership to promote the much-needed midweek trade.

The two major meeting and incentives national events are AIME (Australia Incentives Meeting & Events) and Professional Conference Organisers Association (PCOA). The Hunter Valley had a presence at both events in 2022/23 to conduct hundreds of face-to-face meetings with the decision makers driving domestic conferencing and events. We will continue this momentum to keep our region top of mind.

Our Business Events Partner program was implemented this year, a professional system to benefit members and expedite the quotations returned to the client across several properties. By improving this process, we aim to provide a broader range of products to the marketplace introducing them to more of our properties and experiences which delegates can enjoy.

Our programs members meet and communicate regularly to grow our knowledge base and remain alert to new product and opportunities.

For the 2022/23 Financial Year, across the region, the conferencing and events sector has been slower due to the economic restraints on business. The forward half of 2024, however, is looking much stronger and several leads are coming through as far forward as 2026. We remain focussed on driving this growth and promoting the region as a professional conference and events destination with new and quality product on offer across the disciplines.

Inbound Tourism

Whilst domestic tourism has been at the forefront of the travel market over the Covid period and post, Australia's attractiveness as an inbound destination remains high. The Visiting Friends and Relative market leads the visitation data this year, however the leisure traveller is highly active and set to lead the travel segment moving into 2024.

It has possibly never been more important to be top of mind in the international market, particularly as domestic demand is affecting regional destinations nationwide.

Importantly, we will be ensuring our market presence and conducting meetings at an international level with agents, buyer and wholesale trade. Key to our awareness is partnering with Destination New South Wales (DNSW) and Tourism Australia (TA) and the Australian Tourism Export Council (ATEC).

The return of the China market is very important; however we won't have a single focus and ensure a genuine international approach to increasing visitation to support our full year calendar of seasonal events.

The top five markets in Australia for inbound visitation are New Zealand, United Kingdom, United States of America, India and Singapore.

The inbound sector remains a growth opportunity for our region and an area that the HVWTA is committed to.

Manda Duffy
Business Development & Inbound Tourism

TOURISM INDUSTRY FORUM

The Tourism Industry Forum was established by Chair, Phil Hele, in December 2022 to provide the tourism industry with a similar voice as the wine industry, via the Wine Industry Forum. Representatives from different sectors within the tourism industry were invited to be a part of the forum, which has met subsequently on a bi-monthly basis.

The purpose of the Tourism Industry Forum is for members to meet, allowing for two-way communication of industry intelligence, marketing strategies and ideas and constructive tourism industry feedback.

Representatives from accommodation, cellar door, attractions, tour operators, HVWTA and Cessnock and Singleton Council Economic Development and Visitor Information Centre Teams have shared ideas and collaborative thinking to support some of the key themes emerging from the Hunter Valley Destination Management Plan around accessible tourism, sustainable tourism and how to grow our share of the corporate, incentives and inbound tourism markets.

Thank you to the Tourism Industry Forum members for their time and contributions: Sara Ang, Tim & Kristy Burness, Sasha Degen, Manda Duffy, Melissa George, Kim Jacobs, Gareth Long, Anita McInnes, Alena Pople, Brian & Kate Rooney, Karen Varker, Emma Williams, Erin Williams and Adam Winder.

Phil Hele OAM & Jennie Curran

INDUSTRY DEVELOPMENT

In 2021 the HVWTA applied for and received a grant from Federal and NSW Government, under the Bushfire Resilience and Recovery Fund (BCRRF), to develop and implement industry learning and development program activities in the Hunter Valley.

The objectives of the program were to:

- Strengthen industry and community support through industry training, mentorship and improved community networks to aid recovery and build knowledge, skills and future resilience.
- Develop and encourage more experienced grape growers, wine and tourism businesses to work with younger professionals to transfer skills and knowledge allowing for more innovation, connectedness and support.

In the Financial Year 2022/23 we have seen a continuation of our established programs, networks and forums, as well as the development and introduction of new programs, delivered through BCRRF.

- Commencing in March 2023, the delivery and facilitation of our 'Elevate' Tourism Mentoring Program, a bespoke program, designed and delivered for our region by the Tourism Collective. This was delivered over four workshops, both in region and virtually, with over 30 participants.
 - The Young Professionals Mentoring Program commenced in March 2023 with 13 mentor/mentee pairings over several streams from marketing, & PR and social media to sustainability, viticulture and wine judging.
 - The Hunter Valley Induction Program saw the delivery of bi-monthly workshops across FY 2022/23 for over 70 participants. The Hunter Valley Induction Program provides an overview of the Hunter Valley, introductory wine knowledge, facts about the region and its history and customer service. The program is aimed at those seeking to enter the hospitality, wine or tourism industry in the region, new starters or those with less than 2 years' experience, or people who are new to the area. There are future plans for the content of the program to be made available in individual online modules to ensure the longevity of the information.
 - Monthly Industry Networking events have continued with members placing an expression of interest to host the event, providing an opportunity to showcase their venue.
- Sales training for cellar door staff was delivered to 25 cellar door managers and staff.

Delivered by TAFE and Workforce Australia, with support from NSW Wine Industry Association and DPI, a pilot program of the Regional Industry Educational Partnerships (RIEP) program will commence in September, aimed at senior school students with an interest in wine and viticulture as a career. Students from across the region will visit local wineries and cellar doors and meet with winemakers, viticulturists and business owners to learn more about possible career pathways.

HVWTA was successful in securing funding through the NSW Government's Small Business Month Grant 2022 program, which enabled us to deliver a digital marketing workshop.

Lydia McNaughton & Jennie Curran

This is a Bushfire Community Recovery and Resilience Fund project through the joint Commonwealth/State Disaster Recovery Funding Arrangements.



Australian Government



HUNTER VALLEY WINE & TOURISM ALLIANCE

The Hunter Valley Wine and Tourism Alliance met four times in the 2022/2023 financial year, continuing the commitment to ongoing joint collaboration. Hunter Valley Wine & Tourism Association held the secretariat, chair and host role in the 2023 Calendar Year, taking over from Cessnock City Council.

Stuart Hordern and Phil Hele continued as HVWTA Committee Members and Geoff Krieger was appointed for a two year term by the HVWTA Board as its industry representative on the Alliance Committee. The Committee welcome Ken Liddell as new General Manager of Cessnock City Council and thanked Lotta Jackson as outgoing General Manager for her contribution. The Committee also welcomed Councillor Karen Jackson as a new Cessnock Council representative.

The Alliance Committee continue to actively pursue grant funding opportunities for the benefit of the visitor economy and business communities in Cessnock and Singleton LGAs and for members of HVWTA, with \$19,179,897 of grant funding achieved by the Alliance over the past 2 years.

The Alliance has continued to advocate for the protection, advancement and development of the wine and tourism industries. A key focus has been to advocate for improved 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.

The Alliance has also worked collaboratively in discussing land use planning and the development of Place Strategies for Wine Country, across both Council boundaries.

The Alliance Working Group, chaired by Glenn Caldwell, General Manager, Destination Sydney Surrounds North, continues to also meet quarterly to work on collaborative priority projects across the four organisations.

HVWTA would like to formally acknowledge Mayor Suvaal and Mayor Moore for their work during the very difficult circumstances of the Hunter Valley bus crash on 11 June 2023.

Stuart Hordern & Jennie Curran

HUNTER VALLEY DESTINATION MANAGEMENT PLAN

HVWTA commend Cessnock and Singleton Councils for their commitment in finalising the new Hunter Valley Destination Management Plan (DMP) 2022-2030 and for providing a roadmap for our industry to build sustainably and create long-term economic resilience, growth, and prosperity.

HVWTA also thank Destination Marketing Store for their expert consultation on the Destination Marketing Plan and comprehensive situational analysis.



Scan to view
Destination
Management Plan



CESSNOCK CITY COUNCIL

It has been a great relief to see that 2022/2023 has largely been uneventful following bushfires, COVID-19 travel restrictions and flood events since 2019. International and domestic tourism numbers to the Hunter Valley have not yet fully recovered from the 2019 peaks but the outlook remains positive as population grows and international visitors return.

Cessnock City Council continues to enjoy a positive relationship with Hunter Valley Wine and Tourism Association (HVWTA) and is seeing the shared benefits of our Joint Tourism Services Agreement. The Joint Tourism Services Agreement has resulted in reduced duplication, reduced costs, improved collaboration and a vibrant feeling within the Visitor Information Centre. Our teams have worked together on the Hunter Valley Destination Management Plan, in delivering events, in attracting conferences and in promoting the Hunter Valley region.

Council continues to support the Visitor Economy by running the \$50,000 annual Visitor Economy Grants and Sponsorships Program and allocating a further \$47,500 to progress the actions within the Hunter Valley Destination Management Plan.

Additional projects that support business and the visitor economy include:

- *Completion of the Hunter Valley Destination Management Plan 2030.*
- *Construction of the \$602,421 Visitor Information Centre Park and Outdoor Cinema.*
- *Progressing the \$341,249 Hunter Valley Accessible Balloon Project.*
- *Supporting 11 community events with a \$287,582 grant.*
- *Producing Hunter Valley Monopoly to promote tourism across the Cessnock and Singleton Local Government Areas.*
- *Running 12 'Support Local' competitions, ads campaigns and business stories, with \$5,500 awarded in prizes to 72 winners.*
- *Funding and producing the creation of 48 short videos for local businesses.*
- *The Youth Driver Training Program supported 157 applicants and funded 791 hours of driver training to assist job seekers in obtaining a P Plate Licence.*
- *Eleven \$2,500 Scholarships were awarded to successful applicants under the Mayoral Scholarship Program.*
- *Cost sharing of a professional tourism photo shoot with HVWTA.*

Council has seen steady growth in Bookeasy sales with 414 products available for booking from 89 businesses. The Visitor Information Centre team have an ongoing focus to grow Bookeasy sales, increase in-shop and online sales and to attract more people to the Hunter Valley and Visitor Information Centre.

Council looks forward to working with the tourism industry, HVWTA, Singleton Council and Destination Sydney Surrounds North to produce positive outcomes for industry and the community.

Jay Suvaal
Mayor of the City of Cessnock



SINGLETON COUNCIL

The strength of Singleton's community resilience, spirit, and support in times of need was again demonstrated with the devastating floods that significantly impacted our region and the town of Broke in July 2022.

Collaboration across tourism business leaders, Broke Fordwich Wine Tourism Association and Hunter Valley Wine and Tourism Association working with Singleton Council, Resilience NSW, Regional NSW, and Destination Sydney Surrounds North provided immediate response and ongoing recovery. Community, viticulture, tourism marketing and infrastructure support has aided recovery with almost \$6 million injected into repairing the flood impacted local roads across the Singleton local government area.

During the year the Singleton region visitor economy has seen recovery, with visitor expenditure across the local government area increasing by 16% year on year (Spendmapp, Geographic 2023).

Singleton Council continues to work in close partnership with Cessnock City Council and the Hunter Valley Wine and Tourism Association through the Hunter Valley Wine Tourism Alliance and Working Group. This group collaborates on key regional visitor economy projects and funding with over \$19M in infrastructure, marketing, events, and industry development in recent years.

- *The Hunter Valley Destination Management Plan was adopted by both Singleton and Cessnock City Councils, and the development of the Singleton Vineyards and Rural Tourism Strategy will facilitate future land use planning and development outcomes to enable growth in our vineyard districts. These important strategic plans demonstrate Council's commitment to the visitor economy, tourism, and viticulture as priority industries for our region.*
- *2023 saw a welcome revitalisation to events with the Singleton Firelight Festival, Singleton Art Prize, Dashville's Gumball and Skyline, Smoke in Broke, Singleton Showground Events, the Singleton Coal Festival and Christmas on John Street. Around Hermitage's inaugural D'Vine signature event, Broke Fordwich's A Little Bit of Broke relaunch and Smoke in Broke all contribute to major food and wine events. Investment in Singleton's sporting infrastructure is attracting regional events including the U15 Girls County Cricket Championships last year and this coming year.*
- *Singleton's Arts and Cultural Centre is establishing itself within the region through a strong program of events and workshops including the Spirit of Place exhibition that*

welcomed over 5,000 people over an 8-week period. With another \$295,000 invested in Townhead Park Precinct amenities, this precinct continues to grow as a destination in Singleton.

➤ *Lake St Clair welcomed even more overnight and day visitors this year with continued investment in a new playground, and picnic tables supporting Singleton's growth of nature tourism across our beautiful region. Infrastructure investments in the shared pathway extensions along Milbrodale Road in Broke, new Singleton signage across the LGA and tourism signage at Broke are also contributing to the improvements to the visitor economy in our region. With \$2.2 million invested across Singleton's parks and recreational facilities.*

➤ *Local social and tourism infrastructure, combined with major investment for Newcastle Airport, Newcastle Port and the Singleton New England Bypass will further bolster future growth. In addition, the return of the Newcastle cruise industry and increased passenger train services, all ensure our region is well placed for visitor economy growth. Singleton Council is proud to continue to work with the Hunter Valley Wine and Tourism Alliance partners to support our local tourism businesses and the continued growth and success of our visitor economy.*

Sue Moore
Mayor
Singleton Council



DESTINATION SYDNEY SURROUNDS NORTH

Destination Sydney Surrounds North (DSSN) was one of seven Destination Networks (DNs) established in New South Wales (NSW). DSSN 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.

In early 2023, DSSN released the DSSN Destination Management Plan (DMP) which is the blueprint for how organisation will grow the Visitor Economy across our remit in line with the statewide strategy. The DMP is a combination of the collective DMP's across the region and stakeholder feedback. The DSSN DMP 2022-2030 has been developed to align with the directions of Visitor Economy Strategy (VES) 2030.

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. A highlight for the region has been the delivery of an extensive Destination Marketing campaign which was supported through bushfire recovery funding secured through HVWTA.

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

OVERVIEW

For the NSW Wine Industry Association 2022-23 has been a year overwhelmingly oriented towards NSW Government MOU program delivery, adjusting to a new political landscape post-March 2023, and working closely with our State and Federal counterparts on emerging industry issues like the EU GI dispute, Container Deposit Scheme and potential upcoming changes to the Wine Tourism and Cellar Door Grant. Impactful advocacy and program delivery has been delivered off the back of continuing strong relationships with partners like NSW DPI, Wine Australia, Australia Grape & Wine, Destination NSW, Charles Sturt University, and our Regional Wine Associations, including HVWTA.

HIGHLIGHTS

NSW Wine continues to be guided by its 2022-26 Strategy with the vision of "a sustainable, supportive and successful industry" and measure itself against the key markers of 'Growing Demand', 'Regional Wine Tourism', 'Securing the Future' and 'People'. Highlights from the past year include:

Growing Demand

Export missions to the UK, Germany and Japan | Regular regional trade tastings in Sydney | Incoming international buyer visits | NSW Wine Ambassador in the UK

Regional Wine Tourism

Sommelier visits to NSW wine | Regional association competitive grants | Social media campaigns to promote regional tourism, wineries and producers |

Securing the Future

Rollout of introductory SWA workshops State-wide | Delivery of free Viticulture Emergency Response Training for 100 + industry representatives | Updated phylloxera biosecurity signage State-wide | Increased Wine Australia adoption and extension funding

People

Development of a 'Rootlings' network of under 35 wine professionals | Increased AgSkilled 2.0 funding | Regional Industry Education Partnerships (RIEP) program to encourage high school students into the wine industry | Awarding of 50 + WSET Level 2 + 3 Scholarships in 2022/23 | New Zealand viticulture study tour

NSW Wine also continues to host events which shine a light on the NSW wine industry and encourage community like the NSW Wine Awards, NSW Sommelier Wine List Awards and Varietal Masterclass while in 2023 also launched a new NSW Wine brand which we feel better reflects our role in the industry and positions us better to promote our grape growers and producers.

YEAR TO COME

There remain unresolved issues from this year that NSW Wine will continue to be engaged with, including CDS, a new NSW Government MOU, and a 'Buy NSW' procurement policy for the NSW Government. Otherwise, despite uncertain economic conditions NSW will optimistically continue delivering initiatives for the NSW wine industry that will move the dial in our priority areas.

Matthew Jessop
Executive Officer | NSW Wine Industry Association



CORPORATE PARTNERS

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



TREASURER REPORT

After two and a half years of navigating Covid-19 challenges and economic fluctuations, we successfully completed a full year of uninterrupted trading.

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)
- > NSW Wine - NSW Regional Wine Industry Fund - Visiting Sommelier Program (complete)
- > NSW Government - Small Business Commission (complete)
- > DSSN- Hunter Valley Alliance Itinerary Development (ongoing)

- All grant income for departmental statements is referenced collectively under Revenue | Grants Received.
- Income of advance of \$346,176.27 includes \$275,765.42 grant funding from FY22/23 that was used within normal operating budget.
- Membership fees held for 2022/23 Financial Year to support members through ongoing challenging conditions.
- Staffing costs during this period include one grant funded position.

Srinivasan Gopal
Treasurer

FINANCIAL STATEMENTS 2022-23

HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

COMMITTEE'S REPORT

FOR THE YEAR ENDED 30 JUNE 2023

Your committee members submit the financial report of Hunter Valley Wine & Tourism Association for the financial year ended 30 June 2023.

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)
- Shaun O'Bryan (Secretary)
- Karin Adcock
- James Agnew
- Sasha Degen
- Philip Hele, OAM
- Andrew Margan
- Ian Napier
- Belinda Stapleton
- Jo Thomas
- Michelle Wills
- Manda Duffy
- Bryan Currie

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 \$62,432.

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


Significant changes in state of affairs

There have been no significant changes in the state of affairs of the association during the year.


Events after the reporting date

No matters 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.

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


Stuart Hordern (President)

Dated 13th November 2023


Srinivasan Gopal (Treasurer)

Dated 13th November 2023

HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2023

	2023	2022
	\$	\$
REVENUE		
Membership Advertising Fee - Hunter Valley Regional Guide	116,766.00	121,102.63
Advertising Income - Hunter Valley Regional Guide	204,160.18	208,123.00
Booking Fees & Commission	29,619.03	15,250.22
Learning & Development Income	7,313.13	3,367.29
Sponsorship - Scholarships	6,800.00	-
Legends Wine Sales	2,851.98	27,462.36
Promotion & Marketing	333,055.39	146,327.84
Business Events	10,398.15	-
Corporate Partners	57,500.00	52,500.00
Grants Received	843,390.26	681,614.25
Mining & Development	-	49,226.73
	<hr/>	<hr/>
	1,611,854.12	1,304,974.32
LESS: DIRECT COSTS		
PURCHASES		
Distribution - Hunter Valley Regional Guide	30,942.41	27,003.46
Printing - Hunter Valley Regional Guide	130,882.15	106,173.52
Design & Project Management - Hunter Valley Regional Guide	53,596.59	57,475.00
HVWTA Scholarships	11,800.00	7,090.92
Learning & Development Costs	65,625.98	27,512.30
Advertising	16,344.38	16,123.77
Accommodation & Travel	-	1,488.06
Catering	50,169.89	52,840.83
Design Costs	15,509.87	10,430.00
Cleaning	3,450.00	-
Merchandise	12,289.40	-
Marketing	72,387.75	109,124.74
Music & Entertainment	3,000.00	-
Security	5,962.13	-
Hire of Premises & Equipment	52,212.27	10,872.72
Consultant & Event Management	46,406.60	34,027.41
Voucher Reimbursement	38,394.93	-
General Event Expenses	2,836.50	2,796.63
Freight	2,249.08	-
Photography	4,200.00	3,500.00
Business Events Expenses	21,937.42	18,788.17
Public Relations	18,225.27	3,866.23
Trade Engagement Expenses	15,788.38	2,738.00
Website Development	49,807.74	13,108.55
Destination Campaign	474,361.96	265,460.68
Mining & Development	558.00	30,625.91
	<hr/>	<hr/>
	1,198,938.70	801,046.90
	<hr/>	<hr/>
	1,198,938.70	801,046.90
GROSS PROFIT FROM TRADING		
	<hr/>	<hr/>
	412,915.42	503,927.42

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 2023

	2023	2022
	\$	\$
EXPENSES		
Audit & Accountancy Fees	9,673.00	9,469.00
Bad Debts Written Off	4,735.00	21,719.86
Bank Charges	2,004.81	2,125.07
Cleaning	-	1,163.46
Computer Expenses	21,703.27	16,543.75
Depreciation	1,534.00	9,528.00
Discounts Allowed	5,537.50	9,353.75
Entertainment Expenses	2,445.00	2,362.80
General Expenses	2,229.46	1,944.87
Insurance	14,020.70	11,496.38
Legal Costs	777.04	409.45
Meetings	3,717.74	2,994.91
Membership Direct Expenses	30,103.20	-
Office Replacements	-	2,283.59
Permits, Licences & Fees	1,454.54	1,045.45
Postage	1,023.02	1,557.74
Provision for Annual Leave	(4,269.64)	(1,124.85)
Provision for Doubtful Debts	(895.00)	895.00
Provision for Long Service Leave	(1,000.79)	6,159.54
Registration Fees	164.58	2,017.64
Relocation Expenses	-	2,200.19
Rent	-	2,684.45
Repairs & Maintenance	81.32	2,280.32
Salaries & Wages	433,040.98	511,169.32
Staff Training & Welfare	4,161.45	3,754.64
Subscriptions (NSWWIA)	11,151.00	11,151.00
Subscriptions (Other)	1,000.00	113.64
Superannuation Contributions	43,320.68	49,419.06
Telephone	8,360.13	10,204.87
Travelling Expenses	9,347.87	10,323.91
Travelling Expenses (Reimbursements)	3,844.25	2,940.71
	<hr/>	<hr/>
	609,265.11	708,187.52
OTHER INCOME		
Members Receipts	366,566.03	376,673.99
Members Receipts (HV VIC Payment)	(113,636.36)	(109,815.00)
Other Revenue	5,852.43	6,349.52
	<hr/>	<hr/>
	258,782.10	273,208.51
NET PROFIT		
Retained earnings at the beginning of the financial year	62,432.41	68,948.41
	<hr/>	<hr/>
	534,231.88	465,283.47
RETAINED EARNINGS AT THE END OF THE FINANCIAL YEAR		
	<hr/>	<hr/>
	596,664.29	534,231.88

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 2023

	Note	2023 \$	2022 \$
CURRENT ASSETS			
Cash and cash equivalents	3	885,344.56	1,045,789.07
Trade and other receivables	4	61,134.82	135,058.90
Inventories	5	32,220.00	-
TOTAL CURRENT ASSETS		978,699.38	1,180,847.97
NON-CURRENT ASSETS			
Property, plant and equipment	6	2,314.45	3,848.45
Intangibles	7	15,021.61	15,021.61
TOTAL NON-CURRENT ASSETS		17,336.06	18,870.06
TOTAL ASSETS		996,035.44	1,199,718.03
CURRENT LIABILITIES			
Trade and other payables	8	368,691.53	615,643.46
Borrowings	9	(50.00)	13,842.64
Provision for Holiday Pay		21,888.41	26,158.05
Provision for Long Service Leave		8,841.21	9,842.00
TOTAL CURRENT LIABILITIES		399,371.15	665,486.15
TOTAL LIABILITIES		399,371.15	665,486.15
NET ASSETS		596,664.29	534,231.88
MEMBERS' FUNDS			
Retained earnings		596,664.29	534,231.88
TOTAL MEMBERS' FUNDS		596,664.29	534,231.88

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 2023

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

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 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 2023

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 2023

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. Cash flows are discounted using market yields on high quality corporate bond rates incorporating bonds rated AAA or AA by credit agencies, with terms to maturity that match the expected timing of cash flows. Changes in the measurement of the liability are recognised in profit or loss.

Inventories

Inventories are measured at the lower of cost and net realisable value. Cost of inventory is determined using the first-in-first-out basis and is net of any rebates and discounts received. Net realisable value is estimated using the most reliable evidence available at the reporting date and inventory is written down through an obsolescence provision if necessary.

HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2023

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 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.

HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2023

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 2023

	Note	2023 \$	2022 \$
3 CASH AND CASH EQUIVALENTS			
Cash on Hand		102.85	96.80
CBA - Cheque Account (545)		874,974.36	1,035,424.92
CBA - DNSW Trust Acc (4094)		6,965.00	6,965.00
CBA - Hunter Valley Destination Campaign (6664)		3,302.35	3,302.35
		<u>885,344.56</u>	<u>1,045,789.07</u>
4 TRADE AND OTHER RECEIVABLES			
CURRENT			
Trade Debtors		35,729.82	110,189.90
Less Provision for Doubtful Debts		-	(895.00)
Other Debtors - ATO		24,505.00	24,864.00
Security Deposits		900.00	900.00
		<u>61,134.82</u>	<u>135,058.90</u>
5 INVENTORIES			
CURRENT			
Stock on Hand		32,220.00	-
		<u>32,220.00</u>	<u>-</u>
6 PROPERTY, PLANT AND EQUIPMENT			
PLANT AND EQUIPMENT			
Plant & Equipment		37,575.00	37,575.00
Less Accumulated Depreciation		(37,575.00)	(37,575.00)
		<u>-</u>	<u>-</u>
OFFICE FURNITURE AND EQUIPMENT			
Office Furniture & Equipment		152,689.45	152,689.45
Less Accumulated Depreciation		(150,375.00)	(148,841.00)
		<u>2,314.45</u>	<u>3,848.45</u>
FURNITURE AND FITTINGS			
Furniture & Fittings		129,246.48	129,246.48
Less Accumulated Depreciation		(129,246.48)	(129,246.48)
		<u>-</u>	<u>-</u>

HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2023

	Note	2023 \$	2022 \$
		<u>2,314.45</u>	<u>3,848.45</u>
7 INTANGIBLE ASSETS			
Trademarks & Wholesale Licence		15,021.61	15,021.61
		<u>15,021.61</u>	<u>15,021.61</u>
8 TRADE AND OTHER PAYABLES			
CURRENT			
Income in Advance		346,176.27	571,068.96
Business Credit Card (4910)		2,271.22	1,165.75
Sundry Creditors		5,797.19	3,080.77
Trade Creditors		16,663.34	35,244.69
Superannuation Payable		1,580.78	8,287.82
Provision for GST and WET		(3,797.27)	(3,204.53)
		<u>368,691.53</u>	<u>615,643.46</u>
9 BORROWINGS			
CURRENT			
Sundry Creditors - ATO		(50.00)	9,554.00
Unredeemed Gift Vouchers		-	4,288.64
		<u>(50.00)</u>	<u>13,842.64</u>
10 EVENTS OCCURRING AFTER THE REPORTING DATE			
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.			
11 RETAINED EARNINGS			
Retained earnings at the beginning of the financial year		534,231.88	465,283.47
Net profit		62,432.41	68,948.41
		<u>596,664.29</u>	<u>534,231.88</u>

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

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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 2023 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: 13th November 2023

HUNTER VALLEY WINE & TOURISM ASSOCIATION

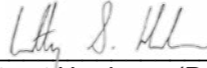
ABN: 75 862 270 715

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 2023.



Stuart Hordern (President)



Srinivasan Gopal (Treasurer)

Dated: 13th November 2023

HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

DEPARTMENT INCOME STATEMENT
FOR THE YEAR ENDED 30 JUNE 2023

VISITOR INFORMATION

	2023 \$	2022 \$
REVENUE		
Membership Advertising Fee - Hunter Valley Regional Guide	116,766.00	121,102.63
Advertising Income - Hunter Valley Regional Guide	204,160.18	208,123.00
	<u>320,926.18</u>	<u>329,225.63</u>
LESS: DIRECT COSTS		
PURCHASES		
Distribution - Hunter Valley Regional Guide	30,942.41	27,003.46
Printing - Hunter Valley Regional Guide	130,882.15	106,173.52
Design & Project Management - Hunter Valley Regional Guide	53,596.59	57,475.00
	<u>215,421.15</u>	<u>190,651.98</u>
	215,421.15	190,651.98
GROSS PROFIT FROM TRADING	<u>105,505.03</u>	<u>138,573.65</u>
NET PROFIT	<u><u>105,505.03</u></u>	<u><u>138,573.65</u></u>

HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

DEPARTMENT INCOME STATEMENT
FOR THE YEAR ENDED 30 JUNE 2023

BOOKEASY

	2023 \$	2022 \$
REVENUE		
Booking Fees & Commission	29,619.03	15,250.22
	<u>29,619.03</u>	<u>15,250.22</u>
NET PROFIT	<u><u>29,619.03</u></u>	<u><u>15,250.22</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.

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HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

DEPARTMENT INCOME STATEMENT
FOR THE YEAR ENDED 30 JUNE 2023

INDUSTRY TRAINING & DEVELOPMENT

	2023 \$	2022 \$
REVENUE		
Learning & Development Income	7,313.13	3,367.29
Sponsorship - Scholarships	6,800.00	-
	<u>14,113.13</u>	<u>3,367.29</u>
LESS: DIRECT COSTS		
PURCHASES		
HVWTA Scholarships	11,800.00	7,090.92
Learning & Development Costs	65,625.98	27,512.30
	<u>77,425.98</u>	<u>34,603.22</u>
	<u>77,425.98</u>	<u>34,603.22</u>
GROSS LOSS FROM TRADING	<u>(63,312.85)</u>	<u>(31,235.93)</u>
NET LOSS	<u>(63,312.85)</u>	<u>(31,235.93)</u>

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HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

DEPARTMENT INCOME STATEMENT
FOR THE YEAR ENDED 30 JUNE 2023

LEGENDS WINE

	2023 \$	2022 \$
REVENUE		
Legends Wine Sales	2,851.98	27,462.36
	<u>2,851.98</u>	<u>27,462.36</u>
NET PROFIT	<u>2,851.98</u>	<u>27,462.36</u>

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HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

DEPARTMENT INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2023

PROMOTIONS & MARKETING

	2023 \$	2022 \$
REVENUE		
Event & Promotions Income	333,055.39	146,327.84
Business Events	10,398.15	-
Corporate Partners	57,500.00	52,500.00
Grants Received	843,390.26	681,614.25
	<u>1,244,343.80</u>	<u>880,442.09</u>
LESS: DIRECT COSTS PURCHASES		
Advertising	16,344.38	16,123.77
Accommodation & Travel	-	1,488.06
Catering	50,169.89	52,840.83
Design Costs	15,509.87	10,430.00
Cleaning	3,450.00	-
Merchandise	12,289.40	-
Marketing	72,387.75	109,124.74
Music & Entertainment	3,000.00	-
Security	5,962.13	-
Hire of Premises & Equipment	52,212.27	10,872.72
Consultant & Event Management	46,406.60	34,027.41
Voucher Reimbursement	38,394.93	-
General Event Expenses	2,836.50	2,796.63
Freight	2,249.08	-
Photography	4,200.00	3,500.00
Business Events Expenses	21,937.42	18,788.17
Public Relations	18,225.27	3,866.23
Trade Engagement Expenses	15,788.38	2,738.00
Website Development	49,807.74	13,108.55
Destination Campaign	474,361.96	265,460.68
	<u>905,533.57</u>	<u>545,165.79</u>
	<u>905,533.57</u>	<u>545,165.79</u>
GROSS PROFIT FROM TRADING	<u>338,810.23</u>	<u>335,276.30</u>
NET PROFIT	<u>338,810.23</u>	<u>335,276.30</u>

The accompanying notes form part of these financial statements.
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HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

DEPARTMENT INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2023

ADVOCACY & LIAISON

	2023 \$	2022 \$
REVENUE		
Mining & Development	-	49,226.73
	<u>-</u>	<u>49,226.73</u>
LESS: DIRECT COSTS PURCHASES		
Mining & Development	558.00	30,625.91
	<u>558.00</u>	<u>30,625.91</u>
GROSS PROFIT (LOSS) FROM TRADING	<u>(558.00)</u>	<u>18,600.82</u>
NET PROFIT (LOSS)	<u>(558.00)</u>	<u>18,600.82</u>

The accompanying notes form part of these financial statements.
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HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

SUMMARY DEPARTMENT REPORT

FOR THE YEAR ENDED 30 JUNE 2023

	2023 \$	2022 \$
NET PROFIT (LOSS) FROM DEPARTMENTS		
Net profit from Visitor Information	105,505.03	138,573.65
Net profit from BookEasy	29,619.03	15,250.22
Net profit from Industry Training & Development	(63,312.85)	(31,235.93)
Net profit from Legends Wine	2,851.98	27,462.36
Net profit from Promotions & Marketing	338,810.23	335,276.30
Net profit (loss) from Advocacy & Liaison	(558.00)	18,600.82
NET CONTRIBUTION FROM DEPARTMENTS	<u>412,915.42</u>	<u>503,927.42</u>
EXPENSES		
Audit & Accountancy Fees	9,673.00	9,469.00
Bad Debts Written Off	4,735.00	21,719.86
Bank Charges	2,004.81	2,125.07
Cleaning	-	1,163.46
Computer Expenses	21,703.27	16,543.75
Depreciation	1,534.00	9,528.00
Discounts Allowed	5,537.50	9,353.75
Entertainment Expenses	2,445.00	2,362.80
General Expenses	2,229.46	1,944.87
Insurance	14,020.70	11,496.38
Legal Costs	777.04	409.45
Meetings	3,717.74	2,994.91
Membership Direct Expenses	30,103.20	-
Office Replacements	-	2,283.59
Permits, Licences & Fees	1,454.54	1,045.45
Postage	1,023.02	1,557.74
Provision for Annual Leave	(4,269.64)	(1,124.85)
Provision for Doubtful Debts	(895.00)	895.00
Provision for Long Service Leave	(1,000.79)	6,159.54
Registration Fees	164.58	2,017.64
Relocation Expenses	-	2,200.19
Rent	-	2,684.45
Repairs & Maintenance	81.32	2,280.32
Salaries & Wages	433,040.98	511,169.32
Staff Training & Welfare	4,161.45	3,754.64
Subscriptions (NSWWIA)	11,151.00	11,151.00
Subscriptions (Other)	1,000.00	113.64
Superannuation Contributions	43,320.68	49,419.06
Telephone	8,360.13	10,204.87
Travelling Expenses	9,347.87	10,323.91
Travelling Expenses (Reimbursements)	3,844.25	2,940.71
	<u>609,265.11</u>	<u>708,187.52</u>
OTHER INCOME		
Members Receipts	366,566.03	376,673.99
Members Receipts (HV VIC Payment)	(113,636.36)	(109,815.00)
Credit Card Fees Recouped	552.34	1,993.16

The accompanying notes form part of these financial statements.

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HUNTER VALLEY WINE & TOURISM ASSOCIATION

ABN: 75 862 270 715

SUMMARY DEPARTMENT REPORT

FOR THE YEAR ENDED 30 JUNE 2023

	2023 \$	2022 \$
Sundry Income	5,300.09	4,356.36
	<u>258,782.10</u>	<u>273,208.51</u>
NET PROFIT	<u><u>62,432.41</u></u>	<u><u>68,948.41</u></u>

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HERE'S TO THE GOOD LIFE

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