



HUNTER VALLEY WINE AND TOURISM ASSOCIATION
**ADVOCACY STATEMENT ON
LAND USE PLANNING**



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ADVOCACY STATEMENT ON LAND USE PLANNING IN WINE COUNTRY

In the heart of Australia's premier wine-producing region, the Hunter Valley Wine & Tourism Association (HVWTA) stands as a guardian of the region's rich viticultural heritage and its sustainable future. Our collective commitment is to ensure that the Hunter Valley not only remains an appealing destination for wine enthusiasts and domestic visitors, as well as visitors from key inbound markets, but also continues to thrive as a dynamic and sustainable viticultural region. Our advocacy for responsible land use planning is centred around several key priorities that reflect the unique needs and values of our community and environment.

1. Primacy of Viticulture: We advocate against fragmentation of the vineyards area in Wine Country: At the forefront of our land use planning priorities is the recognition that viticulture is the lifeblood of the Hunter Valley. It is the foundation upon which our community builds its identity, economy, and ecological sustainability. Therefore, we advocate for land use policies that prioritise viticulture as the primary use of land in our region, ensuring that the growth and development of our vineyards are supported and protected.

2. Restriction of Urban Encroachment: HVWTA strongly supports policies and measures that aim to restrict urban and residential development from encroaching into vineyard areas. The preservation of our vineyards against urban sprawl is crucial not only for maintaining the integrity of our wine production but also for safeguarding the character and tranquillity of the Hunter Valley as a premier tourist destination.

3. Land Use Buffers: We advocate for the establishment and maintenance of appropriate buffers between viticultural operations and adjacent tourist and residential uses. These buffers are essential for minimising land use conflicts, preserving the quality of life for our community, and maintaining the operational integrity of our vineyards. 100m buffers are the minimum reasonable buffer – if that is not possible consider moving the proposed development to another part of the property where a buffer conflict doesn't exist.

4. Heritage and Landscape Protection: The Hunter Valley is rich in heritage, including some of Australia's oldest historic vineyards and distinctive landscapes that contribute to our region's unique character and appeal. Protecting these assets is paramount. We support efforts to identify, preserve, and promote our heritage vineyards and landscapes, ensuring they continue to attract visitors and serve as a testament to our viticultural legacy.

5. Scenic Landscape and Biodiversity: Our commitment extends to the protection of the scenic landscapes and biodiversity that define the Hunter Valley. We advocate for land use practices that conserve and enhance our region's natural beauty and ecological health, contributing to a sustainable environment for future generations. Planners should recognise that the vineyards area represent a fragile environment, with the potential for contamination and biosecurity issues to emerge if a higher density of development or reduced setbacks from vineyard areas are allowed in future. Apart from density, councils should ensure that the sourcing of soil, building/landscaping materials and equipment conform with current NSW bio-security rules, and that a strict compliance regime is put in place.



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6. Complementary Development: New development within the Hunter Valley should be thoughtfully planned to complement the rural, viticultural character of the area. We support a development approach that respects the aesthetic and cultural values of our region, ensuring that growth enhances rather than detracts from our viticultural heritage.

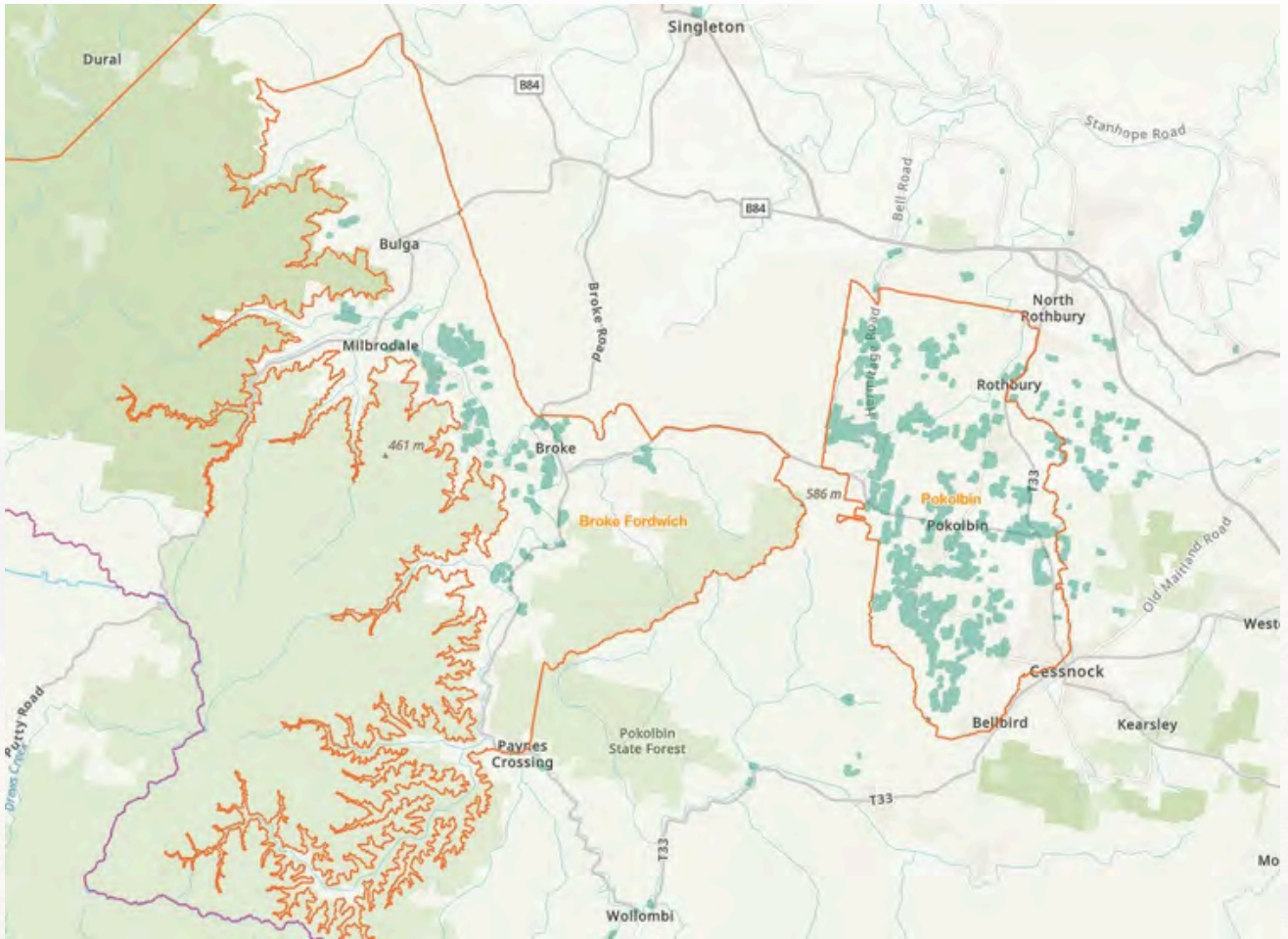
7. Robust Planning Framework: A robust and comprehensive planning framework is essential for balancing the interests of viticulture, tourism, and community within the Hunter Valley. We advocate for planning policies that recognise the unique attributes of our region and support the coexistence and mutual prosperity of rural viticultural and tourism land uses.

8. Economic and Activity Nodes: HVWTA supports the development of economic and activity nodes that are spatially distributed throughout the vineyards area, facilitating access to a range of experiences for visitors while ensuring the integrity and sustainability of viticultural operations.

9. Events, Festivals, and Tourism Activities: A diverse calendar of events, festivals, and tourism activities is vital for attracting visitors and enriching the Hunter Valley experience. We support initiatives that broaden the range of tourism activities in ways that complement and celebrate our viticultural heritage, contributing to the vibrancy and economic vitality of our region.

10. The Hunter Valley Wine Tourism Association is committed to advocating for land use planning priorities that ensure the primacy of viticulture, protect against urban encroachment, and preserve the unique heritage, landscapes, and character of our region. Through responsible planning and development, we envision a future where the Hunter Valley continues to flourish as a world-class wine-producing and tourism destination, cherished for generations to come.

Map of Hunter Valley Wine Country



Source: [Australian Wine Geographic Indications Map Dashboard](#)

