



HUNTER VALLEY WINE & TOURISM ALLIANCE

a partnership of the Cessnock City Council, Singleton Council and Hunter Valley Wine & Tourism Association

A CALL TO ACTION!

MAJOR DESTINATION MARKETING CAMPAIGN FOR THE HUNTER VALLEY WINE COUNTRY

A recent survey of the Tourism Industry undertaken by Cessnock City Council critically highlighted the urgent need to undertake a marketing campaign that would support not only direct tourism operators but all the indirect tourism businesses across the Cessnock and Singleton Local Government Areas (LGA's).

The Hunter Valley Wine & Tourism Alliance (Alliance) therefore invites all tourism operators and businesses in the Cessnock and Singleton LGA's to pledge a nominal amount towards a **major and aggressive destination marketing campaign** in partnership with Destination NSW to promote the Hunter Valley Wine Country and **critically increase visitation to the region**. The campaign would take place in the first 6 months of 2018.

Delivered under the *Regional Cooperative Tourism* funding program, our state peak body Destination NSW will ensure the significant investment will be able deliver meaningful, measurable results. Destination NSW will develop a strategic approach and KPIs associated with the campaign to drive optimal exposure, awareness and conversions, increasing visitor expenditure in Hunter Valley Wine Country.

FUNDING

Based on an initial industry contribution of \$200,000 provided by businesses in Hunter Valley Wine Country, it is envisaged a major marketing campaign of up to \$600,000 value could be sought for our region through the *Destination NSW Regional Cooperative Tourism* funding program.

The total scale and value of the cooperative marketing campaign would be subject to confirmed industry commitment, with which the Alliance can pursue state and local government contributions of appropriate amounts.

N.B. Every \$1 pledged from industry and Alliance partners will be doubled by Destination NSW – none of the funding raised will be used for administration or any other costs.

KEY STAKEHOLDERS

- Hunter Valley Wine and Tourism Alliance Partners,
- Tourism Operators and Business Owners across the Cessnock and Singleton LGA's,
- Destination NSW and Sydney North & Surrounds Destination Network.
- Sydney North & Surrounds Destination Network.

PLEDGES - A CALL TO ACTION!

To contribute to the Campaign, just choose the amount of pledge as listed below and complete the attached pledge document. (Refer to pledge document for conditions of your pledge).

The pledge document can be returned by: **Email to:** jo@hvwtta.com.au

By post:

Cessnock City Council

Attn: Alliance Marketing
Campaign, PO Box 268,
Cessnock NSW 2325

OR

Singleton Council

Attn: Alliance Marketing
Campaign, PO Box 314,
Singleton NSW 2330

By hand:

Hunter Valley Visitor
Information Centre

455 Wine Country Drive,
Pokolbin

OR

Cessnock City Council

62-78 Vincent Street
Cessnock

SIZE OF BUSINESS

PLEDGE AMOUNT (EXCL. GST) - MINIMUM

Large Businesses (21 + employees)	\$5,000 to \$10,000
Medium Businesses (6-20 employees)	\$1,000 to \$2,000
Small Businesses (up to 5 employees)	\$250 to \$500



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MAJOR DESTINATION PROJECT FOR THE HUNTER VALLEY WINE COUNTRY

PLEDGE

I, of
(business name) operating within the Hunter Valley Wine Country region, hereby pledge \$ (excl. of GST) towards the Major Destination Marketing Campaign for the Hunter Valley Wine Country to be implemented within the first six (6) months of 2018.

I pledge this on the condition, that:

1. The campaign developed by Destination NSW is approved by the three (3) partners of the Hunter Valley Wine & Tourism Alliance.
2. That if the campaign is not approved by the partners of the Hunter Valley Wine & Tourism Alliance, this pledge is no longer valid.
3. If the campaign is approved that a Tax Invoice is sent to me for payment of my pledge within 7 days of the approval of the campaign.
4. That as a contributor to the campaign, my business will be officially acknowledged.

SIGNATURE

DATE

I consent to my name, business name and pledge amount being published.

Please do not publish my name or business name next to my pledge, instead use "not disclosed".