

**HUNTER VALLEY**

WINE INDUSTRY ASSOCIATION

# MEMBERSHIP GUIDE 2011-12

  
DEPTOS  
MADE IN USA

AMERICAN OAK  
MEDIUM PLUS TOAST  
TOASTED HEADS

HUNTER  
VALLEY



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

# INTRODUCTION



The Hunter Valley Wine Industry Association (HVWIA) is the peak Hunter Valley wine and grape growing industry body, and is a reference point for both state and federal government. We are a member based not-for-profit organisation, representing over 240 grape growing, wine and associated industry members. The Association exists to assist its members in their participation in the Hunter Valley Wine Industry in all its facets from viticulture through to winemaking, sales and wine tourism.

We work collaboratively with businesses associated with the wine industry, and we ensure that active lobbying is carried out on behalf of the industry in accordance with the Objects and Rules of the Association.

Vineyard and winemaking research is undertaken by the HVWIA in conjunction with the NSW Department of Trade & Investment, Regional Infrastructure and Services, and wine industry research facilities, and these are supported by seminars throughout the year.

The HVWIA actively promotes Hunter Valley wines in association with wine tourism, and works closely with the Winemakers' Federation of Australia to achieve a high level of cellar door staff development. We actively represent our membership in regard to licensing, taxation and local government issues.

The Association looks forward to working with you to build a sustainable Hunter Valley Wine Industry.

*Greg West*  
Secretary

# OUR MISSION



“TO ENCOURAGE AND PROMOTE A VIGOROUS HUNTER VALLEY GRAPE AND WINE INDUSTRY THAT IS ENVIRONMENTALLY AND ECONOMICALLY SUSTAINABLE, AND HELD IN THE HIGHEST REGARD BY INDUSTRY PEERS AND CONSUMERS.

TO COMMUNICATE THE HUNTER VALLEY AS A VIBRANT AND UNIQUE INTERNATIONAL WINE REGION, ADOPTING CONTEMPORARY PRACTICES, PRODUCING DISTINCTIVE EXPRESSIONS OF VARIETY AND STYLE, AND RECOGNISING ITS HISTORICAL SIGNIFICANCE AS THE GENESIS OF THE AUSTRALIAN WINE INDUSTRY.”



# OBJECTIVES & RULES

THE ASSOCIATION IS GOVERNED BY THE FOLLOWING OBJECTS AND RULES AS TAKEN FROM THE HVWIA'S CURRENT STATEMENT OF OBJECTS:

- > To promote the wine industry generally, and in particular the Hunter Valley.
- > To promote wines made in the Hunter Valley and to promote the Hunter Valley as a winemaking, grape growing and wine tourism area.
- > To actively protect the name of the Hunter Valley as a wine growing area.
- > To actively protect the dominance of grape growing in existing grape growing areas of the Hunter Valley.
- > To promote and protect the interests of licensed vignerons in the Hunter Valley.
- > To promote the education and advancement of all persons engaged in viticulture, winemaking, marketing, cellar door and sales activities and to provide means of keeping all such persons abreast of continuing developments and best practice in their sector of the Hunter Valley Wine Industry.
- > To promote and encourage viticultural, winemaking and market research.
- > To promote the economic and political interests of all members of the Association.
- > To permit social exchange of all kinds and at all levels with other persons and bodies engaged in viticulture, winemaking, marketing, cellar door and sales activities in Australia and elsewhere.
- > To ensure the provision of an annually funded dedicated Marketing Program addressing the visibility and image of Hunter Valley wines under which members can increase both their sales of and returns from Hunter wines.

# COMMITTEE

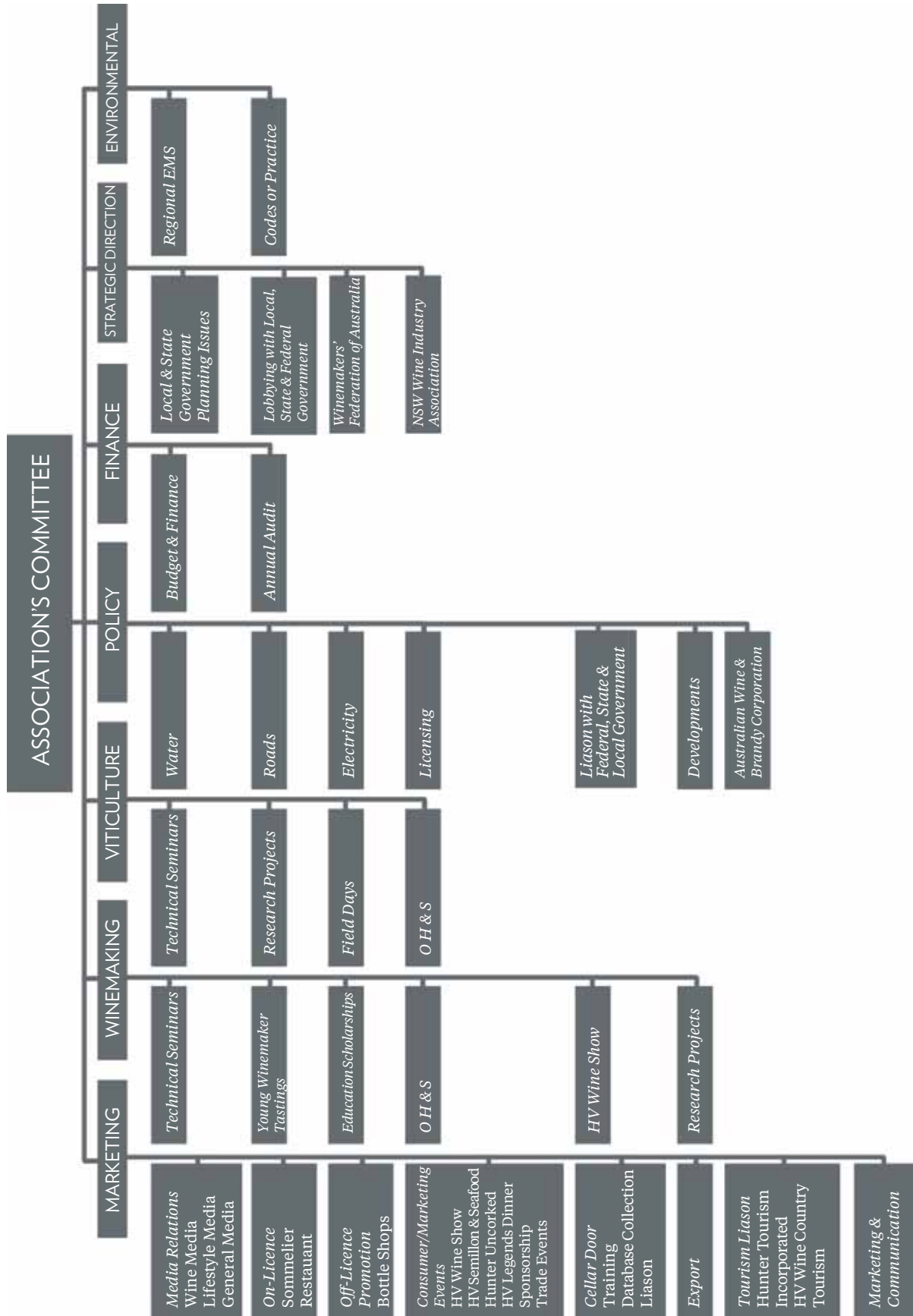
The Committee consist of eleven (11) representatives of the Hunter Valley Wine Industry. This is made up of at least one representative from the Upper Hunter, Lower Hunter and Broke Fordwich wine areas, viticulture, winemaking, sales and marketing, and five (5) general positions.

Our Committee is nominated at the HVWIA Annual General Meetings held in December. The Committee is voluntary, and is responsible for representing the overall Hunter Valley Wine Industry. The roles of the sub-committees are defined on below.

## 2011 EXECUTIVE COMMITTEE

- Andrew Margan, *President*
- Geoff Krieger, *Vice President & Strategic Sub-Committee*
- Greg West, *Secretary*
- Bruce Tyrrell, *Treasurer*
- Ken Bray, *Viticulture Sub-Committee*
- Samantha Connew, *Environmental Sub-Committee*
- Sarah Crowe, *Winemaking Sub-Committee*
- Mike DeFulius, *Winemaking Sub-Committee*
- Robert Foggo, *Policy Sub-Committee*
- Scott Harrington, *Membership Sub-Committee*
- Brett Keeping, *Viticulture Sub-Committee*

# STRUCTURE & RESPONSIBILITIES



# MEMBERSHIP

MEMBERSHIP IS OPEN TO INDIVIDUALS, OR COMPANIES, WHO ARE INVOLVED IN THE COMMERCIAL GROWING OF GRAPES AND/OR THE PRODUCTION OF WINE IN THE HUNTER VALLEY REGION, ALONG WITH THOSE THAT ACTIVELY SUPPORT THE WINE AND WINE TOURISM INDUSTRIES.

As outlined below, we have two levels of membership available; Full Membership and Associate Membership.

## FULL MEMBERSHIP

A full voting member is any person, or corporation, owning or occupying as follows:

- a) A building whose purpose is the crushing of grapes in the making of wine and/or;
- b) Land having an area of not less than 0.5 of a hectare within the Hunter Valley which land is:-
  - (i) planted to grapes grown for any purpose including winemaking or table consumption; or
  - (ii) used as a nursery the principal purpose of which is the production of grape vines;

PROVIDED THAT if the member is a corporation which itself qualifies as aforesaid and has a related corporation which so qualifies that corporation and the related corporation shall be deemed to be one member.

Membership fees are calculated on the hectares under vine, which you own and the tonnes you process. See link on Page 8 to download the Full Membership Application form.

## BENEFITS OF FULL MEMBERSHIP

- > Regular newsletters
- > HVWIA representation to all levels of government, and other industry bodies on the issues important to members.
- > Professional administrative and marketing services.
- > Opportunity to participate in viticulture, winemaking, sales & marketing technical activities.
- > Access to technical information, and the management of grape projects via the Viticulture and Winemaking Sub-Committees.
- > Voting rights at HVWIA General Meetings.
- > Access via the HVWIA's website to affiliated organisations.
- > Opportunity to attend monthly Committee Meetings (by appointment).
- > Opportunity to raise issues, and become part of the consultation process ensuring the diversity of the Hunter Valley Wine Region is represented at all times.
- > Networking with members, and colleagues.
- > Licensing and taxation representation.
- > Proactive industry involvement via participation on HVWIA Sub-Committees.
- > Opportunity to participate in Hunter Valley Wine Industry marketing activities, promotions and events (at member prices).
- > Access to trade and media campaigns, familiarisations and opportunities.
- > Your support and participation in the joint development and promotion of Hunter Valley wine.
- > Opportunities to promote the Hunter Valley and your brand via our quarterly publication "Hunter Valley Breathe Magazine"; to include member priced advertising, free events listings, editorial inclusion and photographic representation.

## ASSOCIATE MEMBERSHIP

An Associate Member is a person, or corporation, not an owner or occupier of a vineyard or winery in the Hunter Valley, but interested in the objects of the Association. An Associate Member has no voting rights or rights to be elected to the committee. But has the right to receive notice of, attend and speak at general meetings.

Associate members pay one low annual fee (\$220 GST inclusive) to keep abreast of activities in the region and participate in regional events, seminars and activities.

To become an Associate Member please click on the Associate Membership form link on Page 8 to download the form.

## BENEFITS OF ASSOCIATE MEMBERSHIP

- Regular newsletters
- HVWIA representation to all levels of government, and other industry bodies on the issues important to members.
- Professional administrative and marketing services.
- Your support and participation in the joint development and promotion of Hunter Valley wine ensuring sustainability for the region.
- Networking with members, and colleagues.
- Opportunity to participate in viticulture, winemaking & sales technical activities.
- Access to technical information, and the management of grape projects via the Viticulture and Winemaking Sub-Committees.
- Access to affiliated organisations via the HVWIA's website.
- Opportunity to attend monthly Committee Meetings (by appointment).

- Opportunity to sit on various HVWIA Sub-Committees.
- Opportunity to participate in Hunter Valley Wine Industry Marketing activities, promotions and events (at member's prices).
- Access to trade and media campaigns, familiarisations and opportunities.
- Opportunities to promote the Hunter Valley and your brand via our quarterly publication "Hunter Valley Breathe Magazine"; to include member priced advertising, free events listings, editorial inclusion and photographic representation.
- Eligibility for one person, per associate member, to participate in all Association activities at member rates.

To get the most out of your membership we encourage you to be active; attend our workshops, meetings; share your ideas and expertise on committees; forward your events, photos and editorial ideas to Breathe Magazine; become a volunteer; network with members and industry.

## INDUSTRY PARTNERSHIP

For companies that wish to significantly partner the Hunter Valley Wine Industry to grow their own business alongside that of the industry, we have Industry Partnerships available.

These partnerships will assist us to implement our five year Marketing Plan with the goal ...

By 2013 the Hunter Valley will be recognised as Australia's pre-eminent wine region, by trade and consumers in the key markets of Sydney and Newcastle.

The investment is \$7,000 (plus GST), and allows a range of direct benefits to our partners. If this is of interest to you, please contact the HVWIA offices by email at [rowena@winehuntervalley.org.au](mailto:rowena@winehuntervalley.org.au).

# RECENT ACHIEVEMENTS

ACHIEVEMENTS OBTAINED BY THE HVWIA OVER THE LAST (3) THREE YEARS ARE AS FOLLOWS:

## ENVIRONMENT

- Development of an Environmental Sustainability Strategy focusing on identifying goals, objectives, initiatives, measures and targets for all environmental streams.
- Working closely with viticulture and winemaking committees to develop Codes of Practice communicating 'best practice' across certain environmental activities.
- Working with the Winemakers' Federation of Australia to develop the EPAR Environmental Management System to the point where it can be Entwine endorsed.
- Raising the profile of the HVWIA's environmental credentials, both internally and externally.

## MARKETING AND EVENTS

- Implementation of the HVWIA Marketing Plan and Joint Marketing activities.
- Hunter Valley Uncorked Balmoral, Hunter Valley Wine & Food Month, Hunter Valley Wine Industry Awards & Legends Dinner, and Hunter Valley Wine Show Celebrations Luncheon.
- Trophy lunches held in Sydney, Newcastle and Brisbane.
- In-bound visitation eg. RHPP, AWBC & WFA hostings.
- Conduct sale skills workshops, sensory evaluation courses, and advised members of their responsibilities in regard to liquor licensing laws. Regular cellar door get-togethers are held throughout the year.
- Program of trade and media activity, including trade tastings and HVWS famil.
- PR campaigns around all major marketing activities.

## WINEMAKING TECHNICAL

- Regular technical workshops and benchmark tastings covering all aspects of winemaking, quality and style.
- Brettanomyces Project - providing members with information and access to a fast and accurate tool to monitor, and thus limit the prevalence of Brettanomyces spoilage.
- Currently working directly with WorkCover NSW to develop a practical guide for OH&S in the winery workplace.
- Inter-Winery Analysis Group - run on a regular basis providing a key opportunity for winery laboratories to cross reference their analysis.

## VITICULTURE

- Address abandoned vineyards within the Hunter Valley Wine Area, in consultation with the NSW Wine Industry Association and Trade & Investment.
- Developed an Environmental Management System (EMS) for the Hunter Valley Wine Industry.
- In conjunction with Hunter Councils and the University of Newcastle developed a comprehensive study on the impact of Climate Change on the Hunter Valley Wine Industry.
- Developed a Queensland Fruit Fly (QFF) strategy, including extensive monitoring, seminar and grower communication.

## STRATEGIC DIRECTION

- Address grape over supply.
- Working closely with the Winemakers' Federation of Australia in regard to the Wine Restructuring Action Agenda, and in particular protecting heritage vineyards within the industry.
- Local Environmental Plan (LEP) protection of vineyards and winemaking, and all other pursuits within the 1(v) Vineyard Area.

## POLICY

- Working with Cessnock City Council in regard to road issues, Section 94 income, development applications, winery waste water issues and the over infrastructure within the Hunter Valley wine region.
- Representing our members in regard to taxation issues, and keep informed as to the proposed changes within the Henry Report.

## COMMUNICATIONS

- Hunter Valley Pressings (*circulated fortnightly*).
- Member newsletter (*circulated monthly*).
- Hunter Valley Breathe Magazine (*circulated quarterly*).

## FINANCIAL BENEFITS

- Member liaison with both members and non members.
- Merchant services at discounted rates.
- Telecommunication rebates.
- Reduced member fee with the Hunter Business Chamber.
- Reduced fee attendance at HVWIA seminars, workshop and promotions.
- Reduced advertising rate in the Breathe Magazine.

# INVITATION TO JOIN

WE INVITE YOU TO JOIN THE HUNTER VALLEY WINE INDUSTRY ASSOCIATION.  
PLEASE CLICK ON THE BELOW LINK TO COMPLETE THE APPROPRIATE  
MEMBERSHIP APPLICATION FORM.

FULL MEMBERSHIP:

<http://www.hvwia.com.au/docs/MEMBFORM1.pdf>

ASSOCIATE MEMBERSHIP:

<http://www.hvwia.com.au/docsASSOCMEMBERFORM.pdf>

Return to:

Hunter Valley Wine Industry Association

PO Box 352, Cessnock NSW 2325

E: [info@winehuntervalley.org.au](mailto:info@winehuntervalley.org.au)

F: 02 4991 4535

T: 02 4991 4533

For membership enquiries, please contact Greg West, Secretary of the HVWIA.

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