

## 2025 Draft Event Scaffolding

Taking on the attendee feedback and reviewing attendance records, we've put together a scaffold of the types and timings of events that we think will create a more vibrant D'vine Festival, attracting more of the guests we're looking for and securing continued event growth into the future.

We're encouraging a **greater concentration of unique offerings** at **less venues** to improve the festival feeling and lower transport logistic concerns. Collaboration is king. The 3 or more offerings in one location fared drastically better than individual events at the one location.

It is fine to have a multitude of offerings, but we encourage a wide range of **well-priced and free events** so that people will spend on product. Venues offering **only** high-priced ticketed events (In excess of \$50 will be limited to two per daytime. This doesn't include evening events).

To be approved, events must have a minimum of two (although 3 are encouraged) components from the following list:

Beverages | Food | Entertainment | Hands on Activities | Collaboration with another AHA member business | Third party stalls, pop ups, or presence

Day		Possible Ideas
Friday Night	<p>Opening Night Celebration</p> <p>The 'red carpet' event of the weekend</p> <p>Ticketed event to kick off the festival and include as many winemakers as possible.</p> <p>Inspiration at <a href="https://caperbyronbay.com/all-events/taste-the-cape-opening-party">https://caperbyronbay.com/all-events/taste-the-cape-opening-party</a></p> <p>Held at a non-wine venue such as an accommodation location with plenty of space and an iconically Hunter feeling, this event could be an amazing opportunity for guests to be introduced to an amazing variety of wine styles all in the one place.</p>	<p>Live music &amp; entertainment</p> <p>Wine tastings via tasting vouchers</p> <p>Canapes? Food trucks? Purchase a meal?</p> <p>Winemakers' blind tasting on stage?</p> <p>Some sort of funny tongue in cheek competition for our winemakers. This is a great opportunity to build personalities and exposure for the makers behind the labels. Open to ideas.</p> <p>2 minutes with a maker? The audience asks their burning wine questions?</p>

	Held at the beginning of the festival, winemakers are well situated to hand out collateral and incentives to bolster their cellar door visits across the weekend. This is a great way for smaller cellar doors and wineries with no cellar door to be involved without the expense of hosting their own event.	Sponsor thanking  Official opening & welcome
	A more casual option for Friday PM	Please come up with options
Saturday morning	1-2 breakfast options	Mimosa station? Great coffee van Chilled outdoor breaky vibe to kick off the day
Minimum 2 events  Minimum 2 events	Physically active events beginning from 10:30/11 am  Kid friendly events from 10:30ish till around 2pm	Pet friendly events Garden tours/vineyard/produce tours Cooking demonstrations Segways, horses (physical activities) Kids cooking, arts etc
	Markets from mid-morning  These could either be at one dedicated location or split between a hub at either end of the AHA route making logistics like toilets easier to provide for. Stalls should sell produce, but where possible also display some sort of 'making' or tasting demonstration (interactive)	Fresh produce Cooking demonstrations Invite external stall holders but only for gourmet produce Sourdough demonstration Yogurt making demonstration Cheese demonstration Spices, sauces, rubs Vinegars, oils, olives Gourmet accessories – merch, bottle stoppers, handmade boards, high quality utensils etc.
Days Saturday & Sunday	Hands on events	Paint and sip/art or pottery Cocktail making masterclass

<p>6 – 12 venues</p> <p>(at least 4 pet friendly venues please and 4 family friendly venues)</p> <p>4 free entry events</p> <p>2-4 events around \$35</p> <p>2 higher priced events are acceptable</p>	<p>Greater concentration of offerings at less venues to improve the festival feeling and lower transport logistic concerns</p> <p>Tastings that feel like behind the scenes experiences</p> <p>Casual events – no prebooking required</p> <p>'Browsing' events to generate linger time</p>	<p>Barrel tastings</p> <p>Wine matched small plate lunches</p> <p>Wine blending</p> <p>Unique wine matching experiences</p> <p>Blind tastings (not just wine, choc, cheese etc)</p> <p>Disgorging</p> <p>Something to do with beer production?</p> <p>Label your own cleanskin?</p> <p>Wine games/lawn games/pet show</p> <p>Gourmet picnics with music, wine and views, casual food trucks/pizza etc</p> <p>Art show, history of winemaking in the Hunter Display,</p>
<p>Saturday late afternoon/evening</p>	<p>Twilight cocktail style events x2 options</p>	<p>Art show? Italian Festival with pizza and dancing?</p>
<p>Saturday Night</p>	<p>More formal offering</p>	<p>Degustation (kings table?)</p>

### Event Conditions

- Events MUST be different from what is on offer every other trading day
- Events MUST be of better value than what is broadly on offer. Any tastings found to be priced higher than a similar offering of regular trade will be rejected. (Prices don't necessarily need to be cheaper, but the inclusions should be more, limited edition and only available for D'Vine)
- Day time events are strongly encouraged to run both days
- Hands on events are encouraged to run for around 45 minutes. Any one singular experience running longer than 1 hour will be rejected.
- All event ticketing will happen via the D'Vine website – no exceptions.

## Event Approvals

We're safeguarding against double up events by introducing an event application system. All event proposals should be lodged by the online form by **date??** A decision will then be made by the subcommittee **by date** as to which events are the strongest in each area and they will proceed. If an event is not approved, the subcommittee will work with the vendor to find another suitable opportunity for their business to be involved in a meaningful and affordable capacity. The second round of applications will conclude on **DATE??** Any businesses who have not completed their applications by **date** won't be included in the event or its promotions.

## Accommodation and other AHA businesses

If you don't have a cellardoor, shopfront or direct retail presence, we still want to include you. Accommodation providers will have opportunities to put together specials and packages and will all be provided access to media kits to share D'vine on their website, socials and EDMs. If your business would like to be involved without hosting or being part of a specific event, please reach out ASAP with any ideas about how D'vine can bring value to your business and how you might be involved.

## Updates

Every participating business (holding or part of an event) must designate a responsible person to attend monthly meetings. That person should be listed as your designated contact with their information clearly available on the registration form. They will be responsible for relaying information to your business end ensuring all necessary collateral is provided to D'vine organisers by deadlines. This designated person must be part of the what's app group and must dedicate to reading all email correspondence relating to the D'vine Festival.

## Questions

Questions should be address to the whats app group rather than a direct email or call to organisers. The chances are that if you have a question, others will too. This will save time by enabling everyone to benefit from the answer, without each business individually contacting the event organisers.

## Grievances

Any grievances should be immediately lodged online via the grievance form. Complaints will not be taken in the form of direct emails or phone calls and an open and transparent resolution system will be adhered to by the sub-committee.