

D’Vine 26’ Meeting - 22/12/25

Attendees: Adam and Bianca (Latitude 32), Simon (Wombat Crossing), Sue (White Barn), Nick (Glandore Wines), James (Hunter Gleann), Nadine (Theleme Wines), Andrew (Thomas Wines), Jo (Thistle Hill Guesthouse) and Rachel and Powerful Perceptions team.

- Proposed dates for D’Vine 2026 12-13 September. Confirmed pending final date check.
- Purpose of this meeting is to workshop ideas, gather feedback, and discuss direction rather than make final decisions
- General agreement to keep last year’s scaffold/structure as a base and build on it
- Strong focus on creating atmosphere and making the event feel special through food, wine, music, and layered experiences rather than simple tastings. Emphasis on collaboration between businesses, including accommodation and restaurants, not just cellar doors
- Wanting to better engage younger winemakers and younger audiences, particularly through social media. Discussion around supported membership options for younger winemakers
- Hunter Rising and Lovedale Long Lunch are both events with aspects that could be learned from, however not copied. Voucher-based models used by Little Bit of Broke and Lovedale Long Lunch are also great references.
- Nick to approach Alisdair Tulloch regarding Hunter Rising members and possible involvement
- Agreement that every AHA member must market both their individual event and D’Vine as a whole. As businesses who actively promoted their events in the previous year were more successful.
- Initial ideas for individual events shared:
 - Nadine still considering options and is interested in collaborating, particularly for an evening event
 - Simon keen to host a daytime event and collaborate on a Saturday night event
 - Latitude 32 still developing ideas, interested in an overarching theme, open to collaboration, marquee events, hosting in their new space, and offering wine and food with a twist (eg. dumplings and wine)
 - James happy to collaborate, bring olives to an event, and suggested a marquee down the driveway
 - Sue noted limitations due to wedding season and inability to expand outside her gates

- Jo flexible and open to participation. Has blocked whole of place booking on proposed event weekend to keep Thistle Hill available for a collaborative event if wanted.
- Thomas Wines keen to explore hosting, including intimate masterclasses featuring vintage wines, with 10- 15 people per session and multiple session over the day/weekend. Potential for Thomas Wines to also host a marquee style event on their property/carpark area.
- Agreement that not every business needs to host events across the entire weekend, but can collaborate with other hosting venues. Discussion around having a smaller number of key or core venues to anchor the weekend and balancing experiences with with larger collaborative events.
- Saturday night event was missing from last year. We want to fill this space, this way attendees visiting from out of town will be able to attend (As Friday night can be tricky in that sense)
- Friday night suggested as a more casual offering (eg food trucks and live music) and potentially as an opportunity for younger winemakers to introduce themselves
- Discussion around having an overall theme for the weekend. Eg ‘Meet the Maker’ or ‘Live Like a Local’etc suggested as a theme focusing on authenticity and storytelling behind the scenes with winemakers and owners. Unanimous agreement on the overall theme “Meet the Maker” (or something similar), allowing each business flexibility in how they interpret it
- Agreement that events should remain simple to encourage people to move around the AHA trail rather than stay in one place too long
- Agreement that paid ticketing would help drive commitment and provide clearer data on attendance. Strong support for encouraging pre-booking to better manage numbers and logistics
- Proposed ticket inclusions discussed:
 - Food and wine vouchers usable across participating venues
 - Shuttle bus access
 - Then the potential add on experiences (eg. masterclasses)
- Suggested ticket price of approximately \$50 to encourage registration and perceived value. Ticket pricing and bus logistics to be confirmed at the next meeting
- Food portions suggested to be entrée sized rather than full meals with the potential of including two wine glasses in the ticket for added incentive
- Deal breakers for businesses participating in D’Vine:

- Nadine noted staffing challenges and distance from the core area as limitations but is interested in collaborating in an evening event
 - Thomas Wines needs to discuss with property management before moving forward. Potential for packaging up accommodation and food could help bring management over the line - Andrew to confirm internally.
 - White Barn noted wedding season as a major constraint and is not able to expand outside her gates
 - Latitude 32 confirmed no deal breakers, though offering events outside their usual operations can be challenging, they keen to collaborate and host, with the potential to do something based around their dumpling offering
 - Hunter Gleann keen to collaborate
 - Wombat Crossing keen to host during the day and collaborate at night
 - Thistle Hill confirmed no deal breakers to participation
- Agreement that each business must decide what is viable for them (hosting or collaborating) Members will have first opportunity to determine what works best for their business models with the potentially to fill spaces with young winemaker events
 - Idea for Sunday event: Community style event involving wine barrel go-kart races, where all the 'makers' race, creating a friendly competition. This would be located somewhere like Mistletoe Lane, hay bails lining the track with market stall collaborators. Logistics and safety to be explored in another meeting.
 - Between now and the next meeting, all businesses to develop and refine their event ideas
 - Next meeting scheduled for 9:00am at Thistle Hill Guest House, day of the week for the next meeting to be confirmed. Meeting to focus on confirming ticket pricing, shuttle buses, and goody bag inclusions

Action Items

1. Nick to speak with Alisdair Tulloch and compile a list of potential young winemakers
2. Rachel to book a meeting with Singleton Council to present Sunday's idea and get a feel for viability. To invite the AHA marketing committee including: Jo Bowskill (Thistle Hill Guesthouse), Nick Flanagan (Glandore Wines), Mel (Elliott's), Nicolla Blades (Sweet Acres)
3. Date to be set for regular monthly D'Vine meeting
4. Updated event brief, theme, scaffold and ticketing proposal options to be prepared ready for presentation at January meeting.