

AHA DVine Meeting 17th February 2026

Present

Nickey Blades - Sweetacres
Nadine - Thelemé
Leonie - Hunter Wine Lab and AHA Treasurer
Jo Bowskill - Thistle Hill Guest House and AHA President
Jess - Oakvale Wines
Alanna - De Iuliis Wines
James - Tintilla
Emma - Latitude 32
Nick - Glandore Wines (AHA Marketing lead)
Alison - Mercer Wines

Apologies

Danielle and Declan McCaffrey, (McCaffrey's Estate), Simon Brooker (Wombat Crossing Vineyard)
Steve Langham (Piggs Peake), Mike Deluliis (De Iuliis Wines),

Meeting Actions

Welcome - Nick Flanagan

Basic Outline for D'Vine Festival

Confirmed Date - 11-13th September

Friday Night - Theme - Meet the Makers at Bell Tree Barn

- New Caterers need to be appointed for Friday Night event
- Around 130 people expected as per last year hopefully more
- Less about the MC more about the Makers
- Possible Welcome to Country
- Possible Art Gallery at Opening event or across venues over the weekend

Ticketed Registration a must, as we need the Data for the future

- Value Added - \$35 per person : includes Bus Transport, running every 15 minutes
Souvenir DVine Wine Glass
- Conceive Bus Service for purchases of wine, to take back to accommodation during the day for ticket holders
- Also possibility for buses to pick up from Accommodation venues
- Discussions around what the value add to ticket price to individual events can be \$25 off a 6 pack, sign up as a club member, monetary value of 5 + 1 , ticket price includes 3 x 75mm wine tokens.

Events - Meet The Makers Theme

- 14 locations, events can run from around 45 minutes to 1 hour if a structured event.
- Each Host to provide a unique experience, could be entertainment, art/craft, pet friendly or Games
- Wine walk and talk with the Maker

Costs to be involved - Host \$350

Collaborator \$150

Attendee - \$35

- Printed Map with Newcastle Weekly - Host Venue - Pin/Map also on website listing
- Each Host to promote own event - leading up to weekend do your own social media posts.
- AHA to provide Artwork/Social Tiles
- Please use AHA media back provided for consistency across all social platforms
- All Tourism Boards provided with press release.
- The Costs go towards - Funding of the buses, printing of maps etc and corflu boards
- Event Costs around \$15,000 - Event Management, Powerful Perception Fees and Marketing print & Social Media (\$6,000)

It needs to be sustainable for the future - partner with HVWTA more volunteers

- Look into Sponsorship - Currently with Jurds & Crawfords
- Look at Product Suppliers
- Small Goods Company a possible sponsor

Rachel to send out a sponsorship package to members for discussion

Email Permission required from PP to send out monthly updates - Agreed to by AHA Members

Key Dates

- Businesses must register an EOI saying if they are in or out by the end of Feb (Rachel to put a form on the website)
- Businesses to register their events by mid March
- Tickets to go live mid April
- Signage and collateral to be available May (pending sponsorship and logo printing)
- Early Bird Special Offer
- Individual Event Tickets will be through Humantix - tickets as late as possible or keep some for visitors on the day
- Rachel to ask Cessnock Council for economic data around the postie bike races to use as a gauge for what may be possible with the billy cart races

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- Rachel to upload the sponsorship prospectus for comment in Workflow and share link, and as a download on the vendor resources page
- D'Vine Update emails are to go out once per month
- Consider a special event license for the Billy Cart races
 - Rach to ask Cessnock Council for economic data around the poste bike races to use as a gauge for what may be possible with the billy cart races

Rach to create a simple form with these questions:

- Are you committed to involvement in the festival for 2026? We're likely to be:
 - A host venue
 - A collaborator
- Who would be involved in the billy cart races if they went ahead?
 - Yes or no
- Would you rather the attendee offer be:
 - \$25 off when you buy six wines
 - Buy 5 bottles, get a sixth free
- We think the offer should be valid:
 - Available to use only once as a tear off coupon
 - Available to use once at as many venues as you like (not redeemable by coupon)

Billie Cart Event - Marquee Event 2026/2027

- Met with Singleton Council very enthusiastic about a Sunday event
- No DA required for event however does require a Traffic Management Plan
- Is this type of event feasible and will it be successful
- Ask Members if they have any suggestions for a unique Sunday event if Billie Cart Race is not viable
- Look into data from Byron Bay Billie Cart Event information can be provided by Byron Bay Council
- Would special event licenses be required - limited glasses for sale at the Sunday event?

Meeting Closed

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