

March D’Vine Planning Meeting

Meeting Purpose	D’Vine Planning
Date	March 16, 2026
Time	9am
Minutes Recorded By	Nickey Blades and Rachel Fraser

Attendees	Meeting Agenda
Present Rachel Fraser - Powerful Perceptions Nickey Blades - Sweetacres Nadine - Thelemé Leonie - Hunter Wine Lab and AHA Treasurer Jo Bowskill - Thistle Hill Guest House and AHA President James - Tintilla Simon Brooker (Wombat Crossing Vineyard) Declan McCaffrey, (McCaffrey’s Estate), Andrew Thomas & Joseph - Thomas Wines Aemonn - 4 Pines at The Farm	Sponsor ideas + prospectus feedback
	Participation updates
	Derby update
	Events overview
	Finalise ticketing inclusions
	THERE ARE ADDITIONAL UPDATES LOCATED AFTER THESE MEETING MINUTES

Meeting Notes
<p><u>Sponsorship:</u> Rachel mentioned that no one had made any comments on the sponsorship prospectus. No feedback came from the room. The prospectus design is now closed for feedback and will be sent to potential sponsors and uploaded to the website. Jo did a callout for people to contact for sponsorship. If you have ideas, please provide the contact’s name and direct contact info to Jo, or better yet, do an introduction email to the potential sponsor and Jo. AHA Businesses were asked to look into specific sponsorships (eg supplies they use) as sponsors needed for the festival</p> <p><u>Participation Update</u> 18 EOIs have been received by member businesses keen participate in D’Vine 2026 The Opening Night is looking strong with EOIs received from:</p>

Glandore Wines
Mercer Wines
Latitude 32 Wines
Keith Tulloch Wine
Wombat Crossing Vineyard
De Iuliis Wines
Tintilla Estate wines

Other Winemakers are expected to join the group, but these are our initial commitments.

Wine Barrel Derby

- TM Plan Required
- Discussed needing a large parking area
- Traffic Controller at 4 Pines
- Could we ask Jen & Vince about using some of their area for parking spots
- Would 1 portable toilet be enough
- Possibility of Food Trucks at the Sunday event
- Lodge an event application fees around \$100-150

FRIDAY NIGHT EVENT DISCUSSED – Meet The Makers

- Confirmed at Bell Tree
- Grazing Table to Start
- Use the caterer from the Xmas Party, Lamb on a spit with salads then a dessert grazing table
- Possible MC either Nathan Earl – Thommo to talk to him or Joanna Griggs
- Thistle Hill & Sweetacres to offer 2 night mid week accommodation stays, to auction off on the Friday night
- Local artwork up for sale on the night

D’Vine Program

Members discussed what they will be doing on the day for their specific event. Please see the updated scaffolding document for information

Tasting Tokens.

There was conversation around the language used to convey the amount of wine included in the D’Vine tickets. The final outcome was rather than changing the language, change the offering. Several suggestions of sizes of pour and number of tastings were considered. Ideas were then put to a vote where 3 Wine members voted for 3 tasting tokens and 4 voted for 5 x 25 ml tasting tokens.

Confirming that tickets will include 5x25ml tasting tokens to be used at any participating venues (all venues serving and selling wine must participate) a decision was reached that people may use all tokens in one place or use at several places. Participating venues to collect the tokens and bill the AHA \$1 per token.

Communications were again discussed

Forms of communications have been: What's App, Facebook group, EDMs and all information is posted on the vendor portal.

It seems that not all members are aware of the vendor portal

- Rachel to resend link to vendor portal on Whats App
- Pin link to vendor portal to the top of the group
- Important reminders and last minute changes to remain posted to what's app
- Direct emails to start as they have a better read rate than mailchimp EDMs
- Please do not REPLY all to emails that don't concern other participants as this was a concern raised that email threads become overwhelming.
- For decisions requiring feedback, these should be discussed in the what's app group.

Meeting Closed

Action Items	Responsibility	Target Time
Sponsor Suggestions	ALL MEMBERS	By April 10
Pin link to vendor portal to the top of the group	Rachel	
Start using direct emails to liaise with participating businesses	Rachel	
Event Registrations to be completed	ALL MEMBERS	MARCH 30
Accommodation specials gathered	Rachel & Jo	April 10
Provide Derby update when decided	Rachel	

Important Post meeting updates on next page

UPDATES SINCE MEETING

The D'Vine Wine Barrel Derby will be pushed back to 2027 to provide time to secure funding and prepare legal documentation. A volunteer group should be formed later this year to guide and energise the planning of the Derby. The council traffic meeting where we will lodge paperwork is slated for November 12, 2026.

Accommodation Offerings

To address the issue of attendees staying outside of the bus route, we are approaching motivated AHA accommodation businesses to be featured on the D'Vine website and asking them to all offer stay 3 pay 2. Unfortunately, the accommodation morning tea was not well attended, so we will be communicating directly with as many accommodation members as possible. If you are an accommodation provider or are friends with one, please ask them to get in touch to be featured. We are encouraging all accommodation businesses to include information on D'Vine in their emails to guests, feature a banner on their websites and display collateral in their accommodation once it is available.