

Wine Kickstart 2022

Program Summary

Tourism North East is the regional tourism board that represents Victoria's High Country, covering the seven Shire Councils of Murrindindi, Alpine, Benalla, Indigo, Mansfield, Towong and Wangaratta and the three major Alpine Resorts of Falls Creek, Mt Buller and Mt Hotham. This project is an initiative of the six wine GIs of Alpine Valleys, Beechworth, Glenrowan, King Valley, Upper Goulburn and Rutherglen.

Wine Kickstart Program 2022 is an initiative managed by Tourism North East, designed to support the increasing tourism opportunities presented by wine tourism, and improve the region's product offering to ensure that visitation to wineries remains a core driver for this growing market.

The primary aims of the program are to:

- Accelerate the development of new products/services that better meet the needs of the existing visitors and work to attract new visitors.
- Support demand-driving activations that position the region's wineries as a premium offering, building brand equity and long-term consumer advocacy.
- Build resilience across the industry, improving diversification of place-based revenue streams.

The program is designed to accelerate the delivery of tourism products by private operators in and around the six Wine GIs of the High Country region. Up to 20 successful applicants will be led and supported through a process of product development, customer testing, asset development and promotion.

The program will be tiered to allow for varying levels of product maturity and investment and underpinned by a 2:1 (TNE = 2 : Operator = 1) cash investment model.

- Tier 1 - will receive up to \$10,000 cash contribution
- Tier 2 - will receive up to \$5,000 cash contribution
- Tier 3 - will receive up to \$2,500 cash contribution

The kickstart program will be managed by Tourism North East and governed by a Project Steering Group (PSG) that includes:

- Tourism North East
- Agriculture Victoria
- Bushfire Recovery Victoria

Eligibility

Any existing winery business/s operating within the six wine GIs of Alpine Valleys, Beechworth, Glenrowan, King Valley, Upper Goulburn or Rutherglen who can demonstrate concepts and products significantly different or improving upon an existing product that meets the criteria listed. Or;

Any business operating within an LGA/RMB within the Tourism North East region, who can demonstrate a collaboration with a winery business operating within Alpine Valleys, Beechworth, Glenrowan, King Valley, Upper Goulburn or Rutherglen.

Additional criteria;

- Have a valid Australian business number (ABN)
- The business/s must have, or be willing to create, an ATDW listing
- Concepts must represent new tourism product or significant changes and improvements to existing product
- Product must meet the demands of the identified market segments outlined in the research
- Product must be destination specific opportunities that will enhance the overall High Country visitor experience
- Products will receive funding at a 2:1 investment ratio only

Product Examples

A few simple example products below. Please note: collaboration between businesses is encouraged and will be viewed favourably by the selection panel.

- New and innovative product developments.
- Infrastructure improvements that increase the accessibility and useability for a variety of visitor groups
- Bespoke tasting experiences that incorporate the history/culture of the winery or region
- Collaborative food and wine experiences that focus on local producers and showcasing the regions product
- Accommodation or food and beverage offering that complements the winery experience
- Unique nature experiences that utilise the High Country's spectacular natural environment to enhance the visitor experience
- Education based tasting experiences that promote interaction and engagement by visitors such as cooking classes, blending and wine pairing.

Target Market

The primary target market can be broken into three segments which offer the greatest potential value to the North East Victorian wine regions.

Wine enthusiasts regularly travel to a broad range of destinations and re-visits their favourites. They may tour multiple wineries in the same day and are more likely than others to visit 'by appointment'. Typically they may also be classified as a 'foodie', but food is not essential to every visit. They will frequently read food & wine media and hold wine club membership(s). The wine enthusiast actively talks to friends and family about wine.

Region Tourers are advance planners and often note that multiple winery visits are central to their travel plans. This audience is interested in the wine itself more so than food or other experiences and will expect to purchase wine to drink at home. They may browse food and wine magazines and actively speak to friends and family about wine experiences.

Variety Seekers love wine but are tired of traditional tastings. Commonly motivated by attendance at a public event, Variety Seekers are highly social and will attend private events and travel to less well known regions to adventure off the beaten path. They are somewhat interested in the wine but are more motivated by the overall experience. A younger demographic, this audience will engage with TripAdvisor and social media platforms as well as event guides and news. They may join a wine club but are less likely to commit to ongoing expenses.

The process

1. EOI – Eligible winery businesses are invited to complete an EOI application.
2. Applications will be reviewed by the Project Steering Group with all applicants being advised of the outcome of their application by email.
3. Up to 20 candidates will be selected.
4. A Memorandum of Understanding (MOU) will be signed by all parties accepting the terms of participation.
5. All successful participants will attend a full day Inception Workshop on 31st May 2022 to introduce the program.
6. The kickstart program is anticipated to run for six months
7. A live presentation of the final products will be held on 30th November 2022.
8. Official launch of the promotional campaign to promote new products.

Key Program Dates

Note: Dates may vary slightly based on unexpected or unavoidable circumstances.

EOI opens	7 April 2022	Online form - link below
EOI closes	15 May 2022	EOIs strictly close 5pm
Selection	20 May 2022	All applicants notified
Inception Workshop	31 May 2022	Full day in person. Compulsory attendance
Design Sprints	June and July 2022	60-90 min individual sessions (online)
Customer Testing	July and August 2022	Product testing incorporated in research
Think Tank	August 2022	Expert panel review and discussion
Finance Coaching	Sept 2022	30-60 min individual sessions (online)
Marketing / Social Planning	October 2022	60 min group session (online)
Individual Photoshoots	Sept and Oct 2022	Up to one full day photoshoot per participant
Final Presentation	30 November 2022	Half day in person. Compulsory attendance
Promotion	TBD	Official launch of promotional campaign

Non-negotiables

- Participants must attend all in-person and online workshops including the final presentation.
- Businesses involved must have an active ATDW listing.
- Professional photoshoots must take place.
- All products must be online and bookable by 30 November 2022.

How to apply

Submit your Expression of Interest by clicking the link below.

Expressions of Interest strictly close 5pm Sunday 15th May 2022

[Complete the online EOI form here.](#)

If you have questions about the program please book in a short one-on-one discussion with us, by clicking the link below:

<https://calendly.com/fiona-morris/15min>

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