



# Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE

HAWKE'S BAY  NEW ZEALAND

## Outbound Knowledge Exchange Programme 2024 Programme Guidelines

### Overview

The Great Wine Capitals Outbound Knowledge Exchange (OKE) Programme aims to facilitate reciprocal knowledge sharing within the Great Wine Capitals Global Network. Hawke's Bay was announced as a Great Wine Capital in May 2023, sitting alongside eleven other Capitals spread across the globe.

Funding has been provided by the Hawke's Great Wine Capitals partner for three bursaries of NZ\$3,000 (GST excl.) each. These bursaries will enable three Hawke's Bay wine and tourism industry members to travel to one or more of the eleven other Great Wine Capitals.

The OKE program will strengthen and enhance network relationships within the Great Wine Capitals Global Network. It will enable members to share their experience, expertise, and energy, as well as learn about practices and operations in their chosen field.

The three bursary recipients will travel to their chosen Capital/s to meet with key industry, regional and educational stakeholders to discuss, and exchange ideas for their topic of interest through a series of visits, meetings, and events.

Upon returning to Hawke's Bay, participants will agree to provide a feature length blog post complete with images and/or video documenting their experience and learnings. They will also agree to make a short presentation at a suitable regional industry event to share their experience and learnings to build capability within their area of interest.

## Timeline

Date	Activity
20 Feb 2024	Programme launch, open for applications
26 March 2024	Closed for applications
9 April 2024	Applicants informed of acceptance
10 April – 10 Nov 2024	Bursary recipients travel
16 Dec 2024	All travel receipts received by HBT
Jan – March 2025	Bursary recipients to share outcomes in report, blog, and industry presentation

## Applicants

Hawke's Bay based candidates with subject matter expertise in one or more of the following areas of interest are invited to apply:

- Tourism – Experience and destination development.
- Sustainability – Tourism, vineyard, winery, production, or packaging.
- Research and academia – Academics and researchers with commercial ready solutions to existing problems, and researchers with collaboration opportunities with Hawke's Bay industry in the areas of business, tourism, viticulture, and oenology.
- Winemaking – Those with expertise in winemaking in Hawke's Bay
- Viticulture – Especially those with experience in sustainability, agricultural technology, and water management.

## Eligible activities

The purpose of the OKE programme is to take knowledge from Hawke's Bay to other Great Wine Capitals and to bring back knowledge in return. The following are ideas that could be covered to achieve your stated outcome (refer also to Evaluation Criteria Guidelines on page 3).

- Travel and accommodation expenses to another Great Wine Capital for recipient to study any element relating to the tourism and wine industries – including, but not limited to winemaking, viticulture, wine tourism, sustainability and ESG, AgTech, innovation, biosecurity practices or research and development.
- Meetings with industry experts in other Great Wine Capitals
- Immersion experiences, visits and tours of relevant businesses or facilities
- Attending a relevant conference in a Great Wine Capital.

## Ineligible activities

The bursary will not cover:

- participation in trade expos, sales trips or similar
- travel to undertake existing business related to the applicant's employment.
- any additional cost incurred over and above the bursary amount of NZ\$3,000.
- unrelated travel for personal purposes.

## How to apply

Applicants must submit their completed application to Hawke's Bay Tourism using the electronic application form available on this webpage: [www.hawkesbaytourism.nz/great-wine-capitals/](http://www.hawkesbaytourism.nz/great-wine-capitals/)

or directly via this link:

[https://hawkesbaytourism1.formstack.com/forms/gwc\\_knowledge\\_exchange\\_application\\_form](https://hawkesbaytourism1.formstack.com/forms/gwc_knowledge_exchange_application_form)

Any queries, please contact Rachel Campbell on [rachelc@hawkesbaytourism.co.nz](mailto:rachelc@hawkesbaytourism.co.nz).

## Key dates:

Applications open **20 February 2024**

Applications close **5pm, 26 March 2024**

Late applications will not be accepted.

Application outcomes will be notified by the **9<sup>th</sup> April 2024**.

## Evaluation criteria guidelines

Applicants must use the online form to submit their application. Applications not completed on the website will not be accepted.

Below are the evaluation criteria that must be fully addressed in the proposal by the applicant:

1. **Summary:** Provide background, objectives, activities planned, and how the results of the project will be implemented in the long term to positively impact the Hawke's Bay tourism and wine industry.
2. **Alignment with industry needs:** Demonstrate industry demand for the knowledge being sought/shared. Explain how the proposed knowledge will solve or enhance a specific industry or business challenge.
3. **Financial information:** Applicants are required to provide detailed estimates of anticipated costs that the bursary will cover.
4. **End user impact/adoption:** Identify the group(s) who will benefit from the results of the knowledge, their readiness to adopt the information learned and the business impact of the knowledge.
5. **Challenges to knowledge adoption:** Identify any challenges to the industry's ability to adopt the knowledge. Describe efforts made or to be taken to address these challenges.

## **Evaluation process**

The OKE program evaluation process is rigorous to ensure these funds are invested in strategically aligned travel objectives with the highest potential industry benefit. It will take approximately two weeks from the submission deadline before decisions are made. This process is outlined below:

- **Preliminary review**

Once the application is received by Hawk's Bay Tourism, a preliminary evaluation will be conducted to ensure the applicant meets the eligibility criteria and the application has adequately addressed all the evaluation criteria. It also assesses the readiness of the application for review by the assessment panel.

- **Assessment panel**

Eligible applications that pass the preliminary review will be reviewed by a panel made of representatives from the Hawke's Bay Great Wine Capitals steering committee members from HBWG, HBT and EIT. The evaluation criteria will be used to rank applications according to how likely they are to assist in the achievement of the goals of the OKE program.

Funding decisions made by the steering committee are final and requests for review will not be accepted.

## **Contracting**

If successful, applicants will be required to enter into an agreement with the Hawke's Bay Great Wine Capitals partnership in order to receive assistance.

Successful applicants will be expected to meet all terms and conditions of the agreement.

Bursary payments will be made in advance of travel with a full financial acquittal is to be submitted with the recipients travel report.

The following conditions will be expected of financial assistance recipients:

- Complete the travel and knowledge exchange as stated in the application.
- Provide evidence of travel expenses to a minimum of the bursary amount.
- Prepare a written report of approx. 1000-1500 words on the activities undertaken and their learnings including full financial acquittal.
- Prepare a summary blog post of approx. 300-400 words for the Hawke's Bay Great Wine Capitals website including photographs and/or videos.
- Make themselves available to make a presentation on their travel supported by the bursary, highlighting learnings and outcomes at a future industry event.
- Acknowledge the contribution of the 'Hawke's Bay, Great Wine Capital' in any social media posts or media arising from the program.
- Successful recipients will manage all travel arrangements, insurance and be responsible for all out-of-pocket expenses over and above the bursary amount.

## **Media releases**

Partners of Hawke's Bay, Great Wine Capital (HBWG, HBT, EIT, HDC, NCC) will make public media releases on program recipients. Recipients will be notified and consulted with prior to any releases being made.

## **Contact**

For any questions regarding the OKE programme, please contact Rachel Campbell on [rachelc@hawkesbaytourism.co.nz](mailto:rachelc@hawkesbaytourism.co.nz) or 021 399 920.