



# ANNUAL REPORT 2024



HAWKE'S BAY WINE  
NEW ZEALAND

Individually our talented Hawke's Bay producers have created many of New Zealand's great wines and together we continue to propel Hawke's Bay to the forefront of the global wine stage.



**HAWKE'S BAY WINE**  
NEW ZEALAND

# Contents

Report from the Chair	FOUR
Your Board	NINE
Report from Executive Officer	TEN
Financial Reports	THIRTEEN
Highlights from Previous Year	TWENTY FOUR
Annual Plan	THIRTY ONE
Our Sponsors	THIRTY FOUR

# Report from the Chair

*Our vision remains steadfast: to establish Hawke's Bay as New Zealand's premier wine region.*



It is my privilege to present the 2024 Chair's Report on behalf of Hawke's Bay Winegrowers.

This past year has been pivotal with our recognition as a Great Wine Capital, a prestigious accolade that has significantly enhanced our global presence.

## **Great Wine Capitals**

One of the key advantages of this exclusive membership is the access it provides to a wealth of networks and collaborations with other Great Wine Capitals. This year, we proudly sent Sara Macdonald, Gavin Dalton and Ryan Fraser to Adelaide for knowledge exchange programs. The insights they have brought back are invaluable in strengthening our industry and I encourage everyone to explore their detailed reports.

Additionally, our wines have been prominently featured at the renowned Cité du Vin in Bordeaux further solidifying our reputation as world-class wine producers.

Last year David Peabody Jr. represented us at the Great Wine Capitals Annual General Meeting in Switzerland. This year Toby Buck, who is based in Europe, from Te Mata Estate, is representing us in Verona. These exchanges are invaluable, fostering connections that will continue to drive the growth and success of our region. We eagerly anticipate Toby's insights upon his return.

*GWC status elevates our standing on the international stage and opens doors to exciting opportunities, attracting wine professionals and enthusiasts from around the world.*



## Marketing And Events

On the marketing and events front, we've achieved several notable milestones. Taste Hastings won an award at the annual New Zealand Event Awards and our continued support for the Young Winemaker and Young Viticulturist competitions nurtures the future leaders of our industry. The Hawke's Bay Charity Wine Auction also set a record, raising over \$300,000 for Cranford Hospice — our most successful auction to date! Additionally, we hosted the cellar door collective strengthening our regional collaboration.

Our region shone brightly at the inaugural Harvest Hawke's Bay Wine Festival and the Bridge Pa Wine Festival, further establishing Hawke's Bay as a destination for wine lovers.

This year we also launched a modernised website designed to better serve our members and showcase Hawke's Bay wines to a global audience. This marks a significant step forward for our online presence. We continue to expand our social media outreach and I encourage you all to follow us on Instagram and Facebook and to join our wine community groups.

As part of our outreach to wine media and commentators we have had a busy year hosting these important gatekeepers in our region. They left our shores with a better understanding of our region, its world class wines and our talented wine community. International visitors included Oz Clarke from the UK, Japanese sommeliers and Gary Walsh from Australia. Domestically we also hosted Cuisine editor Kelli Brett, John Saker and Jane Skilton MW.

## People and Environment

Our People and Environment committee has been hard at work, delivering outstanding events and initiatives. This began with the Chardonnay Technical Workshop in January featuring guest speaker Nick Hoskins, followed by the Red Blend Workshop in June with international speaker Gary Walsh.

*The Aotearoa New Zealand Chardonnay Symposium continues to grow in prominence.*



In its second year, the week-long ANZCS program featured an incredible lineup of speakers including international experts Jasper Morris MW, Elaine Chukan Brown, Brenna Quigley and Sam Connew.

In line with our international collaboration efforts through the Great Wine Capitals Network, we were delighted to host our guest speaker from South Australia, Robin Shaw, where she shared her global expertise. Additionally, Robin, along with Morven McAulay, delivered an engaging session on storytelling and exceptional visitor experiences.

I would like to extend a heartfelt thanks to Amy Hopkinson-Styles and her dedicated committee for making this event such a success. The feedback has been overwhelmingly positive, with many attendees describing the event as “cool” — a sentiment I wholeheartedly share. I look forward to the next symposium in 2026!

The P&E committee has also been working on strategy to support our independent grower community, to support networking within this important subset of our wine community and collaboration with our independent winemakers.

We can also expect more exciting initiatives from this committee, including the development and implementation of a Te Reo Māori strategy, the review and execution of our Climate Change Policy and a range of regional workshops and leadership initiatives.

## **Hawke's Bay Vineyard Innovation and Networking group**

The HBVINE group continues its essential work on biodiversity, research vineyard benchmarking and support for independent growers. The last year has seen many initiatives including the Chardonnay yield project, with research projects scoped and conducted with EIT; supporting the Aotearoa Chardonnay Symposium with access to vineyards for microvins; support of the vineyard financial benchmarking programme funded by MPI and continuing the frost risk seminars.

We would like to acknowledge and say a huge thank you to Steve Wheeler for his contribution to the HBVINE group ahead of his retirement, as well as to the wider Hawke's Bay viticulture community.

## **Introduction of Voluntary Member Fees**

To secure our long-term sustainability we introduced a new membership fee structure last year. These funds enable us to better serve our members and promote Hawke's Bay wines on the global stage. Brent will provide further details in his report.

I would like to take the opportunity to recognise our family of Sponsors, who have made the commitment to our industry by supporting the work of the Association. To Wineworks, Baywide, Terra Cat and ICIB; we thank you for your vision.

It's been a remarkable year of collaboration and growth for our vibrant wine community. I would like to extend my deepest thanks to all the dedicated individuals on our committees. Your hard work in marketing, sustainability, education, and advocacy has raised the profile of Hawke's Bay wines, and we are truly grateful for your efforts.

## **Board Update**

Sadly this year we say goodbye to some long-serving Board members including Ian Quinn and Mike Henley. Ian has been a stalwart on the Board since 2018 and has been instrumental in the HBVINE Group.

Mike has also made significant contributions, first elected as a Board member in 2015 and as Chair for many years. We thank you both enormously for your help, time and support.

On a brighter note, we warmly welcome Oliver Kettle from Paritua and Wim Barendsen to the Board. Ollie joins us as a winery member and is currently Chair of the Marketing Advisory Committee. Wim joins us as a grower representative, he has vineyards in Bridge Pa and is a member of the Independent Grape Growers Committee.

Additionally, Emma Lowe has been re-elected, and Amy Hopkinson-Styles, Bridget Wilton, David Peabody Jr and Peter Hurlstone continue their valuable tenures. Our Board remains strong, passionate and fully committed to the success of our region — thank you for all your hard work as volunteers.

I'd also like to acknowledge Sarah White whose marketing and communications efforts have been instrumental to our success and led the charge for the new website and Fiona Rollings who has kept us on track, has taken us to task and really raised our document presentation levels to dizzy heights.

Finally, I extend my gratitude to Brent, our Executive Officer, for another stellar year. His leadership and dedication have been crucial in advancing our organisation. Just no more European holidays, please!

Reflecting on the past year, it's clear we are on a positive trajectory. From our recognition as a Great Wine Capital to the continued success of the Chardonnay Symposium, we have and continue to lay the foundation for a bright and prosperous future.

Together we will continue to elevate Hawke's Bay's reputation as New Zealand's premier wine region — and one of the finest wine regions in the world.

Thank you all for your ongoing support - and here's to another successful year ahead.

Cheers to Hawke's Bay — A Great Wine Capital.

Sally Duncan  
Chair, Hawke's Bay Winegrowers





# Your Board

Sally Duncan

Laithwaites, Chair (Winery group) (2017)

Peter Hurlstone

Pernod-Richard, Deputy Chair (Winery group) (2014)

Ian Quinn

Two Terraces (Grower Group) (2018)

Mike Henley

(Winery Group) (2015)

Emma Lowe

Monowai Estate (Grower group) (2018)

Amy Hopkinson-Styles

Halcyon Wines (Grower group) (2019)

David Peabody

Craggy Range (Winery group) (2022)

Bridget Wilton

Great Vine Services (Grower group) (2023)

Oliver Kettle

Paritua Vineyard (Winery group) (2024)



Ian Quinn



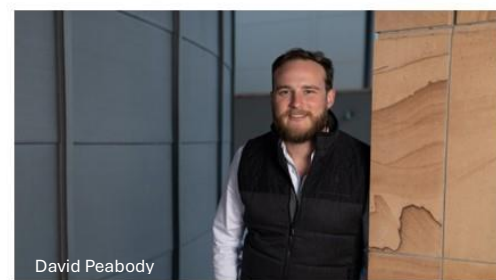
Bridget Wilton



Sally Duncan



Mike Henley



David Peabody



Emma Lowe



Peter Hurlstone



Oliver Kettle



Amy Hopkinson-Styles

# Report from the Executive Officer

I am proud to present the operating reports for Hawke's Bay Winegrowers contained on the following pages.

I sincerely believe we are now making real progress on "shifting the dial" on the success pillars your Board has identified as being important for the continuing sustainability and success of our wine region.

We have refined our compelling Hawke's Bay Wine story to focus on our strength through diversity in our premium wine region. We are communicating that story through an enhanced online presence and increased engagement with the gatekeepers and influencers domestically and internationally.

*I cannot think of another wine region in the world that is capable of producing world class Chardonnays alongside Red Blends to challenge Bordeaux and Syrahs to rival the Rhone.*

*Jasper Morris MW*



We are building momentum with delivering an increased range of member services across our diverse community. Whether this be the Benchmarking project, Regional Technical Workshops, HBVINE or Cellar Door workshops, all these are predicated on supporting our members to be the best they can be.

Protecting our members interests is an increasing part of HBWG day to day to activities as we all deal with an increasing regulatory environment. The most notable commitment here has been HBWG's appeal on aspects of TANK PC9. I must acknowledge the considerable volunteer time and expertise provided by Emma Taylor and Peter Hurlstone who have led this work.

Our members have signalled the importance of working collectively on these challenges to their sustainability and have funded the majority of the appeal costs to date. They recognise the benefit of having an organisation to coordinate activities while they get on with their business.

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Achieving all this requires additional investment.

Our core funding consists of a vote from NZ Wine derived from the wine and grape levies it collects from you. We receive slightly more than 1% of your wine and grape levies which varies depending on vintage and sales. While appreciated, this amount alone isn't enough to support an engaged and proactive HB Wine, telling our unique regional wine story.

This is why we have sought commercial sponsorship from those that share an interest in the success of our industry and introduced a member fee. We are heartened by the support for our member fee initiative and would like to acknowledge the more than 30 members who have contributed circa \$60k to this past year's activities. They have heard the call and responded - now is the time for the rest of our community to join them.

## Looking forward

Our work plan for the coming year sees an increase in activities to support our members, some of these I summarise below:

- A strategy for HBVINE is being finalised that will see an enhanced focus on research, best practices and profitability outcomes for our grower network.
- We have an expanded visitor programme with the major focus being hosting 23 sommeliers, media and trade in region late February on the back of the Pinot 25 conference.
- Our online strategy is being reviewed with a heightened focus on telling an engaging narrative about our region and producers.
- Work is underway to develop a medium-term export strategy to support growth and profitability for our wine producers.
- Advocacy on TANK is set to ramp up as we work towards and anticipated Environment court appeal hearing in 2026. The regional Future Development Strategy for urban growth will also require a focus as we seek to protect our grape growing soils.
- We continue our work championing our key varieties with a Chardonnay Technical Workshop in January and a Red Wine Technical Workshop in June.
- The regional Chardonnay collection will be delivered for its fifth consecutive year with V23 Chardonnays providing the opportunity for us to tell our regional story with domestic and international gatekeepers.
- Embedding tangible benefits from our Great Wine Capitals membership through Knowledge exchanges, Cite du Vin showcase and activations are in planning for delivery.

A busy year ahead, but with the support of our members, the commitment of your HBWG team and the careful stewardship by your Board the continuing success of our regions wine industry is ours to make.

## Financial Report

Following are the Annual Financial Reports for HBWG for the period ending 30 June 2024.

These are presented in draft form pending final review by Oldershaw & Co. The Board considers these to be a fair representation of the affairs of the Association and are asking for members forbearance to accept them in draft form, with the covenant that if the Reviewer establishes that there is a material difference in the final reports then updated reports will be re-submitted to the members at a special general meeting called within 30 days of the review engagement being completed.

The Board has taken a cautionary approach to activities in 2024 to secure the ability for HBWG to be able to continue to undertake the work plan predicted by the strategy and with the knowledge that a significant reduction in NZ Wine funding is coming.

NZ Wine has signalled a 20% reduction in funding for HBWG for the next two years as a consequence of its reduced wine and grape levies. Consequently, HBWG activities for FY24 have been managed to generate reserves (\$30k operating surplus to reserves and \$60k transferred to HBWGCT as a specified donation) to ensure it can continue to do the work to deliver its strategy over the next two years.



Brent Linn  
October 2024

## HBWG Team:



Brent Linn



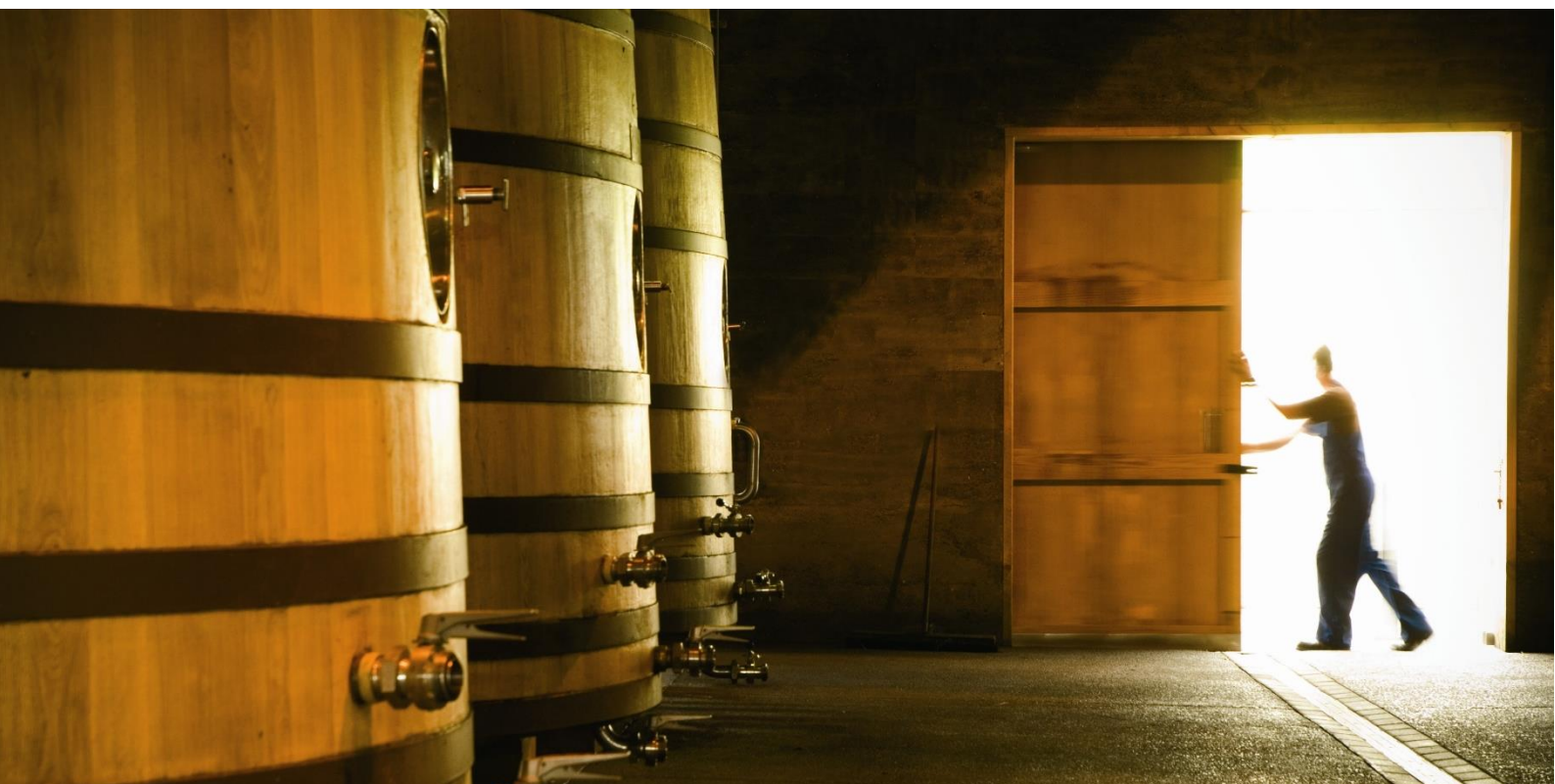
Sarah White



Fiona Rolling

# Financial Reports

Statement of Comprehensive Revenue and Expense	15
Statement of Movement in Equity	16
Statement of Financial Position	17
Statement of Cash Flows	18
Notes to and forming part of the Financial Statements	19



## Annual Financial Report

### For the Year Ended 30 June 2024

The Board of Directors submit their annual report including the financial statements for Hawke's Bay Winegrowers Association for the year ended 30 June 2024.

Section 211 of the Companies Act requires the following disclosures:

- (a) The business of Hawke's Bay Winegrowers is Promotion and Marketing of Hawke's Bay wine. The nature of the business has not changed during the year.
- (b) Directors' Disclosures
- No Director acquired or disposed of any interest in shares in the company.
  - Sally Duncan (Chair), Peter Hurlstone (Deputy Chair), Michael Hendry, David T Peabody, Ian Quinn, Amy Hopkinson-Styles, Emma Lowe and Bridget Wilton held office as Directors during the year.
  - The Board of Directors received no notices from Directors wishing to use Association information received in their capacity as Directors which would not have ordinarily been available.
- (c) Directors Remuneration
- No remuneration was paid to any Director or former Director of the Association during the year.
- (d) Donations
- A donation of \$60,000 was made to the Hawke's Bay Winegrowers Charitable Trust during the year.
- (e) Employee Remuneration
- Pursuant to section 211(g) of the Companies Act 1993, no employee received remuneration and / or benefits exceeding \$100,000 during the year.

Review: The Review is being undertaken by Oldershaw & Co for the year ended 30 June 2024.

For and on behalf of the Board:

\_\_\_\_\_ Director \_\_\_\_\_ Date

\_\_\_\_\_ Director \_\_\_\_\_ Date

## Statement of Comprehensive Review and Expense

### For the year ended 30 June 2024

	Note	2024	2023
<b>Income</b>			
NZ Winegrowers Funding		206,142	183,795
Advertising & Marketing Income		17,750	26,764
Marketing Events Income		233,974	38,075
Young Vit, Winemaker & Silver Secateurs		21,913	24,399
Other Income		67,512	35,827
<b>Total Income</b>		<u>547,291</u>	<u>308,860</u>
<b>Less Expenses</b>			
Administration Expenses		61,725	44,242
Advertising & Marketing Expenditure		34,941	12,115
Advocacy Expenses		4,663	35,348
Marketing Events Expenditure		224,064	29,094
Personnel Costs		93,419	95,376
Young Vit, Winemaker & Silver Secateurs		21,913	24,399
Other Expenses		76,207	76,920
<b>Total Expenses</b>		<u>516,932</u>	<u>317,494</u>
<b>Operating Surplus/(Deficit)</b>		<u>30,359</u>	<u>(8,634)</u>
<b>Other Income</b>			
Interest Received		2,291	1,104
<b>Total Other Income</b>		<u>2,291</u>	<u>1,104</u>
<b>Other Expenses</b>			
Depreciation		6	18
<b>Total Other Expenses</b>		<u>6</u>	<u>18</u>
<b>Surplus/(Deficit) before Income Tax</b>		<u>32,644</u>	<u>(7,548)</u>
Income Tax Expense	4	-	-
<b>Net Surplus/(Deficit)</b>		<u><u>32,644</u></u>	<u><u>(7,548)</u></u>

## Statement of Movement in Equity

### For the year ended 30 June 2024

	2024	2023
<b>Revenue Surplus/(Deficit) from Operations</b>		
Net Surplus/Deficit	32,644	(7,548)
	<hr/>	<hr/>
<b>Total Revenue Surplus/(Deficit) from Operations</b>	32,644	(7,548)
<b>Contributions and Distributions</b>		
Equity at the Beginning of the Year	98,122	105,670
	<hr/>	<hr/>
<b>Equity at the End of the Year</b>	<u>130,766</u>	<u>98,122</u>
<b>Movements in Retained Earnings</b>		
<b>Opening Balance</b>	97,145	104,693
<b>Plus:</b>		
Net Surplus (Deficit)	32,644	(7,548)
	<hr/>	<hr/>
<b>Retained Earnings Closing Balance</b>	<u>129,789</u>	<u>97,145</u>



## Statement of Financial Position

### For Year ended 30 June 2024

	Note	2024	2023
<b>Equity</b>			
Retained Earnings		129,789	97,145
General Reserve		977	977
<b>Total Equity</b>		<u>130,766</u>	<u>98,122</u>
<b>Represented by:</b>			
<b>Current Assets</b>			
Cash and Bank Balances	5	190,737	174,255
Accounts Receivable and Prepayments	7	123,413	32,581
Related Party Debtors	9	-	-
Income Tax Receivable		4,687	13,465
Stock on Hand		3,960	3,960
<b>Total Current Assets</b>		<u>322,797</u>	<u>224,261</u>
<b>Non Current Assets</b>			
Property, Plant & Equipment	10	7	13
<b>Total Non Current Assets</b>		<u>7</u>	<u>13</u>
<b>Total Assets</b>		<u>322,804</u>	<u>224,274</u>
<b>Current Liabilities</b>			
Accounts Payable and Accruals	8	192,039	126,152
<b>Total Liabilities</b>		<u>192,039</u>	<u>126,152</u>
<b>Net Assets</b>		<u>130,765</u>	<u>98,122</u>

## Statement of Cash Flows

### For the year ended 30 June 2024

	Note	2024	2023
<b>Cash Flows from Operating Activities</b>			
<b>Cash was provided from:</b>			
Receipts from Customers		518,128	377,368
Interest Received		2,291	1,104
		<hr/>	<hr/>
		520,419	378,472
<b>Cash was applied to:</b>			
Payments to Suppliers, Employees and Other		(512,715)	(334,633)
Income Tax Paid		8,777	(10,437)
		<hr/>	<hr/>
		(503,938)	(345,070)
<b>Net Cash Inflow/(Outflow) from Operating Activities</b>		<hr/>	<hr/>
		16,481	33,402
<b>Net Increase/(Decrease) in Cash Held</b>	11	<hr/>	<hr/>
		16,481	33,402
Add Opening Cash Brought Forward		174,255	140,853
<b>Ending Cash Carried Forward</b>		<hr/> <hr/>	<hr/> <hr/>
		190,736	174,255

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## Notes to and forming part of the Financial Statements

### For the year ended 30 June 2024

#### 1. Overview

##### Reporting Entity

Hawke's Bay Winegrowers Association Inc ("the Entity") is an incorporated society under the Incorporated Societies Act 1908. For the purposes of financial reporting Hawke's Bay Winegrowers is a public benefit entity (not for profit).

Hawke's Bay Wine Marketing Limited was wound up and removed from the Companies Office register on 15 August 2019.

The financial statements and accompanying notes summarises the activities carried out by Hawke's Bay Winegrowers Association Inc.

The purpose of the entity is to promote and market Hawke's Bay wines.

The financial statements are for the 12 month period ended 30 June 2024

The financial statements were authorised by issue by the Board on the date recorded on page 2.

#### 2. Organisational Objectives

The objective of Hawke's Bay Winegrowers Association is to promote, foster and encourage the production, marketing and consumption of grapes and wine grown in Hawke's Bay by:

- (i) Promoting, developing, researching and serving the general advancement of Hawke's Bay grape and grape wine producers;
- (ii) Facilitating and funding research and development into, and other programmes or services for, Industry Good Activities;
- (iii) Representing and advocating Members' interests in relation to Industry Good Activities;
- (iv) Enhancing and protecting the integrity and reputation of Hawke's Bay grape wines (as a whole) in the manner considered appropriate, such as protection and enhancement being both in New Zealand and overseas;
- (v) Accumulating and disseminating information of value or pertaining to the grape and grape wine industry.

#### 3. Summary of Significant Accounting Policies

##### Basis of Preparation

The financial statements have been prepared in accordance with New Zealand Generally Accepted Accounting Practice ("NZ GAP").

Hawke's Bay Winegrowers has elected to report in accordance with PBE accounting Standards Not-For-Profit Tier 2 on the basis that it does not have public accountability and has total annual expenses of less than \$30 million.

The presentation and functional currency are in New Zealand dollars (\$).

The statement of comprehensive revenue and expense, cash flows and movement in equity are stated exclusive of GST.

All items in the statement of financial position are stated exclusive of GST with the exception of trade receivables and trade payables which include GST.

## Uses of Estimates and Judgements

Hawke's Bay Winegrowers' management is required to make judgements and estimates that affect the application of accounting policies with the report amounts of assets, liabilities, income and expenses. Actuals may differ from these estimates.

Key estimates and assumptions are used in the preparation of the following account balances:

- Revenue Recognition

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

## Revenue

Revenue from exchange transactions is recognised to the extent that it is probable that the economic benefit will flow to the entity and revenue can be reliably measured. Revenue is measured at fair value of the consideration received or receivable.

Interest income is accrued and dividends or similar distributions shall be recognised when the Hawke's Bay Winegrowers right to receive payment is established.

Grants are classified as non-exchange transactions. Revenue from these transactions is recognised in full on receipt.

## 4. Income Tax

The income tax recognised in the Combined Statement of Comprehensive Revenue and Expense is the estimated tax payable in the current year, adjusted for any differences between the estimated and actual income tax payable in prior years.

	2024	2023
Operating Surplus / (Deficit) before taxation	32,644	(7,548)
Non Profit Tax Credit	-	0
Carried forward tax losses approved by the IRD	(31,972)	(24,424)
Taxable Income	672	(31,972)
Tax effected at 28%	-	-
Other - adjustment for prior years	-	-
<b>Total Tax Expense</b>	<b>-</b>	<b>-</b>

## 5. Cash and Bank Balances

Cash and bank balances comprise cash on hand, cash at bank and fixed interest deposits that have a maturity of less than twelve months.

	2024	2023
NZ Bank accounts	190,737	174,255
<b>Balance at 30 June</b>	<b>190,737</b>	<b>174,255</b>

## 6. Inventory

Inventory comprises the stock of glasses held for use at events run by the entity.

	2024	2023
Glassware	3,960	3,960
<b>Balance at 30 June</b>	<u>3,960</u>	<u>3,960</u>

## 7. Accounts Receivable and Prepayments

Trade receivables are recognised at the original invoice amount less any allowance for uncollectable amounts. Bad debts are written off when identified.

<b>Current</b>	2024	2023
Trade Receivables	81,351	25,766
Sundry Debtors	-483	-
Prepayments	42,545	6,815
GST Receivable	-	-
<b>Balance at 30 June</b>	<u>123,413</u>	<u>123,413</u>

## 8. Accounts Payable and Accruals

Accounts payable and accruals represent liabilities for goods and services provided to the Entity and which have not been paid at the end of the financial year. These amounts are usually settled within 30 days.

<b>Current</b>	2024	2023
Trade Payables	55,911	13,464
Accruals	6,431	8,932
Revenue in Advance	122,116	97,374
GST Payable	7,581	6,384
<b>Balance at 30 June</b>	<u>192,039</u>	<u>126,153</u>

## 9. Related Party Debtors

Hawke's Bay Winegrowers Association conducts related party transactions with Hawke's Bay Winegrowers Charitable Trust. These transactions include the on-charge of legal costs for the Water Conservation Order and TANK PC9 incurred by one party in relation to the other related party.

<b>Current</b>	2024	2023
Hawke's Bay Winegrowers Charitable Trust	-	-
GST Receivable	-	-
<b>Balance at 30 June</b>	<u>-</u>	<u>-</u>

## 10. Plant, Property and Equipment

Plant, equipment and intangible assets are carried at cost less accumulated depreciation or amortisation.

Cost may include:

- Consideration paid on acquisition
- Cost to bring asset to working condition
- Finance costs attributable to the item

Depreciation is charged on a diminishing value or straight line basis using the maximum rates allowed by the Inland Revenue Department.

Office Equipment      30.0% SL and 14.4% - 67.0% DV

	Office Equipment	Total
<b>Cost</b>		
Balance at 1 July 2023	8,534	8,534
Balance at 30 June 2024	<u>8,534</u>	<u>8,534</u>
<b>Depreciation</b>		
Balance at 1 July 2023	(8,521)	(8,521)
Depreciation for the year	<u>(6)</u>	<u>(6)</u>
Balance at 30 June 2024	<u>(8,527)</u>	<u>(8,527)</u>
<b>Carrying Amount</b>		
At 30 June 2024	<u>7</u>	<u>7</u>

### Hawke's Bay Winegrowers Association

	Office Equipment	Total
<b>Cost</b>		
Balance at 1 July 2022	8,534	8,534
Balance at 30 June 2023	<u>8,534</u>	<u>8,534</u>
<b>Depreciation</b>		
Balance at 1 July 2022	(8,503)	(8,503)
Depreciation for the year	<u>(18)</u>	<u>(18)</u>
Balance at 30 June 2023	<u>(8,521)</u>	<u>(8,521)</u>
<b>Carrying Amount</b>		
At 30 June 2023	<u>13</u>	<u>13</u>

## 11. Cashflow

### Reconciliation with Reported Operating Surplus

	2024	2023
Reported Surplus/(Deficit) After Taxation	32,644	(7,548)
<b>Add Non-Cash Items</b>		
Depreciation	6	18
	6	18
Receipts in Advance	24,742	72,110
Accounts Receivable	(55,102)	(12,871)
Accounts Payable	42,447	(13,980)
Accruals	(2,500)	285
Net GST	1,197	9,269
Prepayments	(35,730)	(3,444)
Taxation	8,777	(10,437)
	(16,169)	40,932
Net Cash Inflow (Outflow) from Operating Activities	16,481	33,402

## 12. Operating Lease Commitments

The Entity has no operating lease commitments as at 30 June 2024 (2023 nil).

## 13. Contingent Liabilities

The Entity has no contingent liabilities as at 30 June 2024 (2023 nil).

## 14. Capital Commitments

The Entity has no capital commitments as at 30 June 2024 (2023 nil).

## 15. Subsequent Events

There have been no subsequent events requiring disclosure for the year ended 30 June 2024.



# Highlights from the year ending 2024

## Member Services

### Survey

Member satisfaction survey took place in February to gain feedback and insights to help guide our strategy and activities for the coming years. This will be undertaken annually.

### Independent Winegrowers

Our Independent Winegrowers collaborated with Bridget Wilton for the Benchmarking Project. The year also saw specific Independent Winegrower gatherings and an Independent Winemaker and Winegrower Success Story Collaboration Evening.





## Grape Availability Register

This resource was created and maintained to help connect supply and demand. Other regional wine associations have been contacted and advised the resource is available. Note: no information is provided until basic vetting of the request has been undertaken.

## HBVINE

The Hawke's Bay Viticulture Innovation, Networking and Excellence group worked during the year to continue the Chardonnay Yield project, with research projects scoped and conducted with EIT and ran a seminar on frost risk and forecasting in spring 2023, targeting better understanding of frosts, more effective frost fighting and more efficient use of frost fighting resources along with supporting the Benchmarking project and the ANZCS with access to vineyards for microvins.

## Chardonnay Symposium

The 2023 ANZCS gathered winemakers, viticulturists and wine enthusiasts together to celebrate and discuss Chardonnay. The symposium included tastings and masterclasses along with panel discussions focusing on the latest trends, techniques and innovations in Chardonnay production.



## Red Blends Workshop

Held in June this was a full day workshop exploring the opportunities and challenges for this important category.

## Chardonnay Technical Workshop

Further to the Symposium, this workshop was held in January and provided a further opportunity to collectively learn through an in-depth dive into Chardonnay

## Cellar Door Workshop

A training workshop for all new seasonal cellar door staff embarking on the summer season 23/24.

## Connecting with Consumers & Influencers

### Taste Hastings

A street party of epic proportions, Taste Hastings 2023 was crowned Best Food, Beverage or Lifestyle Event at the 2024 New Zealand Event Association Awards. The event showcased 28 wineries with live music, food trucks and attracted over 1,700 wine lovers.



### Social Media

Connect+, our social media managers, created and promoted a number of campaigns during the year including Cellar Door “SipDrinkVisit” / “Plan your Wine Visit”; Our People Our Place; International Wine Days; Stunning imagery by season; the launch of Great Wine Capitals and the first anniversary; HBW Annual Chardonnay Collection Winemaker Videos; along with numerous events such as Wine Dogs, Taste Hastings and Harvest Hawke’s Bay.



### Visitor Programme

During the year 12 Visitor Programmes were held involving our members including: Red Blends Workshop, June 24 - Gary Walsh; NZFWP Tasting, March 24 - Jane Skilton, German Media; NZ Blind Tasting Media, Nov 23 - Jo Burzynska, Hiro Kawahara, Ina Yoon and Oz Clark; Cuisine editor Kelli Brett; ANZCS Oct 23 – Keynote speakers Elizabeth Kelly, Christina Pickard, Emma Jenkins; Japanese Somms Visit, Aug 23 – Ryoma Okinaka, Maika Yamamoto.



## 4<sup>th</sup> Annual Chardonnay Collection Vintage 2022

Wines were blind tasted and judged by Cameron Douglas. The 12 highest rated wines forming the collection were sent to 14 wine media – 8 international and 6 New Zealand based media.

Reviews have been received so far from Matthew Jukes, Jamie Goode, Tom Cannavan, Joelle Thomson, Bob Campbell, John Bartlett and David Walker Bell.



### Knowledge Exchange Scholarships

Inbound Scholarship – Tracey presented a highly relevant technical paper on current research at AWRI at the Aotearoa Chardonnay Symposium

Outbound Scholarships - Ryan Fraser, Vineyard Manager at Paritua Vineyards, Sara Macdonald, Assistant Winemaker at Sileni Estates, and Gavin Dalton, Assistant Winemaker at Brookfields Estate, visited the Great Wine Capital of Adelaide, South Australia to discover more about sustainable practises that can further assist their own operations and the Hawke's Bay wine industry as a whole.



Twelve Hawke's Bay wines became the first ever New Zealand wines to be available for tastings at the world-famous Cité Du Vin, the cultural venue dedicated to wine in Bordeaux, France. The opportunity is a result of the Great Wine Capitals Global Network AGM in Lausanne in 2023 and showcases Hawke's Bay wine to more than 400,000 wine lovers a year from 180 different countries, who visit the prestigious wine museum.



Members have access to a full brand kit including wording, pictures and videos to promote that they are part of the Great Wine Capitals network.



Opportunity to create lasting networks and relationships with other GWC regions around the world.



International Research Grant to promote excellence and innovation in wine tourism research that addresses industry needs.



Wine Tourism Awards celebrating excellence and innovation in the wine tourism industry.

## Protecting Member's Interests

### Tank

All parties attended mediation in May to discuss groundwater allocation renewals under the "actual and reasonable use" rules.

Unfortunately no part of our appeals regarding the Council's framework or "least of either" approach was settled. We also opposed other parties' proposals. Consequently, all appeals proceeded to an Environment Court hearing.

The TANK (PC9) plan changes could significantly impact winegrowing, so it is critical we defend our position to ensure sufficient water for grape growing.



## Tourism Funding

Hawke's Bay Regional Council's proposed 2024-2027 plan defunded Hawke's Bay Tourism over a two year period and would lead to a 20% contraction in the region's visitor economy. The cuts threatened not only tourism businesses but also local businesses benefitting from the \$1.3 billion generated by tourism, 80% of which supports non-tourism sectors. In response, HBWG advocated maintaining funding for 12 months allowing Hawke's Bay Tourism to collaborate with local government on a sustainable funding model.



## HBDC Liquor Licensing Changes

Council proposed to move cost of alcohol licensing fees to be funded solely by those with liquor licenses and also proposed to increase fees by 85% over two years. This increase in cost is difficult to justify, given there had been no increases for over 10 years. HBWG advocated for the Council to consider extending the time frame introducing the increases over a five year period in equal increments to alleviate the burden on businesses.

## Our Compelling Story

### Marketing Tool Kit

Our Marketing Tool Kit was updated during the year and members now have access to stunning imagery by Richard Bimmer, the Hawke's Bay Wine Regional Video, NZW Altogether Unique Video, imagery for the V 2022 Chardonnay Collection and V 2021 Regional Red Collection along with brand Tool Kits for both Hawke's Bay Wine and Great Wine Capitals.



## New Website Launch

The new Hawke’s Bay Wine website, launched in May 2024, shares our Hawke’s Bay premium wine story with wine lovers, the Hawke’s Bay Wine community and a broader audience.

Stats for Jul / Aug / Sept 2024 compared to the same period last year indicate:

- Page views – 21k up 78.1%
- New users – Organic Search 1.8k up 31% / Direct Search – 1.6k up 17.4%
- User Engagements – 9k up 67.2%
- Average engagement time per active user – 2m.05s up 63.8%

## Social Media Training Workshop

Winery, Producer and Cellar Door Social Media Training by Connect+, in addition to NZW Brand unveiling presentation by New Zealand Winegrowers.

### News

Stay in the Hawke's Bay Wine loop with the latest news stories about our wine and region, and information about what's in store.

<



**Women in Wine - Michelle Richardson**

Michelle Richardson has travelled something of a full circle since Sir George Fife's offered her a job at Villa Maria more than 30 years ago

**Joe Steenberg from Te Mata Estate wins Hawke's Bay Young Viticulturist 2024**

Congratulations to Joe Steenberg from Te Mata Estate who took out the coveted title of Hawke's Bay Young Viticulturist of the year 2024 after a tough competition at Pegasus Vineyards in Blenheim.

**The Next Great Chardonnays Are from New Zealand**

New Zealand has been producing Chardonnay for decades, but quality examples of this wine are on the rise from both islands - writes Christina Pickard

# Our purpose:

## **Collective Interest Advancement**

We are committed to safeguarding and advancing the collective interests of the Hawke's Bay wine industry. Your participation helps strengthen our united voice, ensuring our concerns and aspirations are heard and addressed

## **Global Reputation Growth**

Together we aim to enhance Hawke's Bay's position as New Zealand's premier wine region and one of the world's great wine destinations.

## **Community Support**

At the heart of our Association is a commitment to supporting the Hawke's Bay wine community to be the best it can be together.

# Annual Plan

Below is a summary of the Strategic Plan developed in 2018, reviewed by the Board in 2024 and which informs the activities and work plans of HBWG.

From this document the Board has established the Strategy KPI dashboard so it can monitor progress against these strategy objectives. The August 2024 Dashboard is included for your information and shows we are on track to deliver on these objectives.



# Strategic Plan Summary

## WHY?

Why does HBWG exist?  
What's our purpose?

The purpose of Hawke's Bay Winegrowers is twofold:

1. To protect and advance the collective interests of the Hawke's Bay grape and wine industry.
2. To support the Hawke's Bay wine community to be the best that it can be, together.



## WHAT?

What does success look like?

- Recognised as the "peak" industry body for all things wine-related in Hawke's Bay.
- To grow the reputation of Hawke's Bay as New Zealand's premier wine region and one of the world's great wine regions
- HBWG is financially equipped to undertake its commitments

## WHAT?

What do we need to be successful?

- Properly resource HBWG so that it is a highly-regarded, professional, efficient industry organisation, resourced to deliver value to members
- Consult and engage with members to help them to improve the profitability, competitiveness and sustainability of their businesses

- HBWG is recognised as the industry specialist by members and key stakeholders
- A readily identifiable and compelling HBW brand story that the wine community can confidently promote and engage with.

- Influencers and wine writers report Hawke's Bay as a fine wine region and industry
- Hawke's Bay wines are a 'must include' in international benchmark tastings of our core varieties

- Provide a strong industry voice to represent and advocate for members' interests in Hawke's Bay and beyond
- Raise the profile and quality perception of Hawke's Bay wine by having a single, consistent and compelling regional wine brand story which enables members to raise their own profiles and sell wine more profitably.

- Grow the reputation of Hawke's Bay Wine so that it becomes New Zealand's premier regional wine brand by having a PR strategy connecting HBWG with key media and influencers

## HOW?

How will we do it?

Tell a compelling story

Connect with consumers and influencers

Protect our members' interests

Develop ecosystem partnerships

With the right functions and organisation structure

With the right funding and skills

Celebrate

Educate

Collaborate

Advocate

Connect



# Strategy KPI Dashboard

### Governance

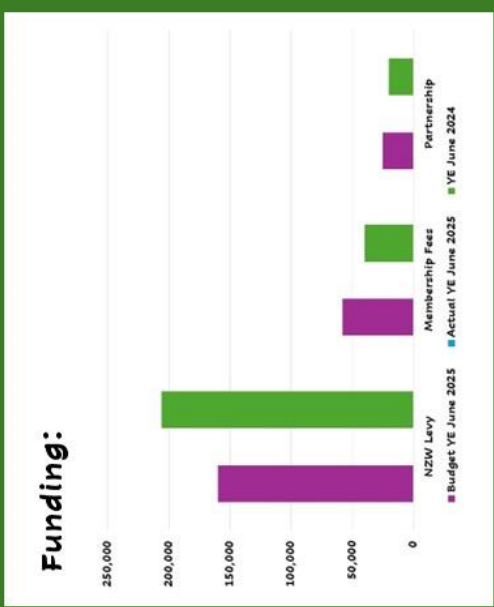
- Corporate Structure developed
- Board Structure Review
- PDs / KPIs developed
- Succession Plan

### Develop wider partnership networks

- Annual State of Region to Stakeholders
- Protect Members' Interests
- TANK
- EIT, HBT (David on Board), HRC
- 4 Key GWCS

### Connecting with Consumers & Influencers

- GWCS AQM
- Out of Region Trade & Consumer
  - Regional Collection
  - Chardonnay Collection
- Scope investment in PR Agency
- MAC Structure & Purpose reconfirmed
- In Region Consumer
  - ANZCS Visitor Programme
  - Wine Auction
  - Jane Skilton MW
  - TASTE HB
  - Pinot 25
- Review Social Media Strategy



### HAWKE'S BAY WINE NEW ZEALAND

As at August 2024

### Member Services

- Chardonnay:
  - Symposium
  - Technical Workshop
- Red Blends:
  - Workshop
- Increase Member Engagement:
  - Satisfaction Survey
  - Number of Events
  - EO Annual Visit Activation
  - EO Annual Visit Large Grower Winery Members
- HB Vine:
  - Strategy
  - Funding
- Independent Grower:
  - Strategy
  - Funding

### Our Compelling Story

# Our Sponsors

Thank you to our sponsors for their continued support without which our Association would not be able to operate. We urge our members to support our sponsors whenever they can.

