

Annual Report 2026

HAWKE'S BAY WINE
NEW ZEALAND

At its core, Hawke's Bay wine is the champion of the Hawke's Bay wine community. Through collaboration, knowledge sharing and strategic leadership, Hawke's Bay Wine empowers its members to thrive recognising that the collective success of the region is built on the success of its members.



Contents

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

Report from the Chair

We're here to look after the shared interests of Hawke's Bay's grape and wine industry and help our community be the best it can be.



Some years remind you exactly what a region is made of. This has been one of them, and Hawke's Bay has plenty to be proud of.

We can't pretend it's easy out there. For some of our members, it has been a tough year. But you know me, I'm always going to look for the positives. We've backed each other, kept moving and produced a fantastic vintage that reminded us just how good our fruit, our people and our region are.

This report looks back over the past year. On behalf of the Board, I'm proud to share what we've achieved together and what it has meant for our members.

Our purpose and priorities

At the heart of it, our job is pretty simple. We're here to look after the shared interests of Hawke's Bay's grape and wine industry and help our community be the best it can be.

Earlier this year, we got together for a strategy day and had a good honest look at what we should keep doing, what we should stop and what might be better handed over. We came away with five clear goals.

The goals are advocacy, capability, promotion, reputation and good governance. But the real test is simple: does our work make a difference for our members?

Advocacy and support for growers

One of the big priorities in the past year has been helping independent growers gain a clearer picture of vineyard profitability.

Our October benchmarking workshop looked at just that, including the big differences in Chardonnay and Merlot margins across the last three vintages. The real value is in sitting down together, talking through the numbers and working out what they mean for your own business. Every business is different, but there is a lot we can learn from each other.

We also joined with other regional associations so the issues facing our sector were heard with one clear voice. Thank you to everyone who shared their knowledge and experience.

Water and the TANK process

Water matters enormously to our members and to the future of our region. TANK Plan Change 9 affects how water is allocated and monitored across Hawke's Bay. Reliable water supports vineyard productivity, planting decisions and land value, so it has been really important that our members have had a voice through the appeal. A special thank you to Peter Hurlstone and Emma Taylor for helping us work through what has been a complex legal and political process.

One of the things I love most about Hawke's Bay is how willing our growers and winemakers are to share what they know.



Building capability within our region

One of the things I love most about Hawke's Bay is how willing our growers and winemakers are to share what they know. Our programmes give that sharing a bit of structure, but it is our people who make it work and keep this wine community connected.

This last year we covered everything from exporting, red and sparkling wine to grafting, low-input viticulture, disease monitoring, vine genetics, pruning and wellbeing. Thank you to every speaker, host and member who gave their time and shared their experience.

International knowledge, brought home

International travel is only really valuable if people come home and share what they have learned. Great Wine Capitals gives us the chance to do exactly that. Through Great Wine

Capitals, Rachel Garnham, Chelsea Abramoff, Holly Girven-Russell and Amy Hopkinson-Styles explored innovation, wine tourism, storytelling and sustainability overseas, then they brought those ideas home to share with all of us and gave us some ideas on what we can learn from and act on.

Promoting our wines and our region

The Chardonnay Collection gives us a great Hawke's Bay story to take to people here at home and around the world. The V24 collection drew 56 entries, with 12 wines selected through blind tasting and sent to domestic and international media.

Our digital reach

It was also great to see our digital audience continue to grow. Our social audience reached 11,811, impressions and views grew 75.8 per cent to just over 85,000, and website users rose 17.5 per cent to 16,364. The short videos featuring our people, wines and vineyards were especially popular.

Great Wine Capitals

Great Wine Capitals connects Hawke's Bay with an international wine community and opens doors we simply could not open on our own.

Twenty of our wines are now available at La Cité du Vin in Bordeaux. We showcased Hawke's Bay at the Bordeaux AGM, and next week we have the real privilege of welcoming the network here to our place.

The Wine Tourism Awards recognise excellence and new thinking, and Kim Thorpe has taken on the role of New Zealand Great Wine Capitals Ambassador.

With the AGM starting later next week, I really encourage you to get involved or come along to an event. It is a wonderful chance to show people what Hawke's Bay does so well.

Building our profile and reputation

Over the year we welcomed writers, educators, technical specialists and sommeliers, and we appointed Sydney sommelier Mimi Mrazikova as our first sommelier ambassador.

A huge thank you to the members who opened their doors and made time for these visits. We know how much effort hosting takes when you are already busy running your own businesses, and we never take that generosity for granted.

Opening trade doors

In May, 13 producers took Hawke's Bay to the Melbourne Trade and Sommelier Showcase at The Kelvin Club.

The event brought together a trade tasting and masterclasses, launched our first Hawke's Bay Wine Ambassadorship and put our producers directly in front of Australian trade and sommeliers.

Telling the Hawke's Bay story

Our people and community



When I look back at everything in this report, it all comes down to people who stepped up, gave their time and got stuck in. That is what makes our wine community so special.

Taste Hastings brought together 28 wineries and more than 1,200 wine lovers. Along with our awards, celebrations and regional events, it gave us a chance to connect with consumers and with each other. Thank you to everyone who helped make these events happen.

The Hawke's Bay Wine Auction



The Hawke's Bay Wine Auction is something we can all feel incredibly proud of. Our members donated wine and experiences, and buyers gave generously to support Cranford Hospice. It really is one of the best examples of our industry coming together and giving back.

Member recognition

Over the past year, it was also a real privilege to recognise some of the people who helped shape our wine community.

Congratulations to John Hancock on his recognition in the Hawke's Bay Wine Awards Hall of Fame, and to Xan Harding and Jenny Dobson as New Zealand Winegrowers Fellows.

We acknowledged Richard Brimmer and Peter Robertson as Hawke's Bay Wine Life members, and Philip Gregan as a Fellow.



On behalf of the Board and all our members, congratulations to everyone being recognised. Hawke's Bay is stronger because of what you have given. Please join me in acknowledging them.

Thank you to our partners

I also want to say a big thank you to our partners, ICIB, UKKO and Hortus.

Your support makes our events, member programmes and promotion possible. We are very grateful to have you alongside us.

Thank you to our Board and team

A personal thank you to my fellow Board members: Peter Hurlstone, Oliver Kettle, Wim Barendsen, Bridget Wilton, Emma Lowe and Amy Hopkinson-Styles. Thank you for the experience, commitment and genuine care you bring to this region. I feel very lucky to work alongside you.

To Brent Linn, our Executive Officer, Sarah White in marketing and communications, and Fiona Rollings, our Office Manager, thank you for everything you do for our members and for the care and energy you bring every day.

And finally, to our members, thank you. You are the ones who keep showing up, backing each other and pushing Hawke's Bay forward. Even in a tough year, you have given us so much to be proud of.

There is still plenty to do, and none of us would pretend otherwise. But I have real confidence in this region, because I see the talent, generosity and determination behind it every day.

So let's keep backing our people, backing our wines and backing this place we are so lucky to call home.

Let's be proud, stay positive and keep telling the Hawke's Bay story with confidence.

Back the Bay. Thank you.



Sally Duncan
Chair, Hawke's Bay Winegrowers

I have real confidence in this region, because I see the talent, generosity and determination behind it every day.



Your Board

Sally Duncan	Laithwaites, Chair (Independent) (2017)
Peter Hurlstone	Vinarchy, Deputy Chair (Winery group) (2014)
Emma Lowe	Monowai Estate (Grower group) (2018)
Amy Hopkinson-Styles	Halcyon Wines (Winery group) (2019)
Bridget Wilton	Great Vine Services (Grower group) (2023)
Oliver Kettle	Trinity Hill (Winery group) (2024)
Wim Barendsen	Otawhao Farms (Grower group) (2024)



Report from the Executive Officer

Together we can strengthen the Hawke's Bay wine story, build demand and support the people behind our wines.



Your Chair, Sally Duncan, has clearly laid out the milestones ticked off in the last financial year. My report will highlight the financial outcomes arising from last year's activities, outline our plan for the coming year and most importantly, address the urgency for all members to "get in behind" our plans.

Finance Report

Presented here are the draft financial reports for Hawke's Bay Winegrowers Association recording a surplus on activities of $18, 369 for FY2026, reversing the loss of $17,198 in FY2025.

We highlight the notable variance in Advertising and Marketing income and expenditure between the two financial periods. This is due to the Aotearoa Chardonnay Symposium being held biannually, reported here in FY2025 with the recent Symposium falling in the FY2027 period.

Also, we note the significant increase in Other Income and Advocacy Expenditure. This relates to the TANK Appeal HBW undertook on behalf of members. The Other Income relates to member contributions towards funding the appeal and the Advocacy Expenditure relates to legal costs incurred.

HBW remains solvent with adequate liquidity to continue operations.

The Financial Reports are presented in draft form, awaiting final reviews by our Accountant Oldershaw & Co. We do not envisage any material variance from these reports following the completion of the review engagement. Should the Hawke's Bay Wine Board consider the final reviewed financial reports are materially different to these draft statements, then Hawke's Bay

Wine will call a Special General Meeting within 60 days of final reports being available to approve the final reviewed reports.

The Year Ahead

Your Board has clearly laid out the priorities for FY2027 in its strategic plan and I highlight some of these here:

- Advocate for members on high-risk / high value issues. We are maintaining a watching brief on the TANK plan change and new RMA legislation.

- Build Industry capability by supporting growers and winemakers through knowledge sharing and capability building. Notable here are the HBVINE grower events programme, Aotearoa Chardonnay Symposium and three regional Technical Workshops.

- Promote the Hawke's Bay wine story and grow recognition and demand for Hawke's Bay wine.
    - We are planning for six media hosting events in FY2027, most notably 15 wine media and commentators in region in February 2027 on the back of the SB27 conference.
    - Following the successful Export initiative of a trade delegation to Melbourne FY2026 we are planning another event in June 2027 to Sydney and Brisbane.
    - To deliver our acquisition goals for our digital channels we are investing in content creation that tells our unique story.
    - To equip our customer facing ambassadors at cellar doors, and in the wider hospitality industry, with a clear and compelling regional story we are rolling out a "Hawke's Bay Host" training programme.
    - To help our visitors find you we are introducing a digital cellar door map.

Future funding

Quite simply, we need members to invest in helping your Association deliver on the plans outlined above. Hawke's Bay Wine's share of New Zealand Wine levy revenues is reducing as their levy receipts reduce in response to market conditions.

A committed group of members has helped turn our plans into action. With wider support, we can build on that progress and deliver more for our whole wine community.



The Board recognises the difficult trading conditions we are all experiencing, but now is the time to invest in the future of our region. Three years ago we introduced a voluntary members fee to augment our regional vote from New Zealand Wine. This has generated nearly $60k from a committed and invested part of our community, but it now needs to be supported wider.

We ask you to consider joining your peers to support your Association's work.

Brent Linn
October 2026



Financial Reports

Entity Information / Statement of Service Performance	15
Statement of Financial Performance	16
Statement of Financial Position	17
Statement of Cash Flows	18
Notes to and forming part of the Financial Statements	19



Annual Report
For the year ended 30 June 2026

Entity Information

Name of Entity:	Hawke's Bay Winegrowers Association Incorporated
Type of Entity:	Incorporated Society
Entity's Mission:	The purpose of the entity is to promote and market Hawke's Bay wines.
Entity Structure:	Hawke's Bay Winegrowers operates as a single unit. It has no branches. No other entities are controlled by Hawke's Bay Winegrowers.
Entity Governance:	Hawke's Bay Winegrowers is overseen by a Board of Directors. Key decisions are made by the Board.

Statement of Service Performance

Description of medium to long term 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 servicing 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, both in New Zealand and overseas;

(v) accumulating and disseminating information of value or pertaining to the grape and grape wine industry.

Description of Significant Activities

	Current Year	Prior Year
Export Initiative	12 participants	-
Red Blend Workshop	42 participants	45 participants
Sparkling Wine Workshop	40 participants	-
Taste Hastings	28 Pop-up Tables	29 Pop-up Tables

Statement of Financial Performance for the year ended 30 June 2026

	2026	2025
Income		
Member Levy	54,650.00	56,447.50
NZ Winegrowers Service Fee	187,219.00	163,883.00
Advertising & Marketing Income	25,300.00	17,022.39
Marketing & Events Income	96,212.67	234,911.18
Young Vit, Winemaker & Silver Secateurs Income	20,301.05	25,731.09
Other Income	109,727.33	75.00
Total Income	**493,410.05**	**498,070.16**
Expenditure		
Administration Expenditure	68,368.48	64,320.70
Advertising & Marketing Expenditure	27,481.10	28,562.55
Advocacy Expenditure	130,099.75	8,048.01
Marketing Events Expenditure	118,230.54	274,371.37
Personnel Expenditure	109,833.88	112,338.78
Young Vit, Winemaker & Silver Secateurs Expenditure	20,301.05	25,731.09
Other Expenditure	3,613.73	3,612.96
Total Expenditure	**477,928.53**	**516,985.46**
Operating Surplus / (Deficit)	**15,481.52**	**(18,915.30)**
Other Income		
Interest Income	898.62	1,720.12
Total Other Income	**898.62**	**1,720.12**
Other Expenditure		
Depreciation	0.98	2.47
Total Other Expenditure	**0.98**	**2.47**
Surplus / (Deficit) before Income Tax	**16,379.16**	**(17,198.65)**
Income Tax Expense		
Income Tax Expense	3,812.56	-
Total Income Tax Expense	**3,812.56**	**-**
Net Surplus/ (Deficit)	**12,566.60**	**(17,198.65)**

Statement of Financial Position for the year ended 30 June 2026

	2026	2025
Assets		
Current Assets		
Cash & Bank Balances	200,516.18	147,352.02
Accounts Receivable & Prepayments	49,955.36	62,714.50
Income Tax Receivable	1,173.08	4,716.04
Inventory	3,960.00	3,960.00
Total Current Assets	**255,604.62**	**218,742.56**
Non Current Assets		
Plant, Property & Equipment	3.26	4.24
Total Non Current Assets	**3.26**	**4.24**
Total Assets	**255,607.88**	**218,746.80**
Liabilities		
Current Liabilities		
Accounts Payable & Accruals	138,433.63	114,139.15
Total Current Liabilities	**138,433.63**	**114,139.15**
Total Liabilities	**138,434.25**	**114,139.15**
Net Assets	**117,174.25**	**104,607.65**
Equity		
Current Year Earnings	12,566.60	(17,197.65)
Related Earnings	104,607.65	121,805.30
Total Equity	**117,174.25**	**104,607.65**

This performance Report has been approved by those charged with Governance.

Date: 13 October 2026

Signature: _____ _____

Name: Sally Duncan Peter Hurlstone

Position: Chair Deputy Chair

Statement of Cash Flows for the year ended 30 June 2026

	2026	2025
Cash Flows from Operating Activities		
Cash was provided from		
Receipts from customers	533,371.41	527,882
Interest received	898.62	1,721
Income Tax	3,542.96	(28.59)
Total Cash was provided from	**537,812.99**	**529,574.01**
Cash was applied to:		
Payments to Suppliers and employees	(484,648.83)	(572,958.61)
Total Cash was applied to	**(484,648.83)**	**(572,958.61)**
Net Cash Flows from Operating Activities	**53,164.16**	**(43,384.60)**
Cash and Cash Equivalents		
Cash and cash equivalents at beginning of period	147,352.02	190,736.62
Net change in cash for period	53,164.16	(43,384.60)
Cash and cash equivalents at end of period	**200,516.18**	**147,352.02**

Notes to and forming part of the Financial Statements for the year ended 30 June 2026

1. Summary of Accounting Policies

Bases of preparation

This performance report is prepared in accordance with the XRB's Tier 3 (NFP) Standard. The entity is eligible to apply these requirements as it does not have public accountability and has annual expense of less than $5 million. All transactions in the performance report are reported using the accrual basis of accounting. The performance report is prepared under the assumption that the entity is a going concern and will continue to operate for the foreseeable future.

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

The entity is registered for GST and all amounts are recorded on a GST exclusive basis, except for Debtors and Creditors which are stated exclusive of GST.

2. Income Tax

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

3. 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 three months.

4. Inventory

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

5. Accounts receivables and Prepayments

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

6. 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.

7. Operating Lease Commitments

The Entity has no operating lease commitments at 30 June 2026 (2025 Nil).

8. Contingent Liabilities

The Entity has no contingent liabilities at 30 June 2026 (2025 Nil).

9. Capital Commitments

The Entity has no capital commitments as at 30 June 2026 (2025 Nil).

10. Subsequent Events

The Entity has no subsequent events at 30 June 2026 (2025 (Nil).

Bank summary for the year ended 30 June 2026

Account	Bank Account Type	Status	Opening Balance	Cash Received	Cash Spent	Closing Balance
HN Winegrowers Chq	Bank	Active	64,120.95	688,621.81	601,086.67	151,656.09
HB Winegrowers Sav	Bank	Active	83,231.07	50,629.02	85,000.00	48,860.09
Total			**147,352.02**	**739,250.83**	**686,086.67**	**200,516.18**



Highlights from the year ending June 2026:

Working together in the past year we achieved:



Member Services





1. Workshops

We continue to provide members with high-value support through knowledge-sharing, training and capability-building. Our workshops bring together expert insight, practical experience and opportunities for members to explore new ideas, share knowledge and strengthen their businesses.

- ### Getting into Exporting – June 2025

  The *Getting into Exporting* workshop provided practical guidance for members considering or preparing for international markets. Keynote speaker James Medina from New Zealand Trade and Enterprise shared insights into the export journey, market opportunities and the support available to New Zealand businesses. The session helped members better understand the realities of exporting and consider the steps involved in developing their own export pathway.

- ### Red Wine Workshop – August 2025

  The Red Wine Workshop explored the future of red wine in a changing market. Keynote speaker Louisa Rose of Yalumba shared insights into consumer trends and the opportunities for premium red wine, alongside discussion and tasting of alternative varieties and regional styles. The workshop gave members the opportunity to consider where Hawke's Bay red wine can compete, and how the region might respond to changing consumer preferences.

- ### Sparkling Wine Workshop – October 2025

  The inaugural Sparkling Wine Workshop explored four approaches to sparkling wine production — from carbonation and Pét-Nat through to Charmat and Méthode Traditionnelle. Keynote speaker Nikolai St George of Cloudy Bay brought international and New Zealand experience to the discussion. Members considered production methods, costs, varieties and market opportunities, before exploring what a distinctive Hawke's Bay sparkling wine style could look like.

- **Export Chats – October 2025**

  Export Chats gave export-ready members an opportunity to learn directly from those already working in international markets. Tony Bish Wines and Maxine Cavey shared their experiences, including strategies, opportunities and the challenges they had encountered. The informal format encouraged open discussion and allowed members to compare experiences, ask questions and share practical insights.



2. HBVINE

HBVINE continues to support Hawke's Bay growers through practical knowledge-sharing, field-based learning and capability building. Over the year, five sessions provided growers with opportunities to explore current vineyard challenges, share experiences and learn from specialists and fellow growers. Topics included:

- Grafting and establishing grafted vines with Geoff Thorpe and Nick Hoskins – July 25
- Low-input viticulture and vineyard disease monitoring – November 25
- Vine genetics – April 26
- Powdery mildew spore trapping with Mark Krasnow of Thoughtful Viticulture – May 26
- The June 26 Winter Workshop brought the season to a close with practical discussion around mothballing, soft pruning and grower wellbeing.

3. Independent Growers & Makers

We continued to support independent growers with practical information and tools to better understand vineyard performance and respond to changing conditions.

The 2025 Vineyard Benchmarking project examined Chardonnay and Merlot and highlighted significant differences in profitability between vineyards.

A benchmarking workshop brought participants together to explore the reasons behind these differences and share experiences.

We also supported HBVINE to produce gross margin analysis across the past three vintages, providing growers with a practical tool to benchmark their own vineyards.

The HB Vineyard Survey gathered detailed information on the changing Hawke's Bay vineyard estate and grower sentiment, helping shape HBVINE's future extension work around the challenges growers are facing.

Connecting with Consumers & Influencers



1. Melbourne Trade Event

Our Melbourne Trade Event at the Kelvin Club in May 2026 provided an opportunity to showcase Hawke's Bay wines to influential Australian trade, sommeliers and media, strengthening our presence in this important market. The event featured a walk-around tasting with Hawke's Bay producers, alongside three masterclasses exploring Chardonnay, emerging varietals and red blends. Working in partnership with Sommeliers Australia, we also launched our first Hawke's Bay Wine Ambassadorship Programme, designed to build lasting relationships with influential wine professionals and develop advocates for our region. The event was an important step in raising the profile of Hawke's Bay wines and ensuring our regional story is shared consistently with key international audiences.

2. 2024 Chardonnay Collection

The 2024 Hawke's Bay Chardonnay Collection celebrated the strength and consistency of the region's Chardonnay, with 56 wines blind-tasted by Cameron Douglas MS, Emma Jenkins MW and Thalia Osborne, the 2024 Hawke's Bay Young Winemaker of the Year. Twelve outstanding wines were selected to represent the 2024 vintage. Now in its sixth year, the Collection has become an important benchmark for Hawke's Bay Chardonnay and a platform for showcasing the region's diversity, quality and sense of place. The selected wines were promoted to international and domestic wine media, helping reinforce Hawke's Bay's reputation for producing Chardonnay of exceptional quality and strengthening the region's position on the world stage.

2. Connecting with In Region Consumers

Events play an important role in bringing our wine community together, connecting with consumers and showcasing the diversity of Hawke's Bay wines. Taste Hastings in November 2025 was a highlight, attracting more than 1,200 wine lovers to enjoy wines from 28 wineries alongside local food and live music. The Hawke's Bay Wine Awards recognised excellence and achievement across our wine community. The Hawke's Bay Wine Auction once again demonstrated the generosity and collaboration of our region, raising valuable funds for Cranford Hospice. We also continued to support and promote sub-regional events, including Harvest Hawke's Bay, Wine Dogs and Bridge Pa, helping connect our wineries with consumers and celebrate the people, places and wines that make Hawke's Bay distinctive.



3. Social Media

Social media continues to play an important role in raising the profile of Hawke's Bay Wine, connecting with consumers and sharing our regional story. Working with Connect+, our social media team, we deliver year-round campaigns showcasing the people and businesses behind our wines, Chardonnay, vineyard and harvest stories, our Great Wine Capital status, and the events and achievements of our wine community. In line with our strategic focus on growing recognition and demand for Hawke's Bay wines, we committed $10,000 to expanding our digital reach. Recognising the importance of quality, engaging content, our approach has evolved to place greater emphasis on developing authentic, people-focused photography and video, supported by targeted digital promotion to reach new audiences.

Campaigns included:

- The people and personal stories behind our wines
- Winemaker profiles and family wine businesses
- Chardonnay content and winemaker videos
- Vineyard and harvest storytelling
- Regional pride and Hawke's Bay narratives
- Hawke's Bay as a Great Wine Capital
- Hall of Fame and industry recognition
- Events – Taste Hastings, Bridge Pa, Harvest Hawke's Bay and the Hawke's Bay Wine Auction.

4. Visitor Programme

Our Visitor Programme continues to demonstrate the power of telling the Hawke's Bay Wine story directly to influential commentators and industry professionals in our region. By hosting wine writers, media, influencers and international experts, we provide opportunities for them to experience our wines, meet the people behind them and gain a deeper understanding of what makes Hawke's Bay distinctive. These visits help build valuable relationships, generate exposure and strengthen Hawke's Bay's reputation in both domestic and international markets.

Visitors hosted during 2025/26 included:

- August 2025 – Louisa Rose, Winemaker, Yalumba
- October 2025 – John Saker, Winery Visitor Programme
- October 2025 – Jo Cribb, New Zealand wine journalist
- November 2025 – Nicola Chan, Social Media Influencer
- January 2026 – Jane Skilton MW, Master of Wine
- January 2026 – John Saker, Te Whenua
- January 2026 – Paul White, UK wine journalist
- January 2026 – Judit Monis, Grapevine Pathologist

5. Marketing and Media Relations

We continue to build awareness and recognition of Hawke's Bay Wine through proactive media engagement and storytelling. Working with local, national and international media, we identify and pitch stories that showcase our wines, people, places and achievements. This includes distributing media releases, coordinating interviews, providing imagery and connecting journalists with winemakers and growers. These activities help generate valuable editorial coverage, strengthen relationships with influential media and reinforce Hawke's Bay's reputation as a leading wine region.



Our membership of the Great Wine Capitals Global Network continues to create valuable opportunities for Hawke's Bay Wine, connecting our region with some of the world's leading wine destinations. Through international collaboration, knowledge exchange, wine tourism initiatives and global promotion, we are strengthening relationships, sharing expertise and raising Hawke's Bay's profile on the world stage.

1. Outbound Knowledge Exchange Programme

Now in its third year, the programme continues to provide opportunities for members to gain international insights and bring new ideas back to Hawke's Bay. Four members participated in the 2025 programme:

- Rachel Garnham, EIT – Adelaide: Attended the Australian Wine Industry Technical Conference, exploring consumer insights, product development and technical innovation.
- Chelsea Abramoff, formerly Church Road Winery – Valparaíso and Mendoza: Explored cellar door experiences and wine tourism initiatives that could be applied in Hawke's Bay.
- Holly Girven-Russell and Amy Hopkinson-Styles, Winemakers – Napa Valley: Investigated storytelling in visitor experiences and sustainability frameworks, including attending the RISE Napa Valley conference.

All four participants shared their findings with members on 23 February 2026, ensuring their international learnings benefited our wider wine community. Their presentations are available on the HBW website.

2. International Connections and Collaboration

Hawke's Bay was represented at the November 2025 Great Wine Capitals Annual Conference in Bordeaux, where delegates strengthened international relationships, exchanged ideas and showcased six Hawke's Bay wines. HBW Chair Sally Duncan also continues to contribute to the Network's strategic direction as Chair of the Brand and Communications Working Group.

3. International Wine Promotion

Twenty Hawke's Bay wines were selected for tasting at La Cité du Vin in Bordeaux, one of the world's leading wine cultural destinations. Welcoming more than 400,000 visitors annually, this provides valuable exposure for our wines to an international audience.

Kim Thorpe of Black Barn was also appointed New Zealand's Great Wine Capitals Ambassador, helping strengthen international connections and promote Hawke's Bay within the global wine community.

4. Best Of Wine Tourism Awards

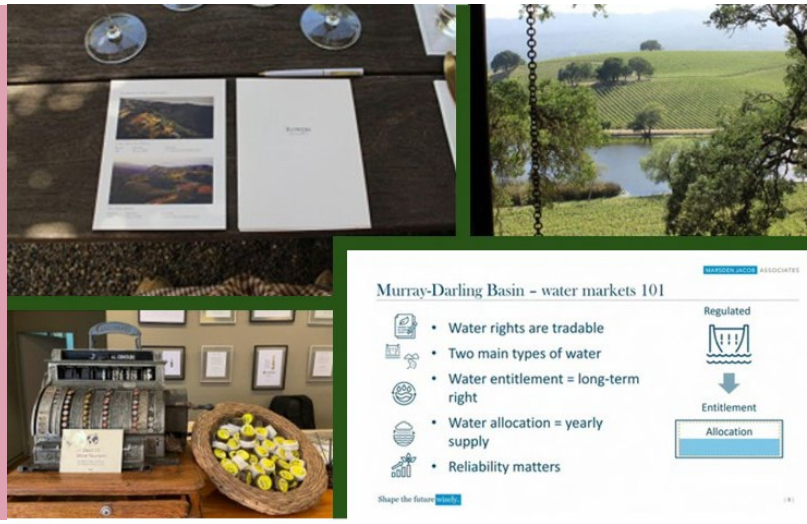
The 2026 Great Wine Capitals Best Of Wine Tourism Awards attracted 25 Hawke's Bay entries across seven categories, double the previous year's participation. The awards recognise excellence and innovation in wine tourism, showcasing the quality and diversity of visitor experiences across our region. Church Road Winery was named Hawke's Bay's Global Best Of Wine Tourism winner, bringing further international recognition to the region.

5. International Research and Knowledge Sharing

Dr Yihe (Eva) Sui visited Hawke's Bay in January 2026 through a Great Wine Capitals Inbound Research Scholarship, sharing her research into membrane ultrafiltration and strengthening connections between international research and our local wine community.

6. Regional Storytelling and Promotion

A Great Wine Capitals brand messaging kit was developed, providing members with approved wording, imagery and video content to help promote Hawke's Bay's Great Wine Capital status. This supports more consistent regional storytelling and enables members to make greater use of our international recognition.



Member's Interests

Tank

Over the past year, HBW has strengthened its TANK Plan Change 9 appeal through expert advice, detailed scientific evidence and collaboration with other primary-sector appellants. We have also engaged with HBRC on consent renewal requirements under Plan Change 7, seeking clarity on additional costs and uncertainty for members.

TANK remains under appeal, with its current rules continuing to have legal effect. Although withdrawal has been discussed, HBRC is continuing the Environment Court process, with its position expected to be reconsidered after November's General Election. Protecting reliable water access for our members remains a priority.

Member Recognition

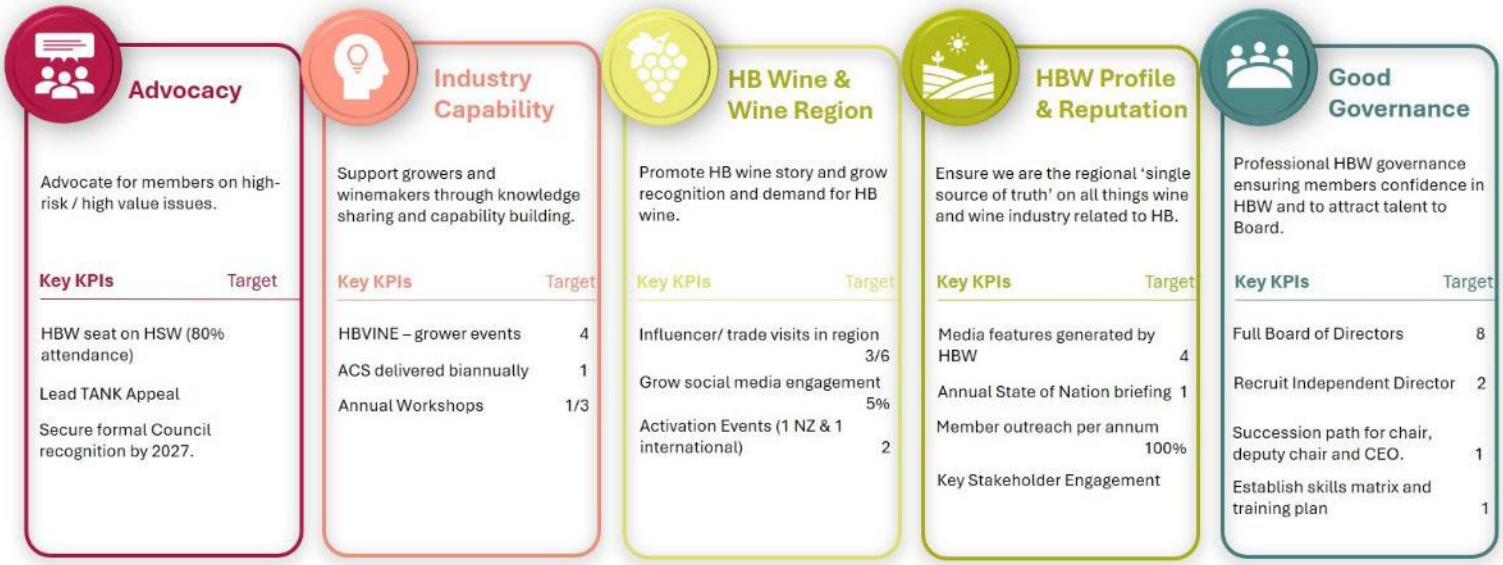
Recognising the people who have shaped and contributed to the Hawke's Bay Wine story remains an important part of our work. During the year, we celebrated John Hancock's induction into the Hawke's Bay Wine Hall of Fame and acknowledged Xan Harding and Jenny Dobson as New Zealand Winegrowers Fellows. We also recognised the outstanding service of Richard Brimmer and Peter Robertson with HBW Life Memberships, and Philip Gregan with an HBW Fellowship. Looking to the future, we introduced our inaugural Australian Sommelier Ambassadorship, appointing Mimi Miraslova to help champion Hawke's Bay wines in Australia. Together, these honours celebrate the leadership, dedication and achievements of those who have helped build our region's reputation, while fostering new connections and advocates for Hawke's Bay Wine.



Annual Plan year end 2027

The Hawke's Bay Winegrowers Board continued to strengthen its governance and strategic direction during 2025/26, with a focus on ensuring the Association remains responsive to the changing needs of our members and the wider wine community.

A key initiative was the Board's Strategy Reset Day, providing an opportunity to review our priorities, reflect on the challenges and opportunities facing Hawke's Bay Wine, and establish a clear direction for the coming years. This work informed the development of our 2026-27 Strategy Dashboard with a renewed focus on delivering value to members, strengthening our regional identity, supporting sustainable winegrowing and growing recognition and demand for Hawke's Bay wines.



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.

Hortus

Ukko

WINEWORKS

ICIB Specialist Wine Industry Insurance Brokers

