



# Great Wine Capitals

GLOBAL NETWORK

A WORLD OF EXCELLENCE

HAWKE'S BAY  NEW ZEALAND

## Outbound Knowledge Exchange Programme 2026 Programme Guidelines

### Overview

The Great Wine Capitals Outbound Knowledge Exchange (OKE) programme facilitates reciprocal knowledge sharing within the Great Wine Capitals Global Network.

Funding has been provided by the Hawke's Bay Great Wine Capitals partners for **two bursaries of NZ\$3,000 (GST excl.) and one bursary of \$5,000 (GST excl.)**. These bursaries will enable three Hawke's Bay wine and tourism professionals to travel to one or more of the ten 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 wine and tourism.

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 through a series of visits, meetings, and events.

Upon returning to Hawke's Bay, participants agree to provide a report 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 the region.

## Key Dates

Date	Activity
26 January 2026	Open for applications
23 February 2026	Applications close. Late applications will NOT be accepted.
2 March 2025	Applicants informed of acceptance
March – Nov 2025	Bursary recipients travel
Within <b>2 months</b> of travel	Bursary recipients to submit receipts and share outcomes in report 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 (e.g. cellar door, wine events) and destination development, market trends
- 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 for Hawke's Bay industry in the areas of business, tourism, viticulture, and oenology.
- Winemaking
- Viticulture

## 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 wine tourism, winemaking, viticulture, sustainability and ESG (environmental, social and governance), AgriTech, 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 that only benefit one organisation
- travel to undertake existing business related to the applicant's employment.
- any additional cost incurred over and above the bursary amount.
- 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 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).

## 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 to your proposed topic, objectives and potential outcomes, activities planned to achieve objectives, which Great Wine Capital/s you will visit.
2. **Alignment to GWC regional events:** Applicants should align their visit around an approved GWC event in one of the partner regions as per the GWC [calendar](#), that supports their objectives of travel.
3. **Alignment with industry needs:** Identify the group(s) who will benefit from the knowledge and the potential impact on businesses and industry from this knowledge. Demonstrate industry demand for the knowledge being sought/shared. Explain how the proposed knowledge will solve or enhance a specific industry or business challenge, and how the results of the project will be implemented in the long term to positively impact the Hawke's Bay tourism and wine industries.
4. **Challenges to knowledge adoption:** Identify any challenges to the industry's ability to adopt the knowledge. Describe efforts you will make or recommend being taken to address these challenges.
5. **Financial information:** Applicants are required to provide detailed estimates of anticipated costs that the bursary will cover.

## 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. This process is outlined below:

- **Preliminary review**

Once the application is received by Hawke'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.

- **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, HB Tourism 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. The steering committee reserve the write to not allocate all bursaries if applications are not suitable.

## **Contracting**

If successful, applicants will be required to meet the conditions of the OKE programme stated below to receive assistance.

Bursary payments will be made within 7 days based on submission of valid receipts and bank account details.

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 for all payments up to the bursary amount.
- Prepare a written **business report** of approx. 1500 words which includes relevant photos on the activities undertaken and learnings. The report should start with a brief **executive summary** (1 page / 400 words max) so the reader can quickly grasp the main objectives and findings and key recommendations for Hawke's Bay industry.
- Make themselves available to present on their travel, 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) may 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.