



Hawke's Bay Annual Outcomes Report 2024



Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE



HAWKE'S BAY WINE
NEW ZEALAND

HERETAUNGA
HASTINGS



NAPIER
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Te Kaitiaki a Hauri



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EASTERN INSTITUTE OF TECHNOLOGY
TE AHO A MAUI



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Overview





Overview

Great Wine Capitals is a global network of prestigious wine regions, established in 1999 in Bordeaux, France. The network was developed to encourage travel, education, and business exchanges between premium wine regions, and promote the wine regions and innovative wine and tourism experiences within each region.

The Great Wine Capitals Global Network (GWCGN) only considers applications from internationally renowned cities linked with wine regions recognised for their excellence in the wine sector. Greatness is the essential guideline for consideration into the network which is defined by GWCGN as follows:

A Great Wine Capital has the ability to lead, innovate and provide exceptional service and

communication while delivering quality and accurate information. This enables collaboration with key industry partners, ensuring global standards are set, including recognition for excellence and prominence. Greatness means being resilient, regenerative, and committed to sustainability, leaving a positive impact on the environment and community. It involves possessing intelligence and knowledge, with the support of a connected and vibrant community. A Great Wine Capital distinguishes itself through scale, achievements, and a reputation for greatness, setting a benchmark for the wine and tourism industry.

The twelve cities and associated wine regions currently in the exclusive network are shown on this map:





There are valuable benefits for members of the GWCGN. The network facilitates the sharing of knowledge, ideas and experiences, stimulates business, innovation, and friendships, and provides the means to collaborate on challenges and opportunities.

In addition, there are a number of programmes that benefit members. For example, the Best Of Wine Tourism awards (BOWT) provide the opportunity to showcase a wine region's best wine tourism experiences to a domestic and global audience, while benchmarking those experiences with other GWCGN members.

Hawke's Bay was announced as a Great Wine Capital in May 2023. The accolade generated significant domestic and international PR value for the region, and has sparked international partnerships and knowledge exchange opportunities, greater collaboration across industries locally and domestically, and has inspired the creation of new event activations.



TWO

Great Wine Capitals Structure, Hawke's Bay





Great Wine Capitals Structure, Hawke's Bay

The Great Wine Capitals Global Network membership requires a local Steering Committee with representation across political, economic, wine, tourism and business institutions. Our Hawke's Bay Steering Committee is made up of the following representation and funding:

DELEGATION	PERSON	REPRESENTING	FUNDING (NZD)
Tourism	Hamish Saxton (President)	Hawke's Bay Tourism	\$25,000
	Rachel Campbell (Local Coordinator)		
Political	Councillor Alwyn Corban	Hastings and Napier Councils	
Wine	Sally Duncan	Hawke's Bay Winegrowers	\$25,000
Economic	Alasdair Macleod	Hawke's Bay Regional Economic Development Agency	
Education	Sue Blackmore	Eastern Institute of Technology	
Business	Judi Godbold	Hawke's Bay Airport Ltd	\$10,000
Local Government Investors	Mayor Sandra Hazlehurst/ Vicky Roebuck	Hastings District Council	\$25,000
	Mayor Kirsten Wise/ Councillor Hayley Brown	Napier City Council	\$25,000

THREE

A Word from
Hawke's Bay Great
Wine Capitals
President





A Word from Hawke's Bay Great Wine Capitals President, Hamish Saxton

Before earning a place in the exclusive Great Wine Capitals Global Network, Hawke's Bay, as a visitor destination, had only New Zealand provincial destinations and wine growing regions to benchmark itself against, and in some cases compete.

Investing into an internationally supported, partnered, and peer reviewed global network has given Hawke's Bay an extraordinary opportunity to raise its profile from provincial to one of global standing. This is a unique status for any of the New Zealand wine tourism regions, and a unique status for any of the country's 30 regional tourism organisations.

The Great Wine Capitals accolade also underpins our regional positioning as New Zealand's Food and Wine Country. We have been able to incorporate Great Wine Capitals into our brand activations including F.A.W.C.I, continuing to double-down on our food and wine prominence and provenance.

Our aim is to continue to leverage this earned status as much as we possibly can. Considering that, at the time of writing, we have been an official member of Great Wine Capitals for just over 20 months, and during this time we have incorporated Great Wine Capital branding into Hawke's Bay Tourism's messaging and activities

as much as possible in order to differentiate our region. We are beginning to see the fruits of our labour, but more work needs to be done on the ground in Hawke's Bay to ensure we are collectively sharing the load to educate and inform potential visitors, as well as giving visitors to Hawke's Bay a truly Great Wine Capitals experience.

We're grateful to our partner investors in this initiative – Hawke's Bay Winegrowers, Hastings District Council, Napier City Council, and Hawke's Bay Airport Ltd. In addition, we are also grateful to our steering group partners Eastern Institute of Technology (EIT) and Regional Economic Development Agency (REDA).

I'd particularly like to thank Rachel Campbell for all of her hard work and passion in her role as Local Coordinator for Hawke's Bay, because Hawke's Bay is also making a difference at the global table as we collectively work to ensure as good a return on our modest investment as possible in a competitive international tourism environment.

Hamish Saxton

FOUR

Events and Activities 2024





Events and Activities 2024



Callum Hann speaking at the GWC Adelaide Showcase F.A.W.C! event

F.A.W.C! (March)

A showcase of the Great Wine Capital of Adelaide, South Australia. Adelaide chef Callum Hann prepared a 3-course meal for 50 matched to incredible South Australian wines. Between courses Callum spoke to the guests about the dishes and ingredients used along with some stories about his restaurants back home.

Callum also took part in the F.A.W.C! Grand Long Lunch held the next day where 5 top chefs presented a course each to the 170 guests dining in a beautiful secret beachfront location.

Hawke's Bay Marathon (May)

As a partner of the Hawke's Bay Marathon, which draws 6,000 runners and their supporters to the region, Hawke's Bay Tourism again showcased Great Wine Capitals and our local producers at the registration day held at the Napier War Memorial Centre



Educating participants in the HB Marathon about GWC



Outbound Knowledge Exchange (July)

The first GWC Outbound Knowledge Exchange programme was launched in February 2024 with the chance for 3 wine industry professionals to be awarded a \$3,000 bursary to travel to another Great Wine Capital in the world. In April the three recipients were announced, all travelling to Adelaide South Australia:

- **Ryan Fraser, Vineyard Manager at Paritua Vineyards** - Soil and vine health practices that lead to wine quality improvements, with an intent to inform vineyard management goals for growing better grapes and meeting sustainability targets.
- **Sara Macdonald, Assistant Winemaker at Sileni Estates** – futureproofing against climate change using different grape varieties and regenerative viticulture; learning from University of Adelaide NOLO (no and low alcohol) trial research facility; and meet with wine and tourism regional bodies and top wineries and cellar doors to discuss their marketing strategies and innovative experiences offered.
- **Gavin Dalton, Assistant Winemaker at Brookfields Estate** - gather knowledge around water saving initiatives that can assist in mitigating climate change effects. Seeking learnings to help wineries to reduce the water use per litre of wine produced.



2024 Outbound Knowledge Exchange recipients

It was decided that the three recipients would travel together in July so our GWC colleagues in Adelaide could organise some combined meetings for them, as well as individual itineraries based on their specific topics. Upon their return, Gavin, Sara and Ryan were able to present the knowledge gathered on their exchange to an audience from the wine and tourism sector. The recipients gave excellent feedback about their experience and the connections formed for future collaboration and learning.



Tasting wines at La Cité du Vin

La Cité du Vin (August)

As of August 2024, 12 of our stunning Hawke's Bay wines can now be found showcased at the iconic wine centre in Bordeaux, La Cité du Vin. These wines are on rotation in their Belvedere room, a tasting bar situated at the top of the centre with panoramic views over Bordeaux. The tasting forms part of any visit to the permanent exhibition at the centre. A book about Hawke's Bay wine was also donated to the library within the centre. Future opportunities arising from this are the sale of wines from the onsite wine cellar and a workshop specifically on the wine and terroir of Hawke's Bay.

Best Of Wine Tourism Awards (September)

The inaugural Best Of Wine Tourism awards were launched in May of 2024 with winners announced at an elegant cocktail event held at Church Road Winery in September. The awards attracted some high-quality entries making a very difficult job for the 3 judges – TV & Radio presenter and food critic Jesse Mulligan, Destination Wairarapa General Manager Anna Nielson and food and travel writer Anna King Shahab.

The eventual regional winners across the 7 categories were as follows:

- **Accommodation: Black Barn Vineyards**
- **Architecture and Landscape: Craggy Range Winery**
- **Art and Culture: Black Barn Vineyards**
- **Culinary Experiences: Craggy Range Winery**
- **Innovative Wine Tourism Experiences: Smith & Sheth Heretaunga Wine Studio**
- **Sustainable Wine Tourism Practices: Church Road Winery**
- **Wine Tourism Services: Smith & Sheth Oenothèque**



Winners of the Best Of Wine Tourism awards



Global Best Of Wine Tourism Awards

These winners were then presented to the global jury in Verona at the GWCGN AGM and one was selected as a Global Winner for Hawke's Bay. The global winner announced at the AGM Gala Event was **Craggy Range Winery**.

GWC Local President accepting the global award for Craggy Range Winery from the Consul General for NZ in Milan - Austin Brick

Hawke's Bay Wine Auction (September)

For the first time, the Hawke's Bay Wine Auction included a lot made up of wine from all 11 of our partner Great Wine Capitals, some of which were donated by our GWC colleagues. The lot raised an incredible \$7,000 to add to the total of \$335,000 for Cranford Hospice as well as providing excellent promotion of Great Wine Capitals via the extensive wine enthusiast database of Hawke's Bay Wine Auction, media articles and airport digital advertising.



Great Wine Capital lot at the Hawke's Bay Wine Auction



Robin Shaw speaking at the Aotearoa Chardonnay Symposium

Inbound Knowledge Exchange - Aotearoa Chardonnay Symposium (September)

The 2nd Aotearoa Chardonnay Symposium was held across the last week of September 2024. Great Wine Capitals Hawke's Bay sponsored wine tourism expert Robin Shaw to be a keynote speaker at both the symposium and a specially curated workshop by Hawke's Bay Wine. The workshop was designed to build on the knowledge of our wineries and tourism operators in telling their stories and creating memorable wine tourism experiences.

Hawke's Bay Wine Experience (Summer 2024/25)

The Hawke's Bay Wine Experience is the only regional pop-up wine tasting opportunity offered to cruise ships at any port in New Zealand. Over the seven events, 20 wineries from across Hawke's Bay presented their wines to more than 3000 passengers, who went on to purchase more than 700 bottles of wine.

The Hawke's Bay Wine Experience gave visitors insight into Hawke's Bay as a Great Wine Capital, with the status generating a lot of interest. Visitors to the Hawke's Bay Wine Experience were predominantly North American and were overwhelmingly impressed by the quality and variety of wines presented to them.



Entrance to the Hawke's Bay Wine Experience pop-up wine tastings for Cruise passengers



Event partnerships with Adelaide | South Australia in 2024

Our relationship with GWC neighbours South Australia has been fruitful in selling the Hawke's Bay story and our wines to this market. The GWC team in Adelaide have included Hawke's Bay in the following events in 2024:

- Wine masterclass at Tasting Australia with Kate and Penelope Radburnd who are both proud University of Adelaide Alumni.
- Great Wine Capitals masterclass and pop-up bar serving Hawke's Bay wine at Australia's largest cheese festival, CheeseFest, which attracts over 13,000 cheese lovers.
- Over 1500 delegates at Lambex (the world's biggest sheep, lamb and wool forum for Australia, New Zealand, USA, Canada and UK) were treated to wine tastings at the conference welcome function that included wine from Hawke's Bay



Kate and Penelope Radburnd waved the Hawke's Bay flag at a masterclass in Tasting Australia



Global Partnerships

Verona in Italy unveiled their GWC directional signpost prior to the International Wine Tasting at the AGM in October. We are very proud to see Hawke's Bay now featured alongside the other Great Wine Capitals in the main piazza in Verona for all visitors and locals to see the great company we keep.

FIVE

Hawke's Bay, New Zealand's Great Wine Capital In The Media





Hawke's Bay, New Zealand's Great Wine Capital In The Media

The Great Wine Capitals accolade has continued to underpin media coverage for Hawke's Bay, and media activity around the Best Of Wine Tourism awards added to this.

We were also able to get a series of short articles written by Best Of Wine Tourism judge and travel writer Anna King Shahab on each of our winners that were shared via both our social media channels and Anna's.

Here are some examples of where Hawke's Bay as a Great Wine Capital of the world has featured in the national media.

- www.nzherald.co.nz/hawkes-bay-today/news/napier-winery-church-roads-2021-chardonnay-named-best-on-the-planet/QLHBPB27ERENPDERAKKU3ISDVU/
- www.nzherald.co.nz/hawkes-bay-today/news/a-10-year-toast-to-the-bridge-pa-wine-festival-everyone-pitches-in/HXZ7IB46B5ES3LSO6VEH6MQXEU/
- www.hastingsdc.govt.nz/our-council/my-hastings/article/3205/taste-hastings-takes-out-national-event-award
- concreteplayground.com/auckland/food-drink/hawkes-bay-food-and-wine-classic-2024-program
- www.theshout.co.nz/entries-open-for-the-inaugural-hawkes-bay-best-of-wine-tourism-awards/
- www.nzherald.co.nz/hawkes-bay-today/news/four-hawkes-bay-winners-recognised-for-global-awards/ZNFG7DAA3FCIPO7WWQBP5PUNOA/
- beta1.scoop.co.nz/stories/BU2410/S00441/craggy-range-winery-wins-global-wine-tourism-award.htm
- www.foodticker.co.nz/best-of-wine-tourism-award-winners-announced/
- www.tourismticker.com/2024/09/06/best-of-wine-tourism-award-winners-unveiled/
- insidetourism.com/2024/09/06/hawkes-bay-wins-big-at-wine-tourism-awards/
- cdn.hbapp.co.nz/news/news/craggy-range-winery-wins-global-wine-tourism-awards
- www.scoop.co.nz/stories/BU2410/S00441/craggy-range-winery-wins-global-wine-tourism-award.htm
- www.theshout.co.nz/hawkes-bay-makes-its-debut-at-the-2025-best-of-wine-tourism-awards/
- restaurantandcafe.co.nz/craggy-range-wins-global-accolade/
- www.drinksbiz.co.nz/news/craggy-range-named-as-top-global-wine-experience



Hawke's Bay Tourism also created an advertorial piece that was published in the following media:

Denizen – published November to December, still live (and will get paid amplification during domestic campaign in Feb/March)

www.thedenizen.co.nz/gastronomy/denizens-insider-guide-to-hawkes-bay-all-the-best-wineries/

Stuff – November

Online: <https://sponsoredinteractive.stuff.co.nz/celebrating-hawkes-bay/index.html> (will also get paid amplification)

Print extensions: Sunday Mag/Sunday Star Times, Your Weekend/The Post, Your Weekend/Waikato Times

Metro – Summer issue

Cuisine – January 2025

NZME - December

Via The Hits on-air and digital promotion

Hawke's Bay, in great company

When Hawke's Bay was named a Great Wine Capital of the world in 2023, it elevated the region to sit alongside destination heavyweights such as Bordeaux, Napa Valley, Verona and South Australia. So, what makes this humble corner of Aotearoa a bucket list destination? Read on to find out.

Hawke's Bay is one of just 12 regions or cities worldwide to be named a Great Wine Capital of the world and the only one in New Zealand that can claim this honour.

Bestowed on destinations that deliver a preeminent wine tourism experience, achieving Great Wine Capital status is no easy feat.

Each of the Great Wine Capitals have their own point of difference. In regions such as Bordeaux, the destination's grandeur and history are in plain sight; Napa Valley's vast swathes of vine-covered hillside stretch as far as the eye can see; while Verona's wine culture is embedded in day-to-day life.

In Hawke's Bay however, the region's point of difference is its laid-back yet attentive hospitality. It is the understated magic that welcomes visitors to both a sprawling wine estate or boutique vineyard, and makes both places feel like home.

It is the region's extensive array of provenance-led culinary experiences. And the wine itself, which is second to none.

Blessed with some of the best wine-growing soils and climates in the country, Hawke's Bay produces wines that stand alongside those from the most notable wine regions in the world. In fact, Hawke's Bay wine is now so esteemed that 12 brilliant drops have become the very first from New Zealand to be sampled at Cité Du Vin, the world-famous cultural venue dedicated to wine in Bordeaux, France.

While the world's most discerning wine lovers savour a taste of Hawke's Bay, it is Kiwis at home who can most easily plan a trip to the world's newest Great Wine Capital this summer.

Hawke's Bay sunshine is quick to make visitors switch into holiday mode. The undulating limestone cycleways connect cellar doors with cafes, artisans and stunning scenery, and visitors to this Great Wine Capital can enjoy outdoor concerts and events throughout summer.

So, if you're looking to tick off the great wine destinations of the world, why not start with Aotearoa's own Great Wine Capital – Hawke's Bay.

HAWKE'S BAY
HOME OF WINE COURTESY

Great Wine Capitals
GLOBAL NETWORK

Great Wine Capitals global marketing

The annual Great Wine Capitals membership fee in part goes towards funding traditional and digital media activity targeted at both industry and consumers. This includes an article in a monthly e- newsletter, regular social media activity and digital promotion of Best Of Wine Tourism award winners. There have also been inclusions in global wine and tourism publications.

SIX

Great Wine Capital Meetings





Great Wine Capital Meetings

Executive Committee

The Executive Committee, made up of the President of each regional Steering Committee and the Local Coordinator, met quarterly to receive Working Group reports, sign off on budget decisions and review membership applications. This included the mid-term meeting held in Europe and attended virtually by members from outside of Europe.

Local Coordinators

The Local Coordinators from each Capital joined virtual meetings with their counterparts across the network each month to receive updates on key decisions and liaise on projects that require coordination.

Working Groups

Working groups met on a regular basis depending on the programmes of work and whether decisions need to be considered/finalised. The three Great Wine Capital Working Groups were represented by Hawke's Bay as follows:

Membership:

Represented by Alwyn Corban

- This group have discussed various membership approaches from Toronto, China, Georgia, Israel and Greece.

- Action plan from the Annual GWC members survey

Branding and Communications:

Represented by Sally Duncan, Hamish Saxton, Rachel Campbell and Kim Thorp (at the AGM)

- This working group has been responsible for the completion of a 3-year marketing strategy and sign off on the brand book regarding rules of use of the GWC brand
- Future activities – 'Proud member of GWC' logo, targeted traditional high end media campaign, GWC ebook for promotion purposes

Activities and Partnerships

Represented by Rachel Campbell and Chandré Honeth

- This working group is split into the following subgroups:
 - Best Of Wine Tourism Awards
 - Webinars and Annual Conference content and speakers
 - International Research Grant
 - International Financial Partnerships
 - Profile Cards
 - Global Event Calendar (led by Rachel Campbell)



Great Wine Capitals Annual General Meeting and Conference, Verona, 2024

The Annual General Meeting and Conference is the one mandated face-to-face meeting hosted each year by a member capital. In 2024 it was hosted by Verona in Italy. Please refer to the AGM report for a summary of the outcomes from the AGM ([click here for the AGM 2024 Report](#)).

At the AGM Gala dinner, Craggy Range Winery was awarded as a global winner of Best Of Wine Tourism .

Hawke's Bay has now been nominated to host the AGM in 2028.



Great Wine Capitals

GLOBAL NETWORK
A WORLD OF EXCELLENCE

