

HUNTER VALLEY VISITOR ECONOMY DESTINATION MANAGEMENT PLAN



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Hunter Valley Wine Country Tourism Destination Management Plan - Visitor Economy Action Plan (Part B)

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Key Strategies and Actions

Destination Management Planning – Methodology

In response to the changing, dynamic tourism business the Singleton Council (SC) and Cessnock City Councils (CCC) and the Hunter Valley Wine Country Wine Tourism Association (HVWCWTA) have embarked on a new process of strategic planning, Destination Management Planning.

This document represents the outcome of destination management planning for the Wine Country Tourism region which incorporates Singleton and Cessnock LGAs. The cornerstone of this program is the Council's commitment to a destination approach to the development, marketing and visitor services of the region.

This strategic process considers the interrelation and alignment of the commercial business sector and the community with the needs of the tourism industry and key industry stakeholders who all benefit from or participate in the visitor economy.

In practical terms, this visitor economy development strategy is delivered through the production of a Destination Management Plan (DMP) which is developed in line with predetermined State and National guidelines to ensure it forms part of a greater growth plan at both a regional and then State level.

Drawing on available research and a broad base of knowledge, skills, experience and expertise this DMP has been tailored to meet the development and marketing needs of the destination known as, Wine Country Tourism, and tuned to meet the needs of the target markets identified.

Destination Management Planning is a dynamic, ongoing planning process that takes a research based, integrated perspective of destination development and marketing. To ensure currency and relevancy, the DMP will be updated regularly with the latest research, destination information and tourism trends.

For industry partners and key stakeholders, the DMP is intended as a guiding document to be used as a tool to inform decision-making and guide effective visitor economy development and marketing at the destination level, consistent with an informed view of the needs and interests of visitors and the community.

Part A and B of this document represents the outcome of destination management planning for the Wine Country Tourism region which incorporated the Singleton and Cessnock Local Government Areas (LGAs).

It is intended as a directional rather than a prescriptive plan, used as a guide for the development of strategies and business plans, and as a foundation for further future planning and discussion between partners and stakeholders.

It has been developed in the context of each Council's priorities for the delivery of community services, the Council's Economic Development and to specifically focus on the planned growth of the Visitor Economy of the LGAs and where appropriate in partnership with both Regional and State bodies and relevant industries.

The Hunter Valley and Wine Country Tourism area is one of Australia's premier holiday destinations. It is famous for its wine, food, events and natural/rural environments which have been attracting Australians and international visitors for decades.

The region has capitalised on its attractive environment, climate and lifestyle in developing a vastly specialised economy that is dominated by the vineyard and wine tourism industries.

The Hunter Valley Wine Country Tourism Association will continue to strive to enhance the development and marketing of the region in partnership with Visitor Economy Hunter as the representative RTO, relevant industry and industry bodies, Government and the community in helping guide the implementation of the DMP.

Over the next three years, the Councils and HVWCTA will focus efforts on the issues and opportunities identified within this plan.

Examples of these issues are to;

- Maintain the destination's position as an Australian premier holiday and short break destination and increase market share of targeted high yield domestic and international market segments

- Strengthen partnerships with key stakeholders in the region to enable a more coordinated and strategic approach to destination development
- Ensure the effectiveness of the Hunter Valley Wine Country branding and its alignment with the destination's positioning
- Continue to develop and undertake cooperative marketing programs to provide cost effective opportunities for industry partners to benefit from working with the destination brand
- Focus destination branding activities towards high yielding segments in the domestic geographic markets as identified in the DMP
- Cultivate growth opportunities within niche market segments such as education tourism, backpackers, food and wine tourism, golf and sports tourism, weddings, MICE, events and ecotourism.

Our visitor economy and tourism industry environment is a vibrant sector which is influenced by local, state and national Governments, changing business priorities, growing communities, market trends and global circumstances. Therefore the DMP has been developed over a lengthy period of research, industry and community consultation, and will be used as the basis to engage regional tourism stakeholders on tourism development and marketing issues.

The key concepts and strategies in the DMP should be guided by a steering committee made up of key industry and Government stakeholders and implemented through the annual business plans of the Council's, HVWCTA and could include representatives of successful partnerships with the RTO and key industry partners.

It is envisaged that these concepts and strategies will also inform the action plans of all stakeholders with an interest in a consistent, research based approach to the sustainable and profitable development of the visitor economy in the region.

The outcomes of the program provides a new perspective on tourism industry leadership, in keeping with the Singleton and Cessnock City Councils and HVWCA's goal to facilitate sustainable tourism growth and industry profitability.

This DMP recognises that the two LGAs and greater Hunter Region consists of a number of diverse tourist destinations, each with distinctive and differing development and marketing needs.

While Part A of the plan outlines the background and purpose of the Destination Management Plan recommendations and sets the planning context as an aspect of the Council's Visitor Economy guiding strategies, Part B expresses all the relevant reference research, knowledge and experience which has been accessed by New Earth Tourism and refined into a straight forward plan of recommended actions.

Based on the analysis and the issues arising from the community and industry consultation process, Part B proposes a strategic direction and

set of actionable strategies for the realisation of sustainable tourism growth and industry profitability over the short to medium term.

Destination NSW remains committed to a destination approach to the development and marketing of NSW destinations. The destination approach is a proven and effective management system that enables the organisation to best meet its market, industry and Government obligations.

This document will also be required in support of any future applications for tourism development funding via State and Federal Governments agencies.

Destination Management Planning is an evolution of the Destination NSW marketing initiatives and represents a more integrated approach to understanding destination needs and the future development and delivery of services.

The DMP has been developed after a lengthy process of planning and review which included the following;

DMP Components	Description
Visioning	Sets the vision for the future of wine tourism. The wine tourism vision should link to or contribute to a broader community or regional vision
Defining the Destination	Outlines the destination's notional experience boundaries according to visitor profile and product offering
SWOT Analysis	Analysis of the destination (& organisational environment) via an assessment of its Strengths, Weaknesses, Opportunities & Threats.
Land Use and Development	Ensuring appropriate planning & development controls on all categories of appropriate land is essential including tourism applications non-traditional tourism areas such as agricultural & conservation land. An implication of mining in the Lower Hunter is imp.
Transport & access Infrastructure	List/catalogue of transport services and facilities; aviation links with Newcastle Airport Identification of infrastructure assets and needs including the number, variety & standard of hard and soft infrastructure. For example large parts of the Hunter Valley do not have Wi-Fi and will not form part of the government's coverage of the National Broadband Network (NBN). Options to backfill the lack of NBN coverage through Community Broadband

Development Program need to be assessed in the DMP.

Critical assessment tourism potential	<p>Review of offering or potential offering with development. Consider other sectors that may provide opportunities to create or enhance the offering or market.</p> <p>Opportunity to assess the product development potential in towns & villages across the LGA's e.g. Cessnock, Singleton, Kurri Kurri, Wollombi, Broke etc</p>
Tourism Product	<p>Audits or inventories should be developed and maintained as a current list of available product & service categories both members and non-members of HVWCT & HVWIA</p>
Experience Development	<p>Articulates opportunities for the development of experiences based on visitor profile, trends and destinations assets or strengths</p>
Resource & Skills	<p>List and assessment of experience/skill level & quality of both industry & the tourism organisations. This may include an audit & analysis</p>
Crisis & Risk	<p>Crisis and risk management applies to every aspect of DMP. Risk management is not limited to public risk but business risk in terms of taking decisions that may adversely impact upon market and trade</p>
Branding	<p>Communicates the values and essence of what the destination offers, expresses the character and personality of the destination.</p>
Market Research	<p>Tourism data and trend information used to inform decision making. A key component required is to measure and validate the attitudinal responses of our target market to the branding executions and messages delivered since the launch of Brand Hunter Valley</p>
Visitor Profile	<p>Research that provides insights into what current and potential visitor want to experience and the how/when they make decisions to transact</p>
Competitor Analysis	<p>Review of competitor destinations and other discretionary spend competitors. A marketing communications competitor review of wine destinations across Australia has been done. The gap lies in an experiential analysis of other destinations</p>
Marketing	<p>Plan that outlines communication initiatives that raise the profile of the destination and its products/experiences and convert interest into sales to improve yield and turnover. Particularly in relation to increasing mid-week demand and stimulate conference and inbound travel trade business for the Hunter Valley</p>
Distribution	<p>Plan that validates the activity of HVWCT & HVWIA in terms of how product is distributed to market via traditional and digital methods.</p>
Benchmarking	<p>Sets baseline data to enable measurement of change or impact of activity through regular data collection & analysis, particularly "brand health tracking" for Hunter Valley</p>

The DMP has been developed after considerable consultation and feedback from the community, industry, business organisations and Government agencies including the following;

Community and Industry consultation sessions

WCT DMP meeting with the HVWCTA Board
 Wine Country Tourism Members – Major Hotel GM’s
 Youth Hostels Association – Nigel Worton
 Meetings, Incentives, Conference and Events (MICE) market – Gus & Louise Maher
 Cessnock Chamber of Commerce
 Bimbadgen Winery & Events GM – Rebecca Poynton
 Wine Country Tourism and Community Forum
 Rover Coaches - Aron & Mike Sierke
 Kurri Kurri TAFE & Hotel Academy
 Hunter Chefs & Hospitality
 Cessnock City Council – Councillors Meeting/Briefing
 Kurri Kurri Chamber of Commerce
 Small Wine Makers Groups
 Wollombi Chamber of Commerce
 Key Winery/Vineyard Wine Makers
 Cessnock City Council – Louise, Natalie, Rhiannon and Ian
 Wine Country Tourism – Visitor Services Personnel
 Singleton Council
 Hermitage Road Wine Makers and Tourism Group
 Lovedale Chamber
 Community Consultation – Cessnock Public Workshop
 Community Consultation – Singleton Public Workshop
 Hunter Tourism – RTO Sheridan Ferrier
 Singleton Council – Gary, Lindy, Jess
 Cessnock City Council – Economic Development Rhiannon
 Online Survey – Industry and Community – 49 respondents
 John Stevens
 Participated in the public forums for the CCC Economic Development Strategy

Date

5th February 2013
 20th February 2013
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 5th May 2013
 June 2013

Bibliography - Wine Country Tourism Destination Management Plan Research and Reference Documents

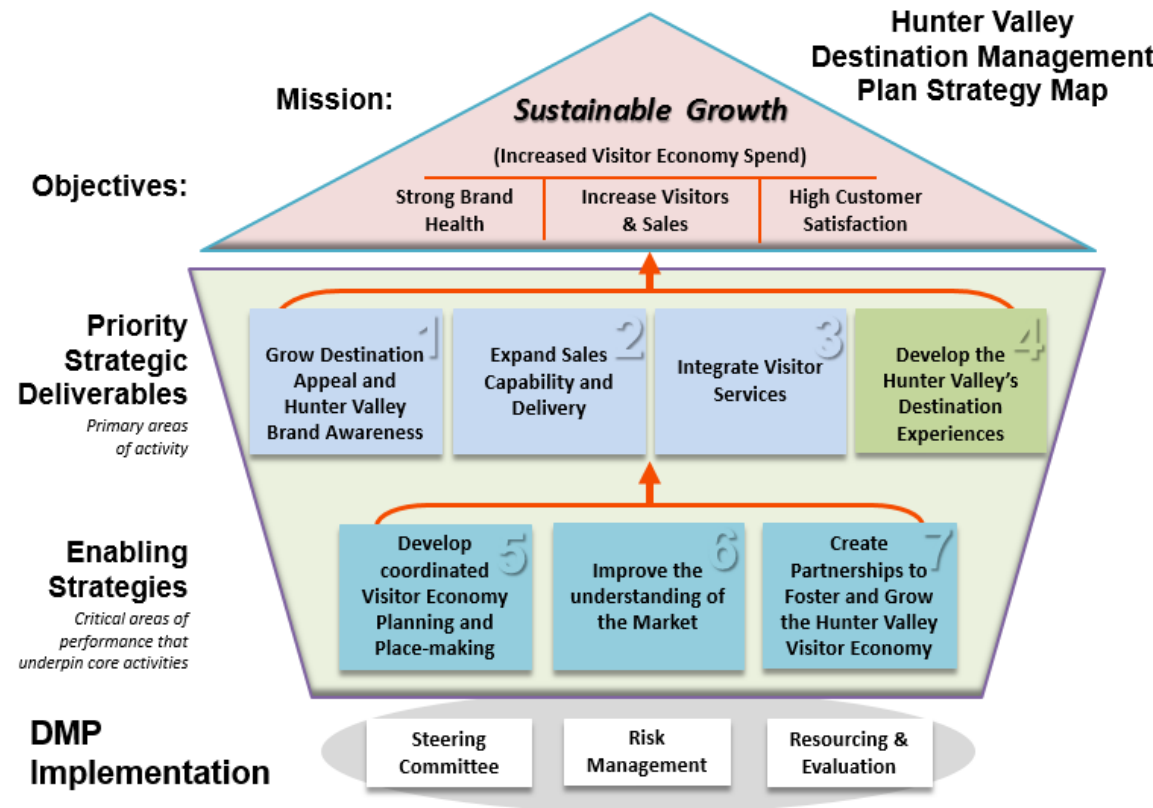
Strategic and Development Documents

Destination Management Planning factsheet
DRAFT Hunter DMP for consultation - July 2013
Our Place - A Blueprint for 2022 - Singleton Community Strategic Plan
2006 – 31 Lower hunter regional strategy
2008 CCC Signs Vineyards Policy
2009 Lower Hunter Conservation Plan
2009 WCA Lecture by Felicity Carter
2009 HVWC Annual Report
2009 Cessnock Recreation and Open Space Strategic Plan
2009 – 14 Cessnock - Social and Cultural Plan Chapter 1, 2 & 5
2010 HVWC Annual report
2010 HVWC Brand Strategy
2011 HVWC campaign evaluation
2011 Singleton Development Control Plan
2011 – 14 Singleton Management Plan
2012 HVWC Annual report
2012-13 HVWC Business Plan
2012 – 22 RDA Hunter Regional Plan
2012 Cessnock CBD Master Plan
2012 Vineyards District Vision HVWIA HVWCT
HUNTER EXPRESSWAY signage mods
HVWC Signage Proposal for Funding
2013 Lower Hunter Discussion Paper
Upper Hunter Workforce Plan (draft)

Research Documents

2005 Perspective on Hunter Valley wines
2007 Pokolbin Neilsen Report V3.0
2007 Hunter Valley Wine Country Visitor Profile
2009 DNSW Food & wine tourism stats
2010 HVWC Tourism Monitor
2011 HVRF Economic Impact Study
2011 Regional Sydney Business Events Research
2011 DNSW Over 55s travel to NSW snapshot
2011 Singleton Census data
2011 DNSW Singleton LGA profile
2011 HVWC Accommodation Results - Dec
2011 HVWC campaign evaluation
2011 HVWC Conference Results - Dec
2011 HVWC Weddings Results - Dec
2011 HVWC Winery Results - Dec
2011 SRR NSW Visitor dispersal from Sydney to Regional NSW
2011 Cessnock Census data
2011 Cessnock City Census overview
2011 DNSW Cessnock LGA profile
2011 DNSW Singleton LGA profile
2012 DNSW Cultural and heritage tourism - Dec
2012 Economic Profile of Cessnock City
2012 All Accommodation Sector Report + RevPAR
2012 DNSW Nature based tourism
2012 DNSW Short Breaks to regional NSW - November
2012 DNSW Working Holiday Makers - Dec
2012 DNSW Travel to The Hunter - Mar
2013 NSW Wine Industry Assoc - Economic Assessment
2013 April Tourism Monitor Omnibus Report
2013 Tourism Monitor Omnibus Report - Feb
2013 March Tourism Monitor Omnibus Report
2013 DNSW Travel to Regional NSW - Mar
2013 DNSW Travel to The Hunter - Mar
2013 DNSW Total NSW snapshot - Mar

The key strategies and actions to deliver the vision and objectives of this destination plan are summarised in the following Strategy Map and more detailed and recommended tasks follow:



Over the next three years Hunter Valley Wine Country region will;

- Build its reputation and attraction as one of Australia's premier visitor destination's, offering a high value experience based around a core proposition of providing high quality food/wine experiences that reflects the "simple sophistication" brand positioning.
- Extend its visitor experiences in the areas of nature, soft adventure, golf and other sport, culture and heritage to provide a connection to the broader, yet authentic, Hunter Valley.
- In partnership with Visitor Economy Hunter, build on the high yielding, midweek Conference, Incentives, Meetings and Events market opportunities.
- Deliver a high quality customer service as a hallmark of the destination experience.

It will achieve this aspiration through an action oriented, united industry and government approach to delivery of the agreed actions in this destination management plan.

However, another challenge for the destination is protecting the key asset that drives visitation to the region – the vineyards and the rural nature of the destination. As vineyards and wine based tourism are recognised as the key economic drivers for the region, the Vineyard Visioning recommended:

- All development in the Vineyards District must recognise the importance of vineyards as the primary land use in the Vineyards District
- Any future land uses must not cause any land use conflicts with an existing vineyard or tourist activity
- Appropriate separation distances need to be provided between any new land use and an existing vineyard and related operations.

Product Experience Opportunities

From a combination of the Product Audit review and extensive consultation on potential product and experience opportunities from key stakeholders, there has been identified a range of high potential product development areas and themes that would help broaden and deepen the visitor experience in the Hunter Valley.

Strategically the Hunter Valley destination needs to have more visitor experiences to keep visitors in the destination longer and spending more. However, those experiences need to be consistent with the current brand position for the destination so they can leverage off the primary marketing focus of the destination, which is primarily a wine/food experience.

The more unique to the area and authentic the experience the more attractive and relevant they will be to the target markets and therefore providing a richer tourism experience for all visitors to the region promoting referral and return visitation.

Develop the Hunter Valley's Destination Products and Experiences

The DMP sets out to increase the range and quality of Hunter Valley products and experiences and guide the attraction, development and improvement of events, activities, facilities, services, attractions and experiences to increase visitor demand.

Priority development focus should be in the following experience themes:

- ✚ Food and Wine (particularly providing, etc.)
- ✚ Culture and the Arts
- ✚ Nature (soft adventure e.g. walking, biking, fishing)
- ✚ Golf and Sports Tourism
- ✚ Heritage (convict and industrial history)
- ✚ Indigenous (sites and culture)

This experience development includes a Hunter Valley program of leisure events and festivals which should embrace (leverage) these themes and could incorporate; seasonally themed, special interest, community, regional and major events to grow balanced year round visitation and re-enforce the brand positioning. (Major opportunities also exist to develop a State and regional Hallmark Food and Wine event centred on the Hunter Valley, as well as golf events).

Moreover there is a need to create a strong retail strategy for the destination to better meet visitor needs and expectation, and which will increase retail revenue from the visitor economy and promote the sale of the broad range of products manufactured or grown in the Hunter region.








In addition to the strategies below, it is acknowledged that there are a range of destination management plans, tourism strategic plans and economic development strategies created by most Hunter LGAs and Visitor Economy Hunter covering the entire Hunter region which influence and/or interact with this DMP.

There are also strategies undertaken by the Singleton and Cessnock City Councils and by various State Government Departments which will have some impact on tourism and tourism service delivery.

The product audit review identified some strong, relatively easily developed opportunities that could quickly expand experiences available and would be attractive to the current target market segments. Following are the recommended actions to develop the destination and those themes.

Later in the document is a product audit of currently known commercial and non-commercial tourism products and experiences in the Cessnock and Singleton LGAs at Page 23 and 34 respectively.

Some examples of high-potential new or existing experiences and activities to attract visitors and increase length of stay include:

-  Convict Trail project
-  New 'Rail trail' cycling trail
-  Indigenous cultural experience, e.g. Ngurra in the World Heritage National Park
-  Military Museum - Singleton
-  Richmond Vale Railway and Mining Museum
-  Lake St Claire fishing and recreation park
-  Golf and Sports Tourism

Key Themes and Products for early or immediate development

- > Create an Arts and Culture Trail which accesses the many and varied art sites and facilities throughout the region which showcase local artists, galleries, exhibitions and entertainment to provide a richer tourism experience for the community and visitors.

- > Work with neighbouring regions, tour operators and tourism facilities to develop a significant World Heritage Nature Trail to attract multi-night touring out of Sydney to generate international, domestic and local visitation.
- > Develop a network of Cycling and Walking Trails as an extension to the Richmond Vale Rail Trail and around key tourist areas which eventually link throughout the region and provide experiences and facilities for locals and visitors, and venues for future special interest or multi-sport events.
- > Cultivate the significant heritage of the region through the establishment and promotion of the Convict Trail and associated sites and facilities as a visitor experience unique to the Hunter Valley and the region to generate international, domestic and local visitation.
- > Protect and promote our Indigenous heritage through the development and appropriately managed access to significant sites in the region via local Aboriginal community groups and Indigenous tourism operator.
- > Increase visitor dispersal throughout the region through improved way finding, tourism specific signage and visitor information delivery systems creating a better consumer experience and higher customer satisfaction levels.
- > Enhance and broaden the Food & Wine experience options available through the development of a more diverse range of products, venues and outlets for locally produced beverages like microbreweries, distilleries and cider production or unique and organic foods.
- > Build Golf and sports related tourism including golf packages and tours for the domestic and international market.
- > Create a Hallmark Event which celebrates and showcases the Hunter Valley and its diversity of produce and experiences around the wine and local foods the region is famous for.

Key Strategies and Actions - Priority Strategies

1. Grow Destination Appeal and Hunter Valley Brand Awareness:

Undertake a major co-operative industry and government marketing effort to strongly build brand awareness and visitor appeal using the current (award winning) brand strategy, focused around a contemporary positioning of the Food and Wine Hero Experiences of the Hunter Valley - its primary visitor.

Key Actions	Tasks	Priority / Timeframe	Responsibility
1.1	Continue to build brand awareness and appeal through the Food and Wine Hero Experiences	1.1.1. Identify growth target market sectors with the same/similar brand drivers/values	Immediate HVWTA
		1.1.2. Identify and confirm the core themes which existing mature products can be matched to and developed further e.g. food & wine, culture and the arts	Immediate HVWTA Councils Industry
1.2	Deepen the Hunter Valley Destination Appeal by building on the experience and themes of: - Food/Wine - Nature - Heritage - Culture - Golf and other sports	1.2.1. Develop messaging for the core themes which underdeveloped existing/new/potential products can be matched to and developed further e.g. heritage and nature/soft adventure	Medium-term HVWTA Councils Industry
		1.2.2. Link core themes to existing villages and towns that align and can further developed (helping to create a sense of place) e.g. culture and the arts	Medium-term HVWTA Councils Industry
		1.2.3. Evolve campaign imagery to communicate to target markets	Medium-term HVWTA
1.3	Stronger marketing focus to target markets which will deliver highest yield and visitor growth potential	1.3.1. Prioritise marketing funds to existing and newly identified growth target market sectors by product/theme, seasonality, ability to reach and engage them and potential ROI	Short-term HVWTA Councils
1.4	Undertake a destination co-operative marketing program to maximise the value and impact of industry sales and marketing efforts	1.4.1. Create co-operative promotional programs to guide and encourage industry group support and participation in joint destination marketing and sales activities	Medium-term HVWTA
		1.4.2. Bring key providers within the visitor economy / product themes and industry bodies together to develop products, experiences, tours, markets and marketing activity	Medium-term HVWTA Councils Industry

2. Expand Sales Capability and Delivery

Create a strong tactical sales presence in key source markets of Sydney and Newcastle (e.g. Newcastle Airport) to increase brand and destination awareness through product sales and key brand influences such as the presence of Hunter Valley wines in restaurants, on wine lists and in retail sales outlets.

Key Actions	Tasks	Priority / Timeframe	Responsibility
2.1	Develop a stronger tactical sales presence in the key source markets to drive brand and destination awareness through product sales	2.1.1. Engage suitably experienced in-market sales representation to create promotions opportunities and establish retail and wholesale distribution	Medium-term HVWTA Wineries
		2.1.2. Develop in-market distribution and sales opportunities through relationships, partnerships and distributorships programs	Medium-term HVWTA Wineries
2.2	Expand digital promotional approach with a focus on social media engagement and digital platform delivery systems e.g. mobile	2.2.1. Further develop an integrated digital and social media strategy to build word of mouth, referrals and recommendations across multiple platforms and multiple markets	Medium-term HVWTA VEH Councils
		2.2.2. Implement a plan which will allow/encourage participation in the digital strategy by local industry, local community, travel industry, media and consumers	Medium-term HVWTA VEH Councils
		2.2.3. Identify and engage appropriately experienced digital media management providers to manage and drive social and community interaction	Medium-term HVWTA
		2.2.4. Implement digital campaigns which will drive product sales, pre, during and post destination visitation	Medium-term HVWTA
2.3	Increase product sales through Improved Distribution Channel relationships.	2.3.1. Identify and engage suitable wholesale and retail distributors who service the Hunter Valley's demographic and geographic target markets	Short-term HVWTA Wineries
		2.3.2. Develop a cooperative trade sales program targeting both tourism and wine distributors	Medium-term HVWTA Wineries

3. Integrate Visitor Services

Establish an efficient multi-tiered visitor information and sales system across the entire Hunter Valley destination which engages and services visitors at all key information distribution channel and service outlets.

Key Actions	Tasks	Priority / Timeframe	Responsibility
3.1	Establish a multi-tiered and efficient visitor information and sales system, leveraging off the wide range of visitor information resources available	3.1.1. Develop a five tier visitor information delivery system which meets consumer needs and utilises available distribution outlets and current delivery systems. Visitor Information Network, Part A, Section 4, Page 38 for more detail.	Medium-term HVWTA VEH Councils
	3.1.2. Undertake eMapping integration: e.g. Google Maps, GPS map providers, etc. Contact appropriate mapping management companies (who service the GPS and mobile device industries) to ensure all geographical relevant information is supplied and correct for products, services and points of interest in the region.	Medium-term	HVWTA Councils
	3.1.3. Work with mapping companies to develop travel/tour itineraries and themed touring guidance throughout the region	Medium-term	HVWTA Councils
3.2	Engage cellar doors, attractions, accommodation properties, service outlets as information distribution channels as part of the multi-tiered Visitor Information Network	3.2.1. Support and further develop wine cellar doors and other attractions as key brand experiences of the destination and as providers of important way-finding and information services for the visitor.	Short/Medium-term HVWTA VEH Councils
	3.2.2. The process should undertake a feasibility study on the use of suitable portable and fixed digital devices for the provision of visitor information services throughout the region.	Medium-term	HVWTA VEH Councils

4. Develop the Hunter Valley's Destination Experiences

Improve and increase the range and quality of Hunter Valley attractions, events, facilities, services and experiences to increase visitor demand. Priority development focus should be within themed experiences of; Food and Wine (particularly providing, etc.); Arts and Culture; Nature (soft adventure e.g. walking, bikes, fishing); Golf and other Sport, Heritage (convict trail and industrial history) and Indigenous.

This development includes a program of leisure events and festivals which incorporate; seasonally themed, special interest, community, regional and major events to grow balanced year round visitation. (e.g. develop a State and regional hallmark Food and Wine event centred on the Hunter Valley).

This increased range of leisure experiences beyond just food and wine will have the added value of attracting locals to these experiences and help reduce 'escape spending' outside the destination.

Key Actions	Tasks	Priority / Timeframe	Responsibility
4.1	Expand and enrich the wine and food product offering to increase the quality of the experience and customer satisfaction	4.1.1. Promote and encourage the use and celebration of Hunter Valley regional wines and produce by industry, e.g. Hunter Valley and Hunter Region restaurants, hotels, accommodations houses, clubs, etc and by the local and regional community	Medium-term HVWTA Wineries & Food operators
		4.1.2. Encourage cellar door and feature restaurants to enrich the consumer experience by diversifying the range of activities and services offered	Medium-term HVWTA wineries
		4.1.3. Encourage the establishment of further 'Providore' style businesses to promote and sale regional wine and produce	Medium-term HVWTA
4.2	Improve and increase the range and quality of Hunter Valley attractions, facilities, services and experiences to increase visitor demand. Priority development focus should be in the following experience themes <ul style="list-style-type: none"> Culture, Arts & Entertainment Nature (soft adventure) Heritage Golf and Sports Tourism Indigenous Rural/Agri tours/accommodation 	4.2.1. Build on the existing experiences and history of the many Villages in the Hunter Valley to develop an enhanced "sense of place", with each Village linked to one or more of these high potential visitor experience themes.	Long-term HVWTA/ Councils/ Tourism operators/ Service Providers/ Event Managers
		4.2.2. Work collaboratively with industry operators to develop cooperative marketing and sales programs focusing on these key product and facilities	Medium-term HVWTA/ Tourism Industry/ wineries
		4.2.3. Identify and confirm relevant sites, facilities, products and experiences which exist throughout the region and can be further developed into one or more of these themed experiences	Medium-term HVWTA Councils Industry Wineries

		4.2.4. Bring key providers within product themes and relevant industry bodies together to develop products, experiences, tours, markets and marketing	Medium-term	HVWTA Councils Industry Wineries
		4.2.5. Create co-operative promotional programs to guide and encourage group support and participation in joint marketing activities	Short-term	HVWTA Councils
		4.2.6. Improve tour/product themed information throughout the region with directional and themed signage and visitor information delivery	Short-term	HVWTA Councils
		4.2.7. Investigate opportunities for partnerships, joint ventures and support programs via all levels of Government, private enterprise and industry bodies to enable product development investment	Short-term	HVWTA Councils
4.3	Create a stronger retail industry across the destination to increase retail revenue from the visitor economy	4.3.1. Develop and implement a comprehensive “visitor economy” retail strategy for the Hunter Valley	Long-term	Councils/ Retailers & Association/ Chambers of Commerce
4.4	Develop a Hunter Valley program of leisure events and festivals which incorporates; seasonally themed, special Interest, community, regional and major events to grow balanced year round visitation and re-enforce brand positioning	4.4.1. Engage an appropriately experienced provider to develop a regional Events Strategy	Medium-term	HVWTA VEH Councils
		4.4.2. Create an events attraction and funding guide to help foster and engage promoters and event management companies to bring relevant events and festivals to the Hunter Valley region	Short-term	HVWTA Councils
		4.4.3. Identify key events and festivals which align with target market’s areas of interest and priority Hunter Valley themes, e.g. ❖ Food and Wine ❖ Heritage ❖ Culture and the Arts ❖ Indigenous ❖ Nature (soft adventure) ❖ Rural/Agri-tours/accommodation ❖ Golf and other Sports	Short-term	HVWTA Councils VEH
		4.4.4. Identify major event promoters and/or management companies to approach and offer the Hunter Valley as a suitable venue for future events	Short-term	HVWTA VEH

4.5	Establish a stronger Hunter Valley and Regional Hunter approach to the attraction and coordination of the MICE market	4.5.1. Extend the Hunter Valley Hero brand messaging for the attraction and growth of the MICE market	Short-term	HVWTA/ VEH/ Venue Operators/ PCOs
		4.5.2. Develop a regional cooperative approach to MICE attraction, sales and servicing via major venues and accommodation providers throughout the region utilising existing infrastructure, services, facilities and personnel	Short-term	HVWTA Councils
4.6	Champion and facilitate an Industry wide skills development and quality service improvement program to increase customer satisfaction in the destination	4.6.1. Work with industry and training/education providers to promote the engagement of staff in relevant areas of skills development to further improve service delivery standards throughout all areas of the visitor economy in the region	Long-term	HVWTA/ VEH/ Councils/ Education Providers
		4.6.2. Develop and implement a “Mystery Shopper” program in the Hunter Valley, which can be used to identify and target areas of service quality improvement.	Short-term	Councils
4.7	Develop and implement a network of “wayside stops” that are strategically placed to capture and service the touring and travelling visitor market.	4.7.1. Ensure a regional and collective approach to the development and implementation of parking and roadside facilities and services meet visitor needs and aligns with the recommendations identified in the DMP	Long-term	Councils
4.8	Develop and implement a Bicycle/walking trails/paths network across the Hunter valley region.	4.8.1. Councils to ensure a regional and collective approach to the development and implementation of cycle and walking trails and paths incorporates both community and visitor needs and aligns with the recommendations and where appropriate the themes identified in the DMP and ensure they link or feed too/from existing or future development or master plans	Medium/Long -term	Councils
4.9	Establish a network of Recreational Vehicle services, parks and parking areas to capture and retain this market.	4.9.1. Ensure a regional and collective approach to the development and implementation of RV parks facilities, parking and roadside stops and amenities/services meet visitor needs and aligns with the recommendations identified in the DMP	Long-term	Councils

Key Strategies and Actions - Enabling Strategies

5. Develop coordinated Visitor Economy Planning and Place-making

Expedite stronger place-making development in the Hunter Valley Towns and Villages, and with the expansion of public facilities; parks, conveniences, etc. that service the combined needs of visitors and the community. Priorities include; improved Wi-Fi/3G network; Develop a local, regionally integrated signage strategy; continued roads improvement; street scaping and retail development in key service city hubs of Cessnock, Singleton and Kurri Kurri ensuring linkages to existing development and master plans; street scaping and heritage development in the heritage towns and villages.

Key Actions		Tasks	Priority / Timeframe	Responsibility
5.1	Actively pursue the development of destination communication Infrastructure.	5.1.1. Work with providers to ensure telecom services 3/4G and Wi-Fi services are improved to meet community, industry and consumer needs throughout the entire LGAs region	Short/Medium-term	HVWTA/ VEH/ Councils
		5.1.2. Lobby Federal and State Government to ensure the NBN or equivalent digital services are delivered to both LGAs at the earliest time possible	Short/Medium-term	HVWTA/ VEH/ Councils
5.2	Develop a local, regionally integrated Signage strategy	5.2.1. Councils & RMS to ensure a regional and collective approach to the development and implementation of a roads, traffic and visitor signage strategy incorporates both community and visitor needs and aligns with the recommendations and themes identified in the DMP	Short/Medium-term	Councils RMS
5.3	Facilitate stronger place making Development in the Hunter Valley Villages, along with expansion of Public Facilities - Parks, conveniences, etc. that service combined visitor and community needs.	5.3.1. Improve information provision throughout towns with gateway, directional and themed signage, visitor information delivery 5.3.2. Increase residents civic pride through Improved local product knowledge of facilities, services, tourism and leisure experiences 5.3.3. Improve community and visitor facilities in townships; wayside parking, conveniences, retail services 5.3.4. Councils to ensure a regional and collective approach to the development and implementation of facilities and services incorporates both community and visitor needs and aligns with the recommendations identified in the DMP and ensure they link or feed too/from existing or future Master Plans	Long-term	Councils

5.4	Establish an alignment between the DMP and relevant Cessnock and Singleton LGA Council Plans.	5.4.1. Identify all Council planning, positioning and strategic documents which may be influenced by the strategic development recommendations identified in the DMP	Medium-term	HVWTA Councils
		5.4.2. Communicate to all relevant Council department managers who guide and implement the planning and strategic documents to identify and/or create the relevant interdependencies between documents to ensure there is alignment on desired outcomes	Short-term	Councils
5.5	Manage and mitigate potential future risk to the Hunter Valley Visitor Economy via the development of a Risk Management Plan	5.5.1. In partnership with State government and Councils, Hunter Valley establish and implement a Destination Risk Management Plan, which identifies all real and potential risks and threats to the visitor economy. This should predominantly focus on protecting the primacy of the vineyards as the key land use and the need for planning policies that maintain and enhance the existing vineyards, wineries and tourist uses. Not limited to, some of the priority areas (although not limited too) are issues such as: <ul style="list-style-type: none"> o damage to the wine industry, e.g. via water/air contamination, disease, environmental forces o broad consumer perceptions on environmental damage caused by mining or similar industries, and o visitor safety (particularly road safety) 	Short-term	HVWTA Councils

6. Grow Partnerships

Undertake to consolidate and build the partnerships and alignment between; NSW Government - Destination NSW, Dept. of Planning, National Parks & Wildlife Service etc; Hunter Regional Network of Councils - Hunter Visitor Economy; Hunter Valley Destination Councils - Cessnock and Singleton and the Hunter Valley community through organisations like the Chambers of Commerce. Target industry and government investment, grants, support and sponsorship opportunities to help underwrite the resources needed to deliver the DMP strategies and actions.

Key Actions	Tasks	Priority / Timeframe	Responsibility
6.1	Build an alignment between Community & Visitor needs	6.1.1. Prioritise the products, services, facilities and experiences which cater for both the local community and visitor needs to target their development and establishment in the region	Long-term Councils
6.2	Target industry & government investment, grants, support & sponsorship opportunities to help underwrite the resources needed to deliver the DMP strategies and actions.	6.2.1. Investigate opportunities for partnerships, joint ventures and support programs via all levels of Government, private enterprise and industry bodies to identify development and funding prospects	Short/Medium-term HVWTA/ VEH/Councils/ Industry
		6.2.2. Target and foster joint ventures and development projects of the products, services and facility projects identified as priorities to meet community and visitor needs	Medium-term HVWTA/ VEH/ Councils
6.3	Establish a long term HVWTA and Councils Memorandum of Understanding that locks in the agreement to support and deliver the DMP.	6.3.1. Develop a memorandum of Understanding between the Cessnock and Singleton City Councils and the HVWTA to drive the implementation and outcomes of the Destination Management Plan.	Immediate HVWTA Councils
		6.3.2. 8.1.2 Ensure the DMP is appropriately considered in all future strategic, infrastructure, services and product development of both Council LGA programs and promotion.	Short/Medium-term HVWTA/ VEH/ Councils
6.4	Further develop the Hunter Regional Network	6.4.1. Via the Hunter Valley Destination DMP and Hunter Regional DMP, develop a strong and cohesive regional network across several levels of delivery identified in both DMP documents e.g. product development, infrastructure development, services provision, visitor information services and cross promotion	Short-term HVWTA/ VEH/LTOs Councils/ Industry Orgs

6.5	Leverage and continue to invest in the current Hunter Valley Hotel Academy facilities to build a centre of hospitality training excellence.	6.5.1. Work with industry and training/education providers to establish the region as a centre for excellence in the area of visitor services and service delivery	Medium/Long-term	HVWTA/VEH/NSW Tafe
6.6	Develop and introduce a Aussie/Hunter Host program in the Hunter valley	6.6.1. Undertaking the development and implementation of the Aussie Host program (or a Hunter Host version) for front line personnel to improve service delivery standards throughout all areas of the visitor economy in the region	Medium-term	HVWTA/ Training Providers/ Industry operators
6.7	Introduce a Work Ready program for newly trained industry personnel to build the soft customer service skills that are required to get employment	6.7.1. Work with relevant Government agencies and training/education providers to establish a Work Ready program to transition students, long term unemployed and return to work individuals into the work environment to further improve employment rates and service delivery standards throughout all areas of the visitor economy in the region	Medium-term	HVWTA/ Training Providers/ Industry operators

7. Improve an understanding of the Market

Cultivate a stronger consumer market and competitor intelligence understanding through up-to-date research in co-operation with Destination NSW, Visitor Economy Hunter and the broad Hunter Valley industry, with a focus on; Establishing a regular Brand Health Monitor; Further development of the Hunter Valley Tourism Monitor and Visitor satisfaction (e.g. mystery shopping program).

Key Actions		Tasks	Priority / Timeframe	Responsibility
7.1	Develop a strong consumer market and competitor intelligence understanding.	7.1.1. Undertake a competitor analysis to establish a baseline for key measurable across products, prices, distribution and all relevant indicators	Medium-term	HVWTA/VEH/ DNSW/Councils/LTOs
		7.1.2. Conduct Brand Health research to monitor reach and brand values achieved by marketing and communications	Short/Medium/Long-term	HVWTA/ Councils
		7.1.3. Monitor and evaluate existing consumer and tourism visitation research programs to measure growth and trends in markets	Medium/Long-term	HVWTA/ VEH/ Councils
		7.1.4. Work with accommodation, attraction, cellar door, venue and golf course operators to collate visitation statistics and build profiles of the MICE, weddings, entertainment, golf and other markets.	Medium/Long-term	HVWTA/ VEH/ Councils
7.2	Continuously monitor DMP performance against key Goals and performance measures.	7.2.1. Establish a measurement and reporting methodology to monitor the implementation of the DMP's strategic recommendations and actions	Short-term	Councils/VEH/ HVWTA
		7.2.2. Influence the measurement and reporting methodologies used to monitor the implementation of other Council planning and strategic documents/programs to ensure the recommendations of the DMP are being considered at all times	Short/Medium-term	Councils
7.3	Set DMP benchmarks and KPIs to ensure the DMP outcomes are being achieved.	7.3.1. Establish benchmarks on areas of development, standards, deliverables which the DMP can be of influence	Long-term	Councils/ VEH/ HVWTA
		7.3.2. Establish Key Performance Indicators for inputs, performance and outcomes of activity and outcome areas associated with the visitor economy across the region	Medium-term	HVWTA/ VEH/ Councils
		7.3.3. Measure, compare and report on results at appropriate time intervals to demonstrate progress and outcomes of DMP strategies and recommended actions	Medium-term	HVWTA/ VEH/ Councils

Hunter Valley Product/Experiences Audit

The following product audit comprises the known commercial tourism businesses which participate in the visitor economy and many sites suitable for tourism and events activity in the Cessnock and Singleton LGAs as supplied by the respective Visitor Information Centres. However, the list does not identify many existing historical, cultural or natural sites suitable for consideration for inclusion in future tourism development opportunities.

This audit does not extend to list all facilities and providers which service visitors to the region, these could include; retail outlets, fuel and vehicle service providers, sporting facilities, public services, education and training and many more. A more comprehensive audit could be undertaken to identify all experiences, services, facilities and providers to the visitor economy. The following table identifies each service, experience or product's suitability to either participate in the identified themes for product development or would be appropriate to leverage off those visitors who will access or participate in these experience.

Cessnock LGA Businesses	City / town / location	Type of business	Wine /Food	Heritage	Culture/ Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Accommodation								
Crowne Plaza Hunter Valley	Cessnock	Resort / Accom	+	+	+	+	+	+
Grand Mercure The Vintage Hunter Valley	Pokolbin	Resort / Accom	+	+	+	+	+	+
Grand Mercure Apartments Cypress Lakes Resort	Cessnock	Resort / Accom	+	+	+	+	+	+
Harrigans Irish Pub	Pokolbin	Resort / Accom	+	+	+	+	+	+
Mercure Hunter Valley Gardens	Pokolbin	Resort / Accom	+	+	+	+	+	+
Leisure Inn Pokolbin Hill	Sydney	Resort / Accom	+	+	+	+	+	+
Peppers Guesthouse Hunter Valley	Pokolbin	Resort / Accom	+	+	+	+	+	+
Potters Hotel Brewery Resort	Cessnock	Resort / Accom	+	+	+	+	+	+
The Sebel Kirkton Park Hunter Valley		Resort / Accom	+	+	+	+	+	+
Tuscany Wine Estate Resort	POKOLBIN	Resort / Accom	+	+	+	+	+	+
Chateau Elan @ The Vintage	POKOLBIN	Resort / Accom	+	+	+	+	+	+
Hermitage Lodge	Pokolbin	Resort / Accom	+	+	+	+	+	+
Hunter Valley Resort	Pokolbin	Resort / Accom	+	+	+	+	+	+
Tower Lodge	Pokolbin	Resort / Accom	+	+	+	+	+	+
The Sebel Kirkton Park	Pokolbin	Resort / Accom	+	+	+	+	+	+
Adina Vineyard	Lovedale	Self-contained Accom	+	+	+	+	+	+
Amelies on Pokolbin	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Araluen Mistletoe Cottages	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Arcadian Retreat	Laguna	Self-contained Accom	+	+	+	+	+	+
Beltana Villas	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Berenbell Vineyard Retreat	Pokolbin	Self-contained Accom	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Billabong Moon	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Bimbadeen Estate	West Cessnock	Self-contained Accom	+	+	+	+	+	+
Bimbadeen Mountain Retreat	Mount View	Self-contained Accom	+	+	+	+	+	+
Bimbadgen	Branxton	Self-contained Accom	+	+	+	+	+	+
Blackthorn Hill Retreat	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Blackwattle Luxury Retreats	Longueville	Self-contained Accom	+	+	+	+	+	+
Blue Cliff Retreat		Self-contained Accom	+	+	+	+	+	+
Bluebush Estate	Lovedale	Self-contained Accom	+	+	+	+	+	+
Bracken Ridge Villas	POKOLBIN	Self-contained Accom	+	+	+	+	+	+
Broken View Estate	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Brokenback Accommodation	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Bufs at Pokolbin	Pokolbin	Self-contained Accom	+	+	+	+	+	+
CamWay Estate	Cessnock	Self-contained Accom	+	+	+	+	+	+
Capers Guesthouse & Cottage	Wollombi	Self-contained Accom	+	+	+	+	+	+
Carriages Boutique Hotel & Vineyard	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Casa La Vina	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Cedar Creek Cottages	Cedar Creek	Self-contained Accom	+	+	+	+	+	+
Cedars Mount View	Mount View	Self-contained Accom	+	+	+	+	+	+
Chez Vous Villas	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Clydes at Mount View	Bilgola	Self-contained Accom	+	+	+	+	+	+
Cooper's Shoot	Bronte	Self-contained Accom	+	+	+	+	+	+
Cottages on Lovedale	Lovedale	Self-contained Accom	+	+	+	+	+	+
Cottages on Mount View	Mount View	Self-contained Accom	+	+	+	+	+	+
Dandaloo Cottages	Killara	Self-contained Accom	+	+	+	+	+	+
deja Vu Estate	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Englewood Ridge	Wahroonga	Self-contained Accom	+	+	+	+	+	+
Getaway Inn - Hunter Valley	Gordon	Self-contained Accom	+	+	+	+	+	+
Ghost Riders Lodge	Galston	Self-contained Accom	+	+	+	+	+	+
Glen Ayr Cottages	Cessnock	Self-contained Accom	+	+	+	+	+	+
Grapevines Boutique Accommodation	Cessnock	Self-contained Accom	+	+	+	+	+	+
Grasmere Estate	Northbridge	Self-contained Accom	+	+	+	+	+	+
Holman Estate (Pokolbin)	Coonabarabran	Self-contained Accom	+	+	+	+	+	+
Belford Cabin	Pokolbin	Self-contained Accom	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Hunter Hideaway Cottages	Stockton	Self-contained Accom	+	+	+	+	+	+
Ironbark Country Cottages	Cessnock	Self-contained Accom	+	+	+	+	+	+
Kinsale Cottage	Turramurra	Self-contained Accom	+	+	+	+	+	+
Krinklewood Cottage/Trains	Newport Beach	Self-contained Accom	+	+	+	+	+	+
Lilies Cottage	Lovedale	Self-contained Accom	+	+	+	+	+	+
Lillians on Lovedale	Lovedale	Self-contained Accom	+	+	+	+	+	+
Little Wines Accommodation	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Lovedale Lodge	Terrigal	Self-contained Accom	+	+	+	+	+	+
Manzanilla Ridge	Rothbury	Self-contained Accom	+	+	+	+	+	+
Misty Glen Cottage	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Mount View Lodges	Cessnock West	Self-contained Accom	+	+	+	+	+	+
Mystwood Retreats	Wollombi	Self-contained Accom	+	+	+	+	+	+
Nirvana Vista Resort	Woy Woy	Self-contained Accom	+	+	+	+	+	+
North Lodge Cottages	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Old Hillside Homestead	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Old Talga Vines Vineyard Escape	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Olive Grove Cottages	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Serenity Grove	Fordwich	Self-contained Accom	+	+	+	+	+	+
Somewhere Unique	Wollombi	Self-contained Accom	+	+	+	+	+	+
Spicers Vineyards Estate	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Splinters Guest House	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Swish Wine - Claremont House & Wine	Lovedale	Self-contained Accom	+	+	+	+	+	+
Talga Estate	Rothbury	Self-contained Accom	+	+	+	+	+	+
Tellace Wines	Sydney	Self-contained Accom	+	+	+	+	+	+
The Grange on Hermitage	POKOLBIN	Self-contained Accom	+	+	+	+	+	+
The Hunter Habit and Rothvale Vineyard	Pokolbin	Self-contained Accom	+	+	+	+	+	+
The Vintry	Pokolbin	Self-contained Accom	+	+	+	+	+	+
The Woods at Pokolbin	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Tonic Hotel	Rithbury	Self-contained Accom	+	+	+	+	+	+
Valley View Cottage	Lane Cove	Self-contained Accom	+	+	+	+	+	+
Verona Vineyard	Cessnock	Self-contained Accom	+	+	+	+	+	+
Villa Siena	Russell Lea	Self-contained Accom	+	+	+	+	+	+
Vineyard Hill	Lovedale	Self-contained Accom	+	+	+	+	+	+
Stay @ Wandin Hunter Valley	Lovedale	Self-contained Accom	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Wattle-Wilde Country Hideaway	Lovedale	Self-contained Accom	+	+	+	+	+	+
Wild Edge Retreat	Wollombi	Self-contained Accom	+	+	+	+	+	+
Windsors Edge	ROTHBURY	Self-contained Accom	+	+	+	+	+	+
Wirral Grange Vineyard	CESSNOCK	Self-contained Accom	+	+	+	+	+	+
Woodlane Cottages	Cessnock	Self-contained Accom	+	+	+	+	+	+
Woolshed Hill Estate	Pokolbin	Self-contained Accom	+	+	+	+	+	+
Avoca House B&B	Wollombi	B&B - Guest House	+	+	+	+	+	+
Blueberry Hill Vineyard	Pokolbin	B&B - Guest House	+	+	+	+	+	+
Brilex Park B & B	Mount Vincent	B&B - Guest House	+	+	+	+	+	+
Danica House Bed & Breakfast	Nulkaba	B&B - Guest House	+	+	+	+	+	+
Elfin Hill	Pokolbin	B&B - Guest House	+	+	+	+	+	+
Guest House Mulla Villa	Wollombi	B&B - Guest House	+	+	+	+	+	+
Greta Main Pay Office Guest House	Greta Main	B&B - Guest House	+	+	+	+	+	+
Hill Top Country Guest house	Rothbury	B&B - Guest House	+	+	+	+	+	+
The Woolly Feb B&B,	Cessnock	B&B - Guest House	+	+	+	+	+	+
Abernethy Guesthouse,	Abernethy	B&B - Guest House	+	+	+	+	+	+
Hunter Haven Bed and Breakfast,	Bellbird	B&B - Guest House	+	+	+	+	+	+
Sunrise Bed and Breakfast	Brunkerville	B&B - Guest House	+	+	+	+	+	+
Lochinvar House	Lochinvar	B&B - Guest House	+	+	+	+	+	+
Rosedale B & B	Lovedale	B&B - Guest House	+	+	+	+	+	+
Peppers Convent	Pokolbin	B&B - Guest House	+	+	+	+	+	+
Thistle Hill Guest House	Pokolbin	B&B - Guest House	+	+	+	+	+	+
Cessnock Motel	Cessnock	Motel / Accom	+	+	+	+	+	+
Comfort Inn Cumberland		Motel / Accom	+	+	+	+	+	+
Windarra Motel (Harkam Wines)	Pokolbin	Motel / Accom	+	+	+	+	+	+
Quest Maitland	Maitland	Motel / Accom	+	+	+	+	+	+
Australian Hotel Motel	Branxton	Motel / Accom	+	+	+	+	+	+
Kurri Motor Inn	Kurri Kurri	Motel / Accom	+	+	+	+	+	+
Hunter Country Lodge	North Rothbury	Motel / Accom	+	+	+	+	+	+
Hunter Valley Hotel Academy	Kurri Kurri	Motel / Accom	+	+	+	+	+	+
Station Hotel Motel Kurri Kurri	Kurri Kurri	Motel / Accom	+	+	+	+	+	+
Travellers Rest	Aberdare	Motel / Accom	+	+	+	+	+	+
Cessnock Heritage Inn	Cessnock	Motel / Accom	+	+	+	+	+	+
Wine Country Motor Inn	Cessnock	Motel / Accom	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Wild Brumby	Pokolbin	Youth Hostel	+	+	+	+	+	+
Hunter Valley YHA	Pokolbin	Youth Hostel	+	+	+	+	+	+
Big4 Valley Vineyard Tourist Park	Cessnock	Tourist Van Park	+	+	+	+	+	+
Wine Country Caravan Park	Nulkaba	Tourist Van Park	+	+	+	+	+	+
Tattersals Hotel	Greta	Hotel-Pub / Accom	+	+	+	+	+	+
Bellbird Hotel	Bellbird	Hotel-Pub / Accom	+	+	+	+	+	+
Galleries								
Butterflies Gallery	Cessnock	Art Gallery	+		+			
Cessnock Regional Art Gallery	Cessnock	Art Gallery	+	+	+		+	
Ogishi Craft Centre	Cessnock	Art Gallery	+		+			
Australian Woodwork Gallery	Nulkaba	Art Gallery	+	+	+			
Peter Sesselmann	Sawyers Gully	Art Gallery	+	+	+			
Lavender Gate Farm	Wollombi	Art Gallery	+		+			+
Emma's Cottage Art Gallery	Lovedale	Art Gallery	+	+	+			
Pokolbin Gallery & Mistletoe Sculpture Garden	Pokolbin	Art Gallery	+	+	+			+
The Gate Gallery & Defiance sculpture Park	Wollombi	Art Gallery	+	+	+			+
Wine Glass Gallery	Pokolbin	Art Gallery	+	+	+			
British Royal Memorabilia Collection	Nulkaba	Art Gallery	+	+	+			
Heirloom Studio	Rothbury	Art Gallery	+	+	+			
Crow Trap Studio	Pokolbin	Art Gallery	+	+	+			
Old Brush Gallery	Brunkerville	Art Gallery	+	+	+			+
Marthaville Arts & Crafts Centre	Cessnock	Art Gallery	+	+	+			
Facilities / Services								
Cessnock Performing Arts Centre	Cessnock	Theatre / Arts	+	+	+		+	
Cessnock Airport	Pokolbin	Airport / Airfield	+	+	+	+	+	+
Newcastle Airport	Williamstown	Airport / Airfield	+	+	+	+	+	+
Rutherford Aerodrome	Rutherford	Airport / Airfield	+	+	+	+	+	+
Luskintyre Airfield	Lochinvar	Airport / Airfield	+	+	+	+	+	+
Whittingham Airfield	Singleton	Airport / Airfield	+	+	+	+	+	+
Hertz – Cessnock & Singleton	Cessnock / Singleton	Car Hire	+	+	+	+	+	+
Dining Out in the Hunter Valley	Wine Country region	Publication	+	+	+	+	+	+
Cessnock Public Pool	Cessnock	Swimming Pool				+		
Branxton Public Pool	Branxton	Swimming Pool				+		

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Indoor Aquatic Centre	Kurri Kurri	Swimming Pool				+		
Wine Country Catering	West Cessnock	Caterers	+	+	+	+		+
Ron McSporran – Marriage Celebrant	Carey Bay	Celebrant	+					
A Wine Country Celebration	Cessnock	Celebrant	+					
Hunter Ceremonies	Elernmore Vale	Celebrant	+					
Maree Callaghan, Hunter Marriage Celebrant	Kearsley	Celebrant	+					
Hermitage Cellars	Pokolbin	Cellar Door	+	+	+	+	+	+
Hunter Valley Smelly Cheese Shop	Bellbird	Cheese Factory	+		+			+
Hunter Valley Smelly Cheese Shops	Pokolbin	Retail outlets	+		+			+
Hunter Valley Cheese Factory	Cessnock	Cheese Factory	+		+			+
Binnorie Dairy	Pokolbin	Cheese Factory	+		+			+
Red Zebra Babysitting & Childcare Agency	Cessnock	Childcare	+	+	+	+	+	+
The Hunter Valley Chocolate Company	Cessnock	Chocolate Factory	+		+			+
Hunter Valley Cooking School	Pokolbin	Cooking School	+		+			
Tea Tree Spa @ Crowne Plaza	Cessnock	Day Spa	+	+	+	+	+	+
Hunter Valley Reflections Day Spa	Killingworth	Day Spa	+	+	+	+	+	+
Golden Door Spa Elysia	Pokolbin	Day Spa / Wellbeing	+	+	+	+	+	+
Sacred Elements		Day Spa / Wellbeing	+	+	+	+	+	+
Endota Spa	Pokolbin	Day Spa	+	+	+	+	+	+
Thai Nature Massage	Cessnock	Massage Therapy	+	+	+	+	+	+
House of Wax & Beauty	Cessnock	Day Spa	+	+	+	+	+	+
Zen Hair Skin Body & Sublime Weddings	Pokolbin	Day Spa	+	+	+	+	+	+
Hunter Valley Gardens	Pokolbin	Display Garden	+	+	+	+		+
Hunter Wine Theatre/School	Pokolbin	Cooking/Wine School	+					
Majors Lane Cooking School	Lovedale	Cooking/Wine School	+					
Tuscany Wine Estate Cooking School	Pokolbin	Cooking/Wine School	+					
Wine School Australia		Cooking/Wine School	+					
Hunter Distillery	Newcastle	Distillery	+	+	+	+	+	+
Butlers Events	Cardiff	Event Hire	+	+	+			+
Sheer Design	Maitland	Event Hire	+	+	+			+
SSS Events	Mascot	Event Hire	+	+	+			+
Fantastic Celebrations	Pokolbin	Event Hire	+	+	+			+
Valley Fresh Flowers	Newcastle	Florist	+	+	+	+	+	+
Peppers Creek Barrel Room	West Cessnock	Function Hire	+	+	+			+

Cessnock LGA Businesses	City / town / location	Type of business	Wine/ Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Hair By Jenni	Wangi Wangi	Hairdresser Mobile	+	+	+	+	+	+
Slattery Helicopter Charter	Belmont	Helicopter Charters	+	+	+	+	+	+
Thai Nature Massage	Cessnock	Masseuse	+	+	+	+	+	+
Edgeworth David Museum	Kurri Kurri	Museum/Attraction	+	+	+			
Richmond Vale Railway Museum	Kurri Kurri	Museum/Attraction	+	+	+			
Two Play Strings	Charlestown	Musicians	+	+	+			+
D'Amore Ensembles	Various	Musicians	+	+	+			+
Pukara Estate	Hunter Valley	Olive Oil Producer	+		+			+
Hunter Wine Online	Medowie	Online Distributor	+					
Chris Elfes Photography Pty Ltd	Branxton	Photographer	+	+	+	+	+	+
D&V Photography	Cardiff	Photographer	+	+	+	+	+	+
Natural Lightscapes Portraits	Cessnock	Photographer	+	+	+	+	+	+
Popcorn Photography Australia Pty Ltd	Cessnock	Photographer	+	+	+	+	+	+
Harrison's Photography	Millfield	Photographer	+	+	+	+	+	+
Studio Valentine Photography	Valentine	Photographer	+	+	+	+	+	+
Abermain Soccer Ground	Abermain	Local Sport Grounds				+		
Booth	Kurri Kurri	Local Sport Grounds				+		
Branxton Oval	Branxton	Local Sport Grounds				+		
Centenary	Pelaw Main	Local Sport Grounds				+		
Chinamans Hollow	Weston	Local Sport Grounds				+		
Crawfordville	Millfield	Local Sport Grounds				+		
Drain Oval	Cessnock	Local Sport Grounds				+		
East End Oval	Cessnock	Local Sport Grounds				+		
Howe	Abermain	Local Sport Grounds				+		
Jacobs	Pelaw Main	Local Sport Grounds				+		
Kitchener	Kitchener	Local Sport Grounds				+		
Mulbring	Mulbring	Local Sport Grounds				+		
Birrilee East	Kurri Kurri	District Sport Grounds				+		
Birrilee West	Kurri Kurri	District Sport Grounds				+		
Jefferey	Kearsley	District Sport Grounds				+		
Margaret Johns	Kurri Kurri	District Sport Grounds				+		
Mount View Basin	Cessnock	District Sport Grounds				+		
Varty	Weston	District Sport Grounds				+		
Weston Bears	Weston	District Sport Grounds				+		
Wollombi Recreation Reserve	Wollombi	District Sport Grounds				+		

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Baddeley (East)	Cessnock	Regional Sport Ground				+		
Cessnock Sportsground	Cessnock	Regional Sport Ground				+		
Carmichael	Bellbird	Regional Sport Ground				+		
Greta Central Oval	Greta	Regional Sport Ground				+		
Kurri Kurri Central	Kurri Kurri	Regional Sport Ground				+		
Miller	Branxton	Regional Sport Ground				+		
Turner	Cessnock	Regional Sport Ground				+		
Kurri Kurri Speedway	Loxford	Bike Racing Track	+			+		
Cessnock Racecourse	Cessnock	Horse Racing Track	+		+	+		+
Activities / Services								
Nostalgia Festival (Every March)	Kurri Kurri	Event/Festival	+	+	+			
Mural month (Every September)	Kurri Kurri	Event/Festival	+	+	+			
Kurri Kurri Community Festival	Kurri Kurri	Event/Festival	+	+	+			
Kurri Kurri Billy Cart Derby	Kurri Kurri	Event/Festival	+	+	+	+		
Wollombi Valley Country Fair, November	Wollombi	Event/Festival	+	+	+			
Sculpture in the Vineyards, from November	Wine Country region	Event/Festival	+	+	+			+
Draytons Family Wines Vintage Fair, March	Pokolbin	Event/Festival	+	+	+			+
Lovedale Long Lunch, May	Lovedale	Event/Festival	+	+	+			
All Spokes Festival (Cycling) May	Wine Country region	Event/Festival	+	+	+	+		
Winery Running Festival, July	Wine Country region	Event/Festival	+	+	+	+		
Hunter Valley Food and Wine Month (June)	Wine Country region	Event/Festival	+	+	+			+
Snow Time at Hunter Valley Gardens June – July	Pokolbin	Event/Festival	+	+	+			
Chocolate Festival, Hunter Valley Gardens, July	Pokolbin	Event/Festival	+	+	+			
The Gum Ball	Lower Belford	Event/Festival	+	+	+			
Festival of Flowers at Hunter Valley Gardens	Pokolbin	Event/Festival	+	+	+			+
Wollombi Wild Ride (Mountain Biking), September	Wollombi	Event/Festival	+	+	+	+		
Rose Spectacular, Hunter Valley Gardens Oct/Nov	Pokolbin	Event/Festival	+	+	+			+
Opera in the Vineyards - Wyndham Estate	Dalwood	Event/Festival	+	+	+			
Jazz in the Vines, Tyrrells, October	Pokolbin	Event/Festival	+	+	+			
Christmas Lights Spectacular, Hunter Valley Gardens, November to January	Pokolbin	Event/Festival	+	+	+			
Jungle Juice Cup, first Tuesday in July	Cessnock	Event/Festival	+	+	+			
Hunter Chef and Co Annual Food Fight		Event/Festival	+	+	+			
Wine Country Polo	Various	Event/Festival	+	+	+	+		+

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Sacred Tree Markets	Branxton	Markets	+	+	+		+	+
Hand Made in the Hunter Markets at Sobels Wines	Pokolbin	Markets	+	+	+		+	+
Farmers Markets - fresh Produce	Kurri Kurri	Markets	+		+		+	+
Hunter Valley Zoo	Nulkaba	Zoo	+	+	+	+		+
Hunter Chefs & Co.	Cessnock	Services	+		+			+
Skydive the Hunter Valley	Wollongong	Skydiving	+			+		
East Coast Corporate & Group Xperiences	Hillsborough	Activity	+			+		+
Hunter Region Business Enterprise Centre	Kurri Kurri	Services	+	+	+		+	+
Sound Addiction	Lovedale	Services	+	+	+			+
The Gum Ball	Lower Belford		+	+	+	+	+	+
Pokolbin Community Hall	Pokolbin	Venue	+	+	+			+
Dining Out Hunter Valley		Service	+	+	+	+	+	+
SoulArte			+	+	+	+	+	+
Pinnacle Team Events	Tighes Hill	Team Building	+			+		+
TeamActivity.com.au (Hunter Valley Resort),	Hermitage Rd	Team Building	+			+		+
Hunter Valley Gardens Aqua Golf & Putt Putt	Cessnock	Putt Putt Golf	+			+		
The Vintage Golf	Rothbury	Golf Course	+		+			+
Hunter Valley Golf @ Crowne Plaza	Lovedale	Golf Course	+		+			+
Cypress Lakes Country Club	Pokolbin	Golf Course	+		+			+
Oaks Bridge Golf Course	Cessnock	Golf Course	+		+			+
Kurri Kurri Golf Club,	Heddon Greta	Golf Course	+		+			+
Branxton Golf Course	Branxton	Golf Course	+		+			+
Cloud 9 Balloon Flights	Annangrove	Balloon Flights	+		+	+		+
Balloon Aloft	North Rothbury	Balloon Flights	+		+	+		+
International Balloon Flight Company	Cessnock	Balloon Flights	+		+	+		+
Wine Country Ballooning	Lovedale	Balloon Flights	+		+	+		+
Balloon Safaris	Pokolbin	Balloon Flights	+		+	+		+
Grapemobile Bicycle Hire	Aberdare	Bicycle Hire	+	+	+	+	+	
Hunter Valley Cycling	Cessnock	Bicycle Hire	+	+	+	+	+	
Hunter Valley Equestrian Centre	Black Hill	Horse Riding/Carriage	+			+		+
Stemtaler Equestrian Services	Buchanan	Horse Riding/Carriage	+			+		+
Seraphic Park Stud	Elrington	Horse Riding/Carriage	+			+		+
Hunter Valley Horse Riding Adventures	Rothbury	Horse Riding/Carriage	+			+		+
Willows Leap Equestrian	Laguna	Horse Riding/Carriage	+			+		+

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Bisdale Riding	Branxton	Horse Riding/Carriage	+			+		+
Pokolbin Horse Coaches	Pokolbin	Horse Riding/Carriage	+			+		+
Trail Rides	Pokolbin	Horse Riding/Carriage	+			+		+
Hunter Valley Horse Riding & Carriage Tours	Pokolbin	Horse Riding/Carriage	+			+		+
Paxton-Brown Carriages	Cessnock	Horse Riding/Carriage	+			+		+
Hunter Valley Horse Riding & Adventures,	Talga Rd	Horse Riding/Carriage	+			+		+
Byalee Stables	Nulkaba	Horse Riding/Carriage	+			+		+
Hunter Valley Beer Co	Cessnock	Brewery	+		+			+
East Cessnock Bowling Clup	Cessnock	Gaming, Venue Restaurant	+	+	+	+	+	+
Cessnock Supporters Club	Cessnock	Gaming, Venue Restaurant	+	+	+	+	+	+
Cessnock RSL Club	Cessnock	Gaming, Venue Restaurant	+	+	+	+	+	+
Weston Workers Club	Weston	Gaming, Venue Restaurant	+	+	+	+	+	+
Kurri Workers Club	Kurri Kurri	Gaming, Venue Restaurant	+	+	+	+	+	+
Bellbird Workers Club	Bellbird	Gaming, Venue Restaurant	+	+	+	+	+	+
Stonebridge Golf Club	Cessnock	Gaming, Venue Restaurant	+	+	+	+	+	+
Wollombi Village	Wollombi	Heritage / Museum	+	+	+			
David Edgeworth Museum	Kurri Kurri	Heritage / Museum	+	+	+			
Old North Road Convict Trail	Sydney to Wollombi	Heritage / Museum	+	+	+	+		
School of Arts Building	Cessnock	Heritage / Museum	+	+	+			
Cessnock Court House	Cessnock	Heritage / Museum	+	+	+			
Richmond Vale Rail Museum	Kurri Kurri	Heritage / Museum	+	+	+	+		
Dalwood Heritage Walk at Wyndham Estate	Dalwood	Heritage / Museum	+	+	+	+		+
Kitchener Poppethead		Heritage / Museum	+	+	+	+		+
Ngurra Bu	Wollombi	Heritage / Museum	+	+	+	+	+	+
Branxton and Greta Villages	Branxton / Greta	Heritage / Museum	+	+	+			+
Adina Olives	Lovedale	Food producer	+		+			+
Tintilla Estate, Olive Products	Pokolbin	Food producer	+		+			+
Hunter Olive Centre, Olives	Pokolbin	Food producer	+		+			+
Fuch's Olive Oil & Produce, Olive oil products	Pokolbin	Food producer	+		+			+
Ozmack Olives	Pokolbin	Food producer	+		+			+
Pokolbin Creek Olives, Olive production & products	Luskintyre	Food producer	+		+			+

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River Flats Estate, Olive production & products	Broke	Food producer	+		+			+
Foggo Grove, Olive Oil, Marinated Olives	Mount View	Food producer	+		+			+
Hunter Olives, Olive Oils, Table Olives, Tapenade	Lovedale	Food producer	+		+			+
Kelman Vineyards, Olive Oils, Table Olives +	Pokolbin	Food producer	+		+			+
Olio Mio Estate, Olive Oil, (Processing Plant)	Pokolbin	Food producer	+		+			+
Pangallo Estate, Olive Oil, Wine	Richmond Vale	Food producer	+		+			+
Sawyers Brook Estate, Organic Olive Oil	North Rothbury	Food producer	+		+			+
Mojo's on Wilderness, Tapenade, Roasted Olives, Balsamic Vinegar	Lovedale	Food producer	+		+			+
Kevin Tull, Fruit & Berries	Bellbird	Food producer	+		+			+
Organic Vegetables, Mt Vincent		Food producer	+		+			+
Game - Glen Doone Ostrich Enterprise, Ostriches	Nulkaba	Food producer	+		+			+
Hunter Valley Garlic	Pokolbin	Food producer	+		+			+
Maggies Garlic Farm	Laguna	Food producer	+		+			+
Honey, C&L Wilson – Bee Keepers		Food producer	+		+			+
Honey & Bees Wax Products	Sawyers Gully	Food producer	+		+			+
Kurri Meats	Heddon Greta	Food producer	+		+			+
Lovedale Smokehouse, Smoked meat & fish	Lovedale	Food producer	+		+			+
Parks – Local / District / Regional / National								
Werakata National Park	Cessnock LGA	National Park	+	+		+	+	
Werakata State Conservation Area	Cessnock LGA	State Reserve	+	+		+	+	
Yengo National Park	Cessnock LGA	National Park	+	+		+	+	
Watagans State Forest	Cessnock LGA	State Forest	+	+		+	+	
Watagans National Park	Cessnock LGA	National Park	+	+		+	+	
Wollemi National Park	Cessnock LGA	National Park	+	+		+	+	
Abernethy	Abernethy	Local Parks	+		+			
Alkira Avenue	Cessnock	Local Parks	+		+			
ANZAC Reserve	Wollombi	Local Parks	+	+	+			
Apex	Cessnock	Local Parks	+		+			
Apex	Kurri Kurri	Local Parks	+		+			
Community Hall	Bellbird	Local Parks	+		+			
Miners Memorial	Bellbird	Local Parks	+	+	+			
Bluey Frame	Weston	Local Parks	+		+			
Brunner	East Branxton	Local Parks	+		+			

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Chalmers	Kurri Kurri	Local Parks	+		+			
Crawfordville/Millfield	Millfield	Local Parks	+		+			
Edgeworth David	Abermain	Local Parks	+		+			
Ellalong	Ellalong	Local Parks	+		+			
Ernie Dunlop	Weston	Local Parks	+		+			
Hall	Cessnock	Local Parks	+		+			
Harle Street	Abermain	Local Parks	+		+			
Hedleigh	Heddon Greta	Local Parks	+		+			
H J Sternbeck	Cessnock	Local Parks	+		+			
Jefferies	Abermain	Local Parks	+		+			
Lloyd	Pelaw Main	Local Parks	+		+			
Winter Park	Kurri Kurri	Local Parks	+		+			
Manning	Cessnock	Local Parks	+		+			
Margaret Street	Cessnock	Local Parks	+		+			
McFarlane Street	Cessnock	Local Parks	+		+			
Meredith Street	Weston	Local Parks	+		+			
Norman Brown	Greta	Local Parks	+		+			
North Cessnock	Cessnock	Local Parks	+		+			
North Rothbury	North Rothbury	Local Parks	+		+			
Nulkaba Playground	Nulkaba	Local Parks	+		+			
O'Brien Street	Cessnock	Local Parks	+		+			
Macquarie Avenue	Cessnock	Local Parks	+		+			
Oxford Street	Greta	Local Parks	+		+			
Paxton	Paxton	Local Parks	+		+			
Plantation Reserve	Greta	Local Parks	+		+			
Quarry Street	Cessnock	Local Parks	+		+			
Shiraz Close	Cessnock	Local Parks	+		+			
Simm	Kurri Kurri	Local Parks	+		+			
Slacks	Wollombi	Local Parks	+		+			
Spion Kop Reserve	Spoin Kop	Local Parks	+		+			
Stanford Merthyr	Stanford Merthyr	Local Parks	+		+			
Thomas Fell	Weston	Local Parks	+		+			
Abermain Centenary	Abermain	District Parks						

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Bailey	Abermain	District Parks	+		+			
Buckland Avenue	Cessnock	District Parks	+		+			
Log of Knowledge	Kurri Kurri	District Parks	+	+	+			
Margaret Johns	Kurri Kurri	District Parks	+		+			
Pokolbin	Pokolbin	District Parks	+		+			
Rotary	Kurri Kurri	District Parks	+		+			
Veteran's Memorial	Cessnock	District Parks	+	+	+			
Bimbadeen Lookout	Mount View	Regional Parks	+		+			
Bridges Hill	Cessnock	Regional Parks	+		+			
Cessnock Civic	Cessnock	Regional Parks	+		+			
Hunter River Reserve	Greta	Regional Parks	+		+			
Miller Park	Branxton	Regional Parks	+		+			
Peace Park / Chainman's Hollow	Weston	Regional Parks	+	+	+			
Poppethead Reserve	Kitchener	Regional Parks	+	+	+			
Restaurants / Cafes / Hotel-Pubs								
Majors Lane Restaurant	Aberglassyn	Restaurant	+	+	+	+	+	+
Bodega Restaurant & Bar	Pokolbin	Restaurant	+	+	+	+	+	+
Casa Margarita	Pokolbin	Restaurant	+	+	+	+	+	+
Drayton's log Press Café	Pokolbin	Restaurant	+	+	+	+	+	+
Harvest Restaurant	Pokolbin	Restaurant	+	+	+	+	+	+
Il Cacciatore	Pokolbin	Restaurant	+	+	+	+	+	+
Linderman's 1843 Café	Pokolbin	Restaurant	+	+	+	+	+	+
Restaurant Cuvee	Pokolbin	Restaurant	+	+	+	+	+	+
Robyn Draytons	Pokolbin	Restaurant	+	+	+	+	+	+
San Martino	Pokolbin	Restaurant	+	+	+	+	+	+
The Mill	Pokolbin	Restaurant	+	+	+	+	+	+
Muse Restaurant	Pokolbin	Restaurant	+	+	+	+	+	+
Muse Kitchen	Pokolbin	Restaurant	+	+	+	+	+	+
Esca Bimbadgen	Branxton	Restaurant	+	+	+	+	+	+
Margan Restaurant	Broke	Restaurant	+	+	+	+	+	+
Emerson's at Pokolbin	Cardiff	Restaurant	+	+	+	+	+	+
AL-OI Thai Restaurant	Cessnock	Restaurant	+	+	+	+	+	+
Australian Regional Food Store & Café	Cessnock	Restaurant	+	+	+	+	+	+
Briar Grillade	Cessnock	Restaurant	+	+	+	+	+	+

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Brickworks Brasserie @ Potters Hotel	Cessnock	Restaurant	+	+	+	+	+	+
Oishii	Pokolbin	Restaurant	+	+	+	+	+	+
Redsalt @ Crowne Plaza	Cessnock	Restaurant	+	+	+	+	+	+
SSS BBQ Barns Cessnock	Cessnock	Restaurant	+	+	+	+	+	+
The Cellar Restaurant	Cessnock	Restaurant	+	+	+	+	+	+
The Olive Tree Restaurant	Cessnock	Restaurant	+	+	+	+	+	+
Leaves & Fishes	Lovedale	Restaurant	+	+	+	+	+	+
Sabor in the Hunter	Lovedale	Restaurant	+	+	+	+	+	+
Wandin Hunter Valley	Lovedale	Restaurant	+	+	+	+	+	+
Hunter Valley Steakhouse	Melford	Restaurant	+	+	+	+	+	+
Bistro Molines	Mount View	Restaurant	+	+	+	+	+	+
Blaxlands Inn	Pokolbin	Restaurant	+	+	+	+	+	+
Chez Pok @ Peppers Guesthouse	Pokolbin	Restaurant	+	+	+	+	+	+
Contango Coffee	Pokolbin	Restaurant	+	+	+	+	+	+
Restaurant @ The Sebel Kirkton Park	Pokolbin	Restaurant	+	+	+	+	+	+
Restaurant Botanica @ Spicers Vineyards Estate	Pokolbin	Restaurant	+	+	+	+	+	+
Restaurant Nine	Pokolbin	Restaurant	+	+	+	+	+	+
Roberts Restaurant	Pokolbin	Restaurant	+	+	+	+	+	+
The Beltree	Pokolbin	Restaurant	+	+	+	+	+	+
The Verandah Restaurant	Pokolbin	Restaurant	+	+	+	+	+	+
Twine Restaurant	Pokolbin	Restaurant	+	+	+	+	+	+
Black Creek Farm	Rothbury	Restaurant	+	+	+	+	+	+
Legends Grill @ The Vintage	Rothbury	Restaurant	+	+	+	+	+	+
Café @ Leisure Inn Pokolbin Hill	Sydney	Café / Restaurant	+	+	+	+	+	+
Café Enzo	Pokolbin	Café / Restaurant	+	+	+	+	+	+
Amanda's on the Edge		Restaurant	+	+	+	+	+	+
Elizabeth's @ McWilliam's	Mt Pleasant	Restaurant	+	+	+	+	+	+
Tatler Tapas Café	Lovedale	Restaurant	+	+	+	+	+	+
Pedens Hotel	Cessnock	Hotel-Pub / Restaurant	+	+	+	+	+	+
Cessnock Hotel Kurrajong Restaurant	Cessnock	Hotel-Pub / Restaurant	+	+	+	+	+	+
Old Brickworks Brasserie	Nulkaba	Hotel-Pub / Restaurant	+	+	+	+	+	+
Australia Hotel	Cessnock	Hotel-Pub / Restaurant	+	+	+	+	+	+
The Royal Oak Restaurant 221 at	Cessnock	Hotel-Pub / Restaurant	+	+	+	+	+	+
Chelmsford Hotel	Kurri Kurri	Hotel-Pub / Restaurant	+	+	+	+	+	+
Station Hotel	Kurri Kurri	Hotel-Pub / Restaurant	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Criterion Hotel	Weston	Hotel-Pub / Restaurant	+	+	+	+	+	+
Harrigans Irish Pub	Pokolbin	Hotel-Pub / Restaurant	+	+	+	+	+	+
Neath Hotel	Neath	Hotel-Pub / Restaurant	+	+	+	+	+	+
Hotel Denman	Abermain	Hotel-Pub / Restaurant	+	+	+	+	+	+
Royal Federal Hotel	Braxton	Hotel-Pub / Restaurant	+	+	+	+	+	+
Branxton Hotel	Branxton	Hotel-Pub / Restaurant	+	+	+	+	+	+
Paxton Hotel	Paxton	Hotel-Pub / Restaurant	+	+	+	+	+	+
Ellalong Hotel And Pizza	Ellalong	Hotel-Pub / Restaurant	+	+	+	+	+	+
Bellbird Hotel	Bellbird	Hotel-Pub / Restaurant	+	+	+	+	+	+
Tattersalls Hotel	Greta	Hotel-Pub / Restaurant	+	+	+	+	+	+
The Wollombi Tavern	Wollombi	Hotel-Pub / Restaurant	+	+	+	+	+	+
Thompsons Bakery	Cessnock	Café / Bakery	+	+	+	+	+	+
Thompsons & Sons Baker	Cessnock	Café / Bakery	+	+	+	+	+	+
Grice's Bakery Café	Cessnock	Café / Bakery	+	+	+	+	+	+
Cessnock Specialty Cakes & Pies	Cessnock	Café / Bakery	+	+	+	+	+	+
Simply D'Vine	Nulkaba	Café / Bakery	+	+	+	+	+	+
Lennerts Exquisite Cakes	Cessnock	Café / Bakery	+	+	+	+	+	+
Café n Cooper	Cessnock	Café / Bakery	+	+	+	+	+	+
Ink Café	Cessnock	Café / Bakery	+	+	+	+	+	+
Mama's Café	Cessnock	Café / Bakery	+	+	+	+	+	+
Sugar n Ice	Cessnock	Café / Bakery	+	+	+	+	+	+
Ye Olde Café	Cessnock	Café / Bakery	+	+	+	+	+	+
Michel's Patisserie	Cessnock	Café / Bakery	+	+	+	+	+	+
Kurri Hot Bread Shop	Kurri Kurri	Café / Bakery	+	+	+	+	+	+
Bread Basket	Kurri Kurri	Café / Bakery	+	+	+	+	+	+
Angel's Place	Kurri Kurri	Café / Bakery	+	+	+	+	+	+
Ridgy Didge Pies	Abermain	Café / Bakery	+	+	+	+	+	+
Branxton Bakery Café	Branxton	Café / Bakery	+	+	+	+	+	+
Bakery of Greta	Greta	Café / Bakery	+	+	+	+	+	+
The Crossing Café	Kearsley	Café / Bakery	+	+	+	+	+	+
Tours / Touring								
Hunter Valley Arts Trail	Regional	Tour / Transport	+	+	+			
AGrape X Pectations	Cessnock	Tour / Transport	+	+	+	+		+
Activity Tours Australia	Ermington	Tour / Transport	+	+	+	+		+
All Around the Vines	Nulkaba	Tour / Transport	+	+	+	+		+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
All Hunter Wine Tours	Rothbury	Tour / Transport	+	+	+	+		+
Almighty Transport & Transfers	Abermain	Tour / Transport	+	+	+	+		+
Alpha Coaches	Waratah	Tour / Transport	+	+	+	+		+
Aussie Wine Tours	Aberglasslyn	Tour / Transport	+	+	+	+		+
Best Tour Pty Ltd	Toronto	Tour / Transport	+	+	+	+		+
Boutique Tours Australia	Gordon	Tour / Transport	+	+	+	+		+
Cheers Bus	Aberdare	Tour / Transport	+	+	+	+		+
Country Trails Private Tours	Lewisham	Tour / Transport	+	+	+	+		+
DiVine Tours	Wamberal	Tour / Transport	+	+	+	+		+
Fine Wine Tours	Spit Junction	Tour / Transport	+	+	+	+		+
Hall's Private Transfer Service	Cessnock	Tour / Transport	+	+	+	+		+
Hunter Valley Boutique Wine Tours	Mount View	Tour / Transport	+	+	+	+		+
Hunter Valley Cadillacs	Clarence Town	Tour / Transport	+	+	+	+		+
Hunter Valley Day Tours	Maryland	Tour / Transport	+	+	+	+		+
Hunter Valley Horse Riding & Carriage Tours	Pokolbin	Tour / Transport	+	+	+	+		+
Hunter Valley Private Tours	Rothbury	Tour / Transport	+	+	+	+		+
Hunter Valley Vine Link	Lovedale	Tour / Transport	+	+	+	+		+
Hunter Valley Wine Tasting Tours	Potts Point	Tour / Transport	+	+	+	+		+
Hunter Vineyard Tours	Cessnock	Tour / Transport	+	+	+	+		
James' Vineyard Tours	Singleton	Tour / Transport	+	+	+	+		+
Rover Coaches	Cessnock	Tour / Transport	+	+	+	+		+
Silver Classic Limousines	JESMOND	Tour / Transport	+	+	+	+		+
Skydive the Hunter Valley	WOLLONGONG	Skydiving	+	+	+	+		+
Tex Tours	Maryville	Tour / Transport	+	+	+	+		+
The Yellow Brick Guide	Bondi Junction	Self-Drive Tours	+	+	+	+		+
Timetravellers Motorcycle Tours & Events	Wollombi	Tour / Transport	+	+	+	+		+
Two Fat Blokes Gourmet Tours	Cessnock	Tour / Transport	+	+	+	+		+
Vineyard Shuttle Service	Cessnock	Tour / Transport	+	+	+	+		+
Wine Country Tours	PENNANT HILLS	Tour / Transport	+	+	+	+		+
Hunter Valley Safaris	Pokolbin	Tour / Transport	+	+	+	+		+
Hunter Valley YHA Wine Tours	Nulkalpa	Tour / Transport	+	+	+	+		+
Gnurra Bu Indigenous Tours	Wollombi	Tour / Transport	+	+	+	+	+	+
Wine Country Limousines, Moon Mountain Drive	Mount View	Tour / Transport	+	+	+	+		+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Winery / Cellar Door								
Kevin Sobels Wines	5 Halls Road	Winery	+	+	+	+	+	+
Whispering Brook	Birchgrove	Winery	+	+	+	+	+	+
Bimbadgen	Branxton	Winery	+	+	+	+	+	+
David Hook Wines	Branxton	Winery	+	+	+	+	+	+
Glenguin Estate Wines	Broke	Winery	+	+	+	+	+	+
Margan Family Wines	Broke	Winery	+	+	+	+	+	+
Mount Broke Wines	Broke	Winery	+	+	+	+	+	+
Stomp Wines	Broke	Winery	+	+	+	+	+	+
Briar Ridge Vineyard	Cessnock	Winery	+	+	+	+	+	+
Constable Estate Vineyards	Cessnock	Winery	+	+	+	+	+	+
Gundog Hunter Cellars & Gourmet	Cessnock	Winery	+	+	+	+	+	+
Keith Tulloch Wine	Cessnock	Winery	+	+	+	+	+	+
Leogate Estate Wines	Cessnock	Winery	+	+	+	+	+	+
McWilliam's Mount Pleasant	Cessnock	Winery	+	+	+	+	+	+
Mount View Estate	Cessnock	Winery	+	+	+	+	+	+
Petersons Wines	Cessnock	Winery	+	+	+	+	+	+
Pokolbin Estate Vineyard	Cessnock	Winery	+	+	+	+	+	+
Saddler's Creek Wines	Cessnock	Winery	+	+	+	+	+	+
Savannah Estate	Cessnock	Winery	+	+	+	+	+	+
Thomas Wines	Cessnock	Winery	+	+	+	+	+	+
De Bortoli Wines	Cessnock	Winery	+	+	+	+	+	+
First Creek Wines	Cessnock	Winery	+	+	+	+	+	+
Waverley Estate Aged Wines	Croydon Park	Winery	+	+	+	+	+	+
Wyndham Estate	Dalwood	Winery	+	+	+	+	+	+
Catherine Vale Wines	Fordwich	Winery	+	+	+	+	+	+
Piggs Peake Winery	Greta	Winery	+	+	+	+	+	+
Majors Lane Wines	Keinbah	Winery	+	+	+	+	+	+
Adina Vineyard	Lovedale	Winery	+	+	+	+	+	+
Allandale Winery	Lovedale	Winery	+	+	+	+	+	+
Emmas Cottage Vineyard	Lovedale	Winery	+	+	+	+	+	+
Gartelmann Hunter Estate	Lovedale	Winery	+	+	+	+	+	+
Tatler Wines	Lovedale	Winery	+	+	+	+	+	+
Wandin Hunter Valley	Lovedale	Winery	+	+	+	+	+	+
Warraroong Estate	Lovedale	Winery	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
RidgeView Wines	Lugarno	Winery	+	+	+	+	+	+
Millbrook Estate	Millfield	Winery	+	+	+	+	+	+
Wollombi Village Vineyard	Mona Vale	Winery	+	+	+	+	+	+
Tallavera Grove	Mount View	Winery	+	+	+	+	+	+
Tallowood Mount View	Mount View	Winery	+	+	+	+	+	+
Vinden Estate Wines	Newcastle	Winery	+	+	+	+	+	+
Ernest Hill Wines	Nulkaba	Winery	+	+	+	+	+	+
Dimbulla Estate	Padstow	Winery	+	+	+	+	+	+
Australian Vintage Limited - McGuigan	Pokolbin	Winery	+	+	+	+	+	+
Australian Vintage Limited - Tempus Two	Pokolbin	Winery	+	+	+	+	+	+
Ballabourneen Wine Co	Pokolbin	Winery	+	+	+	+	+	+
Brokenwood Wines	Pokolbin	Winery	+	+	+	+	+	+
Calais Estate	Pokolbin	Winery	+	+	+	+	+	+
Drayton's Family Wines	Pokolbin	Winery	+	+	+	+	+	+
Gemelli Estate	Pokolbin	Winery	+	+	+	+	+	+
Glandore Estate	Pokolbin	Winery	+	+	+	+	+	+
Hanging Tree Wines	Pokolbin	Winery	+	+	+	+	+	+
Harkham Wineries - Windarra Motel	Pokolbin	Winery	+	+	+	+	+	+
Honeytree Estate Wines	Pokolbin	Winery	+	+	+	+	+	+
Hope Estate	Pokolbin	Winery	+	+	+	+	+	+
Ivanhoe Wines	Pokolbin	Winery	+	+	+	+	+	+
James Estate Wines	Pokolbin	Winery	+	+	+	+	+	+
Kelman Vineyard	Pokolbin	Winery	+	+	+	+	+	+
Lakes Folly	Pokolbin	Winery	+	+	+	+	+	+
Lambloch Estate	Pokolbin	Winery	+	+	+	+	+	+
Lindemans	Pokolbin	Winery	+	+	+	+	+	+
Marsh Estate	Pokolbin	Winery	+	+	+	+	+	+
McLeish Estate	Pokolbin	Winery	+	+	+	+	+	+
Mistletoe Winery	Pokolbin	Winery	+	+	+	+	+	+
Moorebank Estate Vineyard	Pokolbin	Winery	+	+	+	+	+	+
Oakvale Wines	Pokolbin	Winery	+	+	+	+	+	+
Peacock Hill Vineyard Lodge	Pokolbin	Winery	+	+	+	+	+	+
Pepper Tree Wines	Pokolbin	Winery	+	+	+	+	+	+
Peterson House Ltd	Pokolbin	Winery	+	+	+	+	+	+
Racecourse Lane Wines	Pokolbin	Winery	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Robyn Drayton Wines	Pokolbin	Winery	+	+	+	+	+	+
Scarborough Wine Co	Pokolbin	Winery	+	+	+	+	+	+
Small Winemakers Centre	Pokolbin	Winery	+	+	+	+	+	+
Tamburlaine Wines	Pokolbin	Winery	+	+	+	+	+	+
The Hunter Habit and Rothvale Vineyard	Pokolbin	Winery	+	+	+	+	+	+
Tinklers Vineyard	Pokolbin	Winery	+	+	+	+	+	+
Tintilla Estate	Pokolbin	Winery	+	+	+	+	+	+
Tower Estate Wines	Pokolbin	Winery	+	+	+	+	+	+
Wombat Crossing Vineyard	Pokolbin	Winery	+	+	+	+	+	+
Tulloch Wines	Pokolbin	Winery	+	+	+	+	+	+
Macquariedale Organic Wines	Rothbury	Winery	+	+	+	+	+	+
Madigan Vineyard	Rothbury	Winery	+	+	+	+	+	+
Sandalyn Wilderness Estate	Rothbury	Winery	+	+	+	+	+	+
St Clements Estate - Lillino's Restaurant	Rothbury	Winery	+	+	+	+	+	+
Wynwood Wines	Sydney	Winery	+	+	+	+	+	+
Travertine Wines Pty Ltd	Thornton	Winery	+	+	+	+	+	+
Krinklewood Vineyard	Turramurra	Winery	+	+	+	+	+	+
Noyce Brothers Wine	Wahroonga	Winery	+	+	+	+	+	+
Undercliff Winery	Wollombi	Winery	+	+	+	+	+	+
Wollombi Wines	Wollombi	Winery	+	+	+	+	+	+
Capercaillie Wine Pty Ltd	Pokolbin	Winery	+	+	+	+	+	+
Retail Outlets								
Australian Alpaca Barn	Pokolbin	Boutique Retail Store	+	+	+	+	+	+
Beveridges Menswear	Cessnock	Boutique Retail Store	+	+	+	+	+	+
Bohemia	Wollombi	Boutique Retail Store	+	+	+	+	+	+
Bombora Surf	Cessnock	Surfing Retail	+	+	+	+	+	+
Butterflies on Cooper	Cessnock	Clothing Retail	+	+	+	+	+	+
Country Charms	Cessnock	Boutique Retail Store	+	+	+	+	+	+
Come What May	Pokolbin	Homewares Retail	+	+	+	+	+	+
Flannagan's Menswear	Cessnock	Clothing Retail	+	+	+	+	+	+
Fuel	Cessnock	Surf/Skate Retail	+	+	+	+	+	+
Gems 4 U	Pokolbin	Boutique Retail Store	+	+	+	+	+	+
House and Valley	Cessnock	Variety Retail	+	+	+	+	+	+
Hunter family Jewellers	Cessnock	Jewellery/gifts Retail	+	+	+	+	+	+
Hunter Valley Gardens Village	Pokolbin	Boutique Retail Store	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Hunter Valley Model Railways	Kurri Kurri	Boutique Retail Store	+	+	+	+	+	+
Jadlani Jewellery	Cessnock	Jewellery/accessories	+	+	+	+	+	+
Marthaville Arts & Crafts Centre	Cessnock	Boutique Retail Store	+	+	+	+	+	+
Musitopia	Cessnock	Music instruments/lessons	+	+	+	+	+	+
Peter o'Neil Jewellers	Cessnock	Jewellery Gifts	+	+	+	+	+	+
Pizazz Boutique	Cessnock	Clothing Retail	+	+	+	+	+	+
Pokolbin Village	Pokolbin	Boutique Retail Stores	+	+	+	+	+	+
Reject Shop	Cessnock	Discount Retail Stores	+	+	+	+	+	+
Sam's Warehouse	Cessnock	Discount Retail Stores	+	+	+	+	+	+
Skdazzle	Cessnock	Variety Retail	+	+	+	+	+	+
Twine Homestore	Wollombi	Boutique Retail Store	+	+	+	+	+	+
Wollombi General Store	Wollombi	Boutique Retail Store	+	+	+	+	+	+
Wollombi Wool Store	Wollombi	Boutique Retail Store	+	+	+	+	+	+
Beautiful Things	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Candlebra	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Christmas in the Vines	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Gems \$ U	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Pulp Addiction	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
The twig	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
The Waiters Friend	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Village Books	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Wilson & Hunter	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Wine Glass Gallery	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Hunter Valley Chocolate Company	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Hunter Valley Cookies	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Hunter Valley Liquers and Baerami Olives	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
The British Lolly Shop	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Pokolbin Convenience Store	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
The Gardens Cellars	Pokolbin, HVG	Boutique Retail Store	+	+	+	+	+	+
Woolworths	Cessnock	Supermarket	+	+	+	+	+	+
Aldi	Cessnock	Supermarket	+	+	+	+	+	+
Aldi	Kurri Kurri	Supermarket	+	+	+	+	+	+
Coles	Cessnock	Supermarket	+	+	+	+	+	+
IGA	Cessnock	Supermarket	+	+	+	+	+	+

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
IGA Kurri Kurri	Kurri Kurri	Supermarket	+	+	+	+	+	+
Coles Kurri Kurri	Kurri Kurri	Supermarket	+	+	+	+	+	+
Big W	Cessnock	Department Store	+	+	+	+	+	+
Target	Cessnock	Department Store	+	+	+	+	+	+
Cessnock Night and Day Pharmacy	Cessnock	Chemist	+	+	+	+	+	+
Blooms Chemist	Cessnock	Chemist	+	+	+	+	+	+
Cessnock Plaza Pharmacy	Cessnock	Chemist	+	+	+	+	+	+
Priceline Pharmacy	Cessnock	Chemist	+	+	+	+	+	+
West End Pharmacy	Cessnock	Chemist	+	+	+	+	+	+
Pokolbin Village Pharmacy	Pokolbin	Chemist	+	+	+	+	+	+
Soul Pattinson	Kurri Kurri	Chemist	+	+	+	+	+	+
Priceline Pharmacy	Kurri Kurri	Chemist	+	+	+	+	+	+
Khody's Pharmacy	Kurri Kurri	Chemist	+	+	+	+	+	+
McIntosh Pharmacy	Weston	Chemist	+	+	+	+	+	+
Cessnock Post Office	Cessnock	Post Office	+	+	+	+	+	+
Cessnock West Post office	Cessnock West	Post Office	+	+	+	+	+	+
Paxton Post Office	Paxton	Post Office	+	+	+	+	+	+
Weston Post Office	Weston	Post Office	+	+	+	+	+	+
Kurri Post Office	Kurri Kurri	Post Office	+	+	+	+	+	+
Simply Divine	Nulkaba	Nursery	+	+	+	+	+	+
Wallis Creek Water Garden	Mulbring	Nursery	+	+	+	+	+	+
Places of Worship								
Cessnock Lighthouse Ind Baptist	Nulkaba	Place of Worship		+	+			
St Joseph's Catholic Church	Cessnock	Place of Worship		+	+			
Cessnock City Church	Cessnock	Place of Worship		+	+			
St John's Anglican Church	Cessnock	Place of Worship		+	+			
Uniting Church	Cessnock	Place of Worship		+	+			
Congregational Churches	Cessnock West	Place of Worship		+	+			
Masonic Lodge	Cessnock	Place of Worship		+	+			
Jehovah Witnesses	Nulkaba	Place of Worship		+	+			
Catholic Church of the Holy Spirit	Kurri Kurri	Place of Worship		+	+			
Congregational Church	Kurri Kurri	Place of Worship		+	+			
Churches of Christ	Kurri Kurri	Place of Worship		+	+			
Uniting Church	Kurri Kurri	Place of Worship		+	+			

Cessnock LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/ Adventure	Indigenous	Rural Agri-tourism
Seventh Day Adventist	Kurri Kurri	Place of Worship		+	+			
Baptist Church	Kurri Kurri	Place of Worship		+	+			
Coalfields Christian Assembly	Pelaw Main	Place of Worship		+	+			
Presbyterian Church	Kurri Kurri	Place of Worship		+	+			
Masonic Lodge	Kurri Kurri	Place of Worship		+	+			
Hindu Temple /hare krishna	Millfield	Place of Worship		+	+			
St Patricks of Nulkaba	Cessnock	Place of Worship		+	+			
Hunter Valley Gardens Chapel	Pokolbin	Chapel	+	+	+			
Saint Michael's	Wollombi	Chapel	+	+	+			

Singleton LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/Soft Adventure	Indigenous	Rural Agri-tourism
Agricultural Hotel-Motel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Albion Hotel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Caledonian Hotel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Central Hotel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Club House Hotel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Cockfighter Creek Tavern	Singleton	Hotel Accommodation	+	+	+	+	+	+
Imperial Hotel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Percy Hotel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Royal Hotel-Motel	Singleton	Hotel Accommodation	+	+	+	+	+	+
Motel, B&Bs, Guesthouse								
Belford Cabins	Singleton	B&B / Guest House	+	+	+	+	+	+
Adamae	Singleton	B&B / Guest House	+	+	+	+	+	+
Adams Peak B&B	Singleton	B&B / Guest House	+	+	+	+	+	+
Benjamin Singleton Motel	Singleton	B&B / Guest House	+	+	+	+	+	+
Billabong Moon	Singleton	B&B / Guest House	+	+	+	+	+	+
Broke Village Hideaway	Broke	B&B / Guest House	+	+	+	+	+	+
Calicoma Hill Eco Cabins	Singleton	B&B / Guest House	+	+	+	+	+	+
Cants Family Lofthouse	Singleton	B&B / Guest House	+	+	+	+	+	+
Cicada Country House	Singleton	B&B / Guest House	+	+	+	+	+	+
Cocoa Latte	Singleton	B&B / Guest House	+	+	+	+	+	+
Country Motor Inn	Singleton	B&B / Guest House	+	+	+	+	+	+
Elysium Vineyard	Singleton	B&B / Guest House	+	+	+	+	+	+
Fairoak Guest House	Singleton	B&B / Guest House	+	+	+	+	+	+
Fergusons Hunter Valley Getaway	Singleton	B&B / Guest House	+	+	+	+	+	+
Francis Phillip Motor Inn	Singleton	B&B / Guest House	+	+	+	+	+	+
Glen Eden Cottages	Singleton	B&B / Guest House	+	+	+	+	+	+
Hunter Olive House	Hermitage	B&B / Guest House	+	+	+	+	+	+
Hunter Resort	Singleton	B&B / Guest House	+	+	+	+	+	+
Hunter Valley Macadamia Guest House	Singleton	B&B / Guest House	+	+	+	+	+	+
Lavender Ridge Estate	Singleton	B&B / Guest House	+	+	+	+	+	+
Mid City Motor Inn	Singleton	B&B / Guest House	+	+	+	+	+	+
Mio Monte	Singleton	B&B / Guest House	+	+	+	+	+	+
Nightingale Wines Luxury Villas	Singleton	B&B / Guest House	+	+	+	+	+	+

Quality Inn Charbonnier	Singleton	B&B / Guest House	+	+	+	+	+	+
Singleton LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/Soft Adventure	Indigenous	Rural Agri-tourism
Quest Singleton	Singleton	B&B / Guest House	+	+	+	+	+	+
Rocklee Grove	Singleton	B&B / Guest House	+	+	+	+	+	+
Serenity Grove	Fordwich	B&B / Guest House	+	+	+	+	+	+
Singleton Parkland Motel	Singleton	B&B / Guest House	+	+	+	+	+	+
Splinters Guest House	Hermitage	B&B / Guest House	+	+	+	+	+	+
Starline Alpacas Farmstay Resort	Singleton	B&B / Guest House	+	+	+	+	+	+
Summa- Rose Cottage	Singleton	B&B / Guest House	+	+	+	+	+	+
Talis French Estate	Singleton	B&B / Guest House	+	+	+	+	+	+
Thistle Hill Guest House	Singleton	B&B / Guest House	+	+	+	+	+	+
Tionee House and Dairy Cottage	Singleton	B&B / Guest House	+	+	+	+	+	+
Tuscany Resort	Singleton	B&B / Guest House	+	+	+	+	+	+
Caravanning								
Caracourt Caravan Park	Singleton	RV / Camping Accom	+	+	+	+	+	+
Country Acres Caravan Park	Singleton	RV / Camping Accom	+	+	+	+	+	+
Lake St Clair	Singleton	RV / Camping Accom	+	+	+	+	+	+
Wyland Caravan Park	Singleton	RV / Camping Accom	+	+	+	+	+	+
Caracourt Caravan Park	Singleton	RV / Camping Accom	+	+	+	+	+	+
Museum Attraction								
Sacred Spaces Catholic Church Museum	Singleton	Museum/Attraction	+	+	+			
Singleton Historical Museum	Singleton	Museum/Attraction	+	+	+		+	
Singleton Military Museum	Singleton	Museum/Attraction	+	+	+			
Singleton Sundial	Singleton	Museum/Attraction	+	+	+			
Historical Houses	Singleton	Museum/Attraction	+	+	+			
Baiame Aboriginal Caves	Singleton	Museum/Attraction	+	+	+	+	+	
Orange Orchard	Singleton	Museum/Attraction	+	+	+	+		+
Ungooroo Aboriginal Corporation	Singleton	Museum/Attraction	+	+	+	+	+	
Singleton Library	Singleton	Activity	+	+	+	+	+	
Singleton Gym & Swim	Singleton	Sports Activity	+					
Youth Venue	Singleton	Activity						
Majestic Cinemas	Singleton	Entertainment	+	+	+	+	+	+
Singleton Heights Indoor Centre	Singleton	Sport Activity				+		
Rose Point Park	Singleton	Activity				+		

Skate Park	Singleton	Activity						
Ten Pin Bowling	Singleton	Activity						
Singleton LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/Soft Adventure	Indigenous	Rural Agri-tourism
Townhead Park	Singleton	Activity						
Arts and Crafts								
Embroiderers Guild	Singleton	Special Interest	+	+	+			
Singleton Art Exhibition	Singleton	Special Interest	+	+	+		+	
Singleton Art Group	Singleton	Special Interest	+	+	+			
Singleton Potters Group	Singleton	Special Interest	+		+			
Singleton Quilters Guild	Singleton	Special Interest	+	+	+			
Singleton Textile Artists	Singleton	Special Interest	+		+			
Singleton Woodworkers	Singleton	Special Interest	+	+	+			
Wineries and Cellar Doors								
Arrowfield Wines	Singleton	Winery	+	+	+	+	+	+
Broke Estate on Monkey Place Creek	Singleton	Winery	+	+	+	+	+	+
Brokes Promise	Singleton	Winery	+	+	+	+	+	+
Catherine Vale Vineyard	Singleton	Winery	+	+	+	+	+	+
Ironbark Hill Vineyard	Singleton	Winery	+	+	+	+	+	+
Keith Tulloch Wines	Singleton	Winery	+	+	+	+	+	+
Krinklewood Vineyard	Singleton	Winery	+	+	+	+	+	+
Margan Winery & Cellar Door	Singleton	Winery	+	+	+	+	+	+
Mistletoe Wines	Singleton	Winery	+	+	+	+	+	+
Mount Broke Wines	Singleton	Winery	+	+	+	+	+	+
Nightingale Wines	Singleton	Winery	+	+	+	+	+	+
Stomp Wines	Singleton	Winery	+	+	+	+	+	+
Tintilla Estate Vineyard and Olive Grove	Singleton	Winery	+	+	+	+	+	+
Whispering Brook	Singleton	Winery	+	+	+	+	+	+
Wombat Crossing Vineyard	Singleton	Winery	+	+	+	+	+	+
Wyndham Estate	Singleton	Winery	+	+	+	+	+	+
Centurian Wines	Singleton	Winery	+	+	+	+	+	+
DenMar Cellar Door	Singleton	Winery	+	+	+	+	+	+
Hunter Resort	Singleton	Winery	+	+	+	+	+	+
Tuscany Wine Estate Resort	Singleton	Winery	+	+	+	+	+	+
Macquariedale Wines	Singleton	Winery	+	+	+	+	+	+
Mistletoe Wines	Singleton	Winery	+	+	+	+	+	+

Ironbark Hill Vineyard	Singleton	Winery	+	+	+	+	+	+
Piggs Peake Winery	Singleton	Winery	+	+	+	+	+	+
Scarborough Wines	Singleton	Winery	+	+	+	+	+	+
Singleton LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/Soft Adventure	Indigenous	Rural Agri-tourism
Willow Tree Estate (Previously Catersfield House)	Singleton	Winery	+	+	+	+	+	+
Social Clubs								
Singleton Diggers - Alroy Park Complex	Singleton	Social Club / Venue	+	+	+			
Club Singleton	Singleton	Social Club / Venue	+	+	+			
Singleton Diggers - York Street Complex	Singleton	Social Club / Venue	+	+	+			
Singleton Golf Club	Singleton	Social Club / Venue						
Singleton Rugby Club	Singleton	Social Club / Venue						
Sporting Clubs								
Bridge Club Singleton	Singleton	Sporting Clubs						
Club Singleton Bowling Club	Singleton	Sporting Clubs						
Howe Park Croquet	Singleton	Sporting Clubs						
Howe Park Tennis Club	Singleton	Sporting Clubs						
Hunter Valley Tri Sports	Singleton	Sporting Clubs				+		
Singleton AFL Club Junior	Singleton	Sporting Clubs						
Singleton AFL Club Senior	Singleton	Sporting Clubs						
Singleton Amateur Swim Club	Singleton	Sporting Clubs						
Singleton Badminton	Singleton	Sporting Clubs						
Singleton Clay Target Club	Singleton	Sporting Clubs						
Singleton Golf Club	Singleton	Sporting Clubs						
Singleton Gymkhana Club Inc	Singleton	Sporting Clubs						
Singleton Junior Rugby League Club	Singleton	Sporting Clubs						
Singleton Netball Association	Singleton	Sporting Clubs						
Singleton Pony Club	Singleton	Sporting Clubs				+		
Singleton Rugby Club	Singleton	Sporting Clubs						
Singleton Sports Centre	Singleton	Sporting Clubs						
Singleton Sports Council]	Singleton	Sporting Clubs						
Singleton Street Machines	Singleton	Sporting Clubs						
Singleton Striders Social Walking Group	Singleton	Sporting Clubs						
Singleton Track and Field	Singleton	Sporting Clubs						

Singleton United Rugby League Football Club	Singleton	Sporting Clubs						
Singleton Volleyball	Singleton	Sporting Clubs						
National Parks								
Mt Royal National Park	Singleton	National Park	+	+		+	+	+
Singleton LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/Soft Adventure	Indigenous	Rural Agri-tourism
Wollemi National Park	Singleton	National Park	+	+		+	+	+
Yengo National Park	Singleton	National Park	+	+		+	+	+
Parks in Singleton								
Albion Park	Singleton	Local / District Park	+	+	+			
Allan Bull Reserve	Singleton	Local / District Park	+	+	+			
Alroy Park	Singleton	Local / District Park	+	+	+			
Burdekin Park	Singleton	Local / District Park	+	+	+			
Civic Park	Singleton	Local / District Park	+	+	+			
Gowrie Park	Singleton	Local / District Park	+	+	+			
Howe Park	Singleton	Local / District Park	+	+	+			
James Cook Park	Singleton	Local / District Park	+	+	+			
Lake St Clair Recreation Ground	Lake St Clair	Local / District Park	+	+		+		
Nowland Park	Singleton	Local / District Park	+	+	+			
Resco Park	Singleton	Local / District Park	+	+	+			
Rose Point Park	Singleton	Local / District Park	+	+	+			
Rugby Park	Singleton	Local / District Park	+	+	+			
Townhead Park	Singleton	Local / District Park	+	+	+			
Victoria Square	Singleton	Local / District Park	+	+	+			
Restaurants and Cafes								
Belltree on Hermitage	Singleton	Restaurant	+	+	+	+	+	+
Busbys Wine Bar and Café	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Charades Restaurant-Quality Inn Charbonnier Hallmark	Singleton	Restaurant	+	+	+	+	+	+
The Caledonian Hotel Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Clubhouse Bistro	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Criterion Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Fusions	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Taste @ Singleton RSC	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Henris	Singleton	Restaurant / Cafe	+	+	+	+	+	+

Jades Thai Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Jerrys Plains Tavern	Singleton	Restaurant	+	+	+	+	+	+
Laras Restaurant at Francis Phillip Motor Inn	Singleton	Restaurant	+	+	+	+	+	+
Pats Bristro at Singleton Golf Club	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Pearl Light Palace Chinese Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Silvio's at the Diggers (Alroy Park Complex)	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Singleton LGA Businesses	City / town / location	Type of business	Wine and Food	Heritage	Culture / The Arts	Nature/Soft Adventure	Indigenous	Rural Agri-tourism
Singleton Chinese Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Taj Mahal Indian Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Thai Family Restaurant Singleton	Singleton	Restaurant	+	+	+	+	+	+
Wyndham Estate	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Barclay Square Restaurant (Nightingale Wines)	Singleton	Restaurant	+	+	+	+	+	+
Emerson's at Pokolbin	Singleton	Restaurant	+	+	+	+	+	+
Drovers Camp Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Enzo's at Ironbark Hill	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Hunter Resort (San Martino Restaurant & Blue Tongue Brewery Café)	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Margan Restaurant	Broke	Restaurant	+	+	+	+	+	+
Mill Restaurant	Singleton	Restaurant	+	+	+	+	+	+
Muse Kitchen	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Restaurant Botanica	Singleton	Restaurant	+	+	+	+	+	+
Worn-Out -Wares	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Brokenback Bar	Singleton	Restaurant / Cafe	+	+	+	+	+	+
Cafes								
Bake n Break	Singleton	Café / Bakery	+	+	+	+	+	+
Bridge Café, Bulga	Singleton	Café / Bakery	+	+	+	+	+	+
Café 45	Singleton	Café / Bakery	+	+	+	+	+	+
Cervo's Café	Singleton	Café / Bakery	+	+	+	+	+	+
Coal Rock Coffee Bar	Singleton	Café / Bakery	+	+	+	+	+	+
Coffee Club	Singleton	Café / Bakery	+	+	+	+	+	+
Cox's Bakery	Singleton	Café / Bakery	+	+	+	+	+	+
Singleton Heights Bakery	Singleton	Café / Bakery	+	+	+	+	+	+
Henris	Singleton	Café / Bakery	+	+	+	+	+	+
Jarive Juice	Singleton	Café / Bakery	+	+	+	+	+	+
Kaths Cottage	Singleton	Café / Bakery	+	+	+	+	+	+

Mooks Sandwich Bar	Singleton	Café / Bakery	+	+	+	+	+	+
One O One Coffee House & Homewares	Singleton	Café / Bakery	+	+	+	+	+	+
Wynyard St General Store	Singleton	Café / Bakery	+	+	+	+	+	+
Singleton Visitor Information and Enterprise Centre	Singleton	Services	+	+	+	+	+	+