



# SummerVines

JANUARY  
17-27 2023

A festival celebration of McLaren Vale's unique coastal locale.  
Sharing the bright contemporary wines we craft, our abundant fresh produce, and  
envious beachside lifestyle with visitors from near and far.

**MEMBER INFORMATION**



## OVERVIEW

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*SummerVines* is a celebration of McLaren Vale's position as Australia's premier coastal wine region.

Following the McLaren Vale Brand Pillars, the festival's key messages are:

- McLaren Vale's pristine coastal environment has a unique and profound impact on every facet of our region's identity.
- Our maritime climate, with cooling sea breezes and temperate conditions, shapes the character of the grapes and wines produced here, creating light, bright wines to be enjoyed year-round.
- Our beachside locale inspires a flourishing fresh food culture, with a focus on locally sourced produce and a strong farm-to-table ethos.
- McLaren Vale's residents and visitors enjoy a laid-back beachside lifestyle that perfectly blends culinary artistry, scenic beauty and rich wine culture.

The festival educates visitors and consumers on a number of the McLaren Vale Brand Pillars, including:

- **Premium Wine:** McLaren Vale's reputation as leading the future of Australian wine - bright, approachable, fruit-driven and food-friendly.
- **Coastal locale and lifestyle:** the pivotal impact this has on our wine styles, produce, cuisine and tourism experiences.
- **Innovative and creative:** contemporary wines that are grown and crafted through innovative and sustainable winemaking practices.
- **Sustainability:** highlight our nation-leading credentials in sustainability, agritourism and nature-based experiences.
- **Foodie Culture:** Our strong farm-to-table ethos, world-class Chefs and Producers, and focus on native and seasonal produce makes McLaren Vale one of Australia's premier food regions.

The festival timing aims to leverage and extend visitation during the Summer holidays and from the Santos Tour Down Under by offering a range of in-region events to encourage longer regional stays.

## DATES AND EVENT FORMATS

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**2025: Friday 17 January–Monday 27 January (public holiday)**

Event or experience development is not designed to be onerous on Members, but rather be flexible to each participating Member's individual capacity. Participation can range from a regularly offered cellar door tasting, to a larger scale special event, and everything in-between.

Experiences and events may take place at any time throughout the 11 days. They may be one-off, run daily or on a recurring schedule, or on specific days and times. Experiences and events should be designed to be premium but approachable, and small-to-medium-scale. Suggested experiences include:

- **Wine & food experiences:** Events or offerings that allow guests to delight in menus that pair refreshing summer dishes with the region's food-friendly wines. These can be snacks, light bites, lunch or dinner events.
- **Tastings:** A showcase of the diversity of wines produced here – particularly the light, bright offerings to be enjoyed year-round. These can be a standard cellar door tasting, or one curated specifically for the festival.
- **Educational experiences:** Events that provide guests with a focused opportunity to taste and learn about the region's light, bright and vibrant wines. Examples include vineyard tours, winery open-days, and curated masterclasses.
- **Relaxed gatherings:** Events that allow guests to savour the laid-back Vale lifestyle through wine, food and/or entertainment. Events might include sunset sessions, picnics and lawn events, small-scale live music, and outdoor entertainment.



## Collaboration

MVGWTA encourages Members to collaborate creatively across-region to offer additional diversity of experiences, and share costs. Members may consider partnering with others that do not have a cellar door or physical space to host a multi-brand event or experience.

## PARTICIPATION

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Please see the full [Participation Checklist](#).

To support MVGWTA’s marketing and promotion of the *SummerVines* festival, all participating Members are required to contribute a participation fee.

MVGWTA has implemented a simplified participation fee structure for 2025. A fee is applicable for each individual event or experience. There is no limit to:

- the number of events/experiences Members may hold during the festival;
- the number of times an individual event/experience runs during the festival;
- the number of Members participating in an event/experience.

TIER	PARTICIPATION FEE
Tier 1 – ticket price under \$50	\$100
Tier 2 – ticket price \$50.01 +	\$150

[REGISTER AND PAY HERE](#)

The *SummerVines* festival has been supported by the South Australian Tourism Commission since 2023.

## PARTICIPATION CONDITIONS

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Please see the full [Participation Terms & Conditions](#).

Participation is open to current MVGWTA Members only.

Experiences facilitating or promoting large bus groups, “pub buses”, or “swim-throughs” are not deemed suitable for this festival and therefore will not be accepted. MVGWTA reserves the right to reject an experience if it is deemed to not meet the premium but approachable ethos of *SummerVines*.

Participating Members are required to collect and report back to MVGWTA on the number of tickets/covers sold and the origin of the visitors. This information is crucial for mandatory reporting and to ensure further support for and development of region-wide events. A Regional Event Report detailing this data will be distributed to all MVGWTA Members following the event.

You are required to provide the following information relating to your *SummerVines* offering(s):

- Number of tickets/covers sold for each session that your event runs
- Number of visitors by origin, from each of the below regions:
  - Fleurieu, *postcode ranges: 5174-5256*
  - Other SA, *postcode ranges: 5000-5950 (excluding 5174-5256)*
  - Interstate, *non-5000 postcodes*
  - International



## FESTIVAL MARKETING, COMMUNICATIONS and PUBLIC RELATIONS

MVGWTA will be responsible for the umbrella branding, marketing and promotion of *SummerVines*.

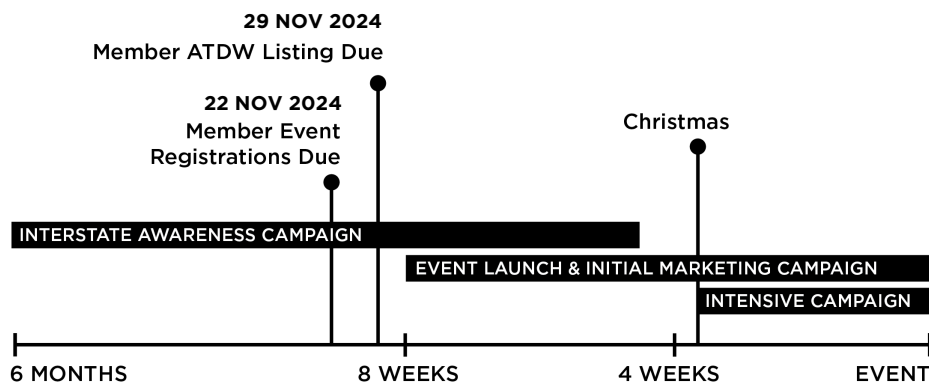
All promotion by MVGWTA will direct traffic to the dedicated event website [summervines.com.au](http://summervines.com.au). The website will include an ATDW listing for each individual event and experience.

*Please Note:* It is the responsibility of each individual Member to ensure they create a new ATDW listing for each participating event and experience, with the title beginning with 'SummerVines: '.

MVGWTA will undertake a strategic event promotion campaign in through the following channels:

- Australian Tourism Data Warehouse (ATDW)-associated sites
- Social Media coverage
- Digital and social media advertising
- Email Marketing Campaigns
- External Media or PR Engagement
- Distribution of Printed Collateral
- Installation of signage in key locations.

The 2025 Marketing Timeline is:



Your active participation in *SummerVines* is paramount for a successful and united regional event. While MVGWTA will go to considerable lengths to promote the regional Festival, it is paramount that participants utilise their own channels to also promote their individual SummerVines event(s).

Members will be provided with *SummerVines* visual branding assets, for use on social media, menus, websites, email signatures and printed collateral.

## INFORMATION AND CONTACTS

MVGWTA welcomes you contact them at any time with questions or for assistance. MVGWTA staff will be in touch, where relevant, for marketing-related activity.

*SummerVines* Project Team:

**Carly De Blasio**  
 Wine Tourism  
[tourism@mclarenavale.info](mailto:tourism@mclarenavale.info) | 0431 480 945

**Laura Killick**  
 Digital Communications  
[digital@mclarenavale.info](mailto:digital@mclarenavale.info) | 0439 725 821



## PARTICIPATION CHECK LIST

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**CHOOSE YOUR CONCEPT AND EVENT NAME**

Events MUST follow the naming convention of ‘SummerVines: <insert your event name>’  
The SummerVines website is coded to recognise this naming convention and will only show the events that follow such naming.

**REGISTER YOUR EVENT/EXPERIENCE**

Complete the registration form: [SummerVines Registration Form](#)

**CREATE YOUR BOOKING LINK**

Use your regular ticketing platform to create a booking link for your SummerVines event. All tickets are managed directly by participating Members.

**CREATE YOUR ATDW EVENT LISTING**

Ensure 3-4 high-quality emotive images are included. These will be used by MGVWTA in the promotion of your SummerVines event and the promotion of the wider festival. Help guides for Australian Tourism Data Warehouse (ATDW) can be found here: [ATDW Listing Guide](#).

**MARKET YOUR EVENT/EXPERIENCE TO YOUR EXISTING DATABASE**

**CREATE A FACEBOOK EVENT (optional)**

Add McLaren Vale Wine Region as a co-host to your SummerVines event. Your Facebook event will then be added to the events page on the McLaren Vale Wine Region Facebook Page to increase exposure to your event.

Add the master SummerVines Facebook Event to your business Facebook page to help broaden the reach of the overall festival.

**PROVIDE ANY PROMOTIONAL VIDEO (optional)**

Provide any event related video content that can be used by MGVWTA for promotion of your event and the greater SummerVines Festival. Please email to Laura at [digital@mcclarenvale.info](mailto:digital@mcclarenvale.info)

**PREPARE YOUR REPORTING DATA COLLECTION METHODS**

Plan how you will collect the required data and brief staff members accordingly. See ‘Your Participation’ section for details on required reporting.

## KEY DATES

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	DATE
Registrations Open	15 October 2024
Festival Public Announcement	18 November 2024
<b>Final Registrations Due</b>	<b>22 November 2024</b>
<b>Australian Tourism Data Warehouse (ATDW) Listing Due</b>	<b>29 November 2024</b>
Initial Marketing Campaign Begins	29 November 2024
Printed Collateral Distributed	2 December 2024
Intensive Marketing Campaign Begins	26 December 2024
<i>SummerVines</i> Begins	17 January 2025
<i>SummerVines</i> Ends	27 January 2025
<b>Tickets &amp; Attendee Reporting Due</b>	<b>31 January 2025</b>
Regional Event Report Distributed by MGVWTA	6 February 2025





## TERMS AND CONDITIONS OF PARTICIPATION

### 1. Billing & Acknowledgments

- 1.1 MVGWTA and the Participating Company agree that in any promotional or program material, the Participating Company's included Event(s) ("the Event(s)") shall be credited as being part of "McLaren Vale SummerVines" in writing, or by inclusion of MVGWTA-provided SummerVines marketing assets.
- 1.2 The Participating Company agrees, at its own expense, that all promotional and marketing materials, including but not limited to advertising, brochures, newsletters and signage relating to the Event(s) will feature SummerVines marketing assets.

### 2. MVGWTA's Obligations

- 2.1 MVGWTA will provide a suite of SummerVines-branded digital assets for the Participating Company's use in marketing and promotion of the Event(s).
- 2.2 MVGWTA will include the Event(s) on the SummerVines website, provided that the Participating Company has submitted an ATDW listing for each event as specified by MVGWTA in this Participation Pack.
- 2.3 MVGWTA will add the Event(s)' Facebook event to the SummerVines master Facebook event page, provided the Participating Company a) creates this Facebook event page, and b) adds McLaren Vale as a co-host.
- 2.4 MVGWTA will feature the Event(s) in at least one (1) social media post on the McLaren Vale Facebook page, and in at least one (1) social media post on the McLaren Vale Instagram account, using event information and images supplied by the Participating Company.
- 2.5 MVGWTA will be responsible for the public umbrella marketing of SummerVines through third-party media outlets and mailing lists.

### 3. The Participating Company's Obligations

- 3.1 The Participating Company agrees to manage, undertake and present the Event(s).
- 3.2 The Participating Company agrees to collect and supply all required information to MVGWTA for reporting purposes.
- 3.3 The Participating Company must distribute a consumer attendance survey, constructed by MVGWTA to all visitors who attended/purchased tickets to their event.
- 3.4 The Participating Company undertakes sole responsibility for all costs and expenses in relation to the production and presentation of the Event(s), including and not limited to: venue hire and setup, production, licencing, administration, insurances, workers compensation and all charges in relation to the ticketing of the Event(s) including ticket and credit card charges if applicable.  
Please see Clause 6 for insurance requirements.
- 3.5 The Participating Company must have sufficient licensing in place to cover event capacity. All licensing is the responsibility of the Participating Company, including liquor licensing and appropriate APRA-AMCOS and PPCA registration for your entertainment.
- 3.6 The Participating Company must have in place a risk management plan, incident reporting plan and emergency management plan for the Event(s).

- 3.7 The Participating Company must ensure the accuracy of all information provided or publicised pertaining to the Event(s), including but not limited to event description, capacities, dates, times and pricing.

### 4. Exclusivity & Public Announcement

- 4.1 The Participating Company agrees that MVGWTA has sole and exclusive right to make the first public announcement concerning the 2025 SummerVines festival and the Event(s)' inclusion in the festival, and that this information is embargoed until the consumer launch during the week of 1 December 2024.

### 5. Consideration

- 5.1 The Participating Company agrees that all costs and liabilities whatsoever associated with the Event(s) will be borne by the Participating Company. The Company will not have any claim against MVGWTA in relation to receipts and proceeds associated with the Event(s) other than as expressly provided for in this Agreement.

### 6. Insurance

- 6.1 The Participating Company must maintain in force at its own expense during the term of this Agreement, the following insurances:
  - (a) public liability insurance in the name of the Participating Company for a sum not less than \$10 million;
  - (b) workers' compensation insurance for the Participating Company's paid staff working at the Event(s); and
  - (c) insurance for the property, equipment and effects of the Participating Company and its personnel.
- 6.2 The Participating Company must, if requested, provide MVGWTA with a copy of such current insurance policies.
- 6.3 The Participating Company must ensure any contractors or suppliers engaged in the delivery of the Event(s) have appropriate insurances in place to cover themselves.
- 6.4 The Participating Company hereby releases and indemnifies MVGWTA, its officers, employees, contractors, representatives and agents from and against all actions, claims, proceedings and demands whatsoever, which may be made or brought by any person, body or authority against it or them or any of them in respect of any and all liability, loss, injury or damage to any person or property (including death and indirect and consequential losses) arising out of the execution of this Agreement, unless such loss, injury or damage is due solely to any negligent act or omission of MVGWTA.

### 7. Warranties

- 7.1 The Participating Company warrants that the Event(s) does not violate or infringe upon the copyright or other form of intellectual property right, right to privacy or any other right of any third party.
- 7.2 The Participating Company releases and indemnifies MVGWTA, its assignees, and licensees from and against any claims arising from any breach of this warranty.
- 7.3 This Agreement may not be amended except by a separate agreement in writing signed by both parties.

