



**As a local resident or business owner of the Around Hermitage area
we welcome you to join our organisation!**

We are an active business and social neighbourhood group with over 70 businesses including cellar doors, accommodation, restaurants and attractions and over 30 social members, promoting and improving lifestyle of our area. Membership to Around Hermitage will deliver to you and your business the following benefits:

Marketing and Promotions

- Listing of your business on the AH website with hot links to AH website available for your website
- Listed on flyers available to hand out to customers
- Collaborative advertising and marketing initiatives
- Collective bargaining to gain preferential advertising rates
- Promotion through Newsletter, Facebook, Twitter, You Tube & Google+
- Cutting edge promotional videos produced
- Street signage and information boards including Hunter Expressway signs
- Facility to highlight updated business details on AH website covering, events, news etc.
- Regular tourism association familiarisation days
- New Gateway “iconic” sign on Hermitage Road near New England Highway to be installed
- Promotion via The Legendary Pacific Coast touring route <http://pacificcoast.com.au/>
- Advertising in HVWTA magazine and on winecountry.com.au website
- Promotion via Hunter Valley Way touring route www.huntermvalleyway.com.au
- Promotion via Singleton visitors centre

Community

- Keeping an eye on development issues that affect our community
- Development of Hunter Valley Wine, Food, Film Festival signature event
- Strong links to all levels of Government, especially Singleton & Cessnock Councils
- Representing AH member's in Singleton & Cessnock Council 10 Year Strategic Plans
- Proactive involvement in construction of Hermitage Road Cycleway and road Upgrade
- Campaigning for increased infrastructure including sealing of Old North Road

Social

- Regular community and social events throughout the year including
- Bonfire & Soup night, Trivia night, Laser Shooting party, Christmas get together

Membership Fees

- **Social Membership:** \$60 per year.
- **Business Membership:**
Main Business \$280.00 Principal business operating in the AH area to be promoted
Related* Business \$130.00 up to 3 related businesses, \$150.00 up to 4 or more related businesses to be promoted separately on the website etc.

*A business that is ancillary to your main business and operated by you. Businesses at your venue but operated by a third party should apply separately.