HUNTER VALLEY
WINE AND TOURISM ASSOCIATION

MEMBERS WEBSITE USER MANUAL

If you are an Accommodation or Tour Operator that uses the BookEasy system, please note that you <u>do not</u> update any details on our website using this manual. Any updates need to be done on the BookEasy system. All this information will then feed to winecountry.com.au.

Accommodation & Tour Operators would only use this manual if you would like to add an event or news item to the website.

For your username & password on BookEasy, please contact Sam Ford – Business Development and Memberships Coordinator on 02 4990 0930 or sam@hvwta.com.au

If you are a Restaurant, Winery, Attraction, Wedding, Service or Conferencing Member - please follow the steps below.

Contents:

1. MEMBERS LOG-IN

To access members' portal, visit: winecountry.com.au/members

MEMBER LOGIN

Welcome to the Members Area.

Please enter your username & password received below to enter the website.

Username *

Password *

☐ Remember me

LOG IN

Sign-in Tips:

Use cut and paste to copy the password from your signup e-mail into the password field to ensure it is entered correctly. Once you have logged in, from the Register page, click on 'Edit' below your register details & change your password to something you will easily remember. If you have forgotten your password, please click here.

If you are not yet a member and would like to be, please click here.

You will be directed to the member log-in page. Enter your User Name and Password and click the 'log in' button. If you have issues accessing members portal, please contact Caron Reynolds 02 4990 0934 or caron@hvwta.com.au.

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2. MEMBERS PORTAL MENU

NOTE: once you are logged in, your session will time out after 20 minutes of inactivity. To prevent any information being lost when making updates under any area of your console, please ensure you are prepared with the content you wish to add or make changes to so it can be performed without hesitation.

Once you have logged in you will be taken to a Register screen. This will display your login information, if you wish to change your username & password, click on 'Edit Profile' below your login information & change your login details to something more suitable for you to remember.

There is a sub-menu above the Members Portal Page. This will allow you to access certain information correspondence from HVWTA & also allow you to amend your representation on the website.
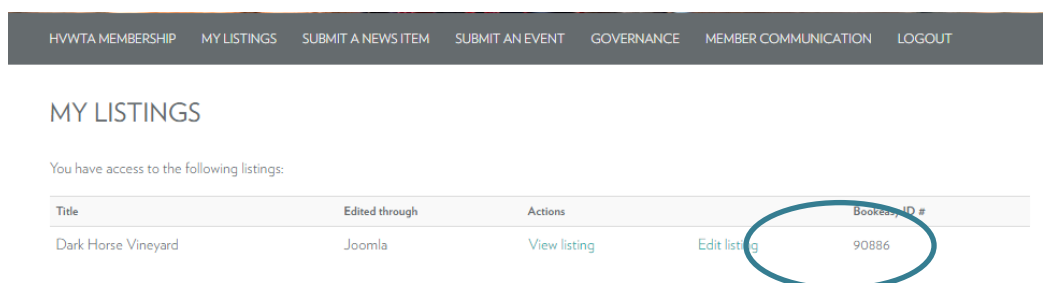
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3. EDIT/VIEW MY LISTINGS

This section is where you can update your business listing/s on the website. The number of listings available in this section depends on the number of memberships you have.

If you find that once you enter this section, you don't have any listings assigned to your business; this can be due to your business listing not being active. The main reason for this is lack of information to represent your business on the site. If this is the case, please contact Caron (caron@hvwta.com.au) & a new listing will be set up for you to create & enter information.

To update the contents of your business listing, follow the steps below:
1. Click on '**My Listings**'
2. Click on '**Edit Listing**' next to the listing that needs amending.

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MY LISTINGS

You have access to the following listings:

Title	Edited through	Actions		Bookeasy ID #
Dark Horse Vineyard	Joomla	View listing	Edit listing	90886

A screen with all the editable details will appear.
3. There are a number of sections available when editing listing. Please see below fields relevant to your listing:
    a. **Title** – Your business name (please do not change without advising HVWTA of your name change first)
    b. **Description** – provide an overview of your business. Include your point of difference or unique selling points. **Recommendation:** For an effective listing, keep it simple and straight to the point. No more than 3 paragraphs on your business. This will entice consumer to click your website link to find out more.
    c. **Directions** – directions to your location
    d. **Point of difference** – provide a brief paragraph on your points of difference
    e. **Contact Details** – enter contact details for your business (all these contact details will display on the website so ensure they are the contacts applicable to consumers)
    f. **Address** – enter your business location & address
    g. **Facilities** – enter the facilities at your property; ensure all the facilities listed are available to consumers. (To ensure they display in dot points, please place one facility per line, enter down after each entry)
    h. **Hours/Awards & Other Info**
        i. *Hours* - provide your business opening hours.

ii. *Awards* - enter any applicable awards you have achieved in the last 5 years, please do not provide any later than this

i. **Images** – Here you can load up to 8 images to represent your property. To load an image, click on Upload Image at the bottom of the images page. Browse to find the image on your computer & once found, click on Upload Image.

Image specs:
Due to responsive site, landscape imagery only
No watermarks or logos
Minimum 800px x 530px
File size minimum 200kb, maximum 1MB

The image will then display underneath any others that have already been loaded. You can move the order of your image by clicking on 'Move Up' or 'Move down' next to the image you wish to relocate. You can also delete any images by clicking on 'Remove Image' next to the image you wish to remove.

Information/Wording/Policies
a. *Description* – please provide a long description of your business. This information will show in the main section of your business listing
b. *Directions* – please provide directions to your property from your desired starting location (if most of your visitors are from Sydney, provide directions from here, or if you wish to direct visitors once they are in the Hunter Valley, provide directions from Cessnock for example)
c. *Point of Difference* – Please provide a short business description that will entice customers to view more about your business. This will show next to your 1st image when your business is first found (example: under your main category such as Cellar Door)
d. *Cancellation Policy* – Please provide only if applicable (For example: If you take bookings for your day spa)
e. *Guest Comments* – Please enter any recent guest comments about your property (only if applicable & legit, please do not enter false reviews)

Once you are happy with your entry or any changes you have made, click on **Save Changes** at the bottom of the screen.

Contact details	⇕
Address	⇕
Facilities	⇕
Hours, awards & other info	⇕
Images	⇕

Upload image Images

Search Engine Optimisation	⇕

SAVE CHANGES

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4. SUBMIT A NEWS ITEM

This section allows you to contribute news items to the News Section of our website.
HVWTA has put together a set of guidelines to assist you. Not all news will actually be approved for publication on the website.

1. It must be genuine news. In other words, the story must present a new angle or relate a meaningful happening that a journalist would judge to be of interest to a reader or viewer.
What's considered newsworthy?

- Sponsoring or holding a charity event.
- Line up announcements for major/signature events
- Implementing/developing/ inventing a new business, product or service that addresses a specific need.
- Appointing a new staff member at a high managerial level.
- Merging a business, creating new jobs, new machinery / new technology.
- Awards and industry/community recognition.

2. The news item must be submitted in a proper media release format.

3. The news article must be concerning a member of HVWTA (news containing information on 2nd or 3rd party businesses will not be published)

4. Once approved, the news item is to be featured for a maximum period of 3 months.

To enter a news item for approval by HVWTA please follow the below steps:
1. Click on 'Submit a News item' from the left hand navigation panel.
2. **Title** - Enter a headline or article name for your press release (keep title to a maximum of 40 characters)
3. **News Item Text** - Type in the press release or cut and paste from the original document (When cutting & pasting your press release from the original document, please ensure you paste your document into NotePad first, this will remove your HTML coding & ensure it looks correct on the website). Format your news item as necessary.
4. **Images** - Attach an image depicting the press release or business logo the press release is representing by clicking the browse button and locating it on your computer. Once you have found the image & clicked on the image so it appears in the Upload file bar, click on Upload file. Once it has successfully uploaded, it will appear in below the images heading.
   NOTE: It is COMPULSORY to have at least 1 image accompany your news item listed on the website. Without an image, your news item will not be approved.
   Image specs:
   Due to responsive site, landscape imagery only
   No watermarks or logos
   Minimum 800px x 530px
   File size minimum 200kb, maximum 1MB

5. **Submit** - Once you have complete your press release, please click on Save. An approval notice will then be sent to HVWTA to approve your news to display on the website.

   Once you have submitted your news item, you will be taken to the home page and a notification will let you know that your news items have been submitted successfully. **To go back to the Members Area, click on Register** in the top right hand corner of the home page.

5. SUBMIT AN EVENT

In this section you may enter any suitable events that you may have happening in the Hunter Valley. Events outside the Hunter Valley are generally not eligible to be displayed on the website unless they involve several members, such as the HVWTA Uncorked events.

Suitable events:
- Music concert/festival
- Food and/or wine event
- Annual signature event (e.g. Opera in the Vineyards, Lovedale Long Lunch)
- Play
- Art or sculpture exhibition
- Markets

1. Click on 'Submit an Event'
2. Click on UPLOAD EVENT PHOTO HERE to add your event image.
   Image specs:
   Due to responsive site, landscape imagery only
   No watermarks or logos
   Minimum 800px x 530px
   File size minimum 200kb, maximum 1MB

3. **Name** - Add the name of the event

4. **Starting** – Start Date

5. **Ending** – End Date

6. **Location** – Leave blank

7. **Description** – Add in details of your event

8. **Cost** – If applicable

9. **Contact Name** – Contact person, if applicable

10. **Web** – Add a website address where more information on the event can be found

11. **Phone** – Add a contact phone number where more information on the event can be requested

12. **Email** - Add a contact email address where more information on the event can be requested

13. Once you have completed your event, please click on UPDATE EVEN. An approval notice will then be sent to HVWTA to approve your event to display on the website.

14. Once you have submitted your event, you will be taken to a page that will display the way your event will look on the website and a notification will let you know that your event has been edited & is awaiting approval. To go back to the Members Area, click on Register in the top right hand corner of the home page.

Do you have any questions or feedback regarding Members Portal? Please contact us:

Caron Reynolds

Digital Marketing Coordinator

Hunter Valley Wine & Tourism Association

02 4990 0934

caron@hvwta.com.au