

A group of nine women are posing for a photo in a lush, indoor setting. The background is filled with dense green vines hanging from the ceiling and walls, interspersed with warm, glowing string lights. The women are dressed in casual, stylish attire, including dresses, a jumpsuit, and a jumpsuit. They are all smiling and looking towards the camera. Some are holding small brown paper bags.

THE DVINE FUNCHISE

Build a business around bringing people together.

Become a DVINE FUNchisee and explore the opportunity to create hosted experiences in your region, supported by the DVINE brand, systems and network.

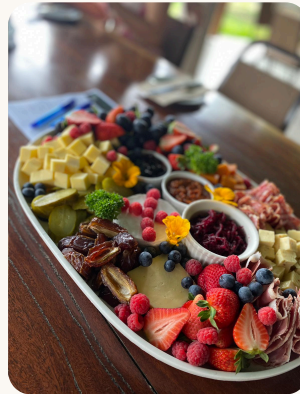
Divine experiences in divine places with divine people.

DVINE Experiences creates hosted food, wine, wellness and group experiences in Port Macquarie, Coffs Harbour and the Mid North Coast of New South Wales.

From a day out with friends to a celebration or corporate retreat, we bring together local experiences and thoughtful coordination so guests can enjoy time together. Every experience is hosted by a DVINE Fun Director, who helps coordinate the day, welcomes the group and keeps the experience flowing.

What DVINE offers today

- Regular small group tours: cellar doors, breweries and distilleries, local sights and family days
- Pick & Sip flower picking experiences with our flower farm partners
- Dated events, including our long lunches
- Celebrations: hens, bucks, birthdays, proposals and event transfers
- Tailored corporate retreats and team days



OUR FOUNDER

Katie Turner, Founder and Fun Director

Katie founded DVINE Experiences after more than 22 years as an entrepreneur, including co-founding a podcasting studio in Sydney's Eastern Suburbs, consulting in digital strategy and owning fitness studios on Sydney's North Shore. She holds a Bachelor of Economics, has served on the board of the Greater Port Macquarie Tourism Association and hosts the Crafting DVINE Experiences podcast.

Local knowledge. A shared DVINE vision.

The best experiences begin with people who love where they live.

We are looking for enthusiastic operators who enjoy hospitality, understand their community and want to connect guests with the places and people that make their region special.

As a DVINE FUNchisee, you would develop your local business within the DVINE model, bringing your regional knowledge and relationships to a shared focus on thoughtful planning, welcoming hosting and memorable experiences.

After two and a half years of building DVINE on the Mid North Coast, we have opened the DVINE model to FUNchisees in other regions. Territories are offered by application, and availability is confirmed through the current franchise documents.



What a DVINE region brings together

Local partners

Wineries, breweries, distilleries, farms, cafes and venues that give a region its character, like the partners behind our Port Macquarie and Coffs Coast experiences.

Hosted experiences

Tours, Pick & Sip days, celebrations, events and corporate retreats, each hosted by a DVINE Fun Director.

A shared brand

The DVINE name, the Fun Director style of hosting and a community of people who love bringing others together.



Support to help you get started and grow.



The proposed support model includes centralised marketing and lead generation activities, systems and technology, training, launch support, ongoing guidance from head office and a collaborative FUNchisee network.

Proposed training and onboarding

- Training at DVINE headquarters in Port Macquarie
- Experience a DVINE tour as a guest
- Meet DVINE partners and see how partnerships work
- Co-create the tours for your region
- Onboarding to DVINE systems

Proposed ongoing support

- Monthly advisory sessions
- Quarterly strategy catch ups
- Direct access to Katie and Michael
- On the ground launch support

The DVINE framework

- The DVINE brand and Fun Director hosting style
- Systems and technology
- Safety frameworks
- A national FUNchisee community

The support, responsibilities and costs applicable to your opportunity will be set out in the formal franchise documentation. Support described in this brochure is proposed and may change. DVINE does not guarantee bookings, revenue or income.

IS IT YOU?

Could this be your next chapter?

You may be a great fit if you enjoy hosting, building local relationships, running a business and creating experiences people remember.

Hospitality, events, tourism and business experience may be helpful. We will talk through the requirements and whether the opportunity suits your circumstances.

- You love where you live and know the people who make it special
- You enjoy welcoming guests and making a day run smoothly
- You like the idea of building a local business within a shared brand



HOW IT WORKS

Explore the opportunity.

1

Register your interest

Tell us about your region, your background and why DVINE interests you. We will send you this brochure and the ACCC Information Statement for prospective franchisees.

2

Book a 15 minute discovery call

Talk with our Chief Fun Director, Katie, about your region and what you would like to build. We will explain the model and outline the next steps.

3

Receive the full information pack

If we both wish to continue, you will receive the formal franchise documents, including the disclosure document and proposed agreement, to review with your own legal and financial advisers before making any decision.



NEXT STEPS

Bring DVINE to your region.

Love connecting people, championing local businesses and creating memorable experiences? Start with a conversation.

DISCOVERY CALL calendar.app.google/UTExBajYePkKHrBNA

ENQUIRE ONLINE dvinexperiences.com/franchise

EMAIL hello@dvinexperiences.com

PHONE +61 421 395 876

INSTAGRAM [@dvinexperiences](https://www.instagram.com/dvinexperiences)

IMPORTANT INFORMATION

This brochure is general information only and is not an offer, a disclosure document or a franchise agreement. It contains no earnings representations, and nothing in it is a promise of bookings, revenue, income or territory exclusivity.

In accordance with the Franchising Code of Conduct, the ACCC Information Statement for prospective franchisees is provided on request and within seven days of a formal expression of interest. The disclosure document, proposed franchise agreement and key facts sheet are provided as required by the Code before you enter into any agreement. We recommend you obtain independent legal, accounting and business advice.

FUNchise and FUNchisee are DVINE brand terms for its franchise opportunity; they do not change any obligations under the Franchising Code. Photos show DVINE Experiences guests and partners. DVINE Experiences is operated by DVINE Experiences Pty Ltd (ABN 78 684 085 201). The franchisor entity will be confirmed in the franchise documents.

