

# C O O N A W A R R A

Australia's **Red** Wine Centre

Marketing Committee Meeting Minutes		
Wednesday April 27, 2016	8:30am	CGWI Office
Attendees	Emma Raidis (ER), Jamie McDonald (JM), Kirsty Balnaves (KB), John Rymill (JR), Cathy Hughes (CH), Sue Hodder (SH), Dru Reschke (DR),	
Apologies	Rebecca Trotter (RT)	
Minutes	Kerry DeGaris	

## 2. Minutes of Previous Meeting

John Rymill moved and Sue Hodder seconded that the minutes of the meeting on 30th March 2016 are true and correct.

## 3. Outstanding Actions from Previous Meetings

Date	Action Items	Person	Deadline	Completed
30/3/16 27/4/16	<b>Photos of region</b> Action: Find out what members have in the way of photos of the region Request has been send out in general correspondence	JM/CH	27/4/16	Completed
30/3/16 27/4/16	<b>Survey of members about markets to target</b> Action: determine target markets by surveying members Roll	CH	27/4/16	Ongoing
30/3/16 27/4/16	<b>Feedback required on budget</b> Action: CH to distribute with costings to reflect new priority ranking to MC for feedback to then table at next CGWI board meeting See Finance section for commentry	CH	14/4/16	Completed
30/3/16	<b>TIP communication to members</b> Action: CH to work up a brief to distribute to members to determine interest in user pays system. Send out brief to MC members prior to sending out to broader membership	CH	14/4/16	Completed
30/3/16 27/4/16	<b>Professional meeting procedures training</b> Action: DR to formulate a proposition to table at next CGWI meeting Roll until next meeting	DR/CH	18/5/16	
30/3/16	<b>Taste Festival uptake</b> Action: Ch to contact Biddie Shearing about timelines to register for Taste festival, and then contact winery members to remind them of the opportunity and benefits	CH	1/4/16	Completed

## 4. Correspondence

- N/A

## 5. Marketing Action Plan

- ER highlighted the need to have final document ready to go to the CGWI board meeting on the 28<sup>th</sup>. CH indicated changes made since the last meeting (V4) have been highlighted in a different colour.
- It was resolved that all were happy with version #4 plan and to accept the highlighted changes.

## 6. Budget

- CGWI Marketing budget v2 was tabled and CH detailed the changes to the last draft budget including the addition of a priority column
- It was identified that the expenses were too high and the committee needed to address this issue. Major cuts were made to:
  - Brand development and messaging – General discussion about using '99 designs' as a cheaper way to achieve a new brand design for CGWI.

Date	Action Items	Person	Deadline	Completed
27/4/16	<b>Development of brief for 99 designs</b> Action: CH/JR to develop a brief to enable the development of a new brand design for CGWI	CH/JR	18/5/16	
	Trade and media hosting – resolved that this section would need to be shelved for 2016/17			

Date	Action Items	Person	Deadline	Completed
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# COONAWARRA

## Australia's Red Wine Centre

27/4/16	<b>Re-working budget in line with new bottom line as discussed</b> Action: CH to address all discussions had at meeting and re-work budget accordingly. CH to send to committee to ensure everything discussed at meeting is incorporated before submitting to CGWI board meeting	CH	28/4/16	
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### 7. Committee Reports

#### 7.1 Roadshow

- Meeting was held on 22<sup>nd</sup> of April – minutes not yet available. JM gave a verbal update including the idea of trialling speed dating at Adelaide event.

#### 7.2 Cellar Door Events

- Minutes tabled from 8<sup>th</sup> April tabled. Highlights include a planned pop-up event on July1.
- It was suggested some information about the CCC be distributed to all members to inform that the event is now to span a month rather than just one weekend in October.

Date	Action Items	Person	Deadline	Completed
27/4/16	<b>Coonawarra Cabernet Celebrations update</b> Action: CH to inform members of the format change for the CCC in October through the weekly correspondence Action: JM to liaise with members to identify time frames for getting CCC events organised	CH  JM	18/5/16  18/5/16	

#### 7.3 Coonawarra Cup

- Next meeting scheduled for May 27

### 8 Promotions

#### 8.1 SIP

- SH discussed schedule for SIP visit from 11-13<sup>th</sup> May
- Fully booked, and has asked that as many members attend the tea night at the Coonawarra Hall

#### 8.2 TIP

- CH provided copies of both models (June 17-18) sent to MC members during the last week
- 2 models have been proposed: 1. Complete user pays, 2. \$2K per session and community dinner (which CGWI pays).
- Consensus was that model 1 is the preferred option.

Date	Action Items	Person	Deadline	Completed
27/4/16	<b>TIP proposal</b> Action: CH to distribute TIP proposal to members and determine level of interest in hosting a session.	CH	18/5/16	

### 9. General Business

- Wine Spectator article – interest in being part of a Coonawarra article.

Next Meeting – **May 18, 8.30am – CGWI offices**

Meeting closed 10.15am

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Signature – Meeting Chair