

# C O O N A W A R R A

Australia's **Red** Wine Centre

Marketing Committee Meeting Minutes		
Wednesday August 24, 2016	8:30am	CGWI Office
Attendees	Emma Raidis (ER), John Rymill (JR), Jamie McDonald (JM) (until 9.30am), Cathy Hughes (CH), Sue Hodder (SH), Dru Reschke (DR), Kirsty Balnaves (KB)	
Apologies	Rebecca Trotter (RT)	
Minutes	Kerry DeGaris	

## 2. Minutes of Previous Meeting

John Rymill moved and Dru Reschke seconded that the minutes of the meeting on 20<sup>th</sup> July 2016 are true and correct.

## 3. Outstanding Actions from Previous Meetings

Date	Action Items	Person	Deadline	Completed
30/3/16 24/8/16	<b>Survey of members about markets to target</b> Action: determine target markets by surveying members Roll	CH		Ongoing
30/3/16 20/6/16	<b>Professional meeting procedures training</b> Action: DR to formulate a proposition to table at next CGWI Board meeting Roll until next meeting	DR/CH	24/8/16	Remove
27/4/16	<b>Development of brief for 99 designs</b> See Marketing Action plan below	JM/DR	16/6/16	Completed
20/7/16	<b>Brief for Website design</b> Action: CH to have draft brief with a list of potential tenderers out by end of month for committee to look at	CH	29/7/16	Completed
20/7/16 24/8/16	<b>Brief for brand development</b> Action: CH to have draft brief by end of month for committee to look at See Marketing Action plan below	CH	29/7/16	Completed
20/7/16	<b>Revision to MC budget</b> Action: CH to alter budget to remove printing of China brochures and add income into the SIP/TIP line, among other small adjustments.	CH	21/7/16	Completed
20/7/16 24/8/16	<b>\$15K SAWIA grant funding – how to spend</b> Action: MC to devise potential funding priorities See Finance for more information	All	24/8/16	Completed
20/7/16 24/8/16	<b>List of members</b> Action: CH to distribute a list of current CGWI marketing members to MC Ongoing, as two P & E companies have yet to provide/confirm their details for 2016-17 membership records	CH	14/9/16	Ongoing

## 4. Correspondence

- SATC Regional Events and funding application – letter of confirmation. CH emphasised the importance of data collection as part of receiving funding and will require a team to assist with undertaking this, rather than drawing on cellar door staff who are often busy with visitors.

## 5. Marketing Action Plan

- Website – CH tabled draft expression of interest document and asked for feedback with intentions to distribute by end of week. General discussion noted:
  - : scope to incorporate e-commerce. : proposed number of pages could be mentioned.
  - : more clarity around who the website was being designed for eg. members vs consumers and what was expected e.g. architecture only or architecture and populating.
  - : scope for using videos,
  - : the criteria for hosting
  - : re-word the EOI to ensure clarifies links to accommodation rather than being a booking site.
 Consensus to incorporate suggestions made and then distribute to the 8-10 names that have been provided to CH.

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Date	Action Items	Person	Deadline	Completed
24/8/16	<b>Draft EOI revision for web-site design</b> Action: CH to alter EOI to incorporate suggestions made at MC meeting and then distribute to potential designers.	CH	26/8/16	

- Brand development – JM reported the competition was launched through '99 Designs' in late July with around 12-15 applications received, but due to clash with Roadshow duties was postponed as unable to provide feedback to designers. JM recommended to spend \$2.5K (\$2.1K spent to date) and re-open next-week to a broader design audience. Consensus that this was a good idea.

Date	Action Items	Person	Deadline	Completed
24/8/16	<b>99 Designs – re-opening of brand design competition</b> Action: JM to facilitate the re-opening of brand design competition.	JM	14/9/16	

## 6. Finance

### 6.1 Budget

- JR ran through MC budget changes with an emphasis on aligning descriptors with the CGWI budget. Changes in version #6:
  - All grant income & expenditure figures have been revised to include GST (ie \$6000 from SAWIA for the website becomes \$6600 in the budget, in line with the way we invoice SAWIA)
  - Website expenditure updated to include two SAWIA grants plus CGWI funding
  - Coonawarra Roadshow figures updated to current, with some buffer in place for invoices yet to be received
  - Grant income removed from Coonawarra Roadshow, as not required in 2016-17
  - Grant income added to Media & Influencers Coonawarra Immersion (\$7500 grant + GST = \$8250 in the budget)
  - In addition to the Regional Vic Trade Visit, a \$5000 buffer remains in Media & Influencers Coonawarra Immersion

Relevant marketing related notes transferred from the Finance Committee budget.

### 6.2 SAWIA grant funding

- CH emphasised that we need to identify/agree on priorities today, as SAWIA documentation required by this Friday. Suggestions included the use for a trade/media visit program, with SH suggesting inviting key trade people from Victoria to the third CCC weekend in October when the Cabernet master class is being held (14-15<sup>th</sup> October).
- The remaining funds will go towards website design (Stage 2) and a professional photographer.

Date	Action Items	Person	Deadline	Completed
24/8/16	<b>Victorian trade immersion program</b> Action: SH to put a brief/program together	SH	14/9/16	
24/8/16	<b>SAWIA advised of priorities for 2016-17 Project 250 funding</b> Action: CH to prepare documentation for SAWIA by this Friday	CH	26/8/16	

- KB suggested after this round of SAWIA funding that CGWI will need to look at the opportunities on how future funding is to be spent in the region in terms of meeting the needs of the broader membership (e.g. viticulture projects).

## 7. Committee Reports

### 7.1 Roadshow

- JM reported on what has been considered a successful event, although a bit early to finalise numbers.
- A survey monkey is expected to be distributed in the near future.
- It was thought the venues for 2017 need to be booked soon. This will be an outcome of the sub-committee review.

### 7.2 Cellar Door Events

- JM provided a verbal update with a pop-up bar in Penola planned for September 30 to launch the Coonawarra Cabernet Celebrations. EOI are to be sent out soon.
- The Leigh Street event is booked for this year on November 18. Costs will be different from 2015 event as PIRSA is no longer event managing/underwriting wine regions.
- Coonawarra Cabernet Celebrations on-line event listing available with hard copies to be published in a couple of weeks.

# COONAWARRA

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## **7.3 Coonawarra Cup**

- No meeting held since the last MC meeting.

## **7.4 Risk management approaches for our events**

- CH gave an update on the risk management approach presentation given at the recent CGWI Board meeting. Power point slides were distributed with the agenda. CH prepared a brief discussion paper. Essentially, CGWI and event sub-committees will be required to develop their own risk plans – noting that pro-formas will be developed to assist with this process. The intention is to discuss this more at the next MC meeting.

## **8. SIP/TIP review**

- Nothing to report

## **9 General Business**

### **9.1 2016-17 Marketing advertising partner's proposal**

- CH tabled a discussion paper with the intention of discussing further at the next MC meeting. Essentially, looking at a new model of advertising for marketing collateral, website and events sponsorship.

### **9.2 Independent Chair to attend next MC committee meeting**

- CH advised that Peter DeGaris would like to observe the next meeting, as part of his introduction to CGWI, and getting to know members etc.

### **9.3 Minutes of MC will be distributed to all CGWI members as from August.**

Next Meeting – **September 21, 8.30am – CGWI offices**

Meeting closed 10.15am

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Signature – Meeting Chair