

Marketing Committee Meeting Minutes		
Wednesday 11 October, 2017	8:45am	CV Office
Attendees	Olivia Nunn (ON - Chair), Sue Hodder (SH), Rebecca Trotter (RT), Joy Bowen (JB), Natasha Gordon (NG)	
Apologies	Emma Raidis (ER), Kirsty Balnaves (KB), Dru Reschke (DR)	
Minutes	Kerry DeGaris (KD)	

1. Minutes of Previous Meeting

Minutes of 13 July 2017. Moved TG Seconded ON.

2. BUSINESS ARISING FROM PREVIOUS MINUTES

Date	Action Items	Person	Deadline	Completed
12/7/17 11/10/17	Website Actions: Review scope of work with Magic Dust for ongoing website improvement. Meeting held between ON and James Munn to explore wine sales at events. Investigate license for selling wine on-line and at popups. Ongoing and tracking in updates above.	ON KB DR	Ongoing	
12/7/17 11/10/17	Marketing Collateral Action: Collate existing marketing material published by CV. Undertaken review of collateral and focus on what is to be produced in print versus online. CV map is due and as insufficient funds to print in new format, Printer has been procured to incorporate new branding to commence wc 16 October. Separate Workshop Meeting organised for 31 October to consider online versus printed materials.	ON/All MC members	Nov Meeting	
12/7/17 11/10/17	New Advertising Signage Product Development Action: Quotes to be obtained on new pull up banner with new logo. Noted at the moment unclear on slogans to be included and will work on in parallel to digital content. Resolved to progress for Coonawarra Cup as prior events did not require.	ON/DR	Ongoing	
12/7/17 11/10/17	Signage/advertising Mt Gambier Airport Action: Investigate advertising at Mt Gambier airport. Ongoing	ER	Nov Meeting	
12/7/17 11/10/17	Documentation to promote brand Coonawarra/brand document Action: ON to liaise with Fullers to engage further to grants. See newly created standing item under Marketing Action Plan.	ON	Oct Meeting	Completed

16/8/17 11/10/17	Consultation strategy ON to discuss at next board meeting the implementation of a consultation strategy. Ongoing in time for next week's General Meeting on 19 October 2017.	ON	19/10/17	Ongoing
16/8/17	Signage advertising on private land JB to secure additional information from Clare experience to explore for Coonawarra	JB	Nov Meeting	Ongoing
13/9/17 11/10/17	Cellar Door Festival (CDF) participation Action: ER/TG to ring remaining members who had not responded to first call on attending Cellar Door festival TG reported 13 members were attending. Noted that due date for inputs is 20 October 2017. Masterclass Theme to be confirmed by 20 October 2017. Action to confirm wineries wines. Spreadsheet to be issued for completion and return.	ER/TG	Oct Meeting 20 October	Completed
13/9/17 11/10/17	CDF Goodie Bag – items to be placed in it Action: DR to provide options & feedback from members participating in event. Noted DR not in attendance. Follow up required on quantities available as we can do multiple products.	DR/Cellar Door Committee	Nov Meeting	
13/9/17 11/10/17	Cellar Door Festival Competition Action: ON to further investigate prizes for competition. Ongoing and to be confirmed where possible by 20 October 2017.	ON	Nov Meeting	

3. COMMUNICATION (CORRESPONDENCE, STAKEHOLDER ENGAGEMENT, CONSULTATION)

- 3.1 Tourism Mt Gambier – ON recommended members visit website. ON met with Donna (VIC Mt Gambier) and indicated a potential display opportunity for Coonawarra products.
- 3.2 SATC – Received \$10K grant undertaking photography this weekend.
- 3.3 Brand SA/PIRSA – ON detailed the Great Wine Capitals regional trip to Coonawarra in Nov 2018. ON reported on a recent PIRSA leaders group looking at labour supply in the region. ON encouraged members to fill in on on-line survey to assist with wine industry figures. See weekly correspondence extracted here

Department of State Development are conducting region and state-wide engagement to better understand the labour market. **Please take 5 minutes of your time to complete the online survey by clicking the one most appropriate for you** [jobseekers](#), [employers](#) or [general public](#) to better reflect the needs of our community.

- 3.4 Penola VIC – tabled spring VIC booklet for collection of cellar doors.

4. MARKETING ACTION PLAN

- 4.1 **Website Update** – ON reported on continual requirement of members to populate ATDW which will assist in our movement from print to digital online presence. We will

look to link our website to ATDW to prepopulate events once all demonstrate ongoing compliance. RT asked if there are some educational tools to assist with training on use of ATDW. ON to circulate further to initial inclusion in correspondence.

Date	Action Items	Person	Deadline	Completed
11//017	Training on ATDW Action: ON to circulate PowerPoint presentation on how to use ATDW.	ER/TG	Oct meeting	

4.2 Brand Development

5.2.1. Trademarks – Tracking status of *Take the Time* which has advanced to next stage of process. Wine with character(s) required further substantiation and it was confirmed that it is not to be pursued.

5.2.2. Signage – see action list.

5.2.3 CBAP document – Funding source/s resolved with received confirmation and scope alignment with Fullers resulted in engagement on 5 October 2017 with recognition that a large amount of compromising and scope reduction was needed to reduce costs to \$55K from the initial \$110K quote. See attached schedule that demonstrates the content videography of events for this funding spend. The CBAP and Style Guide will be uploaded to the website for member access.

5. FINANCES

5.1 Grant Funding

Written confirmation of Project 250 and SAWIDS funding approved. Summary of current grants is being finalised. ON emphasised the needed to progress developing experiences in the region with the hope that some additional grant funding through the Project 250 may become available in December 2017.

6. COONAWARRA EVENTS SUB-COMMITTEES

6.1 Roadshow 2017 – 21 surveys completed and dates set for next year. Still determining regional Victoria site.

6.2 Cellar Door Events – Meeting held on 10th of October. Currently going through CD manual that has not been updated since 2013.

6.3 Coonawarra Cup – Launch on 10th of November

6.4 Cellar Door festival – Further discussion on format of Master Class. A brief was decided upon to assist participating members determine the wines they may be able to supply for the Masterclass. This needs to be done by 20th of October.

Date	Action Items	Person	Deadline	Completed
11/9/17	Development of brief Action: TG to develop brief of format of event including Master Class for all participating members	TG	13/10/17	

Resolved a Master Class would consist of 6 wines (3 + 3) using a provenance class theme. Focusing on Cabernet Sauvignon. Wines to be shown would be selected by a panel of participating wineries.

7. DOMESTIC/INTERNATIONAL Visits – ON updated group on recent WA visit and how successful it was and this information will be shared with the General Meeting on 19 October 2017.

8. WELFARE, HEALTH and SAFETY ISSUES – SAWIA Risk management workshop for Vineyards 10th November.

9. NEW BUSINESS

9.1 AGM: Reminder 19 October – need proxy votes and nominations ASAP.

9.3 Good Food and Wine Show – BT updated group on dates for Melbourne (1-3 June 2018), Sydney (22-24th June), Perth (20-22 July), Brisbane (26-28th Oct). BT queried the idea of having a regional presence at festival with 2 options: purchase space and set up however CV like or have a laneway (cheaper option). Requires 8-12 members to be viable. BT to provide more information in November meeting.

9.4 Brochures – ON reported Little Black Book was printed and now focusing on publishing maps and revamping for 2018.

Meeting closed 10.30am.

Next Meeting –Wednesday 15th November, 2017. 8:45am Venue: CV Office