

Marketing Committee Meeting Minutes		
Wednesday 13 September,	8:45am	CV Office
Attendees	Emma Raidis (ER - chair), Olivia Nunn (ON), Kirsty Balnaves (KB), Natasha Gordon (NG) & Dru Reschke (DR)	
Apologies	Sue Hodder (SH), Rebecca Trotter (RT) & Joy Bowen (JB)	
Minutes	Kerry DeGaris (KD)	

1. Minutes of Previous Meeting

Minutes of 12 July 2017. Moved KB Seconded TG.

2. BUSINESS ARISING FROM PREVIOUS MINUTES

Date	Action Items	Person	Deadline	Completed
12/7/17 13/9/17	Photographs Action: DR to seek artwork from On Creative and quote for the 'white book' DR reported photo quotes obtained, but is a bigger picture in relation to 'white book' requirements	DR	September meeting	Completed
12/7/17 13/9/17	Website Actions: Review scope of work with Magic Dust Organising meeting between ON and James Munn Investigate license for selling wine on-line Ongoing	ON KB DR	Ongoing	
12/7/17 13/9/17	Marketing Collateral Action: collate existing marketing material published by CV Focus on CV map – ongoing item for discussion	ON	Ongoing	
12/7/17	New Product development Action: quotes to be obtained on new banner that has new logo	ON/DR	Ongoing	Roll until Oct meeting
12/7/17 13/9/17	Grant Funding Action: ON to liaise with Fullers to progress based on SAWIDs and Project 250 funding to proceed with Strategy 3 and 4 respectively of the CBAP. To become a standing agenda item.	ON	August meeting	Completed
12/7/17 13/9/17	Signage/advertising Mt Gambier Airport Action: ER was investigating advertising at Mt Gambier airport. No progress was reported on advertising in Mt Gambier airport. KB to investigate brochure rack prices through Brochure exchange.	KB	Oct meeting	
12/7/17	Documentation to promote brand Coonawarra/brand document Action: ON to liaise with Fullers	ON	Oct meeting	Ongoing

12/7/17	Style Guide Action: ON to liaise with logo designer to create a style guide.	ON	August meeting	Completed
13/9/17	ON reported there is a style guide but needs to be communicated to members. This will be communicated at General Meeting.			
12/7/17	Cellar Door Festival (CDF) – March 2018 Action: TG to seek further detail to report at August meeting.	TG	August meeting	Completed
13/9/17	TG tabled emailed requirements see business arising and standing item.			
16/8/17	Consultation Strategy ON to discuss at next Board Meeting the implementation of a consultation strategy.	ON	29/8/17	Ongoing
13/9/17	ON reported a need for this to be created for General Meeting.			
16/8/17	Signage advertising on private land JB to secure additional information from Clare experience to explore for Coonawarra and extended discussion to Oct Meeting as JB not in attendance to report.	JB	Oct Meeting	Ongoing
13/9/17	ER to do further reconnaissance on who owns land around airport to see the potential for placing advertising on it ER reported that her investigations to date had not resulted in any leads. ER to do further investigations	ER	September meeting	
16/8/17	Circulation of Coonawarra Brand Activation Plan Document (CBAP) ON to circulate to MC members for comment	ON	17/8/17	Completed
16/8/17	Wine Australia visit September 2017 Action: ON to build up an itinerary. Standing item for domestic and international visits.	ON	31/8/17	Completed
16/8/17	Media monitoring Action: ON to liaise with Fullers to determine if feasible.	ON	Sept meeting	Completed
13/9/17	ON reported this will be part of the scope being developed by Fullers			

3. COMMUNICATION (CORRESPONDENCE, STAKEHOLDER ENGAGEMENT, CONSULTATION)

3.1 Tourism Mt Gambier – ON reported on a meeting held with Tourism Mt Gambier's Hugh and Donna where the intention was to build relationship and to work collaboratively given their reach includes Coonawarra with their reach covering a 100km radius from Mount Gambier. Confirmed a standing item of the minutes to track progress.

3.2 SATC – Met with five members of SATC led by Andrea Harding on 1 September to navigate the SATC opportunities, noting that SATC support the Coonawarra Cabernet Celebrations (CCC). Marketing Plan to be shared and invoice to be issued. Content to be shared for promotion further to the holding slide at the end of the Limestone Coast TV advertisement that features across Metropolitan Adelaide.

3.3 Brand SA & PIRSA – ON is meeting with Karen Raffan of Brand SA and Jo Collins of PIRSA on Monday 25 September.

3.4 SAWIA – Cellar Door Experience at the 2017 Royal Adelaide Show featured Coonawarra Wines with CCC programs and the Little Black Books provided to promote. ON attended on Friday 1 September and provided Claire Wald feedback for continuous improvement. 365 Days ap content to be provided to feature CCC.

3.5 Penola Visitor Information Centre – Ongoing distribution of materials and dialogue and observations of online promotion.

4. MARKETING ACTION PLAN

5.1 Website Update – Population of events calendar was discussed and noted that the plan is to potentially transition to drawing on the ATDW in the future, however given the maturity of the CV events calendar this is a future stretch target. Monitoring the events population and providing individual assistance to increase usage. Reiterated the key priority is growing our digital presence.

5.2 Brand Development

5.2.1 Trademarks – ON reported that a preliminary favourable response had been received for ***Take the Time. Wine Characteristic(s)*** was unsuccessful and all agreed not to pursue. Noted timeframes are lengthy and maintain standing item for updates.

5.2.2 Signage – see action list.

5.2.3 CBAP – To be presented at next General Meeting. The use of the word luxury was discussed at length and noted that an alternative is to be sought. Training of members to initiate greater experiences would occur in the New Year and subject to further funding.

5. FINANCES

5.1 Grant Funding

In addition to the Project 250 funding received, SAWIDS funding approved, awaiting official written notification. A summary of current grants is being developed.

6. COONAWARRA EVENTS SUB-COMMITTEES

6.1 Roadshow 2017 – Review meeting conducted recently. Currently pencilling in dates for 2018, likely that Hobart as a venue will cease following three years of attendance in favour of a regional Victorian city and this will be presented at the next meeting and General Meeting.

6.2 Cellar Door Events – CCC is the key focus and priority. ON briefed that the Cellar Door Manual has been identified for a refresh and in conjunction with this the need to focus on our supply, that is the capability and capacity of our cellar doors now that we have initiated demand building through the preparation of the CBAP and subsequent grants to deliver on a staged basis. Initial plan was to deliver training in September and conduct a current status and gap analysis on cellar doors. This scope has been pushed back due to funding and timing of buy in with the proposal to be presented to the members at the General Meeting. Funding is being explored in parallel.

6.3 Coonawarra Cup – On track, artwork currently being designed. Encouraged that all were to focus on Sponsors and to review the Sponsorship Proposal on the website. Click [here](#).

6.4 Cellar Door Festival (Note likely to migrate to Cellar Door Events - TBC) – TG introduced her email sent to MC members – ON identified the 8 members who had committed to attending the event and a call around to those that had not declined to occur. Resolved a Master Class would consist of 9 wines (3 x 3) using a provenance class theme. Focusing on

Cabernet Sauvignon only. Wines to be shown would be selected by a panel of participating wineries and potential for a charismatic educator. It was noted in 2018 we would not have budgeted this event and therefore costs to be kept to a minimum.

Date	Action Items	Person	Deadline	Completed
13/9/17	Cellar Door Festival participation Action: ON to share the details for members who had not declined or responded to the first call with TG and ER. ER and/TG to ring remaining members to confirm participation.	ER/TG	Oct meeting	
13/9/17	Goody Bag – items to be placed in it Action: DR to provide options & feedback from members participating in event.	DR/Cellar door committee	Oct meeting	
13/9/17	Competition Action: ON to further investigate prizes for competition.	ON	Oct meeting	

7. DOMESTIC / INTERNATIONAL VISITS – ON updated on visit of Wine Australia on 20 and 21 September – two representatives (instead of 4) attending including Ali Lockwood and Tonia Davis. Finalisation of program still occurring and will be shared via email.

8. WELFARE, HEALTH and SAFETY (WH&S) ISSUES – SAWIA and CFS will deliver Risk management in vineyards on 10 November. Invite to be circulated and briefed on 19 November at the General Meeting.

9. NEW BUSINESS

9.1 Rail trail: back on Wattle Range Council agenda, it was briefed that they have budgeted \$150K for FY 18/19. Seeking CV to investigate an economic study on visitation to the region, which raises the opportunity to explore future demand in electronic survey in October in addition to the issued Coonawarra Cabernet Celebrations survey by asking those attending would they be interested and participate in the rail trail.

9.2 Photoshoots: ON indicated CV had committed to Casella offer as detailed in August minutes for attendance as part of a Broadsheet secured feature and costs to be shared.

9.3 Good Food and Wine Show: RT not in attendance to discuss and held over to October meeting

9.4 Brochures: ON reported black book was printed and now focusing on publishing maps and revamping for 2018.

Meeting closed 10.45am.

Next Meeting – Wednesday 11 October, 2017. 8:45am Venue: CV Office