

Marketing Committee Meeting Minutes		
Wednesday 16 August 2017	8:45am	CV Office
Attendees	Emma Raidis (ER) - Chair, Rebecca Trotter (RT), Olivia Nunn (ON), Joy Bowen (JB), Kirsty Balnaves (KB), Natasha Gordon (NG)	
Apologies	Sue Hodder (SH), Dru Reschke (DR)	
Minutes	Kerry DeGaris (KD)	

1. MINUTES OF PREVIOUS MEETING

Minutes of 12 July 2017. Moved KB Seconded ER.

2. BUSINESS ARISING FROM PREVIOUS MINUTES

Date	Action Items	Person Responsible	Action Due	Status
12/7/17	Roadshow Masterclass Actions: Deciding on themes Funding options.	TG/KB ON	August meeting	Ongoing
12/7/17 16/8/17	Wine Australia Visit Action: Coordination of visit in September See notes under upcoming regional visits.	SH/ON	August meeting	Completed
12/7/17 16/8/17	Photographs Action: DR to seek artwork from ON Creative and quote for the 'white book'. ON to follow up with DR for next meeting.	DR	September meeting	
12/7/17 16/8/17	Drop Box Action: Upgrade drop box for extra storage. Archiving and access to materials such as photos for members.	ON	August meeting	31/7/2017 Completed to action video for Roadshow.
12/7/17 16/8/17	Website Actions: Review scope of work with Magic Dust. Organising meeting between ON and James Munn.	ON KB DR	August meeting September meeting – update	Ongoing In discussion with Magic Dust and ON met with James Munn and continues for opportunities.

Date	Action Items	Person Responsible	Action Due	Status
	Investigate license for selling wine on-line. See notes under Marketing Action Plan			
12/7/17	The Black Book Action: Obtain quote on matte vs gloss finish	ON	August meeting	Completed
12/7/17	Marketing Collateral Action: collate existing marketing material published by CV	ON	August Meeting	Roll until September meeting
12/7/17	New Product development Action: quotes to be obtained on new banner that has new logo	ON/DR	August meeting	Roll until September meeting
12/7/17	Grant Funding Action: Once projects #2 & 3 confirmed ON to liaise with Fullers to progress	ON	August meeting	Roll until September meeting
12/7/17 16/8/17	Signage Action: Investigate advertising at Mt Gambier airport See notes under Marketing Action Plan	ER	August meeting	
12/7/17	Coonawarra Roadshow Action: venues supplying glasses ON to investigate pricing.	ON		Completed did not supply with exception of Perth. Note only considered to have provided one prior year.
12/7/17	General Meeting Action: ER to liaise with ON to determine what to present at general meeting.	ER/ON		Completed.
12/7/17	Documentation to promote brand Coonawarra/brand document	ON	August meeting	

Date	Action Items	Person Responsible	Action Due	Status
	Action: ON to liaise with Fullers and recirculate with review comments incorporated.			
12/7/17	Style guide Action: ON to liaise with logo designer to create a style guide.	ON	August meeting	ON discussed with designer Jason and reaching out again for re-issue.
12/7/17 16/8/17	Cellar Door festival – March 2018 Action: TG to seek further detail to report at August meeting. TG reported on options available to CV to participate and resolved to send out an expression of interest to members to gauge support for event.	TG	August meeting	Completed first action. Noted Roadshow does compromise timing of confirmation.

3. CORRESPONDANCE

Nil to report.

4. MARKETING ACTION PLAN

5.1 Website Update

Investigating the potential tourism options available and then being able to package up to put on web-site. ON believes this is a bigger issue that will take 12-18 months to resolve. ON indicated the lack of digital presence of Coonawarra particularly in the Australian Tourism Data Warehouse (ATDW). This requires all organisations to be registered and actively updating their offering, experiences and events. ON raised the need for a consultation strategy to promote the region.

Date	Action Items	Person	Deadline	Status
16/8/17	Consultation Strategy ON to discuss at next board meeting the implementation of a consultation strategy.	ON	29/8/17	

5.2 Brand Development

5.2.1. Trademarks – JB provided details on progress with registration of trademarks. Both options: 'Wine with Character' and 'Take the time' have not been approved. CV need to show 15 months of prior use to register. Resolved continue use for the next 15 months and to consider review of options.

5.2.2. Signage – JB explained her discussions with Peter Barry regarding his experience of signage establishment in Clare. Files to be provided to JB to assist with signage. ER reported on her communications with the Mt Gambier airport with advertising on the television in the lounge costing \$660 per space (20 available). It was also noted that original branding is signed within the lounge.

Date	Action Items	Person	Deadline	Status
16/8/17	Signage Advertising on Private Land JB to secure additional information from Clare experience to explore for Coonawarra.	JB	September meeting	
16/8/17	Signage Advertising ER to do further reconnaissance on who owns land around airport for consideration of the advertising.	ER	September meeting	

5.2.3 Brand Activation Fee Proposal Document – ON tabled the report provided by Fullers. ON asked who needs to review the document. It was resolved that the document would be circulated to the MC for review but in future ON should be able to review these types of documents without committee approval.

Date	Action Items	Person	Deadline	Status
16/8/17	Circulation of brand activation document ON to circulate to MC members for comment.	ON	17/8/17	

6. FINANCES

6.1 Grant Funding

Received Grant # 3 – Project 250 FY 18 year SAWIA and expecting to hear on Grant # 2 this week which will enable the engagement of Fullers to commence on the CBAP. International Strategy Grant due soon.

7. COONAWARRA EVENTS SUB-COMMITTEES

7.1 Roadshow 2017 – In progress and two cities Adelaide and Perth to complete.

7.2 Cellar Door Events – Noted Robin Shaw's attendance and that we are reviewing opportunities to arrange collective training.

7.3 Coonawarra Cup – Noted that Launch is on 10 November 2017 and that the sponsorship proposal document is online and a key focus with Dan Redman following up.

8. REGIONAL VISITS – ON updated on visit of Wine Australia on 20/21 September. A total of 4 representatives from WA will be attending including:

- Ali Lockwood, Manager - Stakeholder Engagement
- Rebecca George, Global Marketing Communications Manager
- Tonia Davis, International Visits and Logistics Specialist in Tourism
- Penny Cai, Digital Manager

ON provided some options for visits/dinner/experiences. Resolved a vineyard visit was necessary and suggested Wynns to undertake and dinner options at Fodder and Pipers.

Date	Action Items	Person	Deadline	Status
16/8/17	Wine Australia visit September 2017 Action: ON to build up an itinerary.	ON	31/8/17	

9. WELFARE, HEALTH and SAFETY ISSUES – Noted issues around Roadshow Melbourne Venue and this needs to be addressed for next year's event.

10. NEW BUSINESS

10.1 Stuffed Santa competition: Concern that this event has no organising body to coordinate in 2017.

Date	Action Items	Person	Deadline	Status
16/8/17	Stuffed Santa competition Action: ON to liaise with WR council on future of this event.	ON	Sept meeting	

10.2 Walking trail: revisiting speed limit/bypass/reducing speed limit needed

10.3 Photoshoots: ON highlighted the potential to share costs with Casella during the Cabernet month to ensure professional photos can be obtained for file. Professional photos are also been obtained of the rodshow in Perth and potentially Adelaide.

10.4 Grants & Strategy Committee: Confusion remains as to the formation and need for the Grants and strategy committee. JB provided background to the need. ON highlighted as part of her role she is reviewing all committees in conjunction with a review of the organisational structure and operations and this is due to be complete at the end of September to present to board. She indicated a need for definition and accountability for each committee.

10.5 Good Food and Wine Show: RT to discuss at September meeting

10.6 Media monitoring: Suggested that the organisation would benefit from this service. Fullers are thought to provide this service and it will be a component of the digital branding to be undertaken.

Date	Action Items	Person	Deadline	Status
16/8/17	Media monitoring Action: ON to liaise with Fullers to confirm media monitoring is a component of their scope.	ON	Sept meeting	

Meeting closed 10.15am.

Next Meeting – Wednesday 13 September, 2017. 8:45am Venue: CV Office