

Marketing Committee Meeting Minutes		
Wednesday 22 February, 2017	8: 45am	CV Office
Attendees	Emma Raidis ER (chair), Rebecca Trotter RT, Kirsty Balnaves KB, Sue Hodder SH, Natasha Gordon NG, Jamie McDonald JM, Heidi Eldridge HE, Joy Bowen JB	
Apologies	Dru Reschke DR, Kerry DeGaris KG.	
Minutes	Joy Bowen (JB)	

2. Minutes of Previous Meeting

Minutes of Nov 2016 meeting accepted. Moved SH seconded KB.

Minutes of Jan 2017 meeting unable to be located

3. BUSINESS ARISING FROM PREVIOUS MINUTES

3.1 Advertising Partnership Draft proposal.

KB suggested that it could be postponed for one year. No feed-back from any sub committees received to date. General discussion as to its general relevancy and would it be more relevant if event specific. SH spoke of potential for annual overall sponsorship.

Date	Action Items	Person	Deadline	Completed
22.02.17	Advertising Partnership Draft proposal Action: APDraft to be send to each sub-committee for input/decision on relevant sponsorship levels for their individual events	SH/JB	08/03/17	

3.2 Coonawarra Community Siding Photo.

Date	Action Items	Person	Deadline	Completed
22.02.17	Coonawarra Community Siding Photo Action: To be distributed to all CV members this week	JM	24/02/17	Completed 23/2

3.3 Sky High in the CBD.

RT concerned with the timing and space allocated but felt it was worth a try.

Date	Action Items	Person	Deadline	Completed
22.02.17	Action: HE to follow up with more details and then circulate it to all CV members.	HE	08/03/17	

4. CORRESPONDANCE

4.1 Australian Country Magazine – CCC Feature

ER no money in the budget for it. Not to progress with it. Moved JB seconded KB.

4.2 Daily Wine News article – Can you make Coonawarra Sexy?

Why has Coonawarra dropped off the radar? General discussion. KB suggested that all members be invited to a barrel room in appropriate attire for a ‘tasteful, luxury attire group photo shoot’. To be a part of the group photo each member needed to fill in an Entry Form covering what they are doing that is new. These Entry’s each then become a ‘story’ resource for the office to run with. Photo samples were tabled.

Round the table – SH – personally no; JB – good idea; NG – yes although concerned it needs thought as to how it is done., ER – yes, RT possible. In general, broadly accepted as long as done well and could feed into ‘characters of Coonawarra’.

*KB to put a proposal for ‘a tasteful, luxury’ group photo (possibly by Ockert le Roux) with Entry Form to committee this week.

5. MARKETING ACTION PLAN

General discussion arising from 4.2. JM - we need to be more visible. SH - all needed to be up to speed and engage with Marketing Plan. RT – felt that the Marketing Plan was very broad and we need specifics to move forward.

5.1 Website Update

Lack of time and member input has resulted in delay of completion. JM -help needed with information, photos & feedback. RT – the key grab points are Home Page and its language & the Visit Us Page.

CV Website to be evolved into a one stop shop for visitors to the area.

Financial advertising parameters required for all types of venues. A link to Penola Tourism Information will be put on to cover all levels of accommodation until advertising is sorted.

Date	Action Items	Person	Deadline	Completed
22.02.17	Website Action: JM to send through link post meeting & all committee members to provide feedback/ assistance within one week.	JM	Link sent 22/2 Feedback due 01/03/17	Email sent to Magic dust requesting various changes 24/02

5.2 Brand Development

TG presented report. Tag-Lines – all four had a place but *Coonawarra - Timeless* regarded as being the best overall one. Points from Brand Development Day can now be sent through to copy writer (Jason) for inclusion on website. Proofs to be verified.

Resultant 2-3-page document (Brand Guide) needs to be tabled at a general meeting of all members to present website, brochures and Brand Guide.

*Committee members to check any print stock they have for relevancy and validity.

*JM to get quotes to reprint the two 'white' brochures (English & Mandarin). Quantity required for approx. two-year supply.

5.3 New Product Development

*HE to check/research to see if anything has been done.

5.3.1 LCLGA's Tourism Industry Development Manager, Biddie Shearing keen to work with us. They are keen to develop 'experience destination tourism packages'. SH spoke of the 'bullseye' approach for experience based visitation and possible funding. ie what can one do within set distances from 'home base'.

5.3.2 SH reported that Adelaide City Tourism Centre has no Coonawarra brochures.

5.3.3 Signs – directional street, destination and advertising bill boards.

ER - Extreme lack of any signs, is it worth looking into signs specifically for Riddoch Highway for Coonawarra Siding; Robe to Coonawarra; Mt Gambier Airport.

*SH, RT & JB to investigate.

*JM to talk to Leon Bignell

*ER to consult Highway's Dept. Naracoorte.

6. FINANCES

6.1 2017-2018 Budget-Wish List

The board has asked us to start our wish list. Expenses not tabled.

ER requested we all look at Budget and Action Plan.

*HE to source and circulate this. – Emailed MC Committee 23/2/17

6.2 Grant Funding

Any ideas? Building Better Regions Fund – possible funding for signs?

SAWIA – Wine Industry Development Fund – funding still available. HR to attend meeting in Adelaide on Monday and will research. \$ for \$, proposals due May

7. COONAWARRA EVENTS SUB-COMMITTEES

7.1 Roadshow 2017

Perth & Hobart venues TBC. Burt Wiggers of Hobart Casino hard to pin down.
Ivy Room, Sydney has had a makeover since last year.

Date	Action Items	Person	Deadline	Completed
22.02.17	Hobart Venue Action: JM to contact Burt to secure venue	JM	8/3/17	
22.02.17	Roadshow sign up forms Action: JM to send out within the week	JM	1/3/17	24/4/17

7.2 Cellar Door Events – minutes tabled. Good report.

7.3 Coonawarra Cup – minutes tabled. Good report.

8. REGIONAL VISITS – nil

9. WELFARE, HEALTH and SAFETY ISSUES – nil

10. NEW BUSINESS

10.1 Coonawarra Day – Tasting Australia / Masterclass May 2017 - Victoria Square, Adelaide
NG introduced a general discussion. Different region is featured each day. Tasting Aust possibly does not have the funding of past years. East End Cellars is licensed premises provider to Tasting Australia. NG keep dialogue open, possible area/regional event in future. No CV Masterclass/tasting this year although historically CVA has attended. Individual members possibly attending, no CV collaborative event in 2017.

10.2 Instagram – We need regular staging across the year. Head shots = *Coonawarra Characters* and the stories could be used from KB's proposal if accepted.

10.3 Wine with Character (s) Facebook competition – nil

10.4 Suggested Cellar Door Sale Items / Event Promotional Material - DR

- Decanters and Coonawarra (specific) Glass

- CV holds approx. 1,000 branded glasses.

- *JM to approach Plumm (an Aust company) for feasibility and quotes.

KB left meeting.

- Aprons and Hats – can be utilised and sold. Old stock needs to be sold through.

- Lapel Pins – try Aust company first.

10.5 Cellar Door Festival. Clare Valley and Adelaide partnership offering winners of promotion a 'goof-feel' trip to Clare. More information and costs to be sourced.

10.6 Media Monitoring – could all members hold one account with this company? Wine Front could be a possible option.

10.7 General comment that area is deficient in five-star accommodation and good restaurants.

Meeting closed 11.30am.

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