

COONAWARRA

Australia's **Red** Wine Centre

Marketing Committee Meeting Minutes		
Wednesday July 20, 2016	8:30am	CGWI Office
Attendees	John Rymill (JR), Jamie McDonald (JM), Cathy Hughes (CH), Sue Hodder (SH), Dru Reschke (DR), Rebecca Trotter (RT)	
Apologies	Emma Raidis (ER), Kirsty Balnaves (KB)	
Minutes	Kerry DeGaris	

2. Minutes of Previous Meeting

Sue Hodder moved and Rebecca Trotter seconded that the minutes of the meeting on 18th May 2016 are true and correct.

3. Outstanding Actions from Previous Meetings

Date	Action Items	Person	Deadline	Completed
30/3/16 20/6/16	Survey of members about markets to target Action: determine target markets by surveying members. Roll	CH	24/8/16	Ongoing
30/3/16 20/6/16	Professional meeting procedures training Action: DR to formulate a proposition to table at next CGWI meeting Roll until next meeting.	DR/CH	24/8/16	
27/4/16 20/6/16	Development of brief for 99 designs Action: JM/DR to develop a brief to enable the development of a new design for CGWI. Resolved for JM to finalise brief to distribute to committee members by end of the week to have ready to launch on Monday July 25. Further timelines include: initial consultation with preliminary designs on Friday July 29 to then provide feedback to artists. Closing of design entries by August 5. A shortlist will then be devised by MC to then present to CGWI community for consultation to have entire process completed by the end of August.	JM/DR	16/6/16	
18/5/16	Abridged version of budget to be sent out Action: CH to email abridged version of budget to committee for feedback.	CH	16/5/16	Completed
18/5/16	TIP program Action: CH/SH to further develop program taking into account the level of interest expressed from members.	CH/SH	31/5/16	Completed

4. Correspondence

- Penola Coonawarra Art Festival – thankyou and invite for sponsorship for 2017 event. See budget discussion.

5. Marketing Action Plan

- Website – CH reported funding from SAWIA had been extended. Currently writing a brief to be put out to tender which is to be completed by the end of the month.

Date	Action Items	Person	Deadline	Completed
20/7/16	Brief for Website design 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	

- Brand development – DR/JM/CH met recently to discuss concepts. CH is currently formulating a draft which will encompass the brand message, key messages, focus etc. The aim is to have this drafted by the end of July as well.

Date	Action Items	Person	Deadline	Completed
20/7/16	Brief for brand development Action: CH to have draft brief by end of month for committee to look at.	CH	29/7/16	

- Product development update – CH reported on the success of the Halliday competition with greater than 1000 entries received. Discussions with SATC to increase interest in the region. JR reported on the progress of the rail trail idea, which is awaiting the Wattle Range Council feasibility study to determine the way forward.

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6. Finance

6.1 Budget

- CH highlighted the need to trim the budget by \$5K – as per request from Board. Resolved to remove the printing of the China booklets (Mandarin version) to save \$2.9K and add \$2K income into the SIP/TIP line as the events need to be totally user-pays. It was also discussed to change this lines name to Trade hosting.

Date	Action Items	Person	Deadline	Completed
20/7/16	Revision to MC budget Action: CH to alter budget to remove printing of China brochures (Mandarin version) and adjust income in the SIP/TIP line.	CH	21/7/16	

6.2 SAWIA grant funding

- CH reported that SAWIA had notified wine regions of their total funding budget for 2016/17 – which is \$15K for Coonawarra. CH indicated at the next MC meeting there was a need to prioritise how this money needs to be spent.

Date	Action Items	Person	Deadline	Completed
20/7/16	\$15K SAWIA grant funding – how to spend Action: MC to devise potential funding priorities.	All	24/8/16	

7. Committee Reports

7.1 Roadshow

- Minutes of last meeting 14/7/16 tabled.
- Discussed what new members would be attending and it was resolved for CH to send around a list of current members to the MC.

Date	Action Items	Person	Deadline	Completed
20/7/16	List of members Action: CH to distribute a list of current CGWI marketing members to MC.	CH	24/8/16	

7.2 Cellar Door Events

- Minutes tabled from 1st July tabled.

7.3 Coonawarra Cup

- Verbal update from JM as last meeting was only on July 15
- JM highlighted a request from the committee to have a naming rights sponsor.
- the MC supports the concept of a naming rights sponsor for the Coonawarra Cup, provided that;
 - the sponsor is a premium luxury brand which appropriately complements the event, and
 - the integrity of the Coonawarra Vignerons Cup is maintained in all promotional material.

8 Promotions

8.1 SIP/TIP review

- Post evaluation forms have been completed for both events. CH highlighted these forms have been updated.
- The general consensus was the SIP event was well received and executed. The TIP was less so due to a number of reasons including Wine Australia's slowness in providing members with a list of participants.
- Resolved that engaging future SIP/TIP groups will be contingent on the quality of the individuals attending the trip, and the region will not be able to commit to hosting groups without this knowledge. Attendees need to be in a position to influence purchasing within the businesses they represent. This is feedback that needs to be provided back to Wine Australia.

9. General Business

- CH reported she was currently finalising the updated black book and map and is awaiting some member information.

Next Meeting – **August 24, 8.30am – CGWI office**

Meeting closed 10.30am

Signature – Meeting Chair