

C O O N A W A R R A

Australia's Red Wine Centre

Marketing Committee Meeting Minutes		
Wednesday March 31st, 2016	8:30am	CGWI Office
Attendees	Emma Raidis (ER), Jamie McDonald (JM), Kirsty Balnaves (KB), John Rymill (JR), Cathy Hughes (CH), Sue Hodder (SH), Dru Reschke (DR), Rebecca Trotter (RT)	
Apologies		
Minutes	Kerry DeGaris	

Emma notified meeting of Sally McDonalds resignation from committee. Resolved to hold meetings on the last Wednesday of each month at 8:30am

2. Minutes of Previous Meeting

As notes were informally taken at last meeting (February) no minutes were available.

3. Outstanding Actions from Previous Meetings

N/A – as per above

Date	Action Items	Person	Deadline	Completed
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4. Correspondence

- N/A

5. Marketing Action Plan

- Tabled draft Action Plan, with discussion to identify top prioritise (Summary Below – see detailed plan for more information):
 - Bringing Brand Coonawarra to life (Strategic Objective #1)
 - Website - including photography (Strategic Objective #4)
 - Product Development/Experiences (Strategic Objective #6)
 - Trade (Strategic Objective #3)
- Strategic Objective #1 – Noted Coonawarra branding (logo etc) is broken and a brief for new logo needs to be developed, keeping in mind the need for flexibility across all mediums (print, web, social).
- Strategic Objective #4 – find out from members what existing photographs of region exist. Also the issue of how often to publish content for e-newsletter and resolved to try bi-monthly rather than monthly.

Date	Action Items	Person	Deadline	Completed
31/3/16	Photos of region Action: Find out what members have in the way of photos of the region	JM/CH	27/4/16	

- Strategic Objective #5 – gain an insight from members as to direction on markets to target

Date	Action Items	Person	Deadline	Completed
31/3/16	Survey of members about markets to target Action: determine target markets by surveying members	CH	27/4/16	

- Strategic Objective #6 – Product Development, determined to be a high priority and discussed issues arising from concerns around business development & innovation in Penola as part of offering a broader regional experience.

6. Budget

- Draft budget tabled. CH noted that it requires some fine tuning and she tabled a revised version.

Date	Action Items	Person	Deadline	Completed
31/3/16	Feedback required on draft budget Action: CH to distribute with costings to reflect new priority ranking to Committee for feedback to then table at next CGWI board meeting	CH	20/4/16	

7. Committee Reports

7.1 Roadshow

- Minutes from 18th March tabled.

7.2 Cellar Door Events

- Minutes tabled from 11th March tabled.

COONAWARRA

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7.3 Coonawarra Cup

- No meeting scheduled until May.

8 International Promotions

8.1 SIP

- SH tabled and discussed proposed schedule for SIP visit from 11-13th May.
- CH indicated that costings for catering still to be finalised

8.2 TIP

- CH highlighted the funding conundrum indicating that the funding requested from SAWIA (\$4.2K) will be unlikely, but we have been accepted by Wine Australia to undertake the TIP promotion. Resolved to host regardless of funding source. Will need to look at a user-pay system to progress.

Date	Action Items	Person	Deadline	Completed
31/3/16	TIP communication to members Action: CH to work up a brief to distribute to members to determine interest in user-pays system. Send out brief to Committee members prior to sending out to broader membership.	CH	20/4/16	

9. General Business

9.1 Organisational Structure

- Organisational Structure paper tabled.
- CH highlighted that this structure was now finalised by Board, and paper was tabled for information

9.2 Meeting procedure training

- DR proposed that professional training was required by the membership to assist with proper meeting procedures.
- Consensus was that it would be a good idea to progress to Board with the training to aid corporate governance. General discussion identified the need to be self- supporting (i.e. a user pays system).

Date	Action Items	Person	Deadline	Completed
31/3/16	Professional meeting procedures training Action: DR to formulate a proposition (1 page) for CH to table at next CGWI meeting	CH	21/4/16	

9.3 Tour of Great South Coast

- JM indicated that this bike ride was having a stage commencing in Penola in August 2016. CGWI has been approached to see if they would like to be involved.

9.4 Taste Festival in Adelaide

- RT indicated that Biddie Shearing mentioned that there had been minimal interest from LSC for this event and needs to be finalised by Thursday. CH to follow up with Biddie and winery members asap.

Date	Action Item	Person	Deadline	Completed
31/3/16	Taste Festival uptake Action: CH to contact Biddie Shearing about timelines to register for Taste Festival, and then contact winery members to remind them of the opportunity and benefits.	CH	1/4/16	

Next Meeting – April 27, 8.30am – CGWI offices

Meeting closed 11.00am

Signature – Meeting Chair