

C O O N A W A R R A

Australia's **Red** Wine Centre

Marketing Committee Meeting Minutes		
Wednesday May 18, 2016	8:30am	CGWI Office
Attendees	Emma Raidis (ER), Jamie McDonald (JM), Kirsty Balnaves (KB), Cathy Hughes (CH), Sue Hodder (SH), Dru Reschke (DR), Rebecca Trotter (RT)	
Apologies	John Rymill (JR)	
Minutes	Kerry DeGaris	

2. Minutes of Previous Meeting

Kirsty Balnaves moved and Sue Hodder seconded that the minutes of the meeting on 27th April 2016 are true and correct.

3. Outstanding Actions from Previous Meetings

Date	Action Items	Person	Deadline	Completed
30/3/16 18/5/16	Survey of members about markets to target Action: determine target markets by surveying members Roll	CH	16/6/16	Ongoing
30/3/16 18/5/16	Professional meeting procedures training Action: DR to formulate a proposition to table at next CGWI meeting Roll until next meeting	DR/CH	16/6/16	
27/4/16 18/5/16	Development of brief for 99 designs Action: CH/JR to develop a brief to enable the development of a new design for CGWI As JR has been away this will roll until next meeting	CH/JR	16/6/16	
27/4/16	Re-working budget in line with new bottom line as discussed Action: CH to address all discussions had at meeting and re-work budget accordingly. CH to send to committee to ensure everything discussed at meeting is incorporated before submitting to CGWI board meeting	CH	28/4/16	Completed
27/4/16	Coonawarra Cabernet Celebrations update Action: CH to inform members of the format change for the CCC in October through the weekly correspondence Action: JM to liaise with members to identify time frames for getting CCC events organised	CH JM	18/5/16 18/5/16	Completed

4. Correspondence

- Invite to advertise in the LSC Visitor guide. Consensus that it would be desirable to be part of this guide but will be determined by budget constraints.

5. Marketing Action Plan

- A clean copy of the Plan was tabled. No discussion required.

6. Budget

- After the April CGWI board meeting it was suggested the MC would need to trim the budget further - it was thought around \$10-15K. After deliberation it was resolved that the current budget should stand (-\$30K).
- The message to take to CGWI board were the following three options: 1. The budget stays as it currently stands and request that reserves are utilised to fund the deficit. 2. Remove either SIP or TIP visits to region (for a saving of \$7K) 3. Ask the CGWI board to make the necessary cuts to budget.

Date	Action Items	Person	Deadline	Completed
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	

7. Committee Reports

7.1 Roadshow

- Minutes of last meeting 22/4/16 tabled, next meeting to be held on 27th of May
- On line ticket sales have only been open for one week, 125 tickets sold

COONAWARRA

Australia's Red Wine Centre

- Social media happening, PDF's and pamphlets available and being distributed to members.

7.2 Cellar Door Events

- Minutes tabled from 6th May tabled.
- Draft Cellar Dweller events list to be ready by week ready to go to printers.
- Flyers should be ready for distribution one month prior to event starting
- CCC was discussed and it was proposed to have something promoting the event ready to take on the Roadshow.

7.3 Coonawarra Cup

- Next meeting scheduled for May 27.

8 Promotions

8.1 SIP

- Thought event has been well received, the community dinner in particular
- DR commented that the return on investment may not be great and it would be desirable to be able to quantify the benefit to the region. It was thought that Wine Australia does do this and the figures were available for the 2015 visit.
- It was mentioned that not enough social media was undertaken while the event was occurring.

8.2 TIP

- Expressions of interest had been sent to members with an over subscription in some slots but no uptake for the dinner.
- The dinner slot was discussed and thought another community dinner would be well received, but no funds available, and took a lot of time to prepare for.

Date	Action Items	Person	Deadline	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	

9. General Business

- No general business.

Next Meeting – **June 16, 8.30am – CGWI offices**

Meeting closed 9.55am

Signature – Meeting Chair