

# COONAWARRA

Australia's **Red** Wine Centre

| Marketing Committee Meeting Minutes |  |             |
|-------------------------------------|--|-------------|
| Wednesday October 26, 2016          | 8:30am   | CGWI Office |
| Attendees                           | Emma Raidis (ER), Cathy Hughes (CH), Sue Hodder (SH), Kirsty Balnaves (KB).                  |             |
| Apologies                           | Dru Reschke (DR), John Rymill (JR), Jamie McDonald (JM)<br>NB. JR resignation from committee |             |
| Minutes                             | Kerry DeGaris  |             |

## 2. Minutes of Previous Meeting

Kirsty Balnaves moved and Rebecca Trotter seconded that the minutes of the meeting on 21 September 2016 are true and correct.

## 3. Outstanding Actions from Previous Meetings

| Date                | Action Items  | Person | Deadline | Completed |
|---------------------|---|--------|----------|-----------|
| 30/3/16<br>26/10/16 | <b>Survey of members about markets to target</b><br>Action: determine target markets by surveying members<br>To look at top 3 export and domestic markets   | CH     |          | Ongoing   |
| 20/7/16<br>26/10/16 | <b>List of members</b><br>Action: CH to distribute a list of current CGWI marketing members to MC<br>CH to action after meeting, as two member companies had only just confirmed membership details.  | CH     | 23/11/16 | Ongoing   |
| 24/8/16<br>26/10/16 | <b>SAWIA advised of priorities for 2016-17 - Project 250 funding</b><br>Did not spend all of Project 250 funding on visitor trade visit to Coonawarra celebrations. Action: CH to advise SAWIA to outstanding \$3K. Suggested spending remaining money on hosting wine writer/lifestyle magazine visit to region. Action: KB to liaise with Tony Love as potential opportunity, CH to investigate others. | CH/KB  | 23/11/16 | Ongoing   |
| 24/8/16<br>26/10/16 | <b>Advertising partnerships proposal</b><br>Action: Tabled at August meeting for discussion at September meeting<br>CH to distribute to all committees for comment, and discuss at November meeting.  | CH     | 23/11/16 | Ongoing   |
| 21/9/16             | <b>99 Designs – feedback from committee on preferred designs</b><br>Action: committee to provide a shortlist of designers for JM to liaise with to provide further feedback   | All MC | 29/9/16  | Completed |
| 21/9/16<br>26/10/16 | <b>Photo of Coonawarra community in front of siding</b><br>Action: JM to send out to committee<br>As JM away roll until next meeting.   | JM     | 23/11/16 | Ongoing   |

## 4. Correspondence

- None.

## 5. Marketing Action Plan

- Website – CH updated committee that three options had been initially developed by Magic dust. JM and CH to progress in keeping with December deadline.

| Date     | Action Items  | Person | Deadline | Completed |
|----------|---|--------|----------|-----------|
| 26/10/16 | <b>Website design options</b><br>Action: CH to send out to committee for feedback | CH/JM  | 23/11/16 |           |

- Brand development – Still awaiting more member input. Deadline is COB on 27 October, as per email advice.

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### 6. Finance

#### 6.1 Budget

- CH reported Bruce Redman had completed budget with MYOB codes included, to make for easier reporting.

### 7. Committee Reports

#### 7.1 Roadshow

- No further activity from last month.

#### 7.2 Cellar Door Events

- Meeting held on 14/10/16 but no minutes

#### 7.3 Coonawarra Cup

- Reported at September meeting, no meeting since.

### 8. SIP and TIP

- Wine Australia to cover future costs of running SIP/TIP related visit programs. No longer a user pays system.

| Date     | Action Items   | Person | Deadline | Completed |
|----------|--|--------|----------|-----------|
| 26/10/16 | <b>Wine Australia communication regarding future funding of Visits Programs</b><br>Action: CH to send Wine Australia out to members. | CH     | 23/11/16 |           |

### 9 Welfare, Health and Safety Issues

#### 9.1 Risk management at events

- CH discussed the paper tabled at the September meeting and the need for CV events to include a risk assessment – as part of the planning, as per SAWIA advice to Board (August 2016).
- CH tabled an example provided by Adelaide City Council.
- It was thought that this could be used as a template and should be forwarded to each sub-committee, with the Cup committee the first to trial it.

| Date     | Action Items   | Person | Deadline | Completed |
|----------|--|--------|----------|-----------|
| 26/10/16 | <b>Risk assessment for Coonawarra Cup event</b><br>Action: CH to liaise with sub-committees about proposed risk assessment template form. Note: Cup committee to be asked to trial it. | CH/JM  | 23/11/16 |           |

### 10 General Business

**10.1 Minutes for MC** – Reminder to send out to all members once approved.

**10.2 VOC** – Suggestion to include VOC related activities via social media, as a way of building a stronger sense of a vigneron community.

**10.3 Limestone Coast Collaborative brand** – Launch of new logo officially occurring on 9 December. CH indicated that the collaborative was keen to identify early adopters.

**10.4 LSCGWC AGM** - SH gave an update of the AGM held last week, in particular, the need to formalise our communication strategy to use the "Limestone coast" terminology rather than "South-east".

| Date     | Action Items   | Person | Deadline | Completed |
|----------|--|--------|----------|-----------|
| 26/10/16 | <b>Limestone Coast brand</b><br>Action: CH to advise members of opportunity to become early adopters with new Limestone Coast brand. | CH     | 23/11/16 |           |

Next Meeting – 23 November, 8.45am – CGWI offices

Meeting closed 10.00am

Signature – Meeting Chair