

COONAWARRA \

Marketing Meeting 12th July 2017

Present: Olivia Nunn (ON), Emma Raidis (ER), Tash Gordon (TG), Rebecca Trotter (RT), Joy Bowen (JB), Dru Reschke (DR), Kirsty Balnaves (KB)

Apologies: Sue Hodder (SH), Kerry DeGaris (KD)

Minutes of the meeting of 22nd February: Accepted as a true and correct record - Moved by DR seconded JB

Outstanding Items from Previous Meetings:

Roadshow Masterclass

- This concept could also be used for the Wine Australia (WA) visit in September.
- Currently concept as a Roadshow add-on is not funded.

Actions: TG and KB to talk about themes, ON to look at funding options.

Wine Australia

- ON has spoken with Ali Lockwood at WA to arrange a visit (4 representatives) in September in conjunction with Langhorne Creek, noted favourable for SH to be in the district when WA visit.
- 3 members have taken up the offer to exhibit in Hong Kong further to the EOI.
- WA advice of \$50m spend breakdown over next 4 years is yet to be made.

Action: ON and SH to arrange WA visit in September.

Photographs

- DR has contacted Steve Chapple, but yet to hear back about use of his images.
- DR has spoken to On Creative about the art work for the 'white book'. Looking at resizing and gsm, new images etc.

Action: DR to seek artwork from On Creative and quote for the 'white book' reprint.

Drop Box

- Drop box is full and it has been identified that the option is to pay for storage.
- Issues include who can have access and how to access photos through members "Resources" tabs discussed.

Action: ON to upgrade Drop Box for extra storage at the cost in the order of \$17/month + GST – Moved JB seconded RT.

Trademarks

- JB reported trademarks are progressing and entities now have 2 months to object and the approximate cost to trademark is \$1,000.

Correspondence – Nil

Marketing Action Plan:

Website

- A discussion was held as to if and how we open this up for advertising and other suppliers e.g. accommodation and a booking mechanism.
- ON identified a gap in the website to engage a “call to action” to make visiting Coonawarra easier including how to purchase Coonawarra wines and queried whether can we arrange mixed cases?
- Mixed cases to be explored further for potential roll out at Roadshow through James Munn and pick and pack.

Actions: ON to review the scope of the work with Magic Dust with initial brief. KB to liaise with James Munn to arrange a meeting with ON. DR to check on how including the requirements for a licence to sell Coonawarra online.

The Black Book

- ‘Black Book’ – needs to be reprinted before the Roadshow. Reminder – Inclusion to P&E members and paid advertising.
- To be added –Updated map of Coonawarra including a map of Australia with distances and key destinations e.g. GOR, new images with people, change the logo and brand and style consistency to website.

Action: ON to arrange and get quotes on finishes matte and gloss.

Marketing collateral in general

- Need to review all brochures and Coonawarra Wine Trail map pads for brand consistency.

Action: ON to get all brochures together and committee to get brochures good or bad to bring to next committee meeting.

New product development:

- DR asked for a new big Coonawarra banner with the new logo.

Action – ON to price and DR to seek a price from his supplier.

Budget:

FY 18 CVA budget has been finalised.

Submitted Grant Funding Updates

- Grant # 1 – Project 250 \$6k grant SAWIA, CV cash \$3k and CV in kind \$3k = \$12k in total. Invoice received from Fullers and approved for payment, SAWIA invoice sent and report written – Grant complete.
- Grant # 2 - SAWIDS - \$16k grant, CV \$11k cash and CV in-kind \$9k = \$36 total – Application submitted awaiting on confirmation.
- Grant # 3 – Project 250 FY 18 year SAWIA = \$25k cash, CV cash \$10k and balance in kind – Approved.

Action: Once Grant # 2 and Grant # 3 confirmed ON to engage Fullers.

Signage:

- JB advised a group of wineries in Coonawarra “CBD” have applied for SAWIDS funding for signage for their walking trail.
- JB and SH met with Biddie Shearing to discuss regional signage. Biddie informed that the SATC have put a proposition to the Premier in June to review and address the signage around the State. Awaiting on how submission was received. Advised to wait on outcome before progressing Coonawarra signage issues further.
- Biddie also suggested we identify private property for signage options.

Action: ER to contact Mt Gambier Airport to seek Coonawarra signage options and inclusion of P&E materials.

Coonawarra Events Subcommittees:

- Roadshow – On track, ON has sent email out today for Participant planning. BT asked about supplying glasses for the Roadshow. Venue to supply this year, noted that considered prior years may have included a glass for \$45.

Action: ON to check prior pricing and if it included a glass.

- Cellar Door Events – On track.
- Coonawarra Cup – On track. Noted Sponsorship Proposal document prepared.

Upcoming Regional Visits

- WA in September x 4 people. ON and SH liaising.

Welfare, Health and Safety Issues – Nil to report.

New Business:

- DR asked about postponed photoshoot – Discussed that this now forms part of the SAWIDS grant which we are awaiting outcome.
- JB has spoken with SH who has photos being taken for the 60 years of Black Label this week and the TWE are happy to share the photos.
- ER advised she will report to the General Meeting on Thursday 20th July and asked for any suggested focus – Agreed collectively to introduce progress including logo, website, Fullers Report, hand out BAP and link with strategic plan and work on a time line.

Action: ER to meet with ON if required to prepare for General Meeting.

- TG asked about a visual document that shows what brand Coonawarra stands for to allow members to engage with brand Coonawarra emotionally along with a brand document on how to communicate brand Coonawarra to members and beyond.

Action: ON to talk with Fullers about the development of these documents.

- TG asked about a style guide for the use of the logo.

Action: ON to talk with Jason who designed the logo about a style guide.

- TG raised the issue of participation to create awareness about Coonawarra and bring people back to Coonawarra at the Cellar Door Festival 2nd to 4th March 2018 at the Convention Centre. Clare offered a weekend prize and received two (2) free stands. Advertising was done through the Advertiser and social media, 1,000 people attended cost to stall holders \$1,000 with 150 stall holders. We would need to go for impact i.e. a Masterclass, producers at the stall, individual companies and the prize for the weekend in Coonawarra.

Action: TG to seek further details and talk to Convention Centre about food and present to General Meeting on 20 July. JB to speak with Clare contact to seek further information on their experience.

- JB mentioned we could run a competition for a weekend in Coonawarra for next year's roadshows.
- RT indicated she would raise the opportunities at the Good Food and Wine Shows at the next meeting.

Meeting closed 10.15am

Next meeting 8.45am on 16th August 2017