

Marketing Committee Meeting Minutes		
Wednesday 13 December 2017	8:45am	CV Office
Attendees	Olivia Nunn (ON – Chair), Joy Bowen (JB), Natasha Gordon (NG), Emma Raidis (ER), Dru Reschke (DR), Kirsty Balnaves (KB)	
Apologies	Rebecca Trotter (RT), Sue Hodder (SH)	
Minutes	Kerry DeGaris (KD)	

Will Fuller Phone Hookup from 8:30-9.00am. Minuted herein under CBAP.

1. Minutes of Previous Meeting

Minutes of 15th November were reviewed as part of the meeting.

2. BUSINESS ARISING FROM PREVIOUS MINUTES

Date	Action Items	Person	Deadline	Completed
12/7/17	Website Actions: Review scope of work with Magic Dust for ongoing website improvement. Meeting held between ON and James Munn to explore wine sales at events.	ON	Ongoing	
11/10/17	Investigate license for selling wine on-line and at popups.	DR		
15/11/17	Ongoing and tracking in updates above. Noted time did not enable incorporation in 2017. ON noted that a greater focus on membership usage of the website.	ON		
13/12/17				
12/7/17	New Advertising Signage Product Development Action: Quotes to be obtained on new pull up banner with new logo. Noted at the moment unclear on slogans to be included and will work on in parallel to digital content.	ON	Ongoing	
11/10/17	Resolved to progress for Coonawarra Cup as prior events did not require. Noted that flags available.			
13/12/17	ER questioned need to re-brand finishing post at Penola racecourse prior to Vignerons Cup. Action: ON to investigate.			
12/7/17	Signage/advertising Mt Gambier Airport Action: Investigate advertising at Mt Gambier airport.	ER	Nov Meeting	
11/10/17	Ongoing			
15/11/17	ER provided an update on status which is subject to Council. ON raised the Pony Club as alternative. Further exploration to occur. Flagged need to contact Brian Smedley for regional signage. Action: ON to contact BS and report in Jan.	ON	Jan Meeting	Ongoing

13/9/17 15/11/17 13/12/17	Cellar Door Festival (CDF) participation All details need to be confirmed in January. Preference to confirm by 22 December 2017. PMN: Chef to be confirmed. Approaching Kirby. Collation of wines for MC theme to be collated prior to January meeting. Action: ON to follow up.	ON	Jan Meeting	
13/9/17 11/10/17 15/11/17 13/12/17	CDF Goodie Bag – items to be placed in it Action: DR to provide options & feedback from members participating in event. Noted DR not in attendance. Follow up required on quantities available as we can do multiple products. PMN: DR finding it difficult to source the pourers. Resolution reqd in Dec meeting. ½ cup pourer option tabled - resolved to email members to determine use in own cellar door before purchasing quantities in excess of CV need.	DR/Cellar Door Committee	Jan Meeting	
15/11/17	Website review for members and external usage.	ON	Feb	
14/11/17 13/12/17	Brand Development - Content to be reviewed as part of process and explored further on 15/11/17. Important to have review and comfort in Dec Meeting. Will Fuller to join us from 9am to 9:30am to focus on tagline. See notes from Will Fuller phone hookup above.	ALL	Dec Meeting	Completed
15/11/2017 13/12/2017	SIP & TIP Wine Australia programs ON to follow up with Tonia Davis of Wine Australia. See report under Communication.	ON	January 2017	

3. COMMUNICATION (CORRESPONDENCE, STAKEHOLDER ENGAGEMENT, CONSULTATION)

3.1 Tourism Mt Gambier –ON reported that Fight MND Fundraising Drive is to occur on 12 October 2018 with members to provide feedback on ability to assist with a lunch. MOU being developed for this event. ER offered Raidis as a venue to host the lunch.

3.2 SATC – Finalisation of report for Coonawarra Cabernet Celebrations in progress.

3.3 Brand SA/PIRSA –Great Wine Capitals regional trip to Coonawarra in Nov 2018 as part of the AGM offering and opportunity for wineries at the Tasting in Adelaide.

Date	Action Items	Person	Deadline	Completed
13/12/17	Great Wine Capitals AGM November 2018 ON to forward GWC application to MC	ON	Jan	

3.4 Southern Grampians – Social media campaign on Facebook and Instagram planned for December / January with the aim to boost promotion of Coonawarra and Henty Wine regions. #drinkhenty #drinkcoonawarra

4. MARKETING ACTION PLAN

4.1 **Website Update** – Review by members to occur in February to investigate what could be improved.

4.2 Brand Development

5.2.1. Trademarks – Tracking status of *Take the Time* which has advanced to next stage of process and tracking and further action likely in January.

5.2.2. Signage – see action list.

5.2.3 CBAP document – ON to upload The CBAP to the website for member access. A

Date	Action Items	Person	Deadline	Completed
13/12/17	Uploading CBAP onto Website	ON	Jan	

5.2.4 Content Development – Discussed with Will Fuller as part of meeting from 8:30am to 9:00am and noted the following in reviewing the respective content produced to date.

It was noted that ON emailed out the style guide and written stories prior to the meeting and all six (6) videos were provided on Tuesday late afternoon and these would be viewed together at the end of the meeting. Each video had its own take on time, which Will talked through the reasoning of selection and the authenticity captured. The ability for this suite of images and videos to be the foundation of evolving content is a key positive for long term planning.

Discussion was had on the initial concept that had been presented relating to Time is Luxury and while there is aspiration and a goal of many members that we will continue to explore as a standard, the content presented was matched to the following set of taglines with the respective changes identified to be communicated to FULLER. The videos were viewed subsequent to the conversation with Will and regarded highly for their ability to relate and enable ownership across the membership and importantly they provide flexibility.

Style guide

- Font that is readily available and not required to be purchased is preferred as it is likely we will adopt this campaign font in longer term. We are comfortable with the images, besides the need to show more seasons.
- *Action: Fuller to confirm is there any other food images than the pizza one?*
- *Action: CV to confirm budget for the next shoot proposed in the New Year.*

Images

- General comfort of all members present and highlights were the mood and lighting.
- Area for improvement was the request for imagery that showed a wider range of seasons, with the observation that the images presented are quite moody and a snap shot in time.
- *Action: FULLER to share the filter used.*
- *Action: An additional shoot to occur if possible in late Feb/March to have a brighter set of images covering another season. ON advised that budget should enable this to occur and that scope and budget is to be confirmed in the New Year.*

Videos

1. Back in Time - Suggest enlarge both BACK IN TIME and DEFINING MOMENTS – open to FULLER artistic feedback for the font size chosen, however it is hard to read DEFINING MOMENTS.
2. Time for Family - Again TIME FOR FAMILY tagline can be lost. Content is great. No proposed changes.
3. Land before Time – Amend to ‘The Ancient earth of Coonawarra’. The dead vine is thought to be right side at 1:24. Request edit to remove.
4. Time to Learn - No content changes. Same comments on tagline.
5. Time is Luxury – No content changes.
6. NOW IS THE TIME – No changes.

- *Action: Fuller to amend.*

Written stories

There was concern that the three stories listed below as presented were not factually correct and required editing.

1. Coonawarra Story
2. Coonawarra Cabernet
3. New Coonawarra

- *Action: JB and KB to review and supply changes to ON.*
- *Action: Fuller to amend.*

5. FINANCES

5.1 Grant Funding

Project 250 milestone report due now approximately \$3K remaining which could be used for additional photography. Complete by June 2018

Developing experiences in the region remains an area for additional grant funding and a key focus of New year.

6. COONAWARRA EVENTS SUB-COMMITTEES

6.1 Roadshow 2017 – Developing a proposal to present to Board to use Revel as a contractor to assist with organising the event.

6.2 Cellar Door Events – Pop up bar in Penola Memorial Park on 22nd December as part of the Penola Street Party.

6.3 Coonawarra Cup – Not discussed. Besides the need for tickets to be refunded to be undertaken by 18 December 2017.

6.4 Cellar Door Festival – See action list above.

7. DOMESTIC/INTERNATIONAL Visits – Wine Australia – Sommelier Immersion Program (SIP) and Trade Immersion Program (TIP). Occurring in April 2018, being paid for by Wine Australia.

Date	Action Items	Person	Deadline	Completed
13/12/17	SIP/TIP Wine Australia Initiative ON to investigate with WA who will be participating before committing to event	ON	Jan	

8. WELFARE, HEALTH and SAFETY ISSUES – Development of fire plans for major events hosted by Coonawarra Vignerons. A good topic for next general meeting.

Date	Action Items	Person	Deadline	Completed
13/12/17	Development of Fire plans ON to liaise with CFS/Wattle Range Council to develop appropriate plans	ON	Feb	

9. NEW BUSINESS

9.1 Future Structure of Marketing Committee – Resolved to keep Committee active as an advisory committee for the board. It was resolved that ON will be the chairperson with ER stepping down as chair. The existing committee will remain as participants.

Meeting closed 10.10am.

Next Meeting – Proposed Wednesday 24 January 2018. 8:45am Venue: CV Office

PMN: Request a change to Thursday 11 January 2018. 8:45am Venue: CV Office due to Board Meeting on Wednesday. This also coincides on deadline for Masterclass CBAP content going out Mid Jan and CDF final Masterclass information required by 22 January 2018.