

Marketing Committee Meeting Minutes		
Tuesday 13 February 2018		8:45am
		CV Office
Attendees	Olivia Nunn (ON – Chair), Joy Bowen (JB), Natasha Gordon (NG), Emma Raidis (ER), Dru Reschke (DR), Kirsty Balnaves (KB), Rebecca Trotter (RT), Sue Hodder (SH), Heidi Eldridge (HE)	
Apologies	N/A	
Minutes	Kerry DeGaris (KD)	

ON welcomed back Heidi Eldridge from maternity leave and indicated a transition phase from Emma Rasheed. Communications to members occurred yesterday explaining the staffing changes.

## 1. Minutes of Previous Meeting - December 13, 2017

Moved: JB, Seconded KB

## 2. BUSINESS ARISING FROM PREVIOUS MINUTES

Date	Action Items	Person	Deadline	Completed
12/7/17	<b>Website</b> Actions: Review scope of work with Magic Dust for ongoing website improvement.	HE	Ongoing	
11/10/17	Investigate license for selling wine on-line and at popups.	DR/ON	Ongoing	Ongoing
13/12/17	Membership review of website	ON/Members	Feb	
12/7/17	<b>New Advertising Signage Product Development</b> 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. <b>Action: ON to investigate.</b>			Completed
12/7/17	<b>Signage/advertising Mt Gambier Airport</b> Further exploration to occur. Flagged need to contact Brian Smedley for regional signage.			
15/11/17	<b>Action: ON to contact BS and report in Jan.</b>	ON	Mar Meeting	Ongoing
13/9/17	<b>Cellar Door Festival (CDF) participation</b> Collation of wines for MC theme to be collated prior to January meeting.	ON	Jan Meeting	Completed
13/12/17	<b>Action: ON to follow up.</b>			
13/9/17	<b>CDF Goodie Bag – items to be placed in it</b> Proving to be a challenge – ON asking for ideas, need to confirm in the next 3 weeks	DR/Cellar Door Committee	End of Feb	
13/2/18	Action: MC to provide ideas to ON			

15/11/17	<b>Website review for members and external usage.</b>	ON	Mar	Ongoing
15/11/2017	<b>SIP &amp; TIP Wine Australia programs</b> ON to follow up with Tonia Davis of Wine Australia.	ON	January 2017	Completed
13/12/2017	See report under Communication.			
13/12/17	<b>Great Wine Capitals AGM November 2018</b> ON to forward GWC application to MC	ON	Jan	Completed
13/12/17	<b>Uploading CBAP onto Website</b>	ON	Feb	Ongoing
13/12/17	<b>SIP/TIP Wine Australia Initiative</b> ON to investigate with WA who will be participating before committing to event	ON	Mar	Ongoing
13/12/17	<b>Development of Fire plans</b> ON to liaise with CFS/Wattle Range Council to develop appropriate plans	ON	Mar	Ongoing

### 3. COMMUNICATION (CORRESPONDENCE, STAKEHOLDER ENGAGEMENT, CONSULTATION)

- 3.1 Tourism Mt Gambier –Lunch venue confirmed for MND event in October as Raidis Estate. ON reported on workshops being conducted on education/skills has been well received – including the Chinese language workshop held in Robe and Mount Gambier. ON has done a summary for members to be circulated. ON to action.
- 3.2 SATC – Report for Coonawarra Cabernet Celebrations completed. ON highlighted current proposal for Wine Australia Export funding which has been sought from SATC. Separate application being submitted LSCGWC.
- 3.3 Brand SA/PIRSA –Great Wine Capitals regional trip to Coonawarra in Nov 2018 has been moved one day forward to November 8. Separate US delegate trip being held on 28 February 2018.
- 3.4 Southern Grampians – ON to report on social media campaign undertaken over the Christmas period in March meeting.

### 4. MARKETING ACTION PLAN

- 4.1 **Website Update** – HE to progress the need to update content and events. Additionally the need for media tracking (google analytics). The recently developed promotional videos have been launched initially on Youtube and now on Facebook.

Date	Action Items	Person	Deadline	Completed
13/2/18	<b>Promotional content (videos)</b> ON/HE to send to members and update on how to promote videos on the different social media platforms and a schedule of when content is going live.	ON/HE	Mar	

#### 4.2 Brand Development

- 5.2.1 Trademarks –*Take the Time* has been accepted and can now be used.
- 5.2.2 Signage – see action list.
- 5.2.3 CBAP document – ON to upload The CBAP to the website for member access.
- 5.2.4 Content Development – Completed and currently being launched

## 5. FINANCES

### 5.1 Grant Funding

Project 250 milestone report due now and submitted end of June approximately \$3K remaining from SAWIDS funding which can be used for additional photography. Complete by June 2018  
ER asked about translation of the Coonawarra videos into Chinese – no funding available at this stage and is being sought.

## 6. COONAWARRA EVENTS SUB-COMMITTEES

**6.1 Roadshow 2018** – Revel now involved with organising Roadshow and final listings currently being finalised and to be sent out to members.

**6.2 Cellar Door Events** – ON reported pop-up bar in December was well received and indicated a possibility of doing more of these regionally.

**6.3 Coonawarra Cup** – Survey being sent out today – Early indications suggesting lower limit \$10K profit.

**6.4 Cellar Door Festival** – Meeting with participants on Thursday to identify gaps including a tourism offering. ON suggested a need for a competition to improve database but would require a prize (suggested tickets to Adelaide Roadshow which all agreed was a good idea).

## 7. DOMESTIC/INTERNATIONAL Visits

**7.1 Wine Australia Sommelier Immersion Program (SIP)/ Trade Immersion Program (TIP).** Considered to be occurring in April 2018, being paid for by Wine Australia. WA advised in subsequent teleconference this is to occur in June with a tourism visitor. Ideas have been sent to the organiser noting the experience element.

**7.2 Tasting Australia** – Visiting Mayura Station in April. ON investigating the possibility of having a Coonawarra Winemaker present or at least consider for future opportunities as it was noted on Mayura website that this offer is only for fly in and they would explore opportunities without travel arrangements.

**7.3 PIRSA - Texan food and wine group** – February 28. ON to liaise with interested members to lock in week commencing 19 February 2018. Those interested were encouraged to reach out noting the need to balance with those that will have the opportunity to see them at Cellar Door Festival.

## 8. WELFARE, HEALTH and SAFETY ISSUES – See action list

## 9. NEW BUSINESS

**9.1 Vinexpo** – ON asked for feedback on the masterclass and who would be best to deliver. Consensus was that an independent person would be ideal.

Date	Action Items	Person	Deadline	Completed
13/2/18	<b>Vinexpo – chairing of masterclass</b> ON to investigate a suitable professional independent chairperson	ON	Mar	

**9.2 Coonawarra Vignerons merchandise** – DR indicated the price of purchasing caps and other merchandise suitable for the region. It was thought a discussion with the Coonawarra Store to coordinate other merchandise.

Date	Action Items	Person	Deadline	Completed
13/2/18	<b>Coonawarra Vignerons Merchandise</b>	ON/members	Mar	

	ON asked members to provide ideas on suitable merchandise items.			
--	--	--	--	--

Meeting closed 9.30am.

**Next Meeting** – Wednesday March 14, 8.45 Coonawarra Vignerons Office.