

Marketing Committee Meeting Minutes		
Wednesday 11 July 2018	8:45am	CV Office
Attendees	Joy Bowen (JB- Chair as required), Natasha Gordon (NG), Dru Reschke (DR), Rebecca Trotter (RT), Heidi Eldridge (HE), Olivia Nunn (ON)	
Apologies	Kirsty Balnaves (KB), Emma Raidis (ER), Sue Hodder (SH),	
Minutes	Olivia Nunn (ON)	

Note objective of this meeting was to review the FULLER report and the feedback provided in the meeting presented by Will Fuller.

1. Minutes of Previous Meeting – 13 June 2018

Were accepted as an accurate record.

2. BUSINESS ARISING FROM PREVIOUS MINUTES

Date	Action Items	Person	Deadline	Completed
12/7/17	New Advertising Signage Product Development	ON	Ongoing	
11/10/17	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. Gaining better clarity to look at an option in July.			
15/11/17	Website review for members and external usage.	ON/HE	Mar	Ongoing
13/12/17	Development of Fire plans	ON	Mar	Ongoing
13/6/18	ON to liaise with CFS/Wattle Range Council to develop appropriate plans. To present approach at next meeting.			
13/2/18	Coonawarra Vignerons Merchandise	ON/members	Mar	
14/3/18	ON asked members to provide ideas on suitable merchandise items. DR presented 2 wine decanter designs. Traditional round base style decanter less popular - concerns with ease of cleaning. 2nd design considered unique - Pyramid style narrow design- easy for transporting. Cost of decanter production estimated less than \$5US, minimum quantity requirement. DR to modify design and obtain prototype to be presented at General Meeting for all members to view and further consideration. CV requested that the decanter not be pursued given varying glass suppliers for wineries and other ideas such as pourers.	DR	April	Note not looking at the decanter at this point in time.

Date	Action Items	Person	Deadline	Completed
13/6/18	CV to look into the pourers and seek quote from Wine Australia and Vinexpo supplier as seen in Vinexpo.	ON / HE	July	
13/6/18	Google analytic reporting to be explored for ongoing review and to look at pre campaign data. PMN: On 17 August met with FULLER and confirmed that we do not have data pre FULLER reporting. It is in place now.	ON/HE	July	17.08.18
13/6/18 11/7/18	Project 250 - CV to explore future opportunities and advised that the approach will be to award funds to those that are presenting industry development efficiencies, improvements to processes and can be replicated in other regions. Limited funds to be made available. Awaiting further update.	ON/HE	September	
13/6/18 11/7/18	Rail Trail – CV to continue to monitor and promote the rail trail for regional development funding and noted that the funding has not been released yet. Good government interest in this proposal and discussed with Wattle Range who is revising the specification. No further progress.	ON/HE	TBC	
13/6/18 11/7/18	Tasting Australia - CV to explore future opportunities. Yet to progress.	ON/HE	July	
13/6/18 11/7/18	Cabernet event - CV to explore future opportunities. Noted that a Cabernet event was raised by CV for Revel to quote with intent to approach Margaret River to deliver together with other suppliers and subject to funding. Further to ON's update of the progress made with Margaret River and Revel it was expressed by NG for minuting that her preference was for a truly national Cabernet event rather than one focusing on two regions being Coonawarra and Margaret River. ON noted the reasons for the focus and will provide a further update at the next meeting and share the Revel Proposal noting that clear messages on the Cabernet focus and Event Brief are to be prepared by the two parties being Coonawarra and Margaret River.	ON/HE	July	

3. COMMUNICATION (CORRESPONDENCE, STAKEHOLDER ENGAGEMENT, CONSULTATION)

- 3.1 Tourism Mt Gambier – ON to follow up with Tourism Mt Gambier to progress activation in VIC.
- 3.2 SATC – Submitted Coonawarra Cabernet Celebrations funding application for 3 years and playing phone tag with SATC and noted that the funding had been mentioned in a media release. Details TBC.
- 3.3 Brand SA/PIRSA – Great Wine Capitals regional trip to Coonawarra on 5 Nov 2018.
- 3.4 Southern Grampians – Noted that we will continue to work together and provide outcomes.

4. MARKETING ACTION PLAN

- 4.1 **Website Update** – Website management is ongoing. The review of effectiveness is also a required action. We will review progress at each meeting.

- 4.2 **Brand Development**

- 5.2.1 Trademarks – *Take the Time* has been accepted and can now be used. Looking into Chinese trademarks with Snowie.

Date	Action Items	Person	Deadline	Completed
11/7/18	Trademarks ON to send details to Snowie for Take the Time trademark in China.	ON	Aug	

- 5.2.2 Signage – see action list.

- 5.2.3 CBAP document – Ongoing. See actions below.

Date	Action Items	Person	Deadline	Completed
11/7/18	CBAP Next Steps Undertake reengagement with trade on Roadshow. Review next steps for confirmation of actions at next meeting.	ON	Aug	

- 5.2.4 Content Development – FULLER rollout complete. Mandarin translation of video and text finalised. Summary report circulated and final reporting to be presented by FULLER and shared at the next meeting.

Date	Action Items	Person	Deadline	Completed
11/7/18	FULLER Report Final report to be shared.	ON	Aug	

- 5.2.5 Branding Document – under development.

Date	Action Items	Person	Deadline	Completed
11/7/18	Branding Document Draft to be created for Marketing Committee Review.	ON	Sept	

5. FINANCES

5.1 Grant Funding

- SAWIDS and Project 250 funding now complete and final invoice and report lodged with SAWIA to finalise.

6. COONAWARRA EVENTS SUB-COMMITTEES

6.1 Roadshow 2018 – On track and update provided on the trade engagement proposed further to the emailed correspondence. It was noted that the emailed correspondence may not have been interpreted as intended. CV acknowledged and to consider in future comms.

6.2 Cellar Door Events – Cellar Dwellers on track however disappointing to hear that some cellar doors are not consistently communicating the offering and the passport competition. Reminded this committee of the comms and the need to brief cellar doors. Shirazz Jazz event held on Saturday 7 July and numbers were below break even and early indicators suggest we will not hold this event in future. CV is working on finalising Cabernet Celebrations program with new members events included and also had been awaiting SATC funding outcome. Looking at pop up events. Famil to McLaren Vale proposed and timeframes to be confirmed with costings at next meeting.

6.3 Coonawarra Cup – Met on 7 June 2018. Note key change Golf and including in program of events on Friday 5 October. Noted that some members disappointed with the golf move as some guests attend to participate in this event in conjunction with the Cup. Sponsors to be secured prior to launch event on 9 November 2018.

6.4 Cabernet Symposium – Exceeded expectations with 115 in attendance and event running to schedule. Further feedback to come with the survey.

7. DOMESTIC/INTERNATIONAL Visits

7.1 Wine Australia Sommelier Immersion Program (SIP)/ Trade Immersion Program (TIP). 12 NZ Sommeliers visited region from 28 to 29 June 2018 and primarily positive feedback, however mix of events and hosting to be considered when trips extend over longer duration. The Coonawarra Hall Dinner was a highlight – no doubt the attendance of the wombat assisted with this sentiment. WA are undertaking a survey to collate feedback.

7.3 PIRSA – Great Wine Capitals AGM focus moving forward and technical tour to Coonawarra on 5 November 2018. Program is [here](#). Keep informed of other opportunities as presented.

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

9. NEW BUSINESS

9.1 Ideas for gifts – several ideas for gifts such as Limestone Bowls was shared.

Meeting closed 10:15am.

Next Meeting – Wednesday 29 August 2018, 8.45am Coonawarra Vignerons Office.