

Marketing Committee Meeting Minutes		
Wednesday 14 March 2018		8:45am
		CV Office
Attendees	Joy Bowen (JB- Chair), Emma Raidis (ER), Dru Reschke (DR), Rebecca Trotter (RT), Sue Hodder (SH), Heidi Eldridge (HE)	
Apologies	Olivia Nunn (ON), Natasha Gordon (NG), Kirsty Balnaves (KB), Kerry DeGaris (KD)	
Minutes	Heidi Eldridge (HE)	

## 1. Minutes of Previous Meeting – 13 February 2018

Moved: RT, Seconded SH

## 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				
12/7/17 15/11/17	<b>Signage/advertising Mt Gambier Airport</b> Further exploration to occur. Flagged need to contact Brian Smedley for regional signage. <b>Action: ON to contact BS and report in Jan.</b>	ON	Mar Meeting	Ongoing
13/9/17 13/2/18 14/3/18	<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 Action: MC to provide ideas to ON 400 Goodie bag units collected over 3 days. Goody bag content- Cabernet Chocolates + Coonawarra Cab Sauv Tasting sheet. Reverse side listing 2018 CV events	DR/Cellar Door Committee	End of Feb	Completed
15/11/17	<b>Website review for members and external usage.</b>	ON/HE	Mar	Ongoing
13/12/17	<b>Uploading CBAP onto Website</b>	ON	Feb	Ongoing
13/12/17 13/2/18	<b>SIP/TIP Wine Australia Initiative</b> ON to investigate with WA who will be participating before committing to event	ON	Mar	Ongoing

	<b>NZ Sommeliers</b> – 12 confirmed. Fully funded by Wine Aust. Scheduled visit region 27-30 <sup>th</sup> June 2018. Collaborative regional event preferred vs Individual winery visits. <b>Proposed event: Friday 29<sup>th</sup> June.</b> Coonawarra Tea Night “Speed Dating”			
13/12/17	<b>Development of Fire plans</b> ON to liaise with CFS/Wattle Range Council to develop appropriate plans	ON	Mar	Ongoing
13/2/18	<b>SATC Visiting Delegations</b> – ER mentioned 2 groups touring as per info from Biddie Shearing. ON to follow up	ON	April	

### 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	Completed
14/3/18	<b>“Making Time” Video</b> Fuller scheduled 22 <sup>nd</sup> March for vintage shoot, engaging wine maker Emma Bowen. Special Feature Siding Shoot => picnic set up/ community dinner BBQ proposed.	ON&HE HE/DR	Mar Mar	
14/3/18	<b>Content translation</b> ON to seek options for translation of video content and text “stories” with Fuller and ext.	ON	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 .Quotes for mandarin translation of video and text content sought

## 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 involved with organising Roadshow and final listings currently being finalised and to be sent out to members.

**6.2 Cellar Door Events** – Winery event listings for Cellar Dwellers received. Program proof will be circulated prior to print for members to check over. Shirazz Jazz event under review- possibility of event move from Saturday night to Friday.

**6.3 Coonawarra Cup** – Survey sent- summary of findings to be reviewed at next meeting

**6.4 Cellar Door Festival** – CV presence received positive response. Blind Tasting competition engaged approx.250 ppl – emails collected for database. Post event email sent to participants with results. **Masterclass SOLD OUT.** Chef Kirby's involvement very successful. Nick Ryan took broader scope with topic "aged wines", more Coonawarra specific desirable. ON and HE to provide brief to presenters for future Masterclasses

## 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. PMN: 12 NZ Sommeliers to visit region. Refer to action notes for suggested regional event

**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. PMN: DR and Sam Brand attending.

**7.3 PIRSA - Texan food and wine group** – February 28. ON prepared Full day itinerary, HE hosted Paul Ozbirn, Advanced Sommelier, and Mark Rashap, CWE visiting 5 Wineries: Raidis, Katnook, Hollick, DIGiorgio + Wynns. Paul and Mark very proactive, have contacted all wineries since their return to US. Summary of visit <https://winefoodfoundation.org/blog/from-australiawith-love>

## 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	Completed

Date	Action Items	Person	Deadline	Completed
9/3/18	Jeremy Oliver confirmed to present masterclass			
14/3/18	<b>Coonawarra Vinexpo "Souvenirs"</b> DR to send Mandarin tasting wheel to HE for Coonawarra Cab. Sauv tasting sheet. #Coonawarra ear tag for use as wine glass tag	HE/DR	April	

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 asked members to provide ideas on suitable merchandise items.	ON/members	Mar	
14/3/18	DR presented 2 wine decanter designs. Traditional round base style decanter less popular - concerns with ease of cleaning. 2 <sup>nd</sup> 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.	DR	April	

Meeting closed 9.30am.

**Next Meeting** – Wednesday 18 April 2018, 8.45 Coonawarra Vignerons Office.