

Cellar Door Events (CDE) Sub Committee

MINUTES – CDE Sub Committee Meeting		
Wednesday 7 June 2018	8.30am	CV Office

1. Welcome/Attendance/Apologies

Present: Emma Bowen (EB), Ilana Minge (IM), Josie Abbey (JA), Olivia Nunn (ON), Kerrie Marcus (KM), Heidi Eldridge (HE)

Apologies: Michelle Stehbens (MS) Lynn Doyle (LD), Kirsty Balnaves (KB)

Minutes: Olivia Nunn(ON) Note: JA on leave from 18 June to 23 July 2018

2. Minutes of the Previous CDE Meeting were not reviewed given the time lapse

Moved	Seconded	<ul style="list-style-type: none"> To be reviewed at the next meeting.
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3. Upcoming Cellar Dwellers and Cabernet Celebrations

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| 3.1 | Cellar Dwellers <ul style="list-style-type: none"> Programs are in hardcopy and electronic forms CV Office to have ready by 1 July 2018 additional copies of the survey in the program as noted many programs may have been released. Cellar doors to collect again and to assist by entering in excel for us and then dropping these to office for the prize winner announcement. Radio advertising confirmed in VIC and considering SA Shirazz Jazz is back and provided opportunity to cellar doors by appointment or no presence and those in mix were: Jack Estate, Bundalong, Banks Thargo, Jim Brand Wines, Hoggies Estate & Ladbroke Grove Wines – seeking all wineries to share the details to gain further interest – All information is online here: https://coonawarra.org/information-resources/. Signs to go up week ending 22 June 2018. |
| 3.2 | Cabernet Celebrations <ul style="list-style-type: none"> We await the outcome of SATC Funding Application that will be announced in July. Program will be sent to printed by week ending 22 October 2018. Noted that Golf Day will move to October and be held on Friday 5 October. Assessing the Retrospective Tasting. Post Meeting Note: It is unlikely this will be held in Mount Gambier. |

4. Cellar Door Manual (update from 2013)

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| 4.1 | <ul style="list-style-type: none"> Noted we endeavoured to source from other regions, however they do not have a comparable document. ON has made some of the desired changes. <i>Action: ON will incorporate additional Phylloxera information in the next edition along with Chinese visitor information and circulate by next meeting.</i> Cellar Door metrics were followed up and currently no further state funding. <i>Action: In the interim sought for wineries to share on a regular occurrence cellar door visitor numbers with preference for postcodes or state if known. Calendar invite to be set up by ON.</i> |
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5. Industry Get Togethers - 2018

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| 5.1 | <ul style="list-style-type: none"> Tracking in Correspondence. Next is at Patrick of Coonawarra on Thursday 21 June. |
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6. Pop Ups

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| 6.1 | <ul style="list-style-type: none"> Adelaide – Bowden Plant 44 Option followed up and looking at September pre Cabernet Celebrations |
| 6.2 | <ul style="list-style-type: none"> Penola Christmas Pop Up – 22 December 2017. Agreed to pursue again. |
| 6.3 | <ul style="list-style-type: none"> Discussion held on more Pop Ups in & around the region, including Robe (January), Geelong & Warrnambool & Hamilton (in conjunction with Sheep Show end August). <i>Action: HE and ON to explore and CDE Sub Committee updated.</i> |

7. 2018 Events	
7.1	<ul style="list-style-type: none"> Roadshow – Noted that all has been set up for ticket purchasing and participants. Looking at alternate ways to engage with trade and considering masterclasses and opportunities outside of the session. 2019 Event – Budgeted to participate as a region in another event such as Cellar Door Festival that went exceptionally well for building brand awareness. <i>Action: All to consider Melbourne events to participate in.</i> Coonawarra Cup – Noted that first Committee Meeting coming up and the advised change at General Meeting that the golf will occur in October. <i>Action: After Dark – Will review Coonawarra Vignerons involvement and share with membership to seek interest in growing support. Dates advised as Friday 12th and Saturday 13th April 2019.</i>
8. Local Tourism & Educational Tours	
8.1	<ul style="list-style-type: none"> Discussion on perhaps doing a Famil to McLaren Vale in the quieter time June 19-21 proposed. ON sought details from Langhorne Creek and will seek quotes for a driver and accommodation. <i>Action: ON to issue a registration of interest.</i> Post Meeting Note: Later in year preferred and we will work on that basis. <i>Action: Details to be sought and sent out for confirmation of participation.</i>
9. Industry Initiatives	
9.1	<ul style="list-style-type: none"> Wine Australia: Expos and Sip & Tip Visit is 28 and 29 June – Itinerary is in correspondence with Meet the Guest information to be shared along with final itinerary once confirmed. <i>Action: ON to share details once available and Vinexpo report further to the feedback provided.</i>
9.2	<ul style="list-style-type: none"> Great Wine Capitals – Nov 18 AGM. Region visit will be on 4 November, program is here http://adelaidegreatwinecapital.com.au/_data/assets/pdf_file/0008/294524/Program2018_GWCGN_AG_M_140618_web.pdf. Other events will follow from it. <i>Action: ON to keep informed.</i>
9.3	<ul style="list-style-type: none"> PIRSA – ON reported that PIRSA provided additional funding as we were successful with WA grant of \$5k & total budget of \$125k. ON followed up with the completion of Leigh St Pop Up & Government correspondence as this was not permitted in 2018 and it will be possible in 2019.
9.4	<ul style="list-style-type: none"> Limestone Coast Local Government Authority (LCLGA) – Experiences Brochure – ON has met with Biddie who suggests a 'virtual map' on the website. This is subject to funding application that was successful, work will commence when contracts are signed. Note also the china friendly brochures.
10. Future Ideas	
10.1	<ul style="list-style-type: none"> EB's list has been circulated and EB suggested Porch Sessions. <i>Action: All to review and continue to raise ideas.</i>
11. General Business	
11.1	<ul style="list-style-type: none"> Marketing Update – Six short clips are on You Tube – continue to comment on these when you see them on our Facebook as it increases engagement. The You Tube Channel is here: https://www.youtube.com/channel/UCaGSUJgFpXQf3gHFTstcpA We noted that we showed four of these translated in Hong Kong during the Masterclass and at the Regional Booth. These can be viewed at the former link. We are reviewing the outcomes of the content and distribution and looking into other funding for initiatives. Also sought a proposal for a Cabernet Event. Cup Update - Provided in regards to changes with Golf. In general all remains the same otherwise. Viticulture – Cabernet Symposium is the focus. Please promote and all welcome at the dinner on 5 July 2018. Roadshow – See above. Meeting 14 June to agree approach to Trade.
11.2	<ul style="list-style-type: none"> Correspondence Priorities – Sharing upcoming events is the key to gaining traction and attendance.
11.3	<ul style="list-style-type: none"> Committee Structures – Noted maintaining current structure.
12. Any New Business	
12.1	<ul style="list-style-type: none"> Educational training – Capability building is part of the LCGWC Wine Tourism Mixed Dozen Grant which focuses on experiences and further information will follow when this project commences.

Next Meeting – Suggest between 10th and 12th July 2018 (to maintain Cellar Dweller focus) @ 8.30am – CV Office