

Marketing Committee Meeting Minutes		
Wednesday 29 August 2018		8:45am
		CV Office
Attendees	Joy Bowen (JB- Chair as required), Natasha Gordon (NG), Emma Raidis (ER) Heidi Eldridge (HE), Olivia Nunn (ON)	
Apologies	Sue Hodder (SH), Rebecca Trotter (RT), Dru Reschke (DR)	
Minutes	Olivia Nunn (ON)	

Note: Clarified for decision making attendance of 50% +1 is required and therefore we did not have a quorum with 3 in attendance as we need 4 of 7. Meeting went ahead given the infrequency of availability and the benefit of a CBAP update which is key focus of the earlier work in the CBAP review. Also noted that Dru is not available last Wednesday of the month and that this time was due to Roadshow and need to meet prior to Board Meeting.

1. Minutes of Previous Meeting – 11 July 2018

Were reviewed as part of the meeting and included additional comments to the Cabernet Event.

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.			
29/08/18	Noted tier drops for events are being costed. Looking at Terra Rossa for imagery on other signage and will consider as required.			
15/11/17	Website review for members and external usage. Advantageous to go through at GM on 18 October. CV Office to provide the opportunity to have a one to one. Action to explore the key words and guide.	ON/HE	Mar	Ongoing
13/12/17	Development of Fire plans ON to liaise with CFS/Wattle Range Council to develop appropriate plans. To present approach at next meeting. Disaster Meeting – Wattle Range to supply from the meeting attended by approx. 8 attending. Note that other priorities.	ON	Mar – Sep	Ongoing
13/6/18				

Date	Action Items	Person	Deadline	Completed
13/2/18	Coonawarra Vignerons Merchandise ON asked members to provide ideas on suitable merchandise items.	ON/members	Mar	Clarified not looking at the decanter as it is not within the scope of the Association.
14/3/18	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	April	
29/8/18	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.	ON / HE	July	
13/6/18	Clarified that this is a commercial consideration. CV to look into the pourers and seek quote from Wine Australia and Vinexpo supplier as seen in Vinexpo.			
29/8/18	It was clarified that this product was a functional one rather than a stock merchandise item and that we had followed up with Vinexpo and awaiting a response on their supplier.			
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	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.	ON/HE	September	
11/7/18	Limited funds to be made available. Awaiting further update.			
29/8/18	No change.			
13/6/18	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	ON/HE	TBC	

Date	Action Items	Person	Deadline	Completed
29/8/18	Review next steps for confirmation of actions at next meeting.			
11/7/18	FULLER Report Final report to be shared.	ON	Aug	
29/8/18	Report shared with Marketing Committee with minutes. Report to be shared at General Meeting			
11/7/18	Branding Document Draft to be created for Marketing Committee Review.	ON	Sept	

3. COMMUNICATION (CORRESPONDENCE, STAKEHOLDER ENGAGEMENT, CONSULTATION)

- 3.1 Tourism Mt Gambier – ON to follow up with Tourism Mt Gambier to progress activation in VIC. No further update.
- 3.2 SATC – Submitted Coonawarra Cabernet Celebrations funding application for 3 years and signed agreement last week for \$15k per annum for 3 years. Seeking assistance with promotion much like The Bend recently. Invites to be sent for Minister and SATC attendance. Noted that reviewing radio advertising.
- 3.3 Brand SA/PIRSA – Great Wine Capitals regional trip to Coonawarra on 5 Nov 2018. No change. Itinerary to be confirmed with venues and work with PIRSA to operationalise.
- 3.4 Southern Grampians – Noted that we will continue to work together and this will occur through the Mixed Dozen project.

4. MARKETING ACTION PLAN

- 4.1 **Website Update** – Website management is ongoing. Noted that members will be extended the opportunity to come into the office and run through the website. We will continue to review progress at each meeting.

4.2 Brand Development

5.2.1 Trademarks – *Take the Time* has been accepted and in use. See action list.

5.2.2 Signage – see action list.

5.2.3 CBAP document – Ongoing. See actions below.

5.2.4 Content Development – CV is reviewing next steps. Some Committee expressed ongoing need for greater social media activation, sighting Barossa as an example of a social media approach.

ON advised that Fuller are supplying their recommendations for next steps which were consistent with CV sentiment to promote month long events with adverts socially and key focus on July, October and August respectively for Cellar Dwellers, Cabernet Celebrations and Roadshow. Also noted at point in time Fuller were preparing content that the parameters to set ongoing strategy were unclear. There is a much clearer understanding now and framework to work within and we will look at the best allocation of resources to meet the needs of the social media approach which is a responsibility of the CV staff.

Date	Action Items	Person	Deadline	Completed
29/8/18	Content Scope Fuller creating a brief	Fuller	Sept	

5.2.5 Branding Document – under development see actions.

5.2.6 Advertising – Noted that we are looking at publications and seeking Broadsheet in conjunction with Cabernet Celebrations.

5. FINANCES

5.1 Grant Funding – awaiting Government Grants to be released.

Note Council attending the next Board meeting to present on funding allocated for signage, Railway siding picnic furniture, Instagram photo site and new events.

Note also given that Mixed Dozen addresses some requirements that we are also tracking against the objectives of that project for attraction of visitation. Note due to this project we did not allocate substantial budget to new initiatives in 18/19. ON to share the allocations in the next meeting for clear understanding of areas of focus.

6. COONAWARRA EVENTS SUB-COMMITTEES

6.1 Roadshow 2018 – Survey issued for participants. Survey to be created for attending and Tour Operator participation. Roadshow Committee to review progress in September and report at General Meeting. Discussed number of factors and noted in pre-meeting correspondence clarification on Revel participation which was to review the venues assist with selection and provide guidance for other areas such as social promotion. Noted there appears to be perception of greater involvement but Revel scope was always as reflected in the brief shared and it appears there is confusion from Dan's presentation.

6.2 Cellar Door Events – To address consistency in month long events a Fact Sheet will be circulated. Cellar Door Events were supportive of the approach to cease Shirazz Jazz CV event held on Saturday 7 July due to numbers two years in a row being below target and this year's lower than break even to redirect the funds allocate dto greater promotion of the Cellar Dwellers month to endeavour to attract greater regional attendance. CV has assisted with Cabernet Celebrations event entries – this has taken considerable effort. Program is to be online shortly and finalising for print copy – delayed due to additional members and coinciding with the Roadshow. Reviewed pop up events continuing to explore all avenues but noted that Leigh Street approach to not hold this year was supported by Cellar Door Events. It was noted that we would hold this event in November and if maintaining Leigh Street location we would follow McLaren Vale which was not preferred. Famil to McLaren Vale proposed and timeframes confirmed in order to send out. Christmas Penola Pop Up to proceed as a CV Pop Up and seek Volunteers. Noted that the Retrospective is the next member wide event. Noted the benefit in Pop Ups prior to our month long events for greater awareness and dual purpose.

6.3 Coonawarra Cup – Met and key focus is on securing a marquee supplier. Clarification meeting to be held early September to appoint. Note key change Golf and including in CCC program of events on Friday 5 October. Sponsors to be secured prior to launch event on 9 November 2018 with venue confirmed during the meeting as the Royal Oak.

6.4 Cabernet Symposium – Survey results reviewed in a meeting with Sub Committee feedback and Committee agreed to a three year frequency in alignment with research and fitting in between other such conferences and targeting 2021. Noted all attending conferences to provide any suggestions on presenters.

7. DOMESTIC/INTERNATIONAL Visits

7.1 Wine Australia Sommelier Immersion Program (SIP)/ Trade Immersion Program (TIP). PMN: Request to provide wine by one of the attending and we are collating to send to NZ. We will seek photos and feedback from the Sommelier tasting.

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. No change.

8. WELFARE, HEALTH and SAFETY ISSUES – See action list and ER noted that the recent Disaster Relief Meeting had a plan that could be easily adapted.

9. NEW BUSINESS

9.1 Ideas for gifts – several ideas for gifts such as Limestone Bowls was shared at the last meeting. JB suggested wine as gifts. It was noted this may not always be easy to travel with.

Meeting closed 10:15am.

Next Meeting – Wednesday 12 September 2018, 8.45am Coonawarra Vignerons Office.