

COONAWARRA

Cellar Door Events (CDE) Sub Committee

MINUTES – CDE Sub Committee Meeting		
Wednesday 28 August 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), Michelle Stehbens (MS)
Apologies: Lynn Doyle (LD), Kirsty Balnaves (KB) - Note that Kirsty resigned from the Committee on 19 July 2018
Minutes: Olivia Nunn (ON)

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.

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	<p>Cellar Dwellers</p> <ul style="list-style-type: none">• Programs were in hardcopy and electronic forms.• Sufficient number of surveys returned and winner drawn in accordance with the rules and wine delivered personally by Olivia to Adelaide.• Shirazz Jazz update provided noted that the numbers were not strong. Noted weekend was difficult for local attendance and could be tricky month to host this event. Generations of wine could be considered for future them of an event based on consumption profile and to generate greater word of mouth. Confirmed the Shirazz Jazz Board recommendation for funding allocated to the CV event to be redirected to promotion of the month-long wine festival to enhance the advertising.• Week before the event for Cellar Door Staff Briefing suggested.• Feedback:<ul style="list-style-type: none">- Wangaratta advertising is required. Dining on Friday.- Quiet less people but sales up- June down but July generally strong- August numbers are down
3.2	<p>Cabernet Celebrations</p> <ul style="list-style-type: none">• SATC Funding Application successful \$15k per annum for 3 years.• Program will be sent to printed by week ending 22 August 2018.• Noted that Golf Day will move to October and be held on Friday 5 October.• Assessing the Retrospective Tasting offerings and location given the Fight MND drive. One barrel with AWRI as flavours of wine or cork taint was suggested. Can AWRI bring the aroma wall? Post Meeting Note: It is unlikely this will be held in Mount Gambier further to discussions with Fight MND.• Masterclass is online and finalizing the content. No bookings.• Discussed the Advertising Plan – CDE Committee were comfortable with decreasing radio advertising and target the Melbourne audience. Engage with Broadsheet and other such publications / happenings. What's on for example.• ATDW listings – reminded of the importance of listings.

4. Cellar Door Manual (update from 2013)	
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>

5. Industry Get Togethers – 2018	
5.1	<ul style="list-style-type: none"> Tracking in Correspondence. Hollick September 21 and Parker on October 18.
6. Pop Ups	
6.1	<ul style="list-style-type: none"> Adelaide – Bowden Plant 44 Option followed up and we were looking at September pre-Cabernet Celebrations – Agreed as a Committee not to be pursued given resource availability and time, but consider for another event – timing day to consider possibly Saturday. Noted Leigh Street was not going to be pursued and this was supported from a strategy perspective to focus on lead in months to Coonawarra region feature events. Leigh Street is typically held in November and has no direct relationship to region strategy.
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 was originally proposed. ON sought details from Langhorne Creek and will seek quotes for a driver and accommodation for baseline costs to be known. McLaren Vale Famil ideas discussed for Itinerary to be created and shared with membership for registration: <ul style="list-style-type: none"> - Group Tastings - Not premium, suggestions included Mitolo, Serafino - Suggested Wednesday & Thursday return Friday - User pays aim for \$350 in total incorporate transport - \$1,000 Coonawarra Vignerons - Accommodation McLaren Vale Hotel – Option - Target 14 – 16 November - Ask - Bus from Coonawarra <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 the WA 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>
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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 – No change, however noted that KB has resigned from the Committee.

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.
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Next Meeting – TBC (Note that Fridays no longer were possible for CV Staff to attend) September 2018 @ 8.30am – CV Office