



Coonawarra Committee Reports

Prepared for AGM Tabling and General Meeting Presentation on 18 October 2018

A summary of the following Executive Officer and Committee Reports are included to enable Members with reference information and the time allocated at the General Meeting to focus on questions:

1. Executive Officer
2. Finance Committee – Refer to the AGM for the tabled Audited Financial Reports
3. Viticultural and Oenology Committee (VOC)
 - a) Cabernet Symposium
 - b) Water
4. Brand Reference Group (former Marketing Committee)
5. Cellar Door Events Committee
6. Event Committees
 - a) Roadshow Committee
 - b) Cup Committee

Please note that the President's Report and Treasurer's Report will be included with the AGM Meeting Minutes that will be included on the CV website within one week of the meeting (25 October 2018).

A recently updated Organisational Structure is attached on page 2. Please note this was reviewed with the Board on 27 September and lines of communication are being incorporated along with the Independent Chair that is currently being sourced. A further revision is being prepared and was hoped to be available for this discussion however due to event management taking immediate precedent we will be finalising this document in the next month to share via the CV website and to go through at the round of Committee Members to enable effective communication of the subsequent policies that form the code of conduct for the organisation in accordance with the Constitution.

Key individuals involved (roles and responsibilities)

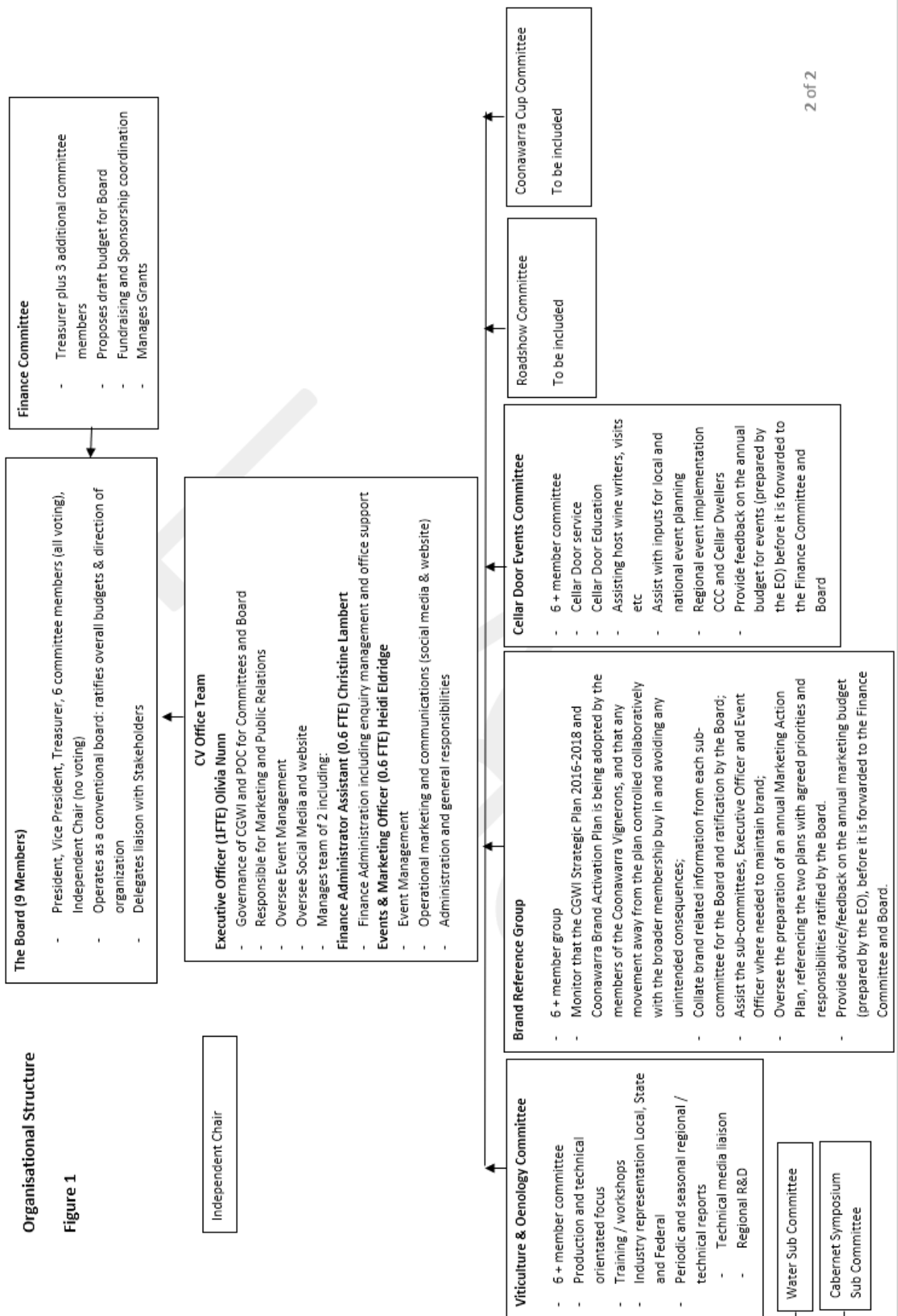
In reference to the Organisational Structure the non-executive Coonawarra Vignerons Board operates as a conventional board, ratifying the overall budgets; direction of the organisation and, managing the staff employed.

The elected, volunteer members of the Board include a: President, Treasurer, Vice President and up to six (6) other voting members, independent chair (currently being sourced) and the Executive Officer who is a salaried staff member who does not have voting power.

Refer to the Coonawarra Grape & Wine Incorporated Constitution for further information.

Organisational Structure

Figure 1



1. Executive Officer

Terms of Reference

The Executive Officer (EO) is a salaried staff member that is accountable to the Board reporting directly to the President and Independent Chair (when in position) and responsible for:

- In this capacity the Executive Officer is responsible for the implementation of the [CGWI Strategic Plan 2016-2018](#) and the [Coonawarra Brand Activation Plan](#) and all subsequent grants that are successfully applied for.
- Governance of CGWI and point of contact for Committees and Board.
- Responsible for Marketing and Public Relations.
- Oversees Event Management.
- Oversee Social Media and website.
- Manages team of 2 including:
 - Finance Administrator Assistant
 - Events and Marketing Officer

Achievements

- Events conducted in accordance with the annual events calendar.
- Vinexpo Hong Kong including Regional Bar and Masterclasses – refer to report that was shared electronically thereafter.
- Successfully delivered the Project 250 and PIRSA funded digital content grants.
- Successfully delivered the Cabernet Symposium including positive feedback.
- Built Relationships with government stakeholders including Wine Australia, State Government (included hosting Liberal Government directly following the election) and Local Government including across border relationships.
- Assisted and key contributed to the Wine Australia Export and Regional Wine Support Package (ERSWP) Grant Application that was successful in securing a total of \$375k with the input of PIRSA's funding of \$125k. As part of the Interview Panel the Mixed Dozen Project has appointed a Project Manager Toni Duka.
- Great Wine Capitals willingness to host technical tour and provision of Itinerary.
- Hosted NZ SIP Visit including a Langton's Classification.
- Revising the advertising strategy for an annual focus in order to gain better awareness.
- Generated events with a break even result or positive outcome in order for the Association to deliver more benefits for the members. Note while Roadshow may appear as a financial deficit it has several assets that have been developed that can be quantified showing a significant difference in the outcomes – see Roadshow Report for the outline
- CCC 2018 Fact Sheet Developed to assist with consistency in Cellar Door provision of the month.
- Reviewing Cellar Dwellers financial commitments to better use finances promoting the region wide events for member benefit.
- Assisted with the weather station look and feel on the website changes to improve ease of access and use.
- Provided options to members to have one to one sessions with website usage.
- Correspondence continues weekly to track and progress regional activities.
- Maintained Committees and stepped in as chair where required to continue progress. Note undertaking far more committee activities to build a tighter approach.
- Developed Risk Management Plans for events (Cup & Roadshow) to ensure that safety and risks are known and can be effectively managed by those responsible for the respective actions.
- Overseeing social media presence.
- Board governance training scoped with SAWIA.
- Secured Presenting Partner for Coonawarra Cup that has been supported by Cup Committee and now subject to Board endorsement.
- McLaren Vale Famil Itinerary and confirmation of 20 member winery attendees.

Work In Progress (note all subject to resource capacity)

- Project 250 Grant Application for submission in December as 22 October is a tight deadline to achieve given current organisational priorities.
- Relationship Building continues and we are working closely to collaborate with other regions
- Great Wine Capitals AGM Technical Tour to Coonawarra on Monday 5 November and Wine Donations for Adelaide Tastings associated – refer to correspondence sent 16 October 2018.
- Overseeing events and building on these to increase visitation. For example Grape of Mirth Opportunity in January following cup and Cabernet Variety Event which we have commenced scoping with Margaret River.
- Propose a website raining session collectively at for example Wynns Coonawarra Estate / Coonawarra Hall or individually at a member's office to increase usage.
- Board Governance Training to be facilitated by SAWIA in November.

Budget

- Refer to Annual Audited Reports.
- Budgets can be reviewed in Committee Meetings.
- Note the Coonawarra Cup Profit.
- Cabernet Symposium delivered a profit.
- Cellar Dwellers delivered within Budget.
- Refer to Roadshow Committee Report for the explanation of the deficit.
- On track to deliver CCC 2018 within Budget and report within one month to SATC.
- Board Governance Training to be presented at next Board Meeting for approval of spend \$1000 to \$1,600.

Grants

- Delivered Project 250 and PIRSA Grants with reporting closed out.
- Assisted with reporting and financial management of the Winery Walking Trail.
- Willing to assist subject to resource availability support of winery grant applications for regional event benefit.
- Reviewing with Council opportunities to support local initiatives.
- Reviewing EDMG as EPP is no longer available to Associations for International activity.

Risks/Issues/Constraints

- Maintaining and increasing Members.
- Social Media that reflects a region approach note trying to fill void of tourism.
- Maintaining all CBD based advertising registers such as What's On, Brand SA (doesn't draw on ATDW).
- Professionally managing members expectations that vary greatly across the membership.

Opportunities

- Increase income streams via events, grants and potential to increase sponsorship.
- Increase members.
- Increasing governance, streamlining processes, tools and templates and managing the CV resources to focus on core Association service provision. Bringing it back to basics.
- Continue to provide benefits to members with assistance of the skills and expertise that reside in the CV Office. Please note however the capacity of the office is:
 - EO 1 FTE
 - FAA 0.6 FTE
 - EMO 0.6 FTE

Key points/actions for Members

- Membership Renewal – Aim for return to office by 30 January 2019 to assist with a timely process to review promotion and events materials and preventing delays to the event schedule.
- Great Wine Capitals opportunities to attend regional event in both a tasting capacity and to share lunch as a user pay model, donate wines to be presented and potential for a member if available to assist Olivia on 7 November in Adelaide at the Regional Bar.
- ATDW – All members with cellar doors or hosting events need to have ATDW.
- Members to demonstrate respectful communications and professional code of conduct.

2. Finance Committee

The Finance committee assists with the implementation of the approved [CGWI Strategic Plan 2016-2018](#) and the [Coonawarra Brand Activation Plan](#).

The Finance Committee is composed of four members from the CGWI Board.

Members

Bruce Redman (Chair & Board), Michelle Stehbens (Board), Nick Zema (Board) and John Innes (Board)

Terms of Reference:

1. The Finance Committee is responsible for setting and reviewing finance policy and the annual budget.
2. The Finance Committee is responsible for overseeing monthly reporting and expenditures.
3. The Finance Committee is responsible for managing membership fee payments and bad debtors.
4. The Finance Committee is responsible for overseeing the fundraising and sponsorship.
5. The Finance Committee is responsible for overseeing grants.
6. The Finance Committee reports to the Board and provides monthly minutes.

Achievements

- Overseen monthly reporting and expenditures.
- Reviewed financial reports delivered to Board monthly and returned a positive outcome P&L.
- Approved purchase of new CV car this financial year.
- Coonawarra Cup raised profit of \$20k contributing to the yearly cashflow.
- 2018/19 Annual Budget.

Work In Progress

- Monitoring of Annual Budget.
- Monitoring of grants – Project 250 Grant currently being explored for submission on October 22 or December.
- Reviewing initiatives such as the Rob Geddes China School Coonawarra Education Course to allocate budget subject to a robust MOU and partnership with Wattle Range Council.

Budget

- Position is positive with current budget on track with forecast.

Grants

- Tracking Remote Sensing funding – secured PIRSA & SENRM support to date up to \$40k
- Digital Content Development funding – SAWIDS \$19k funding report complete for content development from PIRSA completed and finalised distribution with SAWIA in excess of \$20k.
- Walking Trail Funding – Finalised reporting to PIRSA and in the process of reconciling the winery contributions.
- Australian Cabernet Symposium – Wine Australia funding and sponsors secured and event yielded a profit.
- Coonawarra Cabernet Celebrations – SATC grant funding secured for three years inclusive of 2018, 19 & 20.
- Working on international grant for strategy and to offset Vinexpo costs – EPP discontinued by State Government and reviewing EDMG opportunity.

Risks/Issues/Constraints

- Maintaining and increasing Members.

Opportunities

- Increase income streams via events, grants and potential to increase sponsorship.
- Increase members.

Key points/actions for Members

- Membership Renewal – Aim for return to office by 30 January 2019.

3. VOC

The VOC assists with the implementation of the approved [CGWI Strategic Plan 2016-2018](#).

The VOC is representative of CGWI member companies who pay a base membership fee.

Members

Chris Brodie (Chair), Cath Kidman, Martin Wirper, Sally MacLeod (Board), Christian Fraser, Luke Trotter, Sean Murphy, Gavin Hogg, Rae Clark.

Attending: Kerry DeGaris

Terms of Reference

1. VOC reviews the viticulture and oenology priorities with a focus on production and technical regional requirements.
2. VOC is responsible for assisting with training and workshops.
3. VOC provides industry representation to Local, State and Federal stakeholders.
4. VOC facilitates periodic and seasonal regional and technical reports including technical media liaison and regional R&D.
5. The VOC reports to the Board and provides monthly minutes.

It is noted that VOC has related working groups (Water Resources, Unconventional gas mining, Remote Water Sensing and Cabernet Symposium) with the following terms of reference:

1. Each Sub-committee will facilitate the delivery of a specific project on behalf of the Board or a primary committee.
2. Each Sub-committee will report to the Board or a primary Committee on the progress and completion of the specific project.
3. Each Sub-committee will help facilitate the project to be delivered in a timely and cost-effective manner, as required and according to any contractual agreements.

Achievements & Work In Progress

Achievements	Work In Progress
<ul style="list-style-type: none">• Weather station network and ease us use improved on CV Website.	<ul style="list-style-type: none">• Can you access it?
<ul style="list-style-type: none">• Irrigation Optimisation (previously called remote sensing technologies) a project initiated to assess benefits of using aerial imaging to improve water use efficiency and grape quality. Significant assistance from Adelaide University (Vinay Pagay) and Treasury Wine Estates (Cath Kidman). A large amount of data was gained in 2018/19 from the trail based on Wynns vineyard. A paper has been submitted to the Australian Journal of Grape & Wine Research, & reports made to PIRSA and SENRM. Funding has been secured for 4 years, the eventual aim is to produce an app to easily schedule & control irrigation using information from plant based sensors (leaf temp). 2017 results showed significant water savings with no effect on grape quality or yield.	<ul style="list-style-type: none">• In 2018/19 the trial has been expanded to two sites investigating Shiraz and Cabernet across three irrigation treatments and different soils.
<ul style="list-style-type: none">• Coonawarra rootstock trial, in association with LCGWI, Vine Health Australia and Wynns – Due to frost in early Nov 2018 no 2018 wines were made.	<ul style="list-style-type: none">• Plans and funding are in place for 2019 wines.• Future, small lot wines, trials in other, warmer, regions.

Achievements	Work In Progress								
<ul style="list-style-type: none"> Reviewing pest & disease advisory service and propose to have Peter Magarey speak at the next General Meeting if members see value in providing additional guidance with pest management. 	<ul style="list-style-type: none"> Pre-season workshops with Peter Magarey & Geoff Furness, meeting topics to reflect needs of members. Reduce applications Improve effectiveness Use weather station network 								
<ul style="list-style-type: none"> Coonawarra Cabernet Project. Post-doctoral study with Australian Research Council, Adelaide University. CGWI funding of \$10,000pa - \$7,000 invoiced in 2018. The aim is to identify distinctive Cabernet characteristics and how to manipulate them in the winery and vineyard. This is a four-year project. The University of Adelaide as appointed Dr Dimitra Capone as the lead researcher. 	<ul style="list-style-type: none"> Wine is being sourced and work is underway. 								
<ul style="list-style-type: none"> Water Allocation Plan (WAP) <ul style="list-style-type: none"> The SENRM / DEWNR has established a reference group to review the science behind the cuts planned in our current water allocation plan. Pete Balnaves is representing Coonawarra. <table border="1"> <tbody> <tr> <td>Reduction, 30/6/16</td><td>3.75%</td></tr> <tr> <td>Reduction, 30/6/18</td><td>3.75%</td></tr> <tr> <td>Reduction, 30/6/20</td><td>3.75%</td></tr> <tr> <td>Reduction, 30/6/22</td><td>3.75%</td></tr> </tbody> </table> DEWNR do not identify in the water allocation plan recognising aquifer recovery by reversing cuts. 	Reduction, 30/6/16	3.75%	Reduction, 30/6/18	3.75%	Reduction, 30/6/20	3.75%	Reduction, 30/6/22	3.75%	<ul style="list-style-type: none"> Pete Balnaves is representing Coonawarra.
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Reduction, 30/6/20	3.75%								
Reduction, 30/6/22	3.75%								
<ul style="list-style-type: none"> Grapes for sale register continued to be used in 2018 - In operation for the last two vintages 	<ul style="list-style-type: none"> Welcome suggestions to improve. 								
<ul style="list-style-type: none"> Unconventional Gas Exploration - Monitoring against the Policy Statement monthly. 	<ul style="list-style-type: none"> Ongoing monitoring. 								
<ul style="list-style-type: none"> Coonawarra Cabernet Symposium – 2018 Committee delivered on 5 July 2018 as per the event page set up with ticketing and pricing hosting 115 and all speakers well received. Next symposium in three years, 2021 https://coonawarra.org/event/coonawarra-cabernet-symposium/ 	<ul style="list-style-type: none"> Encourage members to monitor speakers and recommend a speaker for future reference. 								
<ul style="list-style-type: none"> Vine improvement measures as follows with no further progress since the last meeting: <ul style="list-style-type: none"> Virus monitoring protocol Clones, rootstocks, alternative varieties Alternative varieties workshop, LCGWI – note expecting update from key speaker 	<ul style="list-style-type: none"> Continual progress of the measures. 								
<ul style="list-style-type: none"> Endeavour Drinks are contributing to helping fund the Coonawarra Cabernet trial and the Coonawarra rootstock trial over four years from 2018 to 2021 and support is on track. 	<ul style="list-style-type: none"> Sponsorship model to be advanced. 								

Achievements	Work In Progress
<ul style="list-style-type: none"> Coonawarra improvement projects, continues to be Small projects to improve Coonawarra. Identified plantings along Riddoch Highway and more recently identified a project to enhance Coonawarra's biodiversity - Mary Retallack gave a presentation at Mildura ASVO seminar about the value of using certain native shrubs & grasses to attract beneficial insects which feed on Light Brown Apple moth & other pests. These areas can also be used as a barrier to deter people wandering through the vineyard. 	<ul style="list-style-type: none"> Reviewing funding streams to further explore with Mary. Creating further projects to improve Coonawarra and approaching schools to look at competition for ideas and also look at art projects as part of May festival.
<ul style="list-style-type: none"> Coonawarra Digital Project - CSIRO, Dr Everard Edwards is trialling different technologies to monitor a range of vineyard attributes. 	
<ul style="list-style-type: none"> Disease Control and Monitoring - Peter Magarey gave a presentation on more effective early season control of mildews, the Vignerons have agreed to subscribe to the online service he provides using weather station data to provide mildew alerts. 	<ul style="list-style-type: none"> Improving Mildew controls We are awaiting Peter Magarey's response to the request for the online service utilising the weather stations in region for mildew alerts.
<ul style="list-style-type: none"> Rail & wine trail discussions to advance continue and will work with Wattle Range to look at timing of plans as to consider three tiers of government support. 	<ul style="list-style-type: none"> Olivia to continue to be involved in Rail Trail dialogue.
<ul style="list-style-type: none"> Phylloxera Controls – CV Office assisted with organisation of Tour Operator Training and Refresher for Cellar Doors on 25 and 24 October 2018. Raised the need for border control signage for wider biosecurity and this is being advanced by PIRSA. 	<ul style="list-style-type: none"> Vinehealth's Phylloxera Training Session with Tour Operators and Cellar Doors Reviewing signage progress with Vinehealth next week.
<ul style="list-style-type: none"> Labour attraction - Finding and retaining suitable staff is an issue across the area due to low unemployment and many industries sustaining reasonably buoyant economic conditions. TAFE is working with some high schools closer to Adelaide to encourage more vocational wine industry training which may help encourage & sustain interest in working in the wine industry. 	<ul style="list-style-type: none"> Explore if there is interest in expanding the training to include our region?
<ul style="list-style-type: none"> Community pitstop health check remains on the agenda. 	<ul style="list-style-type: none"> Monitor opportunities.

Budget

- Board approved contribution to disease and control monitoring.
- Key focus on seeking grants to continue and expand on projects in particular enhancing Coonawarra biodiversity.

Key points/actions for Members

- Water Allocation Plan (WAP) update - Further to our May GM, we noted member involvement and awareness is required. The water plan is currently being reviewed with three meetings attended by Pete Balnaves.
- Unconventional Gas Exploration continues to be monitored.
- Identify needs for additional information and workshop topics
- Coonawarra Improvement project ideas and volunteers welcome to action.
- Welcome any new Committee members to join.
- Thank you to the VOC members for their ongoing contributions

4. Brand Reference Group (former Marketing Committee)

The Brand Reference Group assists with the implementation of the approved [CGWI Strategic Plan 2016-2018](#) and [Coonawarra Brand Activation Plan](#).

The Brand Reference Group is representative of CGWI member companies who pay a promotions and events membership premium.

The Executive Officer (former Wine Industry Manager (WIM)) is responsible for managing the strategic plans of the organisation and managing related budgets.

Members

Emma Raidis, Joy Bowen (Board), Rebecca Trotter, Sue Hodder, Dru Reschke

Members that have resigned since last General Meeting include Kirsty Balnaves received via email on 19 July 2018 and Natasha Gordon received via email on 9 October 2018.

Currently chaired by Olivia Nunn until a Chair is appointed.

Terms of Reference

1. Monitor that the [CGWI Strategic Plan 2016-2018](#) and [Coonawarra Brand Activation Plan](#) is being adopted by the members of the Coonawarra Vignerons, and that any movement away from the plan controlled collaboratively with the broader membership buy in and avoiding any unintended consequences;
 2. Collate brand related information from each sub-committee for the Board and ratification by the Board;
 3. Assist the sub-committees, Executive Officer and Event Officer where needed to maintain brand;
 4. Oversee the preparation of an annual Marketing Action Plan, referencing the brand activation plan with agreed priorities and responsibilities ratified by the Board.
 5. Provide advice/feedback on the annual marketing budget (prepared by the EO), before it is forwarded to the Finance Committee and Board.
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- ~~1. The Marketing Committee oversees the preparation of an annual Marketing Action Plan with agreed priorities and responsibilities ratified by the Board.~~
 - ~~2. The Marketing Committee provides advice/feedback on the annual marketing budget prepared by the WIM, before it is forwarded to the Finance Committee and Board.~~
 - ~~3. The Marketing Committee provides assistance for non-key events that arise during the year. (Note: Key events will be managed by the Events & Marketing Officer (E&MO) in conjunction with the relevant events committee, as per the E&MO position description). Non-key events typically include:~~
 - ~~• Sommeliers Immersion Program and Trade Immersion Program (SIP & TIP) with Wine Australia.~~
 - ~~• Media visits.~~
 - ~~4. The Marketing Committee reports directly to the CGWI Board, and provides minutes on a monthly basis.~~

Achievements

- A range of ideas have been reviewed as at times we have not had quorum attendance at meetings and this gave rise to a further review of the terms of reference resulting in the change to the Brand Reference Group that was confirmed in the October Meeting to refocus the group's attention on delivering the Strategic Plan and CBAP.
- Digital content funded by two grants has been rolled out on our Coonawarra Youtube Channel and was presented at the Cabernet Symposium. Videos available to view and share here: <https://www.youtube.com/channel/UCaGSUJgFpXQf3gHFTstcpA>.

- Wine Australia NZ SIP visit undertaken with feedback shared.
- Increased Coonawarra promotion.

Work In Progress

- Signage (former Marketing Action) is being explored to increase visibility – note Wattle Range Council has supplied \$15k towards Coonawarra entrance signage.
- Reviewing other marketing opportunities domestically, in particular Victoria given the statistics of visitations from this State. (former Marketing Action)
- Advertising and promotional materials will continue to be reviewed to ensure they are on brand.
- Reviewing available statistics to share more on visitation data. (former Marketing Action)
- Monitoring Cabernet Event for 2019 for brand alignment. Event is in development and an update will be provided in the General Meeting.
- Searching for funding and monitoring the Wine Tourism scope to deliver the International Strategy (US and China) that represents the markets Coonawarra wine is to be delivered further to the CBAP's Strategy Seven – International Wine Trade and Media Engagement. (EDGM now rather than EPP)
- Project 250 Projects are being scoped to prepare an application for submission on either 22 October or early December.
- Great Wine Capitals AGM Delegates (22 including organising committee member and photographer) Technical Tour on 5 November 2018.
- Assisting Wine Australia with Photography of Coonawarra Winemakers week commencing 5 November 2018.
- Coonawarra \ Brand Style Guide is under preparation.

Budget

- EO is grant focused to deliver new projects outside of budgeted items.

Risks/Issues/Constraints

- Member website usage.
- Compliance with Coonawarra \ branding and subsequently event branding for regional events.
- Funding for additional initiatives is a constraint.
- Maps and Little Black Books reprint occurs in the middle of Roadshow planning and seeking for members to confirm membership renewal by end of January to enable materials to be reviewed and prepared in February. Note no change to payment structure is proposed.

Opportunities

- Growing involvement with industry bodies such as Wine Australia and hosting visits.
- CBAP strategies not yet advanced.
- Project 250 up to \$10,000 of funding. Note that the funding needs to be matched and the projects need to be replicable or have the ability to be shared collaboratively with other regions for industry benefit.
- Cabernet event to focus and raise greater awareness and in turn demand for Cabernet as a variety.

Key points/actions for Members

- Share and promote the digital content.
- Be sure to check in with the office regarding use of the respective logos on promotional materials.
- Please continue to tag us socially and within reason CV will endeavour to provide fair and equitable social coverage of content that is readily available.
- If you have an event coming up reach out for materials to take along.
- Always welcome your ideas for further brand exposure.

5. Cellar Door Events

The **Cellar Door Events Committee** is responsible for events including Cellar Dwellers; Cabernet Celebrations, and Pop Up Bars. Like the Brand Reference Group this Committee assists with a number of other tasks as raised by the EMO and or EO, for example assistance with itineraries for Famils and hosting visitors.

Terms of Reference

- Help facilitate specific annual key events that helps to build awareness of the Coonawarra wine region, in keeping with the overall objectives of the [CGWI Strategic Plan 2016-2018](#).
- Work within a defined budget that the EO is responsible for to create a cost-neutral event.
- Assist the Events & Marketing Officer &/ EO to deliver a quality event that showcases the Coonawarra wine region, and its member companies.
- Reports directly to the Board and the EMO will provide a written post-event report about all events one month after the conclusion of the event.
- Provide regional assistance to cellar door service and education.
- Assist the EMO and / EO in planning and hosting wine writers, visits etc.
- Assist with inputs for local and national event planning.
- Assist with regional event implementation namely CCC and Cellar Dwellers.
- Provide feedback on the annual budget for events (prepared by the EO) before it is forwarded to the Finance Committee and Board.

Members

Michelle Stehbens (Chair), Kerrie Marcus, Ilana Minge, Lynn Doyle, Josie Abbey and Emma Bowen

Note Olivia Nunn has been chairing and Michelle Stehbens resignation has been received. Seeking one further member.

Aim

1. To develop, promote and organise a yearly calendar of events and activities.
2. To provide educational opportunities for Cellar Door staff.

Achievements

- Monthly Get Togethers at Cellar Doors and program for 2018 (see below)
- Cellar Dwellers (delivered within budget).
- Updated the Cellar Door Manual – awaiting the phylloxera recent update to append and circulate in November following CCC 2018.
- Albeit later than planned CCC 2018 funding signed off 22 August for 3 year term and member renewal delayed the production of the CCC 2018 programme.
- Distribution of CCC 2018 Fact Sheet
- SATC Funding for CCC 2018
- McLaren Vale Famil Registrations of Interest 22 attending from 10 wineries.

Date	Cellar Door Get Together Host	Further details
May, Thursday 24 th	Majella	
June, Thursday 21 st	Patrick of Coonawarra	
July		
August	Rymill Coonawarra	
September, Thursday 20 th	Hollick Estates	
October, Thursday 18 th	Parker Coonawarra Estate	
November, Thursday 29 th	Raidis Estate	
December	Coonawarra Vignerons	Christmas Get Together

Work In Progress

- Cellar Dwellers CV Event (Shiraz Jazz) is to cease and budget allocated redirected to promotion of the month long events hosted within region.
- Cabernet Celebrations Event and monitoring survey completion and database update. SATC Funding Report.
- Educational opportunities
- Issue of the Cellar Door Manual Revision Update
- Invoicing of the McLaren Vale Famil
- Members have access to Roadshow silver ice buckets and clear perspex ice buckets in addition to spittoons/champagne sized buckets, milkshake silver cups. An equipment form has been created for hire
- Members will have access to hire the CV Coolroom – see policy.

Budget

- Events , Pop Up based on Leigh Street Model and some hosting of visits in Budget.
- Note that we have additional Multi-White Plumm Coonawarra Glasses – see Roadshow Report for stocktake and in total in order of 540 glasses from Melb, Syd, Bris & Adel stock in excess. Glasses 540 x \$4.55 = \$2,457
- In addition note carrying additional items in the office following Roadshow (Signage \$3,840)

Risks/Issues/Constraints

- Cellar Door Manual and adoption for consistency.
- Funding to support additional education and training and creation of experiences.
- Visitors using alternate transport routes, note in excess of 4 million travellers on Great Ocean Road – subject to Mixed Dozen Project.

Opportunities

- Improve Coonawarra regional compliance across month long festivals.
- Review with Cellar Doors that they are on ATDW.
- Increase experiences in Coonawarra.
- Education for Cellar Door staff.
- Links with Great Ocean Road and The Grampians have potential to yield a substantial increase in tourism numbers. This is to further explored and is a priority
- External events facilitators such as Grapes of Mirth are interested in delivering in Coonawarra in Feb or later in the year.

Key points / actions for Members

- Consider and identify premium experiences that could be offered
- Welcome any new Committee member/s to join
- Continuous improvement and event adoption ideas to increase member participation and attendance
- Within reason and for regional benefit CV can support your grant applications.
- Continue to thank you for the hard work in the Cellar Door.

6. Roadshow Committee

The **Roadshow Committee** is responsible for our annual national Wine Tasting Roadshow.

Members

Michelle Stehbens (Chair & Board), Steven Raidis, Dan Redman, Kate Robinson, Katie Lewis (following Roadshow), Emma Bowen (following Roadshow).

Michelle Stehbens resignation has been received. Seeking one further member.

Note Olivia Nunn chairing.

Achievements

- 2018 Venues were locked in with assistance of Revel Global.

Coonawarra Cellar Door In The City Roadshow 2018									
Location	Date	Time	Venue	Budget	Actual	Difference	Initial Report	Masterclass	Trade
					*				
Melbourne	Wed 8 August 2018	Public 5pm to 8pm	Meat Market	500	387	-113	400	13	29 of 49
Sydney	Friday 10 August 2018	Public 5pm to 8pm	Lower Town Hall	400	307	-93	300	17	22 of 43
Brisbane	Sunday 12 August 2018	Public 2pm to 5pm	Lightspace	348	218	130	210	N/A	32 of 46
Adelaide	Friday 17 August 2018	Public 5pm to 8pm	Published ArtHouse	300	284	+16	300	17	10
Perth	Sunday 19 August 2018	Public 2pm to 5pm	Perth City Farm	200	125	-75	124	N/A	31 of 50
				1,748	1,321	-395	1,334	47	

Work In Progress

- Planning for 2019
- Venues to be locked in by November.
- Social Media Schedule to commence in May to run 3 months prior to the event
- Looking at going live for tickets to be purchased on 11 May 2018

Budget

- Note the loss in the order of \$11k is attributed to a forecasted attendance revenue being lower (-395 x \$44.50 (ticket price less GST = \$17,577.50) and therefore expenses exceeding budgeted revenue. Note however that we have the following assets:
 - Coonawarra Sign Post Signage valued at \$3,840
 - Coonawarra glassware Note that we have additional Multi-White Plumm Coonawarra Glasses – see Roadshow Report for stocktake and in total in order of 540 glasses from Melb, Syd, Bris & Adel stock in excess. Glasses 540 x \$4.55 = \$2,457
 - Roadshow video (see today and to be released is the winery image) = \$1642Total Asset value \$7,939 of \$11,000 negative budget.
- See P&L on the next page.

- Note that we will review if we are to maintain adopted \$500 member fee for member winery participation at all cities which did contribute to the Revel Review and investment in theming. Note the fee for service was \$7,000 plus travel costs of Dan to visit our region and provision of the presentation for member benefit and that is accommodated in the Roadshow expenses.

Coonawarra Cellar Door In The City Roadshow 2018							
Location	Date	Time	Venue	Glasses	Carton	Asset Remaining	Asset \$
Melbourne	Wednesday 8 August 2018	Public 5pm to 8pm	Meat Market	648	54	216	\$982.80
Sydney	Friday 10 August 2018	Public 5pm to 8pm	Lower Town Hall	480	40	180	\$819.00
Brisbane	Sunday 12 August 2018	Public 2pm to 5pm	Lightspace	348	29	36	\$163.80
Adelaide	Friday 17 August 2018	Public 5pm to 8pm	Published ArtHouse	360	31	108	\$491.40
Perth	Sunday 19 August 2018	Public 2pm to 5pm	Perth City Farm	192	16	N/A	
Total				2028	170	540	\$2,457

- See on page 15, the 2017 versus 2018 Roadshow P&L.

Risks/Issues/Constraints

- Risk Management Plan created, however express concern that members do not read forms.
- Clarifying that Revel's Review included the following scope.
- Trade expectations.

Opportunities

- Potential to hold additional events in conjunction exploring opportunities to work with media, retail outlets and organisations such as Sommeliers Australia to provide an event in each location.
- Greater focus on advance planning and rollout socially three months in advance.
- Currently reviewing venues to lock in November schedule and update members and confirm participation in 2018.
- Website to be updated in 2018.
- Promotional Materials to clearly identify tickets can be purchased at the door.
- Greater involvement of committee at each Roadshow city event as support to CV staff and assist our participating wineries in being briefed effectively on the day.
- Explore the value add opportunities for consumer including a regional activity – potentially a blind tasting.

Key points/actions for Members

- Take note of dates provided in the General Meeting Update and we will be back in touch to coordinate venues.
- Tour Operators remain interested in participating subject to financing.
- Refer to Roadshow Report on the website available for you to peruse in your own time with all survey responses outlined.

Roadshow 2018 P&L

		Wed 8th Aug		Fri 10th Aug		Sun 12th Aug		Fri 17th Aug		Sun 19th Aug	
Income		Melbourne		Sydney		Brisbane		Adelaide		Perth	Totals Excl. GST
Public ticket sales	367	\$ 16,331.50	288	\$ 12,816.00	195	\$ 8,677.50	261	\$ 11,614.50	109	\$ 4,850.50	\$ 54,290.00
Eftpos	18	\$ 801.00	15	\$ 667.50	23	\$ 1,023.50	11	\$ 489.50	13	\$ 578.50	\$ 3,560.00
Cash Sales	3	\$ 133.50	4	\$ 178.00			12	\$ 534.00	3	\$ 133.50	\$ 979.00
Total Income from Sales	388	\$ 17,266.00	307	\$ 13,661.50	218	\$ 9,701.00	284	\$ 12,638.00	125	\$ 5,562.50	\$ 58,829.00
Member & Tour Operator Fee		\$ 3,454.55		\$ 3,181.82		\$ 2,090.91		\$ 3,181.82		\$ 1,409.09	\$ 13,318.19
Freight		\$ 242.73		\$ 455.45		\$ 377.27					\$ 1,075.45
Total Income		\$ 20,963.28	307	\$ 17,298.77	218	\$ 12,169.18	284	\$ 15,819.82	125	\$ 6,971.59	\$ 73,222.64
Expense											
Total Expense		\$ 26,453.27		\$ 16,730.42		\$ 18,524.60		\$ 10,294.25		\$ 11,617.89	\$ 83,893.03
Total P&L		-\$ 5,489.99		\$ 568.35		-\$ 6,355.42		\$ 5,525.57		-\$ 4,646.30	-\$ 10,670.39

Roadshow 2017 P&L

	Wed 9th Aug	Thurs 10th Aug	Fri 11th Aug	Sun 13th Aug	Fri 18th Aug	Sun 20th Aug	Actual Total	EX GST	INC GST	Budget Total
Income	Melbourne	Hobart	Sydney	Brisbane	Adelaide	Perth				
Public ticket sales	404 \$ 18,180.00	49 \$ 2,205.00	256 \$ 11,520.00	236 \$ 10,620.00	220 \$ 9,900.00	113 \$ 5,085.00	\$ 57,510.00	\$ 52,281.82	\$ 57,510.00	
Eftpos	26 \$ 1,125.00	13 \$ 585.00	6 \$ 270.00	13 \$ 585.00	1 \$ 45.00	6 \$ 270.00	\$ 2,880.00	\$ 2,618.18	\$ 2,880.00	
Cash Sales	16 \$ 720.00		3 \$ 135.00	6 \$ 270.00	4 \$ 180.00	6 \$ 270.00	\$ 1,575.00	\$ 1,431.82	\$ 1,575.00	
Total Income	\$ 20,025.00	\$ 2,790.00	\$ 11,925.00	\$ 11,475.00	\$ 10,125.00	\$ 5,625.00	\$ 61,965.00	\$ 56,331.82	\$ 61,965.00	
Expense							Actual Total			Budget Total
Total Expense	\$ 13,507.59	\$ 1,951.96	\$ 14,272.73	\$ 7,605.47	\$ 9,586.95	\$ 6,856.78	\$ 53,781.48	\$ 48,950.89	\$ 53,781.48	\$ 52,000.00
Total P&L	\$ 6,517.41	\$ 838.04	-\$ 2,347.73	\$ 3,869.53	\$ 538.05	-\$ 1,231.78	\$ 8,183.52			-\$ 52,000.00

7. Coonawarra Cup Committee

The **Cup Committee** is responsible for the staging the Coonawarra Vignerons Cup marquee and has assisted in part with the Masters Golf Tournament that was moved to October and realigned with the Coonawarra Cabernet Celebrations month long wine festival.

Members

Tim Bailey (Chair), Peter Balnaves (Board), Joe Cory, Sara Fletcher, Tony Gleeson, George Kidman, Katie Lewis, Steven Raidis, Daniel Redman and Luke Trotter.

Aim

1. To coordinate the running of the annual race day event and all associated activities around the event.

Achievements

- The 2018 event yielded \$20k profit that will be invaluable for offsetting the budget and enabling further annual investments.
- Golf Day moved and successfully held in October coinciding with the Coonawarra Cabernet Celebrations on Friday 5 October 2018. Team Kidman & Peter Thompson Wines took away the coveted red jackets.
- Launch for Vignerons Cup November, 4:30pm to 6:30pm Friday 9 November 2018, Royal Oak Hotel
- MC Jane Ferrari, former wine communicator of the year and Auctioneer Miles Pfitzner have been confirmed for the 2019 event.

Work In Progress

- Commenced sponsorship communication on 8 May for budget planning purposes and aiming to have all sponsors locked in by 9 November when we launch the Cup.
- The 2018 Sponsor List is outlined below and note that we have substantially increased this list already while we are in the process of reaffirming the existing list that has continuously supported the CV. It is noted that the Golf Sponsorship is no longer and therefore the profile of that sponsor may change this year. In addition to the following sponsors we have locked in several more and we will be announcing these on 9 November 2018.

Platinum Sponsors

[South West Freight](#)

[TK Furniture](#)

[Richard Ray Insurance Brokers](#)

[Langtons](#)

Gold Sponsors

[Vinpac International](#)

[Hahn Corporation](#)

[AP John Coopers](#)

[MCC Labels](#)

[Wattle Range Council](#)

Silver Sponsors

[BOC](#)

[BFL](#)

[Bendigo Bank](#)

[Adelaide Galvanising](#)

[Brandstoker](#)

- We are currently confirming the Blanco catering menu.
- Presenting partner for the Coonawarra Cup which would complement the brand “Coonawarra” – refer to presentation slides.
- Engage suppliers such as Veolia to look at sponsorship packages as a way of showing support for the region – in progress
- Fashions in the Marquee to be confirmed as TRSA will not be facilitating as per 2018.
- Coonawarra \ Aprons to be purchased for Bar Staff and can be used throughout the year.

Budget

- Maintain the outcomes from 2018
- Maintain the competition in Imperial auction which will increase revenue
- Reviewing the wine budget allowance. Analysis undertaken and presented to Treasurer.
- All other activities in accordance with budget
- Masters Golf Budget note excludes event social media advertising \$200.

2018 Masters Golf	ex gst	
INCOME		
Sale of tickets	\$ 1,800.00	
Sponsorship	\$ -	
EXPENSES		
Trybooking ticket fees		\$ 46.08
Coles - Platters		\$ 110.00
Penola Golf Club - Green Fees		\$ 490.91
Penola Golf Club - Catering		\$ 409.09
Dynacast Golf Group - Prizes		\$ 448.00
Vista Print - Posters		\$ 73.16
Park Drycleaners - Jackets		\$ 56.36
Total	\$ 1,800.00	\$ 1,633.60
NET PROFIT	\$	166.40

Risks/Issues/Constraints

- Responsible service of alcohol
- Need to demonstrate support of sponsors and create additional value

Opportunities

- Engage suppliers to look at sponsorship packages as a way of showing support for the region
- Increase the social media planning to incorporate the sponsors and to roll out from 9 November through to 17 January 2019.
- Presenting Partner relationship and the energy and collaboration this will bring.

Key points/actions for Members

- Members to continue to purchase tickets to Coonawarra Vignerons Cup early to avoid missing out, but also acknowledge that we do receive at least 20 back that could be allocated to public earlier if members are not planning to host guests. Tickets go on sale 9 November 2018. Only 50 will be available to public to purchase on this date. We appreciate members keeping us informed of their planning as we also allocate sponsors tickets.
- If participating in Imperial auction please engage with your database to increase competition.
- If you are not currently volunteering with the event, we welcome any form of assistance, in particular for the decorating on Wednesday 16 January 2018. Cleaning is everyone's responsibility. This year Grand Events will be managing the installation and pack down reducing the level of involvement of the Committee. Note however this will be a transitional year and therefore oversight will be required.
- Please do not share publicly the sponsor list nor the information relating to the Presenting Partner as it will be announced on 9 November 2018 at the Launch.
- Note that the marquee will be installed by Grand Events this year with the CV assisting with the airconditioning and plumbing.
- A thank you to all the member companies that donate the time of the Cup Committee Team. It is appreciated and we thank you publicly for the support.