

MINUTES – CDE Sub Committee Meeting

Tuesday 23 October 2018

8.45am

CV Office

1. Welcome/Attendance/Apologies

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

Apologies:

Minutes: Olivia Nunn (ON)

Resignations: Michelle Stehbens (MS)

2. Minutes of the Previous CDE Meeting

Moved
N/A

Seconded
N/A

- Noted minutes supplied in the meeting.

3. Upcoming Cellar Dwellers and Cabernet Celebrations

3.1

Cellar Dwellers (not discussed in detail as priority is 2019)

- CV Office is seeking ways of increasing promotion.
- Confirmed that the CV Board supported that funding allocated to the Shirazz Jazz event will be redirected to promotion of the month-long wine festival to enhance the advertising.
- Noted that Council has grants for event extension and any new offering could be tapped into for an additional \$5k. Further exploration is required by CV.
- Planning phase to commence in January for brochure to be prepared for distribution in March – noted that this will require wineries to input in January.
- Electronic version uploaded March.
- Social media to commence 3 months in advance April following After Dark.
- Create a concise Fact Sheet to be shared with the Committee in January and shared with Cellar Doors thereafter.
- *Action: CV Office to address the above as per schedule priority.*

3.2

Cabernet Celebrations

- SATC Funding Application Agreement -\$15k per annum for 3 years therefore funding to 2020.
- Golf Day held on Friday 5 October and the committee's assistance has been sought to help with this event next year, 2019, as it no longer fits with the Coonawarra Cup Committee.
- Retrospective Tasting pre-purchased tickets – Target was reached.
- Masterclass well attended, however not sold out – 3 tickets remaining
- ATDW listings will be reviewed in conjunction with Mixed Dozen project work. Noted ATDW is a non negotiable for our region. We need to be present in order for us to gain exposure on the listings. The provision is free in SA which is further verification that we should be using it.
- Concise Fact Sheet shared with Cellar Doors and the Committee provided positive feedback and this will now be rolled out across all such CV events.
- *Action: ON/HE Reminder email to all member wineries to submit survey responses by Thursday 1 Nov.*
- *Action: EB requested budget. ON to extract CDE Budget and email with minutes.*

4. Cellar Door Manual 2018 (update from 2013)

4.1

- *Action: ON will incorporate additional Phylloxera information in the next edition along with Chinese visitor information and noted this had not been circulated as awaiting the information from the Vinehealth training 24 October 2018.*
- Cellar Door metrics were followed up and currently no further state funding.
- *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. – Calendar invite to be set up – noted outstanding action.*

5. Industry Get Togethers – 2018

5.1	<ul style="list-style-type: none"> Tracking in Correspondence. Next Event – Raidis Estate to host on Thursday 29 November. CV Christmas Get Together TBC Post Meeting Note: Looking at Tuesday 11 December for CV Christmas Get Together
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6. Pop Ups

6.1	<ul style="list-style-type: none"> Penola Christmas Pop Up – 21 December 2018. Preparations to be made, including Liquor License
6.2	<ul style="list-style-type: none"> Committee agrees that pop up events shall take place prior to major CV calendar events, enabling promotion of the subsequent major regional event in the lead up. CV classified pop up events to engage participation of a minimum 10 Member wineries. Discussion held on more Pop Ups in & around the region, including: <ul style="list-style-type: none"> Robe (January), Geelong Warrnambool Hamilton (in conjunction with Sheep Show end August). Mount Gambier in May (pre Cellar Dwellers) – Potential to host of participate during Generations in Jazz Festival Adelaide – Bowden Plant 44 <i>Action: HE and ON to explore and update CDE.</i>

7. 2018 Events

7.1	<ul style="list-style-type: none"> Roadshow – 2018 Post event report presented at General Meeting and available to view on website. Feedback from consumer survey entailed within. 2019 dates and venues being reviewed. 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. After Dark – Coonawarra Vignerons reviewed involvement in event, Friday 12th and Saturday 13th April 2019, and will continue to provide promotional support Grapes of Mirth- Opportunity to host comedy event in region. Discussions underway between CV office and event organisers for large scale (700pax) event in January 2019, subject to board approval. <i>Action: ON to keep informed.</i>
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8. Local Tourism & Educational Tours

8.1	<ul style="list-style-type: none"> McLaren Vale Famil Itinerary reviewed and updated. <i>Action: HE to issue finalised itinerary to participants. Invoices to be issued by CV.</i>
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9. Industry Initiatives

9.1	<ul style="list-style-type: none"> Wine Australia: Positive Feedback from SIP & TIP provided and Tonia Davis of WA providing a report
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 2017 and it will be possible in 2018 however we are not going to pursue with the Leigh Street Pop Up event noting the region schedule.
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 is now commencing. Note also the china friendly brochures that are available electronically and in hard copy.

10. Future Ideas

10.1	<ul style="list-style-type: none"> EB's list has been circulated and EB suggested Porch Sessions which will be reviewed at the November meeting to decide on any opportunity for other events. It was noted that CV is at capacity and regional events require approx. 10 or more members to be involved or be of strategic importance. <i>Action: All to review and continue to raise ideas as they come to fruition.</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 if you see them on our socials. The You Tube Channel is here: https://www.youtube.com/channel/UCaGSUJjgFpXQf3gHFTstcpA. We have reviewed outcomes and CV is preparing a social media event strategy. • Cup Update – Provided in regards to changes with Golf. In general all remains the same otherwise. CDE confirmed their offer to assist if required for the Golf Day to be held in Oct moving forwards. CV Cup Launch – save the date – Friday 9th November. • Viticulture – See minutes on the website. • Roadshow – Report to follow and be updated to the website, noted General Meeting to include survey results summary.
11.2	<ul style="list-style-type: none"> • Correspondence Priorities – All encouraged to read weekly correspondence and to share content with teams. If you have feedback please share this for continuous improvement.
11.3	<ul style="list-style-type: none"> • Committee Structures – Org changes were discussed, including the Brand Reference Group (formerly Marketing Committee) and noted the upcoming General Meeting will also provide an update on the changes.

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. Note the Cellar Door Manual needs to be issued. The Fact Sheet and FAQs for events is also a key document and CV will continue to prepare for benefit of members. • PMN: CDE to consider ways of acknowledging Michelle Stehbens contribution to CV in particular as CDE Chair.

Next Meeting – Tuesday 27 November @ 8.45am – CV Office

PMN: CELLAR DOOR EVENTS BUDGET

	CELLAR DOOR EVENTS BUDGET	
4-0000	Income	
6-4200	Cellar Door Events	
6-4208	Penola/Coonawarra Arts Festival	\$5,000.00
6-4209	Great Wine Capital	\$1,000.00
6-4210	Pop-Up Bar Leigh St	\$8,000.00
6-4211	Pop Up Bar - Local	\$500.00
4-5500	Coonawarra Cabernet Celebrations	
4-5501	CCC Masterclass	\$8,160.00
4-5502	CCC Regional Retrospective	\$1,700.00
4-5515	CCC Grant income	\$15,000.00
4-5516	CCC Masters Golf Sponsorship	\$4,000.00
4-5517	CCC Masters Golf Ticket Sales	\$1,000.00
	Expenses	
6-4200	Cellar Door Events	
6-4208	Penola/Coonawarra Arts Festival	\$5,000.00
6-4209	Great Wine Capital	\$1,000.00
6-4210	Pop-Up Bar Leigh St	\$8,000.00
6-4211	Pop Up Bar - Local	\$500.00
6-4500	Cellar Dwellers	
6-4502	Cellar Dwellers Advertising	\$7,000.00
6-4600	Coonawarra Cabernet Celebrations	
6-4601	CCC Masterclass	\$6,500.00
6-4605	CCC Retrospective Tasting	\$250.00
6-4609	CCC Advertising & Promotions	\$14,000.00
6-4610	CCC Brochures & Posters	\$4,000.00
6-411	CCC Guest & Media	\$2,500.00
6-4613	CCC Miscellaneous Exp	\$1,000.00