

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Sub Committee Meeting		
Wednesday 26 September 2018	8.30am	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)
Apologies: Kerrie Marcus (KM), Michelle Stehbens (MS)
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">Noted minutes supplied in the meeting

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	<p>Cellar Dwellers (not discussed as priority is 2019)</p> <ul style="list-style-type: none">• Seek ways of increasing promotion.• Confirmed that 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.• Noted that Council has grants for event extension and any new offering could be tapped into for an additional \$5k. Further exploration is required.• Planning phase to commence in January for brochure to be prepared for distribution in March.• Electronic version uploaded March.• Social media to commence 3 months in advance April following After Dark.• <i>Action: CV Office to address the above as per schedule priority.</i>
3.2	<p>Cabernet Celebrations</p> <ul style="list-style-type: none">• Reaffirmed that the SATC Funding Application Agreement was signed on 22 August 2018 - \$15k per annum for 3 years therefore funding to 2020.• Note that programs distributed later this year due to membership renewal and inclusion in events.• Golf Day is to be held on Friday 5 October and the group advised they can assist if required by the Cup Committee.• Retrospective Tasting pre-purchased tickets – Reviewed ticket sales and talked strategy for word of mouth and sharing from cellar doors to target the child care centre, schools and other such institutions staff who will be on holidays. Consider including blind challenge much like the CDF offering. Hot Shots Challenge - person who guesses vintage of Cabernet and blend.• Masterclass pre-purchased tickets were discussed on track with sales.• ATDW listings will be reviewed in conjunction with Mixed Dozen project work. Noted ATDW is non negotiable.• Concise Fact Sheet to be shared for Cellar Door.

4. Cellar Door Manual 2018 (update from 2013)	
4.1	<ul style="list-style-type: none">• <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. – Noted calendar invite to be set up.</i>

5. Industry Get Togethers – 2018	
5.1	<ul style="list-style-type: none">Tracking in Correspondence. Parker on 18 October and Raidis to host in November.

6. Pop Ups	
6.1	<ul style="list-style-type: none"> Adelaide – Bowden Plant 44 Option followed up and looking at September pre Cabernet Celebrations – Not to be pursued but look at for another event – timing day for Saturday.
6.2	<ul style="list-style-type: none"> Penola Christmas Pop Up – 22 December 2017. Preparations to be made.
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"> McLaren Vale Famil Itinerary reviewed and updated. <i>Action: Famil to be finalised.</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: Feedback from SIP & TIP provided.
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_AGM_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 however we are not going to pursue with the L
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. <i>Action: All to review and continue to raise ideas as required.</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.CDE offered to assist if required for the Golf Day. Viticulture – See minutes on the website.

	<ul style="list-style-type: none"> • Roadshow – Report to follow.
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 – Discussed proposed Org changes briefly. To be reviewed at next meeting.

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.

Next Meeting – TBC @ 8.45am – CV Office