

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Tuesday 27 November 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), Hannah Lewis (HL), Emma Raidis (ER)
Apologies:
Minutes: Olivia Nunn (ON)

2. Minutes of the Previous CDE Meeting		
Moved EB	Seconded KM	<ul style="list-style-type: none">Noted minutes supplied in the meeting.

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	<p>Cellar Dwellers</p> <ul style="list-style-type: none">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 to extend the Cellar Dwellers offering.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 to be uploaded in 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.<i>Action: CV Office to prepare and share annual event planning calendar – noted the schedule is in progress.</i><i>Action: Cellar Dwellers month long event calendar workshop meeting has been scheduled on Wednesday 28 November.</i> <p>Cabernet Celebrations</p> <ul style="list-style-type: none">SATC Funding Application Agreement - \$15k per annum for 3 years, therefore funding to 2020.Golf Day to be planned by CDE committee October 2019.Retrospective Tasting – 2019 dates to be confirmed. Proposed 3rd weekend of month.Masterclass – as above. Proposed date Saturday 19 Oct.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.Fact Sheet to be updated for 2019.ER raised ways of recording to assist with conversion of visitation data in cellar door. To be discussed outside of meeting with LD and JA.Budget – In reference to the budget EB asked where does the bus company budget get allocated and ON confirmed it was allocated in the \$15k from SATC.350+ surveys received.<i>Action: CV Office compiling survey data and finalising post event report targeting a submission by the end of the month. HE to follow up with wineries provision of visitation data (inclusive of feature and unique tasting events)</i><i>Action: Weekend Themes to be reviewed at workshop meeting scheduled Wednesday 28 November.</i><i>Action: Postcard proposed to developed prior to main event programme release.</i>
3.2	

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 noted this had not been circulated as awaiting the information from the Vinehealth training held on 24 October 2018.</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. Calendar invite to be set up, noted outstanding action and a regular invite to be put in the calendar.</i> • <i>Action: ON to issue Cellar Door Manual for review to CDE Committee, before rolling out to Members.</i> • <i>Action: Bus conduct and wine varieties documents to be reviewed and updated in alignment with Cellar Door Manual.</i>
5. Industry Get Togethers – 2018	
5.1	<ul style="list-style-type: none"> • Tracking in Weekly Correspondence. Next Event – Raidis Estate to host on Thursday 29 November with educational component. • CV Christmas Get Together is 11 December following Governance Session, facilitated by SAWIA at the Coonawarra Hall. BYO Glass and \$5 for catering - Coonawarra Hall / Fodder. • 2019 CV Christmas Get Together to be hosted in November. • <i>Action: CV office to confirm location for CV Get Together. Invite to be sent to members.</i>
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 submission. Committee noted that CV office does not need to undertake and a CDE team member can run on our behalf. CV were comfortable with running the bar as it is our last day in region before office closure from 3:00pm 21 December to Wednesday 2 January 2019. JA is available to volunteer and all were happy with stock to be utilised. CV wine stocktake to be undertaken. • Note: PADBATA continues as new committee with Dru Reschke - President, Bec Trotter - Vice President, Kerry Meares - Treasurer, Nicole Reschke – Secretary and Members include: Deb Redman, Catherine Robertson and Emma Raidis. • <i>Action: ON and HE to stocktake available wine for Xmas pop up on Wednesday 28 November at Zema Estate.</i> • <i>Action: HE to submit liquor licence application.</i>
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) – Koonara may do one - Geelong - Warrnambool - Hamilton (in conjunction with Sheep Show end August). ER noted not enough interest. - Mount Gambier in May (pre-Cellar Dwellers) – Potential to host of participate during Generations in Jazz Festival - Adelaide – Bowden Plant 44/Night Markets - Bay Festival – Feb - Port Fairy – Branding • <i>Action: HE and ON to explore and provide CDE Committee an update to plan in December.</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. Note dates to be confirmed and distributed. • CDF 2019 Event – Due to insufficient winery participation, CV will not be attending in 2019, unless something changes. Budgeted to participate as a region in another pop-up event to continue to build brand awareness. • <i>Action: All to consider Melbourne events to participate in.</i> • Coonawarra Cup – Ticket sales on track. Looking to confirm Members tickets purchased by 27 November 2018.

	<ul style="list-style-type: none"> After Dark – Coonawarra Vignerons reviewed involvement in event, Friday 12th and Saturday 13th April 2019, and will continue to provide promotional support. ON noted that a Qantas Famil is likely to occur during this weekend. Grapes of Mirth – Large scale comedy event. Registrations of Participation sought by wineries to participate in event with positive response of 11 wineries. Event ticketing and promotion to commence following Board endorsement on Thursday 29 November. <i>Action: ON will provide update following board meeting 28 November 2018.</i>
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8. Local Tourism & Educational Tours

8.1	<ul style="list-style-type: none"> McLaren Vale Famil debrief session held with participants on 22 November 2018. <i>Actions: CV to:</i> <ul style="list-style-type: none"> 1. Issue the assessments as a consolidated pack. 2. Share and adapt Plan on a Page template – relevant to Cellar Doors. 3. Look at ways to Incorporate education into Industry Get Together Events. 3. Facilitate an in region Famil with those participants at their own cellar doors.
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9. Industry Initiatives

9.1	<ul style="list-style-type: none"> Wine Australia: Positive Feedback from WSET provided and Tonia Davis of WA providing a report.
9.2	<ul style="list-style-type: none"> Great Wine Capitals – Nov 18 AGM and participated in the International Tasting with ON and Brett Sharpe presenting Coonawarra Wines. Region visit did not come to fruition due to aviation issues. 2019 AGM to be hosted in Bordeaux.
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. <i>Action: ON meeting with Shanghai PIRSA Manager, Ms Xiao-ya We in region on Thursday 29 November.</i>
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"> It has been noted that CV is at capacity and regional events require approx. 10 members to be involved or be of strategic importance. <i>Action: All to review and continue to raise ideas as required.</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/UCaGSUJqFpXQf3gHFTstcpA We have reviewed outcomes and preparing a social media event strategy plan. Cup Update – No further update than that presented during meeting. Viticulture – See minutes on the website and last meeting minutes are about to go up. Roadshow – 2019 Venues and dates TBC by December.
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 have been implemented. New Org Structure available to reference on website (CGWI section).

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. CDE to consider ways of acknowledging Michelle Stehbens (MS) contribution to CV as CDE chair. Note this was not discussed and it will be raised in the workshop.
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	<ul style="list-style-type: none"> • Out of scope: It was noted that CV has met with Coonawarra Discovery in relation to the CCC shuttle bus service. In conjunction with this meeting it was highlight that there are concerns with the voucher process that is being administered by Coonawarra Discovery, without sufficient consultation with wineries. Further to initial conversations it was recommended that Coonawarra Discovery seeks approval of this voucher process from the wineries. Noting during the meeting voucher exchange the situation was role played- both from the position of the cellar door person receiving the voucher and the position of the visitor when there is an unapproved processed. It was also noted that this is an individual winery relationship and that each winery needs to express their concerns to Coonawarra Discovery. • <i>Action: McLaren Vale Famil group has initiated and Brand's Laira Coonawarra are to host at 5:00pm on Tuesday 4 December 2018 a discussion session for wineries to provide their feedback on Coonawarra Discovery conduct. Invite to be issued by Ashlee Garwood.</i> • PMN: CV Hire equipment now available to all members is to be shared online and via an email. <i>Action: HE to consolidate equipment list and upload to website with relevant hire policies.</i>
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Next Meeting – Tuesday 11 December @ 8.45am – CV Office

(Note Workshop on 28 November 2018 @ 9:00am – Zema Estate)