

Minutes

1. Welcome and Attendance

Attendees	Dan Redman (DR), Olivia Nunn (ON), Heidi Eldridge (HE), Katie Lewis (KL), Joe Cory (JC), Luke Trotter (LT), Tony Gleeson (TG), Sara Fletcher (SF)
Apologies	Pete Balnaves (PB), Tim Bailey (TB), Steven Raidis (SR), George Kidman (GK), Christine Lambert (CL) on AL and note CL not required based on 2 CV staff in attendance
Minutes Recorded by	Olivia Nunn (ON)

Post Meeting Note (PMN)

2. Racing Club Update

- Racing.com truck will be moved outside the fence next year which will provide the marquee more room – this was confirmed on 21.08.
- There will be a power upgrade to the whole track this was confirmed by TG on 21.08 – Note located at the switch board will also include a back-up generator. TG noted that the Power Upgrade is occurring on 28 November 2018.
- *Action: JC confirm the Generator 70 KBA availability on 17 January 2018 and report back and if unavailable Baxter to be consulted. Racing Club to share cost 50:50. ON looking into who should be bearing these costs.*
- CV wristbands arrived.
- *Action: Cup lanyards to be maintained.*
- PB suggested supporting letter to Nick McBride for grant and ON followed up with Belinda Holland Secretary of Penola Racing Club to confirm approach and support if the Penola Racing Club required.
- Racing club has requested Adelaide undertake an 11.30am race start however unlikely TG noting that this may reduce to 12:30pm start. TG noted no change.
- ON met with TRSA's Marketing Manager Michelle and Senior Marketing Coordinator Cassandra Norris who has taken Dani's role and verified the timings are unlikely to change unless we have another weather event.
- *Action: TRSA to provide artwork for poster to be printed by Hansen Print for the Launch. Noted the sphere sign is to be updated with artwork to be replaced. TRSA to update the poster for hardcopy distribution in region. TRSA to provide details for Fashions in Marquee sashes to be printed.*
- *Action: TG to provide an update at the next meeting.*
- The trophy invoice had been received and twice the price of 2018.
- *Action: CV to send the invoice to TG and Belinda Holland for follow up with Trophy Company Winning Edge.*
- *Action: Racebook to update prize details and discussed the prize which will include 2 dozen cabernet wines \$TBC + \$1,650 + trophy \$700 and rug \$140 along with the prize money. Note that the Sponsorship is \$5,000.*
- TG confirmed that Presenting Partner can have signage on track at their own cost (Circular signage. Either side of the mirror two black posts off the ground fixed with no ability to bump in and out).
- *Action: CV to seek quote from diversity signs. Specs to be provided.*

3. Super Sweep

- Worked well and committed for 2019, \$10 per ticket.
- Noted that keeping prizes under \$10k.
- *Action for runsheet: Committee members to actively commence selling tickets from start and each table to be actively pursued*
- *Set up station within registration desk.*

4. Budget and Sponsors

- Sponsorship document is the same for 2019 and we went through the sponsorship list included herein.
- Richard Ray are not sponsoring in 2019.
- New sponsor agreement is on website and we will close our sponsorships for 2018 following discussions with those outstanding.
- PMN: ON in process of following up with Ashlee-Lauren re: millinery display further to TRSA confirming Ashlee as an ambassador and she will attend the Marquee and undertake the Fashion in the Marquee judging jointly with Kate Hastings who undertook the judging this year.
- Yalumba will have larger attendance and confirmed not sponsoring in addition to attendance.
- *Action for runsheet: MC notes and social media strategy on the day to enhance the coverage for the Sponsors.*
- MCC Labels has come back with alternate options to previously advised support which was presented to Board some time ago. ON presented the augmented reality option presented by MCC, noting that Coonawarra is the first region to consider using this technology for marketing in this environment using the neck tag printed by MCC to connect the attendees with our marketing video.

When reviewed with the Committee, JC noted he didn't believe in the value and discussion prevailed. It was noted that we would seek a waterproof neck tag. The Committee voted on the augmented reality and use of a Coonawarra branded Neck tag with the Coonawarra \ Logo to be placed on the bottles from bar and connected also to the programme document. We will look to connect the data to our reporting to track how many open the video and how long they view it over the course of the month.

It was noted that of those Committee Members in attendance the following were supportive – LT, DR, TG, SF and KL and noted that JC not supportive.

We would look for 1,000 available for the day.

PMN: Additional 2,000 can be made available from MCC Labels.

Action: CV to create the marketing campaign and 30 sec video that will be matched to the neck tag this may be the Coonawarra Now is the time or a Roadshow piece to cross promote events later in the year.

We will work to the following timeframes:

- Initial neck tag artwork comments – Friday 23 November 2018
- CV prepare Video –Tuesday 27 November 2018
- Board review of artwork and video – Thursday 29 November 2018
- CV provide final content to MCC Labels – Thursday 29 November 2018
- MCC print neck tags (2,000 to 3,000) and imperial bottle labels (8) – 21 December 2018
- MCC prepare augmented reality – 21 December 2018
- Hansen Printing to prepare the programs and sponsorship confirmed as silver.
- *Action: Programs to be coordinated with Hansen Print by end of December.*



- *Action: ON to confirm water supplier and noted South East Ice Suppliers was yet to be approached.*
- Sponsors are considered to be adequate and no need to seek any further.
- *Action: Aim for CV to invoice all by end of month when Christine returns to the office.*
- The following table reflects the current sponsorship status. Note that the Sponsorship Proposal Document was emailed to all sponsors on 28 May to flag to Sponsors for budget purposes and comms have occurred since to announce the sponsorship on 9 November.

2018 Race Sponsors	Silver Sponsors
Yalumba Family Vignerons	Adelaide Galvanising
Raidis Estate	Bendigo Bank
Balnaves of Coonawarra	BFL
Banks Thargo	BOC
Parker Coonawarra Estate	Brandstoker Pty Ltd (TBC)
Redman Wines	Hansen Print
Coonawarra Vignerons Cup	South East Motor Company
Majella Wines	Seguin Moreau
	Wattle Range Council
Gold Sponsors	Platinum sponsors
A P John Coopers	T K Furniture
Hahn Corporation	MCC Labels
Vinpac	Langton's Winery Direct
CCL	South West Freight
Presenting Partner	
36° South	

5. T-Shirts

- Cost was \$49 + GST
- Sold one Polo Shirt on Monday.
- Sold 6 in 2018 and CV does not have a shopping cart on CVA website, but has left the sale sign in the window and is looking into the web backend to create.
- *Action: ON & HE to review further with website provider.*
- Noted that we did not sell at Symposium and we did incorporate as gift in Golf Sponsorship for winning team of 4 that was taken out by Kidman and Peter Thompson Wines. Reducing stock by 4.
- *Action: PMN could look at cobranding with the presenting partner to move. Will seek price for logo inclusion and could double with the beef club as external opportunity if these do not move this year.*

6. Catering

- Blanco have requested lighting in their tent for 2019. Marquee requirement includes lighting. See combined quote attached to the November Calendar Invite.
- *Action: KL to meet or discuss with Blanco possible listing of more committee/Coonawarra wines at their restaurants in return for ongoing business.*
- KL noted she had not met with Blanco. The menu options were emailed out and on the calendar invite. Menu was reviewed. Note presenting partner

has included beef and this has been confirmed at the price Blanco had allowed for enabling no change to the offering and costings.

7. Imperials Auction

- *Action: TB to source Imperials and advise MCC Labels for printing.*
- Auction: Miles Pfitzner has requested to come back and had asked for 4 tickets. Note Miles invited based on 2 tickets. ON confirmed MP and agreed to 2 additional tickets to be purchased for their attendance and these can be accessed at the sponsorship reduced rate of \$195 pp.
- *Action: Tickets for Miles to be invoiced.*

8. Wine & Bar

- Discussion re increasing budget, confusion re: pricing. Raising the question: Do we work on a percentage discount? Some wineries are getting hit harder.
- *Action: CV to work out best way to charge wines and what budget would be required. Noted that the analysis has been undertaken and will review with the Finance Committee and report back to Cup Committee ASAP.*
- *Action: We will aim to send out the wine request by end of November.*
- 117 ice buckets and additional larger buckets and closed the ice bucket action with recent purchase of buckets for use on Roadshow – these are available for members to hire.
- *Action: We will share the equipment register at the next meeting.*
- Bar is to be kept as per 2018 configuration with 500ml water bottles in eskies throughout the marquee for ease of access and reducing the need to keep cool at the bar.
- *Action: Branded aprons to be ordered from Hip Pocket. Quote to be brought back to the next Committee Meeting.*

9. Ticketing

- Keep ticket price the same
PUBLIC \$210 - SPONSORS REDUCED RATE \$195 - MEMBERS \$175
- Noted that each ticket in addition to food and wine costs has race entry \$12, book \$4 and wrist band \$0.05.
- Tickets are on sale and have been on sale since Friday 9 November 2018. Link supplied to MEMBERS via Email and Website to have the link for Public.
- 50 tickets sold to PUBLIC on 9 November 2018. Waiting list of 15.
- Public tickets-start with 50, members get 2 week to purchase tix then open to public further 50 tickets with a no refunds policy and can only return by 17 December 2018.
- Confirmed that the Cup Committee ticket is to be allocated by CV and not to be paid by member winery. Those that have booked tickets already to advise the office and we can reimburse closer to the event to ensure tickets are allocated as required.
- Discussed the need for an Email reminder with Subject: REMINDER TO BUY YOUR TICKETS... THEY ARE SELLING OUT.
- CV is looking into other ticketing avenues. ON noted that Eventbrite is being reviewed. Trybooking is lower cost and commonly used when events are local and will be maintained for 2019.
- *Action: Bespoke Member email out on 27 November 2018 to check in and confirm further to correspondence that ticket allocation is under review and subject to read REMINDER TO BUY YOUR TICKETS... THEY ARE SELLING OUT.*

10. Decorations

- It was noted that Jane is happy to be involved on 17 January 2019. Note that Jane received her wine as it was delivered by ON. GK noted that he delivered 1 x dozen wines to Jacqui also. Note that Jane and Jacqui need two tickets for the event as part of their commitment and budget allowance.
- ON emailed the details to Jane. ON sent invite to Jane for the Launch on 9 November 2018.
- Jane provided a style map for planning of the marquee layout and this was reviewed at the meeting and Committee were happy with the presented proposal.
- *Action: If required to seek availability of decorations via the Marquee supplier. Refer to Grand Events website.*
- *Action: ON to send email to Wagner's Rose Garden to secure roses. Noted this would happen prior to the December meeting.*
- *Action: Confirmed that KL and SF to take the lead with assisting with Marquee decorations on the Wednesday prior and we would seek other volunteers via email.*
- *Action: PMN Jane has ordered the table runners and sought a confirmation of the budget.*

11. Tent/Furniture

- Grand Events (formerly Warnnambool Party Hire) have been chosen to install the marquee and the furniture and equipment requirements noted as previously minuted – see quote. It was noted that the coolroom was removed following the last meeting and reinstated due to the need for two. TG and JC suggested sourcing from PB. PMN: It was noted that after the meeting PB confirmed he required the coolroom and it would not be available. Coolroom to be maintained from Uneed via the contract with Grand Events. Committee Member may collect the coolroom to avoid additional cost.
- Coolroom has been purchased by CV. It is registered and re-signed and available to hire.
- *Action: ON to circulate the coolroom policy. HE to upload the Coolroom Policy to the website.*
- *Action: TG to follow up with Baxter to provide new quote on fencing, darlecs and extensions. TG confirmed that the length of the three phase extension will extend past the tent opening. TG confirmed Baxter. SWF to collect on Tuesday. TB to arrange with SWF.*
- *Action: ON to prepare spreadsheet of times for set up and delivery of items for review in our December meeting.*
- *Action: Timing of marquee required with aircon in before anything else is delivered.*
- *Action: Plumbing to be considered with A/C. GK has sought a quote from Sealy International Breeze Air. GK to send through details as this will need to be extended for the Grapes of Mirth proposed event and seek to return on Sunday 20 January 2019.*
- *Action: CV to seek Hessian quote.*
- *Action: CL to supply x 2 eskies and SR to supply x 1 esky*
- *Action: CV to confirm water supplier.*

12. Outside of Tent

- *Action: TG noted that the Toilets are booked, quote circulated.*
- *Action: CV (CL) to book Coffee Van as per last year.*

13. Photos

- Photos were taken by CV and Astyn took photos for TRSA – a selection of these

are on the website under gallery.

- Astyn has been confirmed as the 2019 photographer with another video for promotion. Price to be confirmed for P&L. Note TRSA have not budgeted for photos.
- *Action: Need imperial buyers/winemaker photos for promo. Note these are available for 2018 and HE to share in next meeting and create a social media plan to promote in advance of the day.*

14. MC

- ON confirmed that Jane Ferrari is locked in and was unfortunately a late scratching to attend Launch. Jane is very much looking forward to MCing the Raceday.

15. Masters

- Cellar Door Events advised unless another committee is created they are responsible for the CCC 2018 Golf event planning moving forward. This will no longer be reported in the Cup Committee Meeting minutes and deleted at next meeting.

16. Marketing and Promotions

- Cup plaque was updated with our presenting partner's logo in week leading up to the Launch. Thank you to HE for coordinating.
- Cup transfer schedule around cellar doors worked well on social media in 2017/18. A Fact Sheet and FAQs has been prepared by the office and distributed with schedule sent out in conjunction with the Launch and updates provided weekly in the correspondence. Note for those cellar doors with 36° South beef that dual posts will be undertaken.
- Media Release issued prior to the Cup and Media attendance by Amy Maynard of the Naracoorte Herald with photos taken and shared, take a look here: <https://www.naracoorteherald.com.au/story/5753957/teys-36-degrees-south-partners-with-the-coonawarra-vignerons-cup/?cs=1488#slide=5>
- Social Media Stories on the day, updates to the website with ticketing on Launch Day and monitoring the Cup Transfer schedule and prompting social media sharing.
- *Action: Cup Invites to be issued to VIPs by end of November 2018*
- *Action: Cup Day Media Release to be issued by CV office on Monday 11 January 2018. One week out for local papers.*
- *Action Cup Day Media Release to be issued by CV Office on Friday 18 January 2018.*

17. Transport

- Buses – JC contacted Don and advised of CV requirements including timeframes.
- *Action: Note this year prior to Cup week we will advise Don to come 15 mins later to avoid early arrivals and signage to be displayed by the Bus.*

18. Pack Down

- Discussed the Grapes of Mirth event and the Board's position to proceed with member participation and no cost to CV besides time of staff to assist. Committee were presented with the concept and asked if they had any feedback or concerns and if they do, to please raise these concerns with us to inform the design of the event. We noted that we are discussing with Penola Racecourse the ability to access the racecourse and talk through the pack down and set up for Saturday 19 January 2019.

19. General Business

- Launch - \$500 cost at Royal Oak
- Noted in future the launch is to be pushed out a week and try to avoid such events like Beef Steak and Burgundy.
- Music-good feedback – Music options and timing to be confirmed when we have raceday timeframes. – Explore options for acoustic.
- *Action: DR to confirm availability of Shaun Brown.*
- Steve sound man has been confirmed
- Waste by Veolia – ON is liaising with them to improve procedures.
- *Action: ON to confirm the bins.*
- Note tickets to be allocated to Committee further to the passing and reflected in the ticketing above.
- Risk assessment needs to be reviewed – this is a priority now that Grand Events has been confirmed.
- *Action: RMP to be circulated in the December meeting with signoff with Grand Events at set up in January.*
- *Action: Spreadsheet on what each individual does and when noting intellectual knowledge needs to be on paper – this is to be reviewed at the next meeting.*
- *Action: Prepare 2019 letter to send to committee company CEOs on 18 January thanking them for time put in by their staff – ON to action.*

Next Meeting – **Tuesday 11 December, however proposing 6 December 3:00pm CV Office due to clash with regional training and Christmas Get Together**

Enclosure A – Sponsorship Status Update

Sponsor	Status
Presenting Partner	
36° South	<p>\$10,000 financial support and invoice paid.</p> <p>In addition to Caterer purchasing product from supplier rather than provision of alternate product at same cost structure having a nil impact on catering fee.</p> <p>10 tickets to attend and involvement in social media cup transfer schedule.</p> <p>Signage on course to be confirmed further to TG confirming the location available in this meeting.</p>
Platinum Sponsors	<p>Platinum Sponsorship \$3,500 + gst</p> <ul style="list-style-type: none"> • Four complimentary tickets to the exclusive • Coonawarra Vignerons Cup Marquee (with the option of purchasing additional tickets at a reduced rate) • Advertising space in the race day program • Sponsor acknowledgement with company logo on marketing and advertising material including event program • Event advertising • Listed on CGWI website including link to company website <p>Opportunity to promote company products and/or services to CGWI members</p>
1. South West Freight	<p>28.05 confirmed happy to supply as per 2018.</p> <p>Noted that limited freight required – to check in based on requirements.</p> <p>Noted the horse needs to be transported again.</p> <p>Note the need to transfer air conditioning and generator.</p>
2. TK Furniture	Imperial Boxes to be confirmed – TB to confirm timing
3. Richard Ray Insurance Brokers	Emailed 28.10.2018 to reaffirm. Confirmed not sponsoring this year.
4. Langtons	Confirmed and invoice paid
5. MCC Labels	WIP – Option presented today. Noted that augmented reality cost is in order of \$1,500 for one brand. On top of this is the printing of the 8 imperial labels in order of \$200 per label = \$1,600 and as such the Platinum level was considered appropriate. No invoice is required.
Gold Sponsors	Gold Sponsorship \$2,500 + gst

Sponsor	Status
	<ul style="list-style-type: none"> Advertising space in the race day program Sponsor acknowledgement with company logo on marketing and advertising material including event Program Event advertising Listed on CGWI website including link to company website <p>Opportunity to promote company products and/or services to CGWI members</p>
1. Vinpac International	Confirmed and invoice paid.
2. Hahn Corporation	Emailed 28.05 and 21.08. Emailed again on 28.10 and confirmed on 29 Oct Gold Sponsor. Invoice to be emailed on 6 Nov.
3. AP John Coopers	<p>On 7 June A P John Coopers confirmed they are pleased to continue their sponsorship for the 2019 cup by way of supplying 2 x New French Oak Hogsheads for auction at the cup.</p> <p>As is past years, they will have these delivered to Coonawarra in time for display/auction on cup day.</p>
5.CCL	Confirmed by Tanya Doecke day after Launch. Logo received. Invoice to be sent 28 November 2018.
Silver Sponsors	<p>Silver Sponsorship \$1,500 + gst</p> <ul style="list-style-type: none"> One complimentary ticket to the exclusive Coonawarra Vignerons Cup Marquee (with the option of purchasing additional tickets at a reduced rate) Sponsor acknowledgement with company logo on marketing and advertising material including event Program Event advertising Listed on CGWI website including link to company website <p>Opportunity to promote company products and/or services to CGWI members</p>
1. BOC	Email fwd to JC for follow up with Brad Owen who has taken the role from Rick Francis who is in a different role. Confirmed in the lead up to the Launch. Invoice to be sent 28.11.
2. BFL	Emailed 28.05. Emailed again on 28.10 to confirm sponsorship for 2019 and confirmed the day prior to the Launch. Invoice to be sent 28.11. Additional tickets required.
3. Bendigo Bank	ON emailed on 28.05 and 29.10 to confirm support and this was confirmed with Kirsty Balnaves attending for Bendigo Bank at the Launch.
4. Adelaide Galvanising	ON emailed on 28.05 and confirmed for the Launch announcement. Invoice to be sent 28.11.
5. Brandstoker	DR confirmed in the meeting that they are back in the same capacity.
6. South East Motor Company	Confirmed and paid. Logo received.
7. Seguin Moreau	ON emailed 28.05 and PMN: Re-emailed on 29.10 to confirm sponsorship level. Confirmed on 1 Nov as Silver.
8. Hansen Print	Confirmed in accordance with Program discussions and also facilitated the poster for the Launch. Meeting held on 26 October and options were presented by CV on 2 Nov.
9. Wattle Range Council	ON to send the verifying information to justify their support. Confirmed support of \$1000.00
The following sponsors status was discussed.	
1. Wickham Flour & Co	Email was to be sent and considered no longer to be pursued.
2. Russell Industries (New Holland)	Email was to be sent and considered no longer to be pursued.
3. Glenavon Nurseries – Mark Cleggett 0417 883 826	Email was to be sent and considered no longer to be pursued.
4. 141 Logging	Email was to be sent and considered no longer to be pursued.
5. Elders Naracoorte	No longer to be pursued.
6. Chris Matthews	Not supporting. Confirmed in the meeting.
7. Veolia	ON emailed and new person in role.
8. South East Ice Suppliers	ON to follow up.
11. Della Toffola	PMN: Not able to support confirmed 29 Oct.