

## Minutes

### 1. Welcome and Attendance

Attendees	Dan Redman (DR), Steven Raidis (SR), Olivia Nunn (ON), Heidi Eldridge (HE), Katie Lewis (KL), Joe Cory (JC), George Kidman (GK), Luke Trotter (LT), Tony Gleeson (TG)
Apologies	Pete Balnaves (PB), Sara Fletcher (SF), Tim Bailey (TB), Christine Lambert (CL) – note 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 21.10.18.
- There will be a power upgrade to the whole track this was confirmed by TG on 21.10.18 – Note located at the switch board will also include a back-up generator. TG noted that the Power Upgrade is occurring on 26 November 2018.
- *Action: JC to 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.*
- Racing club has requested Adelaide undertake an 11.30am race start however unlikely TG noting that this may reduce to 12:30pm start.
- *Action: TG to provide an update at the next meeting.*
- PB suggested supporting letter to Nick McBride for grant and ON to follow up with Belinda Holland Secretary of Penola Racing Club to confirm approach.
- *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.*
- *Action: TG confirm that Presenting Partner can have signage on track at their own cost (signage is fixed with no ability to bump in and out).*
- *Action: CV (CL) to order red wristbands. PMN: wristbands arrived.*

### 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*

### 4. Budget and Sponsors

- Sponsorship document is the same for 2019.
- Richard Ray couldn't make it to cup - suggest offer tix to roadshow and other events and this will be activated moving forward. Note a race has not been allocated.
- New sponsor agreement is on website.
- *Action: Yalumba to be confirmed. Potential for co-pack.*
- *Action for runsheet: MC notes and social media strategy.*
- *Action: ON to follow up on millinery display.*

- Noted MCC has come back with alternate options. These are TBC.
- Hansen Printing to prepare the programs. Sponsorship level TBC.
- *Action: TB to contact MCC to get a coast on Imperial labels. Action outstanding. TB to contact MCC.*
- *Action: ON to confirm Aqua Essence partnership. Noted email sent awaiting response. If no response to seek alternative and flagged South East Ice Suppliers to be approached.*
- *Action: Continue to send sponsor suggestions to ON. These will close by 7 November given the announcements on 9 November 2018.*

PMN: 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 on 9 November.

<b>Sponsor</b>	<b>Status</b>
<b>Presenting Partner</b>	
Company X was communicated for Cup Committee to review and approve for recommendation to the Board.	ON confirmed the option available which includes \$10,000 financial support 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. 10 tickets to attend and involvement in social media cup transfer schedule. Cup Committee unanimously supported the proposal and made the recommendation to Board for Board Approval following advise to General Meeting. Noted the announcements would not occur until 9 November at the Launch. <i>Action: ON to present to Board on 25 Oct. All subsequent materials and invoicing to be prepared.</i> PMN: Confirmed and paid.
<b>Platinum Sponsors</b>	
1. <a href="#">South West Freight</a>	28.05 confirmed happy to supply as per 2018. Noted that limited freight required – to check in based on requirements.
2. <a href="#">TK Furniture</a>	Imperial Boxes to be confirmed
3. <a href="#">Richard Ray Insurance Brokers</a>	<del>Emailed 28.10.2018 to reaffirm. Confirmed not sponsoring this year.</del>
4. <a href="#">Langtons</a>	Confirmed and invoice paid
<b>Gold Sponsors</b>	
1. <a href="#">Vinpac International</a>	Confirmed and invoice paid.
2. <a href="#">Hahn Corporation</a>	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. <a href="#">AP John Coopers</a>	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. As is past years, we will have these delivered to Coonawarra in time for display/auction on cup day.
4. <a href="#">MCC Labels</a>	WIP – Meeting on 25 Oct to talk through options and meeting again on 7 Nov.
5. <a href="#">Wattle Range Council</a>	ON to send the verifying information to justify their support. Confident they will return as sponsors as per 2018.
<b>Silver Sponsors</b>	

<b>Sponsor</b>	<b>Status</b>
1. <a href="#">BOC</a>	Email fwd to JC for follow up with Brad Owen who has taken the role from Rick Francis who is in a different role.
2. <a href="#">BFL</a>	Emailed 28.05. Emailed again on 28.10 to confirm sponsorship for 2019.
3. <a href="#">Bendigo Bank</a>	ON emailed on 28.05 and 29.10 to confirm support.
4. <a href="#">Adelaide Galvanising</a>	ON emailed on 28.05. ON following up.
5. <a href="#">Brandstoker</a>	DR following up. ON noted that the wine was returned to office.
6. South East Motor Company	Confirmed and paid. Following up on logo.
7. <a href="#">Seguin Moreau</a>	ON emailed 28.05 and PMN: Re-emailed on 29.10 to confirm sponsorship level. Confirmed on 1 Nov as Silver.
The following sponsors were raised for follow up.	
<b>Presenting Sponsor</b>	
1. Wickham Flour & Co	Email to be sent.
2. Russell Industries (New Holland)	Email to be sent.
3. Glenavon Nurseries – Mark Cleggett 0417 883 826	Email to be sent.
4. 141 Logging	Email to be sent.
5. Elders Naracoorte – Send to Stuart Sharam to ask	Email to be sent.
6. Chris Matthews	Email to be sent.
7. Veolia	ON emailed and new person in role.
8. South East Ice Suppliers	ON to follow up. PMN 2 Nov confirming.
9. Hansen Print	PMN: Meeting held on 26 October and options being presented by CV on 2 Nov.
10. Potentially Yalumba	Noted interest in greater involvement – however this may be additional seats as per member allowance for access.
11. Della Toffola	PMN: Not able to support confirmed 29 Oct.

## 5. T-Shirts

- Cost was \$49 + GST
- Sold 6 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.
- 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.
- *Action: PMN could look at cobranding with the presenting partner to move. Will seek price for logo inclusion.*
- *Action: ON & HE to review further with website provider.*

## 6. Catering

- Blanco have requested lighting in their tent for 2019. Marquee requirement includes lighting. PMN: See combined quote attached.
- *Action: KL to meet with Blanco to discuss possible listing of more committee/Coonawarra wines at their restaurants in return for ongoing business.*
- KL noted she had not met with Blanco and will share the menu options once provided. PMN: See attached menu. Note presenting partner has included beef and we are need to confirm approach with Blanco.

## 7. Imperials Auction

- *Action: TB to source Imperials.*
- Miles Pfitzner has requested to come back and had asked for 4 tickets. Note Miles to be 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.

## 8. Wine

- Discussion re increasing budget, confusion re: pricing. Raising the question: Do we work on a percentage discount? Some wineries are getting hit harder.
- 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.
- 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: 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: 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
- Tickets will go on sale on Friday 9 November 2018. Link to be supplied to MEMBERS via Email on Thursday and Website to have the link for Member and Public.
- 50 tickets available to PUBLIC on 9 November 2018.
- Look 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. With ticketing to be in place by 9 November.
- *Action: Ticketing is to be set up by 9 November with MEMBER email out Thursday 8 November 2018.*
- PMN: Note that each ticket in addition to food and wine costs has race entry \$12, book \$4 and wrist band \$0.05.

## 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.
- *Action: To seek availability of decorations via the Marquee supplier. Refer to Grand Events website.*
- *Action: ON to provide details to KL to send through to Jane. ON to send invite to Jane for the Launch on 9 November 2018. ON to send email to Wagner's Rose Garden to secure roses also.*
- *Action: Jane to provide a style map for planning of the marquee layout and review at the next meeting.*

## **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.
- Coolroom has been purchased and registered and re-signed. Noted that an additional coolroom is required.
- *Action: ON to circulate the coolroom policy.*
- PMN Action closed another coolroom sourced from Uneed via Grand Events.
- *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.*
- *Action: ON to prepare spreadsheet of times for set up and delivery of items.*
- *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.*
- *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, see attached quote.*
- *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 – to be shared at next meeting.*

## **14. MC**

- ON confirmed that Jane Ferrari is locked in and available to attend Launch and MC Raceday.

## **15. Masters**

- Golf Day held on Friday 5th October with \$200 per team excluding GST \$220 inclusive of GST with 9 teams playing and the P&L is available in GM reports. Small profit made if we exclude social media advertising.
- JC moved that the Masters Golf Day has its own committee, seconded by GK and all Committee Members supported.
- PMN: Cellar Door Events advised unless another committee is created they are responsible for this event planning moving forward.

## **16. Marketing and Promotions**

- Cup transfer schedule around cellar doors worked well on social media and will occur again – digital strategy and schedule to be planned based on sponsor list.

- *Action: HE to create the Cup Transfer Schedule and a Cellar Door Fact Sheets and FAQs to accompany for photos to be taken and posted. Note this year is will combine with the Presenting Partner as a joint effort.*
- *Action: TG to arrange for Cup to be delivered with a box and white glove by 5 November 2018, noting that we need to review the plaque and modify for the presenting partner inclusion by 9 November.*
- *Action: Cup Launch Media Release to be created by CV office for pre 9 November and post 9 November announcing sponsors.*
- *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. General Business**

- Launch-Friday 9<sup>th</sup> November @ Royal Oak and ON confirmed with Kirby Shearing and weather permitting to host in beer garden. Noted that we do need to keep focused on the offering as we were able to keep budget tight when hosting at a winery. We will look to BYO wine, purchase beer and keep from 4:30pm to 6:30pm enabling those attending to stay for dinner.
  - Dan is an apology
  - No further invitees than those identified.
- Music-good feedback – Music options and timing to be confirmed when we have raceday timeframes. – Explore options for acoustic.
- *Action: Steve sound man to be locked in again – ON to confirm.*
- Waste by Veolia – ON is liaising with them to improve procedures.
- Note tickets to be allocated to Committee further to the passing.
- 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.
- 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 13 Nov 3:00pm CV Office**