



Coonawarra Vignerons

(Coonawarra Grape Wine Incorporated CGWI)

POLICIES

Policy 1

BUSINESS & EVENT PLANNING

1.1 **[Business Planning]** Coonawarra Vignerons shall adhere to the following process for preparing business planning documentation (which may include but not be limited to the strategic plan, brand activation plans and annual budget):

- A workshop shall be held as required to plan activities for the following financial year.
- In April the Board shall prepare a draft calendar of events and a draft annual budget with allocated responsibility for delivering events to sub-committees and working groups.
- In May, the sub-committees and working groups shall provide feedback to the Board.
- In June, the Board shall finalise the business plan which comprises a calendar of events and annual operating budget.

1.2 **[Event Planning]** If office time is to be consumed with the creation of an event then 30% to 50% of the membership should be participating, otherwise it is a member endeavour. Assistance with marketing and promotion can be considered.

Policy 2

CORRESPONDENCE & COMMUNICATION

2.1 **[Board and Committee reports]** To aid timely communication within the organisation;

- Sub-committees are to forward their minutes to their respective reporting Committee (as appropriate) within a week of meeting.
- Committee (eg VOC & Brand Reference Committee) minutes are to be issued to the respective Committee and uploaded to the members website within a week of meeting and both the Committee and Sub-committee meeting minutes are to be collated in the Board Pack for Board Reporting monthly.
- Board meeting minutes are to be issued to the Board and saved to the Board accessible webpage within a week of meeting.
- Sub-committee, Committee and Board minutes are available to all members via the website after they have been approved by the relevant committee.

2.2 **[Weekly correspondence list]** A weekly email will be distributed to all members containing;

- A weekly calendar of association events, meetings and key dates.
- All other correspondence received by the office and considered relevant to members; and
- Sponsorship opportunities will generally not be included in the weekly correspondence and the proposer will be advised to approach each member individually, unless considered to be of strategic benefit to the region participating collectively.

2.3 **[Emails circulated outside the weekly correspondence list]** Executive Officer may authorise email correspondence to members outside the weekly correspondence.

It is a standard protocol that Committee members will be blind copied as measure to avoid mass emailing. It is the responsibility of the member points of contacts to disseminate any information that is appropriate to their organisation.

2.4 [Lines of Communication - Member to Office communication]

If there is a minor issue to be managed, please raise verbally with the office team member.
If someone feels there is a functional issue then an email needs to be sent to the President, and/or Independent Chair to assist with resolving.

Should issues need resolution Members have access to the President, and/or the Vice President, and/or the Independent Chair, as agreed by the Board as appropriate, in accordance with the Constitution, Clause 14 Dispute Resolution.

The President with the support of the Vice President of the Coonawarra Vignerons will field Member issue clarifications and communication. When an Independent Chair is presiding, the Independent Chair will then liaise with Office team member, in particular any questions relating to decision making and will communicate as deemed necessary between the parties. This process has been put in place to remove any conflicts of interest, or perceived personal agendas the President, or Vice President could have.

Policy 3 **MEDIA/JOURNALIST VISITS**

- 3.1 Itineraries for guests of the Coonawarra Vignerons will be organised with the best endeavours to balance member access and guest's requests.
- 3.2 A record of all media/journalist visits will be kept detailing individual visits (to individual wineries), group visits (shared time) and available to all members on request.
- 3.3 A record of the itinerary and associated costs will be kept and is available to all members on request.

A guiding principal in this area of policy is that any region's reputation is built around its best and most recognised wines. This consideration should always be taken into account when masterclasses, or high-level strategic area exposure occurs.

A second guiding principal is that the Coonawarra Vignerons is a voluntary member subscription organisation, where all members have equal access to committee participation and to contribute their ideas and influence the planning of visits.

Policy 4
CONFLICTS OF INTEREST

- 4.1 **[Material interests to be declared]** Where Board members have a material interest in a decision, or activity that is not in common with all Members, Board members must declare sufficient information about that interest to ensure that other Board members are aware of the nature and extent of the interest and its interaction with the affairs of the Coonawarra Vignerons. A conflict of interest register can be created to record such conflicts and the meeting minutes is the second document to track conflicts as they arise.
- 4.2 **[Declaration only once]** Board members only need to declare interests once on the issue at hand at each meeting or occasion.
- 4.3 **[Abstain from voting]** Board members shall abstain from decision processes that may provide direct, perceived or pecuniary benefits to the Board Member, an individual or business.
- Board members will not be involved in voting, or a board process such as procurement or recruiting where a perceived or real impartiality can be perceived.

Policy 5
EMPLOYMENT AND MANAGEMENT OF STAFF

- 5.1 **[Selection and recruitment]** The President, or nominated Board Member in conjunction with the Board, shall:
- oversee the preparation of a job description for the Coonawarra Vignerons position;
 - oversee the public advertising of the position;
 - oversee the recruitment of an appropriate person using a transparent selection process; and
 - negotiate terms and conditions of employment.
- 5.2 **[Equity and diversity]** The Coonawarra Vignerons shall actively pursue equity in employment, regardless of sex, disability, race, religion, political or sexual preference.
- 5.3 **[Pay and conditions]** Pay and conditions shall be set by the Board having regard to the requirements of the position, the market, and the Coonawarra Vignerons' budget situation and as a minimum be in line with award expectations. Staff pay and conditions shall be confidential.
- 5.4 **[Performance of duties]** The Board, through the President, or Vice President, or Independent Chair may assign responsibilities to staff members, and may delegate decision making and financial powers to staff members. Delegations shall be recorded in the minutes of Board meetings.
- 5.5 **[Performance management]** The President, with the support of the Vice President, and/or Independent Chair of the Coonawarra Vignerons shall be responsible for overseeing the performance of each staff member, including ensuring a performance review is conducted with each staff member at least annually.
- 5.6 **[Member clarifications and communications with office beyond day to day operations]** The President with the support of the Vice President, and/or Independent Chair of the Coonawarra Vignerons will field Member issue clarifications and communication with office, in particular any questions relating to decision making and will communicate these back to the office as deemed necessary.

Policy 6

FINANCIAL MANAGEMENT AND ACCOUNTING PROCEDURES

- 6.1 Purchasing - Purchases outside the normal budget expectations are to be approved in advance by the Executive Officer and the Treasurer in conjunction with Finance Committee Members, where advance notice is possible. If <\$50, petty cash can be used. All petty cash transactions must have a receipt.
- 6.2 Accounts Payable
- 6.2.1 All payments require an invoice, or a receipt.
 - 6.2.2 All invoices are to be received, collated, coded, and entered into MYOB by the Coonawarra Vignerons staff and approved by the authorised initiator. This is to be done no less than once a month upon receipt of the invoice. In the absence of the initiator the Treasurer (or a member of the Finance Committee), or the President will authorise payments.
 - 6.2.3 Once approved by the Finance Members (2), the account will be paid within five working days.
 - 6.2.4 The accounts payable list will be forwarded to the Finance Committee monthly.
 - 6.2.5 A minimum of two signatories are required on all cheques and electronic payments. The cheque signatories are determined by the Board in electing the Finance Committee.
- 6.3 Accounts Receivable
- 6.3.1 All Coonawarra Vignerons invoices are to be managed by the CV Office in accordance with the Budget and Committees in place. In the absence of the Treasurer (or a member of the Finance Committee) the President can instigate invoices.
 - 6.3.2 The Treasurer is to allocate the appropriate accounts for receipt of funds, in consultation with the Coonawarra Vignerons staff, Committees and Sub-Committee Chairs.
 - 6.3.3 Accounts are to be paid within 30 days, with reminders sent by the Coonawarra Vignerons Office and outstanding debts pursued by the Coonawarra Vignerons Office and the Treasurer.
 - 6.3.4 All payments received are to be deposited within 5 working days.
 - 6.3.5 Statements will be sent at the end of each month for any outstanding amounts due.
 - 6.3.6 Any member with outstanding membership fees at the end of the month following invoicing shall be sent a letter, accompanied by the outstanding amount statement, informing the member that, in accordance with clause 6.4 of the Coonawarra Vignerons Constitution, their membership will cease if unpaid 3 months after falling due. Once a membership ceases, the member shall cease to receive correspondence, shall be ineligible to participate in any Coonawarra Vignerons promotions, and shall be unable to access the Coonawarra Vignerons available resources and services, including the website. Membership can be reinstated without penalty if fees are completely paid within 3 months of the due date, or by negotiation with the Treasurer.
- 6.4 Payroll
- 6.4.1 The Treasurer is to authorise staff wages and payments in accordance with employment contracts and statutory requirements.
 - 6.4.2 The Treasurer, or Public Officer is to authorise WorkCover, superannuation and PAYG payments, and group certificates.
 - 6.4.3 Payroll data entry and record keeping is to be managed by the Coonawarra Vignerons Office.
 - 6.4.4 Staff leave is to be authorised by the President with one copy of the leave approval forwarded to the Treasurer, one copy retained at the office and data entered into

MYOB by the Coonawarra Vignerons Office. Approval may be obtained by email prior to leave taking place.

6.5 Financial Planning & Budgeting

6.5.1 The Annual Budget is to be prepared by the Finance Committee and is to be GST exclusive.

6.5.2 The Treasurer will instigate and lead these discussions and advise the Board on all financial matters concerning the Coonawarra Vignerons and its activities.

6.5.3 The Coonawarra Vignerons Accountant and Auditor will be appointed at the AGM.

6.6 Payment of Accounts

6.6.1 Coonawarra Vignerons Members are to ensure that they pay their accounts, including membership fees and ticket purchases, within 30 days unless otherwise stated.

6.6.2 The Treasurer is authorised to negotiate payment terms with Members if necessary.

6.7 Reconciliation

6.7.1 Accounts are to be reconciled every month using access provided to the Association account balance online information.

6.7.2 All accounts payable and accounts receivable are to be approved prior to reconciliation.

6.8 Reporting

6.8.1 The Board will receive monthly reports (at Board meetings) of the following: an accounts payable list; an accounts receivable list; a YTD budget analysis; a Balance Sheet; and a Profit and Loss Analysis.

6.8.2 Sub-committees and working groups will receive a financial report on their income and expenditure to date quarterly and/or as required.

6.8.3 The Treasurer will receive: aged payables monthly (two days prior to the Board meeting); aged receivables monthly (two days prior to the Board meeting); access in real time to MYOB activities monthly; copies of any approved staff leave; payroll summaries; quarterly GST summary report; and other information as requested.

Policy 7

COMMITMENT TO SAFETY

7.1 We are committed to safety in the workplace. The objective is prevention of any work-related harm to any Board, Group or Committee Member and to staff assigned to the Board and the people we work with. We will continue to adapt our work environment and work systems to reduce the likelihood of harm. We are committed to meeting the evolving standards.

Member events held in the region are not the responsibility of the Coonawarra Vignerons and this is to be reiterated in the annual membership renewal form.

Policy 8

COMMITMENT TO BOARD POLICIES

8.1 Members must ensure that they are aware of and properly administer and comply with the regulations and Board policies.

Policy 9

CODES OF CONDUCT

9.1 Use of language that would be expected of and used in common negotiation is the only language that will be tolerated. That is to say disrespectful behaviour, including swearing (use of profanities) is unacceptable.

The Board has employees and needs to provide a professional working environment as is consistent with all work place regulations.

Incident reporting of this will be to the President with support of the Vice President and or the Independent Chair of the Coonawarra Vignerons.

Policy 10

PUBLIC COMMENT

10.1 All requests for public comment on behalf of Coonawarra Vignerons are to be reported to the President or Executive Officer to manage.

10.2 If a member is asked for public comment on a regional based issue the President of the Association is to make that comment or delegate an appropriate person.

Policy 11

SOCIAL MEDIA PARTICIPATION

11.1 Basis for policy is:

- To ensure every employee and member who has access to and participates in Coonawarra Vignerons social media platforms understands the extent to which posting is authorised, to be clear which social media activity / posts should be referred for approval and to recognise sensitive issues that require referral to and input from the Executive Officer.
- There are positive benefits as well as risks to the Association when posting on social media and employees should understand and be aware of the risks involved to ensure that any risk is minimised.
- The Executive Officer or delegate can provide guidance to employees about the policy position for social media posts but approval must always be requested prior to posting. When in doubt seek guidance.

11.2 Policy detail

Definitions

Active Association social media sites include:

Facebook: <http://facebook.com/Coonawarra>

Instagram: http://instagram.com/coonawarra_wine

Twitter: <http://twitter.com/coonawarrawine>

Other media sites:

Website: <http://www.coonawarra.org>

Youtube: <https://www.youtube.com/channel/UCaGSUJjgFpXQf3gHFTstcpA>

11.3 Guidance for Coonawarra Vignerons Employees Using Social Media

Coonawarra Vignerons uses a range of social media and other media to:

- assist with branding and marketing of its activity;
- provide interesting and engaging content;
- report on outcomes;
- for members, industry, government, stakeholders, consumers and a community of followers.

Coonawarra Vignerons' involvement in social media is undertaken for a variety of reasons:

- create interest;
- build association membership;
- content that points to association actions and activity;
- a call to action;
- draw attention to newsletter content;
- draw attention to seminars, workshops, conferences, awards, wine courses;
- keeps our brand visible;
- profiles Coonawarra Vignerons' products and services;
- seeks and accepts connections;
- participate in discussion;
- post video content;
- follow and sometimes endorse member activity;
- sharing feedback;
- talk about wine experiences and wines we taste.

Most Coonawarra Vignerons staff will provide or add content for one or more of the sites listed. In posting content to all sites listed above, Coonawarra Vignerons staff will be limited to providing information that is factual about events, workshops etc. or encouraging participation. While participating in conversation on some sites, content should always use business style of language noting that you are commenting as an employee of the association and not as an individual without any connection to Coonawarra Vignerons.

In addition, comments made when looked at objectively, must be factual. The Coonawarra Vignerons is to refrain from attributing titles erroneously eg calling members that are not winemakers are to be referred to as a wine producer, winery owner etc. How the Coonawarra Vignerons addresses these titles should be based on fact and this also applies for viticulture roles. If the individual is not a qualified viticulturist they are to be referred to as a vineyard manager. With increased use of social media it is necessary for Coonawarra to accurately and factually represent the region. A directory is to be created to help manage the communication of roles.

Consistent with the goals and in line with association values, Coonawarra Vignerons values its reputation which is built over a significant period of time and can easily be changed through inappropriate use of language or comments made in social media platforms. That means any post made by an employee of Coonawarra Vignerons on any other social media site when making a general post or a comment about another employee of Coonawarra Vignerons, any member or non-member of Coonawarra Vignerons, Coonawarra Vignerons itself or about the South Australian or Australian wine industry when viewed objectively must not be disparaging or adverse in nature.

Given that Coonawarra Vignerons employees are responsible for their own functional areas, a “review” of posts by a peer or a more senior employee of Coonawarra Vignerons is a preferred option. Posting of facts related to a seminar etc may not need “review”, but if they are posting as part of a conversation or a response to the posting of others, or stating an industry policy position, they should seek a “review” of proposed posts. An exception may be where they are participating as part of a conference, workshop or lunch. In these circumstances, where a “review” may not be readily feasible, Coonawarra Vignerons employees should use extreme care to ensure that posts use business language, and to remember if you are in doubt about a comment you intend to make, do not post.

Employees of Coonawarra Vignerons should also guard against making adverse or disparaging comments on social media about anything that can be linked to Coonawarra Vignerons activity. This policy applies to personal comments made on any other site where those comments can be linked to Coonawarra Vignerons or to Coonawarra Vignerons through your employment regardless of whether activity or action is undertaken during or outside working hours.

Employees that cease employment with Coonawarra Vignerons should ensure that all references on social media platforms to being a current employee of Coonawarra Vignerons is removed in a reasonable time but no longer than one month following cessation of employment. Coonawarra Vignerons may write to a past employee seeking to request removal of the incorrect information.

11.4 Acknowledgement

All Coonawarra Vignerons employees acknowledge that:

- they are not to make comments which might reflect negatively on the Coonawarra Vignerons’ reputation or make deliberately false or misleading claims about the Coonawarra Vignerons or its products or services;
- they must not disclose confidential information or sensitive information about the association and this obligation continues after the employment or engagement ceases;
- they must not cite any customer, member, non-member or supplier of the Association without the express prior permission of the Executive Officer;
- they must observe relevant privacy, defamation, copyright laws or trademarks;
- they must comply with relevant discrimination, work, health and safety and employment laws and Coonawarra Vignerons policies that relate to discrimination, harassment, workplace bullying and the Coonawarra Vignerons’ values;
- they must not make reference to any employee, contractor, member, non-member, customer of the association or the wine industry in a manner which is defamatory or which could have an adverse impact either personally or professionally.

11.5 Employee Responsibilities

If a Coonawarra Vignerons employee becomes aware of a disparaging comment or information stored or posted by others (including non-employees) in the social media environment about Coonawarra Vignerons or connected to Coonawarra Vignerons then that material should be immediately provided to or notify the President or Executive Officer of its existence. Coonawarra Vignerons employees are personally responsible to report any inaccurate, misleading, or deceptive information they encounter about Coonawarra Vignerons, its employees or its products and services to the Executive Officer or President.

11.6 Warning

Coonawarra Vignerons will use and disclose an Employee's social media posts where that use or disclosure is:

- for a purpose related to the employment of any employee or related to the association's
- business activities; or
- to ensure compliance with this policy; or
- to a law enforcement agency in connection with an offence; or
- in connection with legal proceedings; or
- reasonably believed to be necessary to avert an imminent threat of violence to any person;
or
- substantial damage to property.

Any breach of this policy may result in disciplinary action, including but not limited to, issuing a warning, suspension or termination of employment/membership.

11.7 Responsibility

The Executive Officer and President are to ensure that all employees are familiar with these policies and provide any guidance to minimise the risk in posting to these sites.

Any questions about these policies should be directed to the President.

The Coonawarra Vignerons reserves the right to vary, replace or terminate these policies as appropriate from time to time.