

Brand Reference Group Meeting Minutes		
Wednesday 21 November 2018		8:45am
		CV Office
Attendees	Joy Bowen (JB- Chair as required), Sue Hodder (SH), Rebecca Trotter (RT), Dru Reschke (DR), Emma Raidis (ER), Erin Fields (EF), Heidi Eldridge (HE) & Olivia Nunn (ON)	
Apologies	N/A	
Minutes	Olivia Nunn (ON)	

Note: Natasha Gordon resigned from the Committee via Email on 9 October 2019. Noting should a Marketing Committee be reinstated Natasha would seek to be involved.

1. Minutes of Previous Meeting – 10 October 2018

This meeting did not seek confirmation of the previous minutes as the meeting was called to review three agenda items relating to Brand in advance of the Board Meeting and all were comfortable with this approach and the basis of the reporting at the General Meeting. Refer to the attachments circulated in advance of the meeting which included the current status of this group as reported in October.

Welcomed Erin Fields of Penley Estate to her first meeting joining via telephone.

2. Strategic Plan & Coonawarra Brand Activation Plan outstanding actions – seeking BRG comments on strategy to deliver

Reviewed the CPAP and noted that we were on track with delivery of the suggested initiatives and noted that strategic implementation is key with our actions always to refer back to these living documents.

3. Grant (Project 250 SAWIA facilitated industry benefit grant) Options

Presented options as they relate to branding and sought feedback on project options with BRG encouraged to consider areas requiring funding.

The Biodiversity Strategic Implementation plan is to be scoped and seek funding through this State grant and federally in submission due early in January. Noted that other projects had not yet been scoped sufficiently to apply.

Targeting submission in second round on 6 December, however reliant on technical inputs from Landcare representative and this had been sought and awaited to finalise the scope.

PMN: We did not receive technical inputs in time to submit. We are now targeting a submission by 24 January prior to ON's leave. Note this timing is not ideal given the Christmas break and many resources beyond our control taking leave.

4. Brand Activation utilising augmented reality (AR) – seeking BRG feedback on proposed branding and approach

Presented the AR concept and talked through how it will work on Cup Day and beyond. A Fact Sheet is to be created to distribute and encourage member participation on Cup Day for a common understanding.

BRG were very supportive of the use of AR and agreed this was a good marketing strategy to deliver advertising in a unique way working with a sponsor.

It was raised that another label company is sponsoring the Cup and we did not believe it was necessary to share this unique offering with the company as it was presented by the sponsor and considered to be a commercial in confidence offering and the label company's intellectual property.

Next Meeting – TBC As meetings as general rule will occur at the same monthly frequency however on a basis of an as need requirement. Updates to continue and where possible every two months the group will come together.

Attachment 1 – Reference Materials emailed

BRG Committee Report – October 2018

AR Example Neck Tag

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4. Brand Reference Group (former Marketing Committee)

The Brand Reference Group assists with the implementation of the approved [CGWI Strategic Plan 2016-2018](#) and [Coonawarra Brand Activation Plan](#).

The Brand Reference Group is representative of CGWI member companies who pay a promotions and events membership premium.

The Executive Officer (former Wine Industry Manager (WIM)) is responsible for managing the strategic plans of the organisation and managing related budgets.

Members

Emma Raidis, Joy Bowen (Board), Rebecca Trotter, Sue Hodder, Dru Reschke

Members that have resigned since last General Meeting include Kirsty Balnaves received via email on 19 July 2018 and Natasha Gordon received via email on 9 October 2018.

Currently chaired by Olivia Nunn until a Chair is appointed.

Terms of Reference

1. Monitor that the [CGWI Strategic Plan 2016-2018](#) and [Coonawarra Brand Activation Plan](#) is being adopted by the members of the Coonawarra Vignerons, and that any movement away from the plan controlled collaboratively with the broader membership buy in and avoiding any unintended consequences;
 2. Collate brand related information from each sub-committee for the Board and ratification by the Board;
 3. Assist the sub-committees, Executive Officer and Event Officer where needed to maintain brand;
 4. Oversee the preparation of an annual Marketing Action Plan, referencing the brand activation plan with agreed priorities and responsibilities ratified by the Board.
 5. Provide advice/feedback on the annual marketing budget (prepared by the EO), before it is forwarded to the Finance Committee and Board.
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- ~~1. The Marketing Committee oversees the preparation of an annual Marketing Action Plan with agreed priorities and responsibilities ratified by the Board.~~
 - ~~2. The Marketing Committee provides advice/feedback on the annual marketing budget prepared by the WIM, before it is forwarded to the Finance Committee and Board.~~
 - ~~3. The Marketing Committee provides assistance for non-key events that arise during the year. (Note: Key events will be managed by the Events & Marketing Officer (E&MO) in conjunction with the relevant events committee, as per the E&MO position description). Non-key events typically include:~~
 - ~~• Sommeliers Immersion Program and Trade Immersion Program (SIP & TIP) with Wine Australia.~~
 - ~~• Media visits.~~
 - ~~4. The Marketing Committee reports directly to the CGWI Board, and provides minutes on a monthly basis.~~

Achievements

- A range of ideas have been reviewed as at times we have not had quorum attendance at meetings and this gave rise to a further review of the terms of reference resulting in the change to the Brand Reference Group that was confirmed in the October Meeting to refocus the group's attention on delivering the Strategic Plan and CBAP.
- Digital content funded by two grants has been rolled out on our Coonawarra Youtube Channel and was presented at the Cabernet Symposium. Videos available to view and share here: <https://www.youtube.com/channel/UCaGSUJgFpXQf3gHFTstcpA>.

- Wine Australia NZ SIP visit undertaken with feedback shared.
- Increased Coonawarra promotion.

Work In Progress

- Signage (former Marketing Action) is being explored to increase visibility – note Wattle Range Council has supplied \$15k towards Coonawarra entrance signage.
- Reviewing other marketing opportunities domestically, in particular Victoria given the statistics of visitations from this State. (former Marketing Action)
- Advertising and promotional materials will continue to be reviewed to ensure they are on brand.
- Reviewing available statistics to share more on visitation data. (former Marketing Action)
- Monitoring Cabernet Event for 2019 for brand alignment. Event is in development and an update will be provided in the General Meeting.
- Searching for funding and monitoring the Wine Tourism scope to deliver the International Strategy (US and China) that represents the markets Coonawarra wine is to be delivered further to the CBAP's Strategy Seven – International Wine Trade and Media Engagement. (EDGM now rather than EPP)
- Project 250 Projects are being scoped to prepare an application for submission on either 22 October or early December.
- Great Wine Capitals AGM Delegates (22 including organising committee member and photographer) Technical Tour on 5 November 2018.
- Assisting Wine Australia with Photography of Coonawarra Winemakers week commencing 5 November 2018.
- Coonawarra \ Brand Style Guide is under preparation.

Budget

- EO is grant focused to deliver new projects outside of budgeted items.

Risks/Issues/Constraints

- Member website usage.
- Compliance with Coonawarra \ branding and subsequently event branding for regional events.
- Funding for additional initiatives is a constraint.
- Maps and Little Black Books reprint occurs in the middle of Roadshow planning and seeking for members to confirm membership renewal by end of January to enable materials to be reviewed and prepared in February. Note no change to payment structure is proposed.

Opportunities

- Growing involvement with industry bodies such as Wine Australia and hosting visits.
- CBAP strategies not yet advanced.
- Project 250 up to \$10,000 of funding. Note that the funding needs to be matched and the projects need to be replicable or have the ability to be shared collaboratively with other regions for industry benefit.
- Cabernet event to focus and raise greater awareness and in turn demand for Cabernet as a variety.

Key points/actions for Members

- Share and promote the digital content.
- Be sure to check in with the office regarding use of the respective logos on promotional materials.
- Please continue to tag us socially and within reason CV will endeavour to provide fair and equitable social coverage of content that is readily available.
- If you have an event coming up reach out for materials to take along.
- Always welcome your ideas for further brand exposure.

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